

BRIAN C. BRIGGEMAN

Associate Professor and
Director of the Arthur Capper Cooperative Center
Department of Agricultural Economics
Kansas State University
November 2011

EDUCATION:

- 2006 Ph.D., Purdue University, Agricultural Economics
Field: Agricultural Business
Dissertation: "A New U.S. Farm Household Typology: Implications for Agricultural Subsidies" Advisors: Dr. Allan Gray, Dr. Tim Baker, and Dr. Christine Wilson
- 2002 M.S., Texas A&M University, Agricultural Economics
Thesis: "Consumers of Fresh and Processed Pork in the At-Home and Away-from-Home Markets" Advisors: Dr. Oral Capps Jr. and Dr. George Davis
- 2000 B.S., Kansas State University, Agribusiness
Graduated with Cum Laude Honor
Advisor: Dr. Bryan Schurle

PROFESSIONAL EXPERIENCE:

- 2011-present Kansas State University, Department of Agricultural Economics,
Associate Professor and Director of the Arthur Capper Cooperative Center
- 2009-2011 Federal Reserve Bank of Kansas City, Omaha Branch, Regional Affairs,
Economist
- 2006-2009 Oklahoma State University, Department of Agricultural Economics,
Assistant Professor
- 2003-05 Purdue University, Department of Agricultural Economics, United States
Department of Agriculture National Needs Fellow
- 2002-03 Farm Credit Services of America, Lincoln, NE, Business Analyst
- 2000-02 Texas A&M University, Department of Agricultural Economics, Teaching
and Research Assistant
- 1990-Present Briggeman Farms, Inc., Iuka, KS, Financial Management Advisor

HONORS RECEIVED

- Lead article of the first volume of 2011 European Review of Agricultural Economics
- Gamma Sigma Delta New Teacher Award of Merit, Oklahoma State University, 2008
- North American Colleges and Teachers of Agriculture (NACTA) 2008 Jack Everly Award Recipient for the article entitled, “How Do Employers Assess Job Candidate Attributes?”
- North American Colleges and Teachers of Agriculture (NACTA) Teaching Award of Merit, Oklahoma State University, 2008
- Undergraduate Agricultural Economics Club (Aggie-X) Teacher of the Year, Oklahoma State University, 2008
- Overall 1st Place in the National Graduate Student Case Study Competition held at the American Agricultural Economics Association Annual Meeting, Orlando, FL, 2008
 - Team Members – Kathleen Brooks and Shannon Sand
 - Advisor – Brian C. Briggeman
- Overall 2nd Place in Purdue University Snyder Lecture Series Poster Competition, 2005
- Overall 3rd Place in the National Graduate Student Case Study Competition held at the American Agricultural Economics Association Annual Meeting, Denver, CO, 2004
 - Team Members – Brian C. Briggeman and Joshua D. Detre
- Travel Grant Recipient for the Food and Agribusiness Management Education Pre-Conference at the American Agricultural Economics Association Annual Meeting, Denver, CO, 2004
- USDA National Needs Fellow, Purdue University, 2003-2005
- Travel Grant Recipient for the *International Food and Agribusiness Management Association* Annual Meeting, 2001, Sydney, Australia
- Tyrus Timm Fellowship, Texas A&M University, 2000
- Graduated Kansas State University with Cum Laude Honors, 2000
- Gamma Sigma Delta Honor Society of Agriculture, Kansas State University, 2000
- Phi Kappa Phi National Honor Fraternity, Kansas State University, 1999
- Salutatorian Pratt High School, 1996

JOURNAL ARTICLES

Peer Reviewed Articles (32 total)

Zakrzewicz, Christopher, B. Wade Brorsen, and Brian C. Briggeman, "Comparison of Alternative Sources of Farmland Values," *Agricultural Finance Review*, 2011, Forthcoming

Gunderson, Michael A., Joshua D. Detre, Brian C. Briggeman, and Christine A. Wilson, "Ag Lending: The Next Generation," *Agricultural Finance Review*, 2011, Forthcoming

Briggeman, Brian C. and Jayson L. Lusk, "Preferences for Fairness and Equity in the Food System," *European Review of Agricultural Economics*, 38(2011): 1-29
Lead article of first volume

Briggeman, Brian C., "The Role of Debt in Farmland Ownership," *Choices*, Second Quarter, 2011

Briggeman, Brian C., "The Importance of Off-farm Income to Servicing Farm Debt," *Economic Review*, First Quarter, 2011: 63-82

Briggeman, Brian C., "Farm Balance Sheets: The Hidden Risk of Non-real Estate Debt," *Main Street Economist*, Issue 2, 2011

Henderson, Jason and Brian C. Briggeman, "Interest Rates and Farmland Values," *Main Street Economist*, Issue 1, 2011

Briggeman, Brian C. and F. Bailey Norwood, "Employer Assessment of the College Graduate: What Advisors Need to Know," *Journal of Natural Resources and Life Sciences Education*, 40(2011): 19-28

Ellison, Brenna D., Jayson L. Lusk, and Brian C. Briggeman, "Other-Regarding Behavior and Taxpayer Preferences for Farm Policy," *The B.E. Journal of Economic Analysis & Policy*, 2010, Available Online

Briggeman, Brian C. and Maria Akers, "The Credit Advantage of Farm and Rural Small Business Ownership," *Agricultural Finance Review*, 70(2010): 353-364

Lusk, Jayson L. and Brian C. Briggeman, "Selfishness, Altruism, and Inequality Aversion towards Consumers and Farmers," *Agricultural Economics*, 2010, Available Online

Briggeman, Brian C. and Brian E. Whitacre, "Farming and the Internet: Reasons for Non-Use," *Agricultural and Resource Economics Review*, 39(2010): 571-584

Ellison, Brenna D., Jayson L. Lusk, and Brian C. Briggeman, "Taxpayer Beliefs about Farm Income and Preferences for Farm Policy," *Applied Economic Perspectives and Policy*, 32(2010): 338-354

Briggeman, Brian C., "Debt, Income, and Farm Financial Stress," *Main Street Economist*, Issue 6, 2010

Briggeman, Brian C. and Jody Campiche, "The New ACRE Program: Costs and Effects," *Main Street Economist*, Issue 2, 2010

Briggeman, Brian C., Michael A. Gunderson, and Brent A. Gloy, "The Financial Health of Agricultural Lenders," *American Journal of Agricultural Economics*, 91(2009): 1406-1413

Toler, Stephen, Brian C. Briggeman, Jayson L. Lusk, and Damian C. Adams, "Fairness, Farmers Markets, and Local Production," *American Journal of Agricultural Economics*, 91(2009): 1272-1278

Briggeman, Brian C. and Christopher Zakrzewicz, "Can the Ag Credit Survey Predict National Credit Conditions?," *Economic Review*, Fourth Quarter, 2009: 93-110

Briggeman, Brian C. and Quatie Jorgensen, "Farm Credit Member-Borrowers' Preferences for Patronage Payments," *Agricultural Finance Review*, 69(2009): 88-97

Boyer, Tracy, Brian C. Briggeman, and F. Bailey Norwood, "Demand for Multimedia in the Classroom," *Journal of Agricultural and Applied Economics*, 41(2009): 791-808

Briggeman, Brian C. and Michael D. Boehlje, "Cash is King – BUT Profitability is the Kingdom," *Journal of the American Society of Farm Managers and Rural Appraisers*, 72(2009): 94-98

Briggeman, Brian C. and Jason Henderson, "The Slow Road Back for the U.S. Livestock Industry," *Main Street Economist*, Issue 4, 2009

Detre, Joshua D., Michael A. Gunderson, and Brian C. Briggeman, "Identifying Abnormal Returns to Food and Agribusiness Stocks on Key Farm Policy Legislative Dates," *Journal of Agribusiness*, 26(2009): 21-39

Briggeman, Brian C., Charles A. Towe, and Mitchell J. Morehart, "Credit Constraints: Their Existence, Determinants, and Implications for U.S. Farm and Non-Farm Sole-Proprietors," *American Journal of Agricultural Economics*, 91(2009): 275-289

Lusk, Jayson L. and Brian C. Briggeman, "Food Values," *American Journal of Agricultural Economics*, 91(2009): 184-196

Briggeman, Brian C., "Monitoring Credit Conditions in Rural America," *Main Street Economist*, Issue 3, 2009

Briggeman, Brian C. and Philip Kenkel, "Customer Segmentation Perceptions of Farm Credit Associations," *Agricultural Finance Review*, 68(2008): 227-236

Briggeman, Brian C., Allan W. Gray, and Joshua D. Detre, "Using Limited Information to Support the Decision to Launch a New Product in the Fruit Juice Market: A Teaching Case Study," *Review of Agricultural Economics*, 30(2008): 370-378

Briggeman, Brian C., Shida R. Henneberry, and F. Bailey Norwood, "How Do Employers Assess Job Candidate Attributes?," *NACTA Journal*, September 2007: 15-21
2008 Jack Everly Award Winner

Briggeman, Brian C., Allan W. Gray, Mitchell J. Morehart, Timothy G. Baker, and Christine A. Wilson, "A New U.S. Farm Household Typology: Implications for Agricultural Policy," *Review of Agricultural Economics*, 29(2007): 765-782

Briggeman, Brian C., Michael A. Gunderson, Joshua D. Detre, "Protecting Your Turf: First-Mover Advantages as a Barrier to Competitor Innovation," *International Food and Agribusiness Management Review*, 9(2006): 62-79

Detre, Joshua D., Brian C. Briggeman, Michael D. Boehlje, Allan W. Gray, "Scorecarding and Heat Mapping: Tools and Concepts for Assessing Strategic Uncertainty," *International Food and Agribusiness Management Review*, 9(2006): 1-22

Peer Reviewed Papers Under Review or Working Papers (total of 7)

Chung, Chanjin, Brian C. Briggeman, Sungill Han, "Willingness to Pay for Beef Quality Attributes: A Latent Segmentation Modeling Approach," revise and resubmit at *Journal of Agricultural and Applied Economics*

Zakrzewicz, Christopher J., B. Wade Brorsen, and Brian C. Briggeman, "How Accurate are Forecasts of Farmland Values?," under review at *Journal of Forecasting*

Briggeman, Brian C., Joshua D. Detre, Notie Lansford and Damona Doye, "Experiential Learning on the Internet: The Case of the Internet Agricultural Bank Simulation Game," under review at *NACTA Journal*

Briggeman, Brian C. and Jason Henderson, "Agricultural Commodity Prices and Monetary Policy: The Case of the Zero Bound," being prepared for submission to *American Journal of Agricultural Economics*

Norwood, F. Bailey and Brian C. Briggeman, "Valuing College Graduate Attributes Using Design Valuation and Interval-Censored Kernels," being prepared for submission to *Agricultural Economics*

Briggeman, Brian C. and Di Yang, "Farmland Values and Capitalization Rates," being prepared for submission to *Journal of Agricultural and Resource Economics*

Briggeman, Brian C., and Jason Henderson, “Farmland Booms and Busts: Will the Cycle be Broken?,” being prepared for submission to *Main Street Economist*

Other Publications

Federal Reserve Bank of Kansas City Beige Book (total of 3)

Tenth District Economic Conditions, January 2011

Tenth District Economic Conditions, June 2010

Tenth District Economic Conditions, September 2009

Outreach Publications (total of 9)

Briggeman, Brian C. and Maria Akers, “Survey of Tenth District Agricultural Credit Conditions – First Quarter 2011,” *Federal Reserve Bank of Kansas City*

Briggeman, Brian C. and Maria Akers, “Survey of Tenth District Agricultural Credit Conditions – Fourth Quarter 2010,” *Federal Reserve Bank of Kansas City*

Briggeman, Brian C. and Maria Akers, “Survey of Tenth District Agricultural Credit Conditions – Third Quarter 2010,” *Federal Reserve Bank of Kansas City*

Briggeman, Brian C. and Maria Akers, “Survey of Tenth District Agricultural Credit Conditions – First Quarter 2010,” *Federal Reserve Bank of Kansas City*

Briggeman, Brian C. and Maria Akers, “Survey of Tenth District Agricultural Credit Conditions – Third Quarter 2009,” *Federal Reserve Bank of Kansas City*

Briggeman, Brian C. and Maria Akers, “Survey of Tenth District Agricultural Credit Conditions – First Quarter 2009,” *Federal Reserve Bank of Kansas City*

Briggeman, Brian C. and Danny Klinefelter, “Financial Crisis, Recession Fears, and Agriculture,” *The Farmer-Stockman*, January 2009

Klinefelter, Danny and Brian C. Briggeman, “Grain Prices, Lending Woes, Complicate Ag Production,” *The Farmer-Stockman*, January 2008

Briggeman, Brian C. and Danny Klinefelter, “Events May Trigger Better Times,” *The Farmer-Stockman*, January 2007

Published Selected Papers or Abstracts (total of 7)

Briggeman, Brian C. and Brian E. Whitacre, "Farming and the Internet: Factors Affecting Input Purchases On-Line and Reasons for Nonadoption," *Journal of Agricultural and Applied Economics*, 40(2008): 717

Briggeman, Brian C., "U.S. Farm Households Operating a Non-Farm Business: A Tobit Analysis," in *Proceedings of the NC-1014 Conference on Agricultural and Rural Finance Markets in Transition*, Ani Katchova, ed., St. Louis, MO, October 4-5, 2007

Briggeman, Brian C. and Philip Kenkel, "Farm Credit Employees' Perceptions of Loan Business Relative to Different Types of Borrowers," *Journal of Agricultural and Applied Economics*, 39(2007): 411

Briggeman, Brian C. and Michael D. Boehlje, "Market Segmentation of Today's Agricultural Borrower," in *Proceedings of the NC-1014 Conference on Agricultural and Rural Finance Markets in Transition*, Ani Katchova, ed., Washington, D.C., October 2-3, 2006.

Gray, Allan W. and Brian C. Briggeman, "Development of a U.S. Farm Household Typology," *Cooperative Agreement Final Report*, reviewed by and available through the Economic Research Service of the United States Department of Agriculture, May 15, 2006

Briggeman, Brian C. and Maud Roucan, "Marketing to Today's Farm Household: Implications of a New U.S. Farm Household Typology," accepted abstract with the *WERA-72 Agribusiness and Research Conference*, James Sterns, review coordinator, Las Vegas, NV, June 19-20, 2006

Briggeman, Brian C., Allan W. Gray, and Christine A. Wilson, "Diversity and Commonality of U.S. Farm Households: A Typology of U.S. Farm Households," published abstract in *Journal of Agricultural and Applied Economics*, 37(2005): 501

Published Research in Trade Press Journals (total of 15)

Briggeman, Brian C., "Farm Debt Landscape Shows 'Pockets of Stress,'" *Feedstuffs*, January 2011, Jacqui Fatka author

Briggeman, Brian C. and Jayson L. Lusk, "Should the Supply Chain Play Fair? – Part Two," *AgriMarketing*, April 2008.

Briggeman, Brian C. and Jayson L. Lusk, "Should the Supply Chain Play Fair? – Part One," *AgriMarketing*, March 2008.

Briggeman, Brian C., Shida Henneberry, and F. Bailey Norwood, "Personal Interview Matters Most," *Feedstuffs*, December 31, 2007, page 17

Briggeman, Brian C. and Michael D. Boehlje, "Today's Agricultural Borrower: The Ruralpolitan and Retirement Customer Segments," *Ag Lender* 10(8):7, August 2006

Briggeman, Brian C. and Michael D. Boehlje, "Today's Agricultural Borrower: The Farm Business Customer Segments," *Ag Lender*, 10(5):6-7, July 2006

Briggeman, Brian C. and Michael D. Boehlje, "Wealth and Capital Allocations of Today's Agricultural Borrower," *Ag Lender*, 10(5):1 & 10, June 2006

Briggeman, Brian C. and Michael D. Boehlje, "Segmenting Today's Agricultural Borrower: Anything but 'Run of the Mill,'" *Ag Lender*, 10(5), May 2006

Roucan, Maud and Brian C. Briggeman, "Get a Grip on Market Opportunities for Today's Farm Household," *AgriMarketing*, March 2006.

Detre, Joshua D., Michael A. Gunderson, Brian C. Briggeman, and Michael D. Boehlje "The Search for Optimal Capital Structure," *Seed World*, July 2005.

Detre, Joshua D., Michael A. Gunderson, Brian C. Briggeman, and Michael D. Boehlje "Why Earning a Positive Net Income is Not Enough," *Seed World*, May 2005.

Detre, Joshua D., Brian C. Briggeman, Allan W. Gray, and Michael D. Boehlje "Putting the Risk Scorecard to Work for Your Seed Company," *Seed World*, Jan. 2005.

Briggeman, Brian C., Joshua D. Detre, Michael D. Boehlje, and Allan W. Gray "Bringing Value to Scorecarding," *Seed World*, Nov. 2004.

Briggeman, Brian C., Joshua D. Detre, Michael D. Boehlje, and Allan W. Gray "Strategic Risk Assessment Through Scorecarding," *Seed World*, July 2004.

Boehlje Michael D., Allan W. Gray, Brian C. Briggeman, and Joshua D. Detre "Uncertainty in Agriculture: What are the Sources?," *Seed World*, May 2004.

Selected Posters (total of 3)

Zakrzewicz, Christopher, B. Wade Brorsen, and Brian C. Briggeman, "Comparison of Alternative Sources of Farmland Values," presented at the 2011 *Agricultural & Applied Economics Association* annual meetings in Pittsburgh, PA

Briggeman, Brian, Joshua Detre, Damona Doye, and Notie Lansford, "Enhancing Learning via the Internet: The Internet Agricultural Bank Simulation Game," presented at the 2010 *Agricultural & Applied Economics Association* annual meetings in Denver, CO

Briggeman, Brian C. and Joshua D. Detre, "Management of Strategic Uncertainty for Agribusinesses: A Teaching Application," presented at the 2006 *American Agricultural Economics Association* annual meetings in Long Beach, CA

2006 AAEA Selected Poster Finalist

Undergraduate Student Papers Published Under My Supervision (total of 1)

Quatie Jorgensen, "Do Farm Credit Customers Prefer Lower Interest Rates or Higher Patronage Payments?," *SS-AAEA Journal of Agricultural Economics*, 2007

PRESENTATIONS

Outreach Presentations (total of 58)

"Macroeconomic Risks for Farmer Cooperatives," Kansas Farm Service Agency, Hutchinson, Kansas, November 2011

"Economics and Banking," Advanced School of Banking, Grand Island, Nebraska, October, 2011

"The Outlook for the Swine Industry and Its Relationship with the Global Economy," St. Paul, Minnesota, September 2011

"Agricultural Outlook," Central National Bank, Lawrence, Kansas, September 2011

"Economic Outlook," Cooperative Marketing Leader Roundtable, Kansas City, Missouri, August 2011

"U.S. and World Economic Trends – Risks Facing U.S. Agriculture," Pork Financial Management Conference, Nashville, Tennessee, June 2011

"Agricultural Risks in a Recovering Global Economy," Missouri Agricultural Lending School, Columbia, Missouri, June 2011

"Macroeconomics for Bankers," Schools of Banking, Grand Island, Nebraska, April 2011

"Commercial Bank Update," National Agricultural Credit Committee Spring Meeting, Washington, District of Columbia, March 2011

"Interest Rates and Farmland Values," Federal Deposit Insurance Corporation Farmland Symposium, Washington, District of Columbia, March 2011

"Current Agricultural Trends and Their Effect on Farmland Prices," Missouri Farm Bureau Commodity Outlook Meeting, Jefferson City, Missouri, March 2011

“Demand for Agricultural Products,” Nebraska Public Power District Strategic Meeting, Omaha, Nebraska, February 2011

“Opportunities and Challenges Facing Agriculture in 2011 and Beyond,” No-till On the Plains Winter Conference, Salina, Kansas, January 2011

“Macroeconomic and Credit Issues,” American Sheep Industry Association Annual Convention, Reno, Nevada, January 2011

“Economic Conditions,” Falls City Economic Development & Growth Enterprise Inc. (EDGE) Annual Banquet/Meeting, Falls City, Nebraska, January 2011

“The Outlook for Agribusiness and Its Impact on the Global Economy,” Kansas World Trade Center - Agri-Nxt Conference, Wichita, Kansas, December, 2010

“Exploring Economics,” Creighton University Business Symposium, Omaha, Nebraska, November, 2010

“Economic Outlook - A Year Later,” Financial Planning Association of Nebraska, Ashland, Nebraska, November, 2010

“Farm Income and Finance Outlook” American Farm Bureau Federation, Pittsburgh, Pennsylvania, October, 2010

“Economics and Banking,” Advanced School of Banking, Topeka, Kansas, October, 2010

“Economic Update,” Omaha Kiwanis Club, Omaha, Nebraska, October, 2010

“Economic Outlook – A Year Later,” Risk Management Association of the Midlands, Omaha, Nebraska, September, 2010

“Macro Economic Outlook,” Midwest, Great Plains and Western Outlook Conference, Omaha, Nebraska, August, 2010

“Protein Complex Outlook: Demand Side,” Farm Credit System Review, Audit, and Appraisal Workgroup, Kansas City, Missouri, August, 2010

“Macroeconomic Update and Implications for Agriculture,” Texas A&M University Ag Producer Marketing Club, College Station, Texas, July, 2010

“Changes in the Economic Landscape,” Florida Nursery Growers and Landscape Association Financial Management Conference, Orlando, Florida, May, 2010

“Economic Update,” Nebraska Financial Education Coalition, Omaha, Nebraska, May, 2010

“Macro Economic Outlook for the Cattle Industry,” Oklahoma State University Beef Industry Conference, Stillwater, Oklahoma, April, 2010

“Agricultural Commodity Prices and Monetary Policy: The Case of the Zero Bound,” Oklahoma State University Agricultural Economics Seminar, Stillwater, Oklahoma, April, 2010

“Macro Economic Outlook for the Livestock Industry,” Livestock Marketing Information Center Industry Outlook, Denver, Colorado, April, 2010

“Macro Economic Outlook,” Creighton University Omicron Delta Epsilon, Omaha, Nebraska, April, 2010

“Macroeconomic Update and Outlook,” Farmers National Company, Omaha, Nebraska, April, 2010

“Agricultural Commodity Prices and Monetary Policy: The Case of the Zero Bound,” Kansas State University Agricultural Economics Seminar, Manhattan, Kansas, April, 2010

“Macro Economic Outlook: Why Should Students Care?” Hastings College Omicron Delta Epsilon, Hastings, Nebraska, March, 2010

“Economic Update,” Fremont Rotary Club, Fremont, Nebraska, March, 2010

“Credit Conditions for Rural Businesses and Farm Households,” USDA World Ag Outlook Forum, Washington, D.C., February, 2010

“Macro Economic Outlook: Why Should Students Care?” Nebraska Humanities Council, Lincoln, Nebraska, February, 2010

“Current Economic Outlook and Its Impact on Agriculture,” Northwest Farm Managers Association Annual meeting, Fargo, North Dakota, February, 2010

“Current Economic Outlook,” National Association of Insurance and Financial Advisors Omaha Chapter Meeting, Omaha, Nebraska, January, 2010

“Farming in Today's Macroeconomy,” Fremont Corn Expo, Fremont, Nebraska, January, 2010

“Macroeconomics and its Impact on Commercial Agriculture,” University of Nebraska - Lincoln Animal Science Lecture, Lincoln, Nebraska, January, 2010

“Current Economic Outlook,” Institute of Internal Auditors Aksarben Chapter, Omaha, Nebraska, November, 2009

“Regional Economic Update,” Kansas Agriculture and Rural Leadership Inc., Garden City, Kansas, November 2009

“Nebraska Economic Update and Outlook,” Community Reinvestment Act Officers Roundtable, Omaha, NE, November 2009

“The Economy and Banking,” Annual Meeting of the North American Millers Association, Washington, DC, October 2009

“Economics of Banking and Agricultural Outlook: Classroom Discussion,” Advanced School of Banking, Grand Island, NE, October 2009

“Agricultural Update,” Nebraska Bank Regulators Interagency Meeting, Omaha, NE, October 2009

“Current Economic Outlook,” Omaha Chapter of the Institute of Internal Auditors, Omaha, NE, September 2009

“U.S. Economic Update – Veterans in Business,” Nebraska Business Development Center Veterans in Business Forum, Omaha, NE, September 2009

“Macro Economic Perspective and Five Questions for Ag,” Livestock Marketing Information Center Technical Advisory Committee Meeting, Omaha, NE, August 2009

“Can Nebraska’s Economy Buck National Trends?,” Nebraska Bankers Association Statewide Networking Forum, Kearney, NE, August 2009

“Can Nebraska’s Economy Buck National Trends?,” Nebraska Bankers Association Statewide Networking Forum, Norfolk, NE, August 2009

“U.S. Economic Outlook,” Meeting of the Hastings Rotary Club, Hastings, NE, May 2009

“Business Leader Roundtable,” Hosted by Congressman Jeff Fortenberry, Lincoln, NE, April 2009

“Recovery.gov 101, The Macroeconomy,” Recovery.gov Forum: Hosted by Congressman Adrian Smith, Columbus, NE, April 2009

“Teach Children to Save,” 2009 Conestoga Magnet Elementary School, Omaha, NE, April 2009

“The Federal Reserve Bank and Experimental Economics,” University of Nebraska at Lincoln Agricultural Economics Graduate Students Meeting, Lincoln, NE, February 2009

“Farmland Values, Cash Rents, and Potential Credit Availability,” 2009 Symposium on the Future Direction of Agriculture, Missouri Western State University, St. Joseph, MO, January 2009

Federal Reserve Bank of Kansas City Monetary Policy Presentations (total of 5)

“Tenth District Economic Conditions – December to January,” pre-Federal Open Market Committee Outlook Meeting to Bank President Thomas Hoenic, Kansas City, Missouri, January 2011

“Tenth District and Nebraska Economic Conditions,” Omaha Branch Directors Meeting, Omaha, Nebraska, June 2010

“Tenth District Economic Conditions – May to June,” pre-Federal Open Market Committee Outlook Meeting to Bank President Thomas Hoenic, Kansas City, Missouri, June 2010

“Economic Outlook for the Tenth District,” Economic Advisory Council to the Federal Reserve Bank of Kansas City, Kansas City, Missouri, June 2010

“Tenth District Economic Conditions – August to September,” pre-Federal Open Market Committee Outlook Meeting to Bank President Thomas Hoenic, Kansas City, Missouri, September 2009

Selected Papers Presented at Professional Meetings (total of 23)

Briggeman, Brian C., “Farmers’ Creditworthiness: The Importance of Off-farm Employment,” 2010 NC-1177 Conference on Agricultural and Rural Finance Markets in Transition, Michael A. Gunderson, ed., Kansas City, MO

Zakrewicz, Christopher, B. Wade Brorsen, and Brian C. Briggeman, “Can the Federal Reserve Bank’s Survey of Agricultural Credit Conditions Forecast Land Values?” 2010 Annual Meeting of the Agricultural and Applied Economics Association, Denver, CO

Briggeman, Brian C., Michael A. Gunderson, and Jayson L. Lusk, “The Financial Health of Agricultural Lenders,” 2009 Annual Meeting of the Agricultural and Applied Economics Association, Milwaukee, WI

Briggeman, Brian C., Notie Lansford, Damona Doye, and Joshua Detre, “An Internet Agricultural Bank Simulation Game,” 2009 North American Colleges and Teachers of Agriculture Annual Meeting, Stillwater, OK

Toler, Stephen, Brian C. Briggeman, Jayson L. Lusk, and Damian C. Adams, “Fairness, Farmers Markets, and Local Production,” 2009 Annual Meeting of the Allied Social Science Associations, San Francisco, CA

Briggeman, Brian C. and Michael A. Gunderson, “The Applicants and What Professors are Teaching Them,” 2008 NC-1014 Conference on Agricultural and Rural Finance Markets in Transition, Michael A. Gunderson, ed., Kansas City, MO

Boyer, Tracy, Brian C. Briggeman, and F. Bailey Norwood, "Demand for Multimedia in the Classroom: Do Students and Faculty Really Want it All?," 2008 Annual Meeting of the American Agricultural Economics Association, Orlando, FL

Chung, Chanjin, Brian C. Briggeman, and Sungill Han, "Willingness to Pay for Beef Quality Attributes: A Latent Segmentation Analysis," 2008 Annual Meeting of the American Agricultural Economics Association, Orlando, FL

Briggeman, Brian C. and Brian E. Whitacre, "Farming and the Internet: Factors Affecting Input Purchases Online and Reasons for Non-Adoption," 2008 Annual Meeting of the *Southern Agricultural Economics Association*, Dallas, TX

Briggeman, Brian C., "U.S. Farm Households Operating a Non-Farm Business: A Tobit Analysis," 2007 NC-1014 Conference on Agricultural and Rural Finance Markets in Transition, Ani Katchova, ed., St. Louis, MO, October 4-5, 2007

Briggeman, Brian C., Charles Towe, and Mitchell J. Morehart, "Credit Access: Implications for Sole-Proprietor Household Production," 2007 Annual Meeting of the American Agricultural Economics Association, Portland, OR

Briggeman, Brian C. and Philip Kenkel, "Farm Credit Employees' Perceptions of Loan Business Relative to Different Types of Borrowers," 2007 Annual Meeting of the Southern Agricultural Economics Association, Mobile, AL

Briggeman, Brian C. and Allan W. Gray, "A New U.S. Farm Household Typology: Implications for Agricultural Subsidies," presented at the 2006 American Agricultural Economics Association annual meetings in Long Beach, CA

Briggeman, Brian C. and Michael D. Boehlje, "Market Segmentation of Today's Agricultural Borrower," presented at the 2006 NC-1014 Conference on Agricultural and Rural Finance Markets in Transition, Ani Katchova, ed., Washington, D.C., October 2-3, 2006

Briggeman, Brian C. and Maud Roucan, "Marketing to Today's U.S. Farm Household," presented at the 2006 WERA-72 Agribusiness and Research Conference in Las Vegas, NV

Briggeman, Brian C., Allan W. Gray, Mitchell J. Morehart, Timothy G. Baker, and Christine A. Wilson, "A New U.S. Farm Household Typology," presented to the Economic Research Service of the United States Department of Agriculture, Washington, D.C., February 2006

Briggeman, Brian C. and Whitney Oliver-Peake, "Switching of Wine Juice Production Methods: An Application to the Indiana Wine Market," presented at the 2006 Southern Agricultural Economics Association annual meetings in Orlando, FL

Briggeman, Brian C. and Kenneth A. Foster, "Compensating for Lower Household Income: The Case of U.S. Farm Households," presented at the 2006 Southern Agricultural Economics Association annual meetings in Orlando, FL

Briggeman, Brian C., Michael A. Gunderson, and Joshua D. Detre, "Impacts of U.S. Farm Policy on the Agribusiness Environment," presented at the 2006 International Food and Agribusiness Management Association annual meetings in Buenos Aires, Argentina

Briggeman, Brian C., Michael A. Gunderson, and Joshua D. Detre, "Protecting Your Turf: First-Mover Advantages as a Barrier to Competitor Innovation," presented at the 2005 International Food and Agribusiness Management Association annual meetings in Chicago, IL

Detre, Joshua D., Brian C. Briggeman, Michael D. Boehlje, and Allan W. Gray, "Strategic Risk Assessment Through Scorecarding," presented at the 2005 International Food and Agribusiness Management Association annual meetings in Chicago, IL

Briggeman, Brian C., Allan W. Gray, and Christine A. Wilson, "Diversity and Commonality of U.S. Farm Households: A Typology of U.S. Farm Households," presented at the 2005 Southern Agricultural Economics Association annual meetings in Little Rock, AR

Briggeman, Brian C., Allan W. Gray, and Joshua D. Detre, "Compound Options: A Real Options Application to a Food Business," presented at the 2004 American Agricultural Economics Association annual meetings in Denver, CO

Invited Presentations and Outreach/Extension Presentations (total of 14)

"Agricultural Commodity Prices, Monetary Policy and Agricultural Cooperatives," research seminar presented to the French National Institute for Agricultural Research, Paris, France, October 2011

Briggeman, Brian C., "How Behavioral Economics Can Inform Policymakers," discussant at the Annual Meeting of the Agricultural and Applied Association, Denver, CO, July 2010

Briggeman, Brian C., "Selfishness, Altruism and Inequality Aversion Towards Consumers and Farmers," University of Nebraska – Lincoln Department of Agricultural Economics, Lincoln, Nebraska, February, 2010

Briggeman, Brian C., "A Career Path Less Traveled," presented at the Annual Meeting of the Agricultural and Applied Economics Association, Milwaukee, WI, July 2009

Briggeman, Brian C. and Brian E. Whitacre, "Farm Internet Adoption," presented at the Workshop on Broadband in the Rural Economy, Washington, DC, September 2008

Briggeman, Brian C., "Uses of and access to ARMS Data," presented at the North Central Farm Management Extension Committee Meetings, Stillwater, OK, May 2008

Briggeman, Brian C., "Uses of ARMS Data," presented at the Oklahoma ARMS Training School, Norman, OK, February 2008

Briggeman, Brian C., “The Changing Producer and Rural Audience – Evidence from a National Survey and a New Classification System,” presented at the National Association of Farm Broadcasters, Kansas City, KS, November 2006

Briggeman, Brian C., “The U.S. Farm Household Typology: Implications for Extension,” presented at the 2006 IFMAPS In-Service Training, Stillwater, OK

Briggeman, Brian C. and Michael D. Boehlje, “Non-Farm Business Income and its Subsequent Impacts on the Financial Viability of U.S. Farm Households,” presented to the Farm Credit Administration, Washington, D.C., December 2006

Boehlje, Michael D. and Brian C. Briggeman, “The Changing Family Farm,” presented to the American Bankers Association Ag Conference, March 2006

Briggeman, Brian C., Allan W. Gray, and Christine A. Wilson, “Understanding Farm Household Decision-Making Behavior: An Update,” presented to the Economic Research Service of the United States Department of Agriculture, Washington, D.C., February 2005

Briggeman, Brian C. and Peter M. Hirst, “Financial Comparison of Apple Production Systems,” presented at the 2004 Indiana Horticultural Congress, Indianapolis, IN

Briggeman, Brian C., Oral Capps, Jr., George Davis, “U.S. Household Pork Consumption,” presented to the National Pork Board and Bozell Consulting, November 2001, Chicago, IL

GRANTS AND CONTRACTS (total of 6 amounting to \$442,732)

“Developing an Internet Agricultural Bank Simulation Game,” funded through USDA/CSREES/HEC, for \$62,498. Project PI: Brian C. Briggeman and Co-PIs: Notie Lansford, Damona Doye, and Joshua D. Detre, 2008.

“Consumer Preferences for Fairness and Distribution of Outcomes across the Agricultural Supply Chain and within the Farm Sector,” funded through USDA/CSREES/NRI, for \$205,379. Project PI: Jayson L. Lusk and Co-PI: Brian C. Briggeman, 2007.

“Pilot Project to Study a Data Enclave for ARMS,” funded through USDA/ERS Cooperative Agreement, for \$15,000. Project PI: Brian C. Briggeman, 2007.

“Farm Household Decision-Making Behavior,” funded through USDA/ERS Cooperative Agreement, for \$10,000. Project PI: Brian C. Briggeman, 2007.

“Non-Farm Business Income,” funded through the Farm Credit Administration, for \$24,855. Project PI: Brian C. Briggeman, 2006.

“Understanding Farm Household Decision-Making Behavior,” funded through USDA/ERS Cooperative Agreement, for \$125,000, \$0 to OSU. Project PI: Allan W. Gray, Co-PIs: Christine A. Wilson and Michael D. Boehlje and Brian C. Briggeman is cooperator/collaborator.

OTHER OUTREACH ACTIVITIES

Lecturer for the Schools of Banking, Advanced School of Banking 2009, 2010, 2011

Lecturer and Program Developer for the Oklahoma Bankers Association, OBA Intermediate School 2006, 2007, 2008

Lecturer and Program Developer for the Center for Food and Agricultural Business at Purdue University, Understanding Key Customer Accounts for Farm Credit Services of Mid America, 2006, 2007, 2008

Lecturer for the Center for Food and Agricultural Business at Purdue University, Agricultural Retailers Association Leadership Academy, 2008

TEACHING PROGRAM ACTIVITIES

- a. Courses Taught with Formal Evaluation at Oklahoma State University
 - a. AGEC 5603 – MS level agricultural finance
 - b. AGEC 3603 – BS level agricultural finance

Year	Course	No. Students Enrolled	(4.0 Maximum)	
			Instructor	Course
2008	AGEC 5603	5	4.00	4.00
2008	AGEC 3603	40	3.84	3.69
2008	AGEC 3603	38	3.76	3.57
2007	AGEC 5603	9	3.88	3.50
2007	AGEC 3603	30	3.83	3.63
2007	AGEC 3603	32	3.69	3.41
2006	AGEC 3603	52	3.37	3.22

- b. Undergraduate Advisor
 - 30 Undergraduate Advisees, 2008/2009
 - 23 Undergraduate Advisees, 2007/2008
 - 10 Undergraduate Advisees, 2006/2007

c. Graduate Student Committee Activities

Committee Position	Student	Degree	Years
Advisor	Steve Toler	M.S.	2007-2008
Advisor	Jason Frantz	M.S.	2006-2007
Advisor	Cole Gallaway	M.S.	2006-2007
Member	JonAnn Decker	M.S.	2007-2008
Member	Justin McConaghy	M.S.	2006-2007
Member	Garret Long	M.S.	2006-2007

d. Undergraduate Research Project

- Quatie Jorgensen – Do Farm Credit Customers Prefer Lower Interest Rates or Higher Patronage Payments?
 - Undergraduate Paper Presented at the AAEA Annual Meeting in Portland, OR
 - Published in the *SS-AAEA Journal of Agricultural Economics*
- Tony Subketkaew – Building Uncertainty into the DuPont Profitability Model
 - Undergraduate Honor’s Thesis, Advisor

e. Campus Involvement

- College of Agricultural Sciences and Natural Resources
 - Agricultural Student Association or Ag Student Council, Advisor, 2007-2009
- Farm Credit Services of East Central Oklahoma
 - Farm Credit Student Board of Directors, Advisor, 2006-2009
- Interfraternity Council
 - Lambda Chi Alpha – Alpha Eta Chapter, Advisor, 2006-2009

UNIVERSITY AND PROFESSIONAL SERVICE

a. American Agricultural Economics Association

- Undergraduate Student Section, Junior Advisor, 2008-2010
- Agribusiness Economics and Management, Member, 2006-present
 - Board Member, Industry Representative, 2010
- Teaching, Learning, and Communication, Member, 2006-present
- Selected Papers, Reviewer, 2007, 2008, 2009
- Selected Posters, Reviewer, 2007

b. Department of Agricultural Economics, Oklahoma State University

- Faculty Communications Committee, Member, 2007-2009
- Curriculum and Assessment Committee, Member, 2006-2009
- Internships Committee, Member, 2006-2009
- Information Services Committee, Member, 2006-2009
- Graduate Student AAEA Case Study Competition, Advisor, 2006-2009

- c. NC-1177 Agricultural and Rural Finance Markets in Transition
 - President, 2009-2010
 - Vice President, 2008-2009
 - Secretary, 2007-2008
 - Member, 2006-present

- d. Southern Agricultural Economics Association
 - Selected Papers, Reviewer, 2008, 2009
 - Member, 2006-present

- e. Journal Manuscript Reviewer
 - *American Journal of Agricultural Economics, Agricultural Finance Review, Journal of Agricultural and Resource Economics, Journal of Agricultural and Applied Economics, Economic Review, Main Street Economist, Agricultural Economics, Journal of Agribusiness, International Food and Agribusiness Management Review, and Journal of Cooperatives*

- f. Media contacts and quotes
 - *Wall Street Journal, CNN Money, Reuters, Bloomberg News, Dow Jones, Omaha World Herald, Lincoln Journal Star, Wichita Eagle, Associated Press, Arkansas Democrat-Gazette, Capital Press, DTN Progressive Farmer, Farm Journal, Iowa Farm Bureau Federation Magazine, Feedstuffs, Nebraska Public Radio, Oklahoma Public Radio, Successful Farming Radio, Numerous Local Papers and Other Magazines across the United States*