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Patrick Lillard

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Education

Texas A&M University, College Station TX

- Ph.D. Agricultural Leadership, Education, and Communications, GPR 4.0 August 2011
Certificate in International Agriculture and Resource Management
Dissertation: Texas Extension Agents' Perceptions of Organic Agriculture and Its
Implications for Training
Major Professor: James R. Lindner
- M.S. Horticulture, GPR 4.0 August 2008
Thesis: Linking Supply and Demand: Increasing Customer Attendance and
Grower Participation at Local Farmers' Markets
Major Professor: Stephen R. King
- B.A. English, GPR 3.01 December 2000

Research Experience

- Educational Program Specialist August 2011 –
Department of Youth Development and Agricultural Education, Purdue University January 2014
- Developed white paper to guide project activities
 - Researched website content and design of organic agriculture institutes and organizations
 - Developed and managed national consumer survey on food safety (n=4,000)
 - Conducted research on characteristics of information sources used by organic farmers and perceptions of different web-based information sources
- Dissertation Research September 2008 –
Department of Agricultural Leadership, Education, and Communications, Texas A&M University May 2011
- Developed online instrument to evaluate Texas extension agents' perceptions of and needs for information on organic agriculture
 - Surveyed random sample of Texas extension agents
 - Used SPSS to run correlations, analyses of variance, and regression models
 - Provided results and recommendations from research to Texas AgriLife Extension Organic working Group
- Extension Assistant April 2009 –
Department of Horticulture, Texas A&M University August 2011
- Maintained and collected data on Earth-Kind vegetable research plots
 - Maintained and collected data on watermelon, brassica and corn variety trials
 - Assisted in planning, grafting, growing, and collecting data on grafted heirloom tomato experiments evaluating vigor, disease resistance, and fruit quality
 - Maintained and collected data on vegetable research plots evaluating herbicides for squash production
- Graduate Assistant January 2007 –
Department of Horticulture, Texas A&M University August 2008
- Assisted in preparing, maintaining and collecting data for watermelon breeding program

Research Experience (continued)

Thesis Research

January 2007 –
August 2008

Department of Horticulture, Texas A&M University

- Conducted interviews with farmers for study on factors influencing farmers' market participation
- Developed and programmed online questionnaire
- Surveyed produce consumers on shopping preferences and media outlets utilized
- Used SPSS to run correlations and one-way analyses of variance
- Presented results of research to local farmers' market associations and provided recommendations for increasing both qualitative and quantitative studies assessing the potential of local farmers' markets and developing recommendations for local farmers' market associations

Teaching Experience

Youth Development & Agricultural Education, Purdue University

Educational Program Specialist

Multimedia in Agricultural Communication

Spring 2013

- Collaborated with colleague to create and teach new project-based course on multimedia
- Submitted and received SARE grant to cover costs of student projects that covered topics related to extension programming
- Created DVD with student projects and distributed to Indiana extension agents

Independent Study – Extension Communication in Organic Agriculture

Spring 2012

- Developed course and compiled course content
- Taught weekly session for 2 undergraduate students

General Academic Programs, Texas A&M University

Graduate Assistant

Aggie Access Freshman Seminar

Fall 2008 & Spring
2009

- Developed curricula for new freshman seminar
- Taught weekly seminar with 23 students
- Advised freshmen on student issues
- Organized catered event for 300+ freshmen
- Maintained and reviewed student records
- Assisted with study abroad travel arrangements
- Supervised 9 undergraduate student workers

Department of Horticulture, Texas A&M University

Graduate Assistant

Commercial Vegetable Production

Fall 2007

- Prepared and maintained farm plot for lab
- Directed lab field projects

Teaching Experience (continued)

Department of Horticulture, Texas A&M University (continued)

Graduate Assistant

Horticultural Sciences and Practice

Spring & Fall 2007,
Spring 2008

- Recorded and produced electronic versions of lectures
- Maintained student documents
- Reviewed and assembled exams

Landscape Maintenance and Construction

Spring 2007

- Graded exams
- Supervised and directed lab projects

Department of Agricultural Leadership, Education, and Communications, Texas A&M University

Graduate Assistant

Cultural Pluralism in Agriculture

Spring & Fall 2006

- Revised course curriculum and material
- Presented lectures and organized guest speakers
- Developed and graded exams and assignments for 70+ students

Communicating Agricultural Information to the Public

Fall 2005 & 2006

- Created grading rubric for all writing assignments
- Graded all written assignments
- Taught lab on writing various documents

Team Learning

Summer 2006

- Facilitated class activities on team development
- Graded assignments and exams

Professional Leadership Development

Summer 2006

- Prepared and presented lectures
- Facilitated class activities on leadership styles
- Assisted in grading exams and written assignments

Agricultural Publishing

Spring 2006

- Assisted in preparing and delivering lectures
- Assisted in grading exams and written assignments

Agricultural Media Writing

Spring 2006

- Assisted in preparing and delivering lectures
- Assisted in grading exams and written assignments

Methods in Adult Agricultural Education

Summer 2005

- Delivered presentations on adult education theory
- Facilitated class activities
- Graded assignments and projects

Professional Experience

World Hunger Relief, Inc.

Director of Local Education & Strategic Initiatives

September 2018
to Present

- Oversee and coordinate farm-based educational programming
- Advise garden manager and livestock manager on agricultural production
- Collaborate with farmers and partners to increase organizational participation in local hunger alleviation and sustainable agriculture efforts
- Participate in organizational advancement through public speaking, donor hospitality and donor tours

October 2017 to
September 2018

Chief Operating Officer

- Work with senior fellow and directors to create strategic five-year plan
- Serve as internal leader of the organization
- Coordinate the annual operations plan and budget
- Continue to oversee farm operations

Farm Operations Director

August 2016 to
October 2017

- Oversaw produce and livestock enterprises on 40-acre educational farm
- Developed farm budget, production goals, and planting intentions
- Taught intern classes on livestock, pasture and soil management

Livestock Director

December 2014
to August 2016

- Oversaw livestock enterprise with 6 different species of livestock
- Developed enterprise's annual budget and production plan

Director of Internship and International Programs

January 2014 to
December 2014

- Oversaw recruitment and selection for 13-month internship program
- Coordinated educational programming on sustainable agriculture, community development, and missions
- Developed promotional materials for the program
- Collaborated with international partners on strategic initiatives

Purdue University, West Lafayette, IN

Educational Program Specialist

August 2011 to
January 2014

- Created and managed national mail survey (n=4,000) on food safety
- Developed and implemented communication strategies for Extension efforts with organic farmers on weed management

Texas AgriLife Extension Service, College Station, TX

Extension Assistant

April 2009 to
August 2011

- Wrote, edited and revised print and electronic Extension publications
- Managed 300+ Extension webpages
- Delivered presentations to farmers on current research and production techniques
- Participated in planning and submission of grant proposals

Houston Livestock Show and Rodeo, Houston, TX

March 2009,
2010, & 2011

Superintendent

- Oversaw 64,000 sq. ft. AgVenture educational exhibit
- Supervised 60 undergraduate and graduate interns over 3 week periods
- Monitored 15,000 children on school tours

Texas A&M University, College Station, TX

June 2005 to
February 2009

Graduate Assistant

- Assisted with lectures and labs ranging in size from 15 to 80 students
- Developed curricula for undergraduate courses

Professional Experience (continued)

Junction Five-O-Five, College Station, TX

February 2004
to May 2005

Employment Consultant

- Supervised groups of up to 15 people with varying abilities and disabilities
- Maintained relationships with businesses employing our clients
- Wrote summaries and reports for executive review

A&T Wright, Methven, New Zealand

July 2003-
December 2003

Dairy Farm Assistant

- Milked, fed and assisted in maintaining health of 800 dairy cows

GW & JM Flohr, Lameroo, South Australia

April 2002 to
December 2002

Agricultural Trainee

- Primary tractor driver for 4,000 row crop farm
- Fed and assisted with maintaining herd of 300 sheep

Heifer International, Rutland, MA

February 2001
to October 2001

Agricultural Volunteer

- Responsible for daily farm operations
- Delivered educational programs and tours to various audiences

Publications

Journal Articles and Conference Proceedings

- Ylitalo, K. R., During, C., Thomas, K., Ezell, K., Lillard, P. T., & Scott, J. (in press). The Veggie Van: Customer characteristics, fruit and vegetable consumption, and barriers to healthy eating among shoppers at a mobile farmers market in the United States. *American Journal of Preventive Medicine*.
- Loizzo, J., & Lillard, P. T. (2015). In the field: Increasing undergraduate students' awareness of Extension through a blended project-based multimedia production course. *Journal of Extension*, 53(1).
- Lillard, P. T., Parker, J. S., & Sundermeier, A. (2013). Recommendations for establishing programming for organic farmers. *Journal of Extension*, 51(6).
- Parker, J. S., & Lillard, P. T. (2013). Initiating and sustaining conversations between organic farmers and Extension. *Journal of Extension*, 51(6).
- Lillard, P. T., Tucker, M. A., & Doohan, D. (2013). *Organic farmers: A qualitative analysis of their words and worldviews*. Presented at Agriculture, Food & Human Values Society Conference, East Lansing, MI.
- Lillard, P. T., Tucker, M. A., & Ernst, S. (2012). *Cultural and institutional barriers to symmetrical communication between scientists and organic agriculturalists*. Presented at Rural Sociology Society's 75th annual meeting, Chicago, IL.
- Zwickle, S., Wilson, R., & Lillard, P. T. (2012, February). *The weed management decision-making process*. Presented at Midwest Organic & Sustainable Education Service 23rd annual organic farming conference, La Crosse, WI. 3rd place.
- Lillard, P. T., & Lindner, J. R. (2012). The changing interest in organic agriculture in Texas and its implications for Texas AgriLife Extension Service. *Journal of Extension*, 50(3).
- Lillard, P. T., Lindner, J. R., & Masabni, J. G. (2011). *An assessment of Texas AgriLife Extension's need for information on organic agriculture*. *HortScience*, 46(9), S13.
- Masabni, J. G., Volder, A., Lillard, P. T., & King, S. R. (2011). *Performance of grafted heirloom tomatoes on Beaufort, Celebrity, and Maxifort rootstocks*. *HortScience*, 46(9), S27.

Publications (continued)

- Masabni, J. G., & Lillard, P. T. (2011). *Small acreage horticultural crops: A webinar-based model plan*. HortScience, 46(9), S16.
- Masabni, J. G., & Lillard, P. T. (2010). *Evaluation of Reflex in Watermelon, Squash, and Pepper*. HortScience 45(4), 501-502.
- Lillard, P. T. (2010). [Review of the book *Growing good things to eat in Texas: Profiles of organic farmers and ranchers across the state*]. *Agriculture and Human Values*, 27(4), 527-528. doi:10.1007/s10460-010-9291-9
- Niewolny, K. & Lillard, P. T. (2010). Expanding the boundaries of beginning farmer training and program development: A review of contemporary initiatives to cultivate a new generation of American farmers. *Journal of Agriculture, Food Systems, and Community Development*, 1(1), 65-88.
- Lillard, P. T. & King, S. R. (2007). Who will produce high quality, nutritious vegetables in the future? In Patil, B. (Ed.), *Proceedings of the Second International Symposium on Human Health Effects of Fruits and Vegetables: Acta Horticulturae No. 841* (pp 545-548). Belgium: International Society for Horticultural Science.
- Lillard, P. T., King, S. R., & Zajickek, J. (2007, July). Small farmer characteristics influencing farmers' market participation (Abstract). *HortScience*, 42(4), 1001.
- Lillard, P. T. (2004, October). Ethical Consumerism. *The Touchstone*, 19(3).

Extension Publications

- Masabni, J. G., Daniello, F., & Lillard, P. T. (2010). *Organic vegetable production guide* (Texas AgriLife Extension Service Publication No. B-6237).
- Masabni, J. G., & Lillard, P. T. (2010). *Easy Gardening: Cilantro* (Texas AgriLife Extension Service Publication No. E-277).
- Masabni, J. G., & Lillard, P. T. (2010). *Easy Gardening: Cole crops* (Texas AgriLife Extension Service Publication No. E-279).
- Masabni, J. G., & Lillard, P. T. (2010). *Easy Gardening: Composting* (Texas AgriLife Extension Service Publication No. E-278).
- Masabni, J. G., & Lillard, P. T. (2010). *Easy Gardening: Eggplant* (Texas AgriLife Extension Service Publication No. E-280).
- Masabni, J. G., & Lillard, P. T. (2010). *Easy Gardening: Fertilizing* (Texas AgriLife Extension Service Publication No. E-281).
- Masabni, J. G., & Lillard, P. T. (2010). *Easy Gardening: Insect control* (Texas AgriLife Extension Service Publication No. E-277).
- Masabni, J. G., & Lillard, P. T. (2010). *Easy Gardening: Melons* (Texas AgriLife Extension Service Publication No. E-282).
- Masabni, J. G., & Lillard, P. T. (2010). *Easy Gardening: Planting* (Texas AgriLife Extension Service Publication No. E-277).
- Masabni, J. G., & Lillard, P. T. (2010). *Easy Gardening: Soil preparation* (Texas AgriLife Extension Service Publication No. E-277).
- Masabni, J. G., & Lillard, P. T. (2010). *Easy Gardening: Spinach and other greens* (Texas AgriLife Extension Service Publication No. E-285).
- Masabni, J. G., & Lillard, P. T. (2010). *Easy Gardening: Squash* (Texas AgriLife Extension Service Publication No. E-286).
- Masabni, J. G., & Lillard, P. T. (2010). *Easy Gardening: Sweet corn* (Texas AgriLife Extension Service Publication No. E-277).

Awards

Zwickle, S., Wilson, R., & Lillard, P. T. (2012, February). *The weed management decision-making process*. Presented at Midwest Organic & Sustainable Education Service 23rd annual organic farming conference, La Crosse, WI. 3rd place.

Grants

Increasing educators' awareness and knowledge of current small-scale and sustainable agriculture initiatives in Indiana through multimedia. 2012. P. T. Lillard. Sustainable Agriculture Research & Education. (\$4,600 – funded).

The creation of a campus-based food system through the development of a Student-Run Organic Farm. 2011. S. R. King, B. Grimes, P. T. Lillard & N. Proctor. Texas A&M University Green Fund. (\$50,000 - funded).

Workshops and Presentations

Houston Urban Food Conference Presenter "Organic Weed Management"	July 27, 2018
Texas Organic Farmers and Gardeners Association Conference Panelist "Food Access"	February 2, 2018
Fort Bend Regional Vegetable Conference Presenter "No-Till/Low-Till Strategies in Vegetable Production"	February 4, 2016
Indiana Horticulture Congress Presenter "Assessing your goals and resources" Moderator "What I wish I had known when I started: Farmer panel discussion"	January 17, 2012
Ohio Ecological Food & Farming Association Grain Grower Chapter Meeting Presenter – Organic Weed Management	January 14, 2012
Texas Plant Protection Conference - Moderator - Horticulture and Minor Crops Session Presenter "Food Safety"	December 7, 2010
Horticulture 325 - "How to write a fact sheet"	October 11, 2010
Texas A&M Men's Garden Club - "Fall Gardening and Spring Preparation"	October 4, 2010
Texas AgriLife Extension Horticulture Retreat – "Grafting Heirloom Tomatoes for Increased Yields and Disease Resistance"	June 2, 2010
Texas A&M Men's Garden Club – "Gardening in the Brazos Valley"	March 1, 2010
Texas Conference on Organic Production Systems – "What Does A New Farmer in Sustainable Agriculture Need to Know?"	January 30, 2010
Bastrop Extension Program – "Organic Gardening"	January 27, 2010
Gnismar Farm Field Day – "Vegetable Production Fundamentals"	June 18, 2009
Williamson County Extension Turn Row Tour – "Results of Heirloom Tomato Variety Trial"	May 20, 2009

Workshops and Presentations (continued)

Borlaug Institute Seminar – “Opportunities for research in Trinidad”	January 2009
Brazos Valley Farmers’ Market Association – “Linking Supply and Demand”	December 2008
Urban Harvest’s Finding to Road from Farm to Market – “Growing a Future Together (for chefs/buyers/caterers/farmers/market managers)”	February 2008
Riley Lecture Series on The Impact of Technological Change in Agriculture on Poverty and Armed Conflict - <i>Group Discussion Facilitator</i>	March 2006

Professional Activities and Organizations

Texas Organic Farmers and Gardeners Association (2014-Present)
Purdue Small Farm Team Member (2011-2014)
Sustainable Agriculture Education Association

Leadership Experience

Southern Sustainable Agriculture Research & Education (SARE)
Administrative Council Member (March 2016 – Present)

Texas Organic Farmers and Gardeners Association
Board Member (January 2011- August 2011, January 2015-Present)
2011 Conference Planning Team Chair (April 2010 – January 2011)
Financial Sustainability Committee Member (April 2010 – August 2011)

Purdue University Small Farm & Sustainable Agriculture Team
Conference planning team committee member (April 2012 - March 2013)

Purdue University Sustainable Agriculture Major Curriculum Committee Member (2012)

SARE Grant Reviewer (2010-2011)

Sustainable Agriculture Education Association
Outreach Committee Member (August 2009 – August 2011)

Brazos Valley Farmers’ Market Association
Secretary (April 2007 – April 2008)

Agricultural Education Graduate Student Society, Texas A&M University
Public Relations officer (October 2005 – March 2007)

KEOS 89.1 FM Brazos Educational Radio
Radio Show Host (March 2004 – May 2005)

References

Dr. Mark Tucker
Professor, Department of Youth Development & Agricultural Education
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Email: matucker@purdue.edu

Dr. Steve King
Farmer/Owner
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