
Brian E. Whitacre
Associate Professor
Oklahoma State University

Department of Agricultural Economics
504 Ag Hall
Stillwater, OK 74078

Phone: (405) 744-9825
Fax: (405) 744-9835
brian.whitacre@okstate.edu

EDUCATION

Ph.D. Economics, December 2005
Virginia Polytechnic Institute and State University (Virginia Tech), Blacksburg, VA

M.S. Agricultural and Applied Economics, December 2003
Virginia Tech, Blacksburg, VA

B.S. Mathematics, 2nd Major in Economics, May 1998
University of Mary Washington, Fredericksburg, VA

EXPERIENCE

7/11 – Present	Associate Professor, Oklahoma State University Department of Agricultural Economics
6/06 – 6/11	Assistant Professor, Oklahoma State University Department of Agricultural Economics
1/06 – 5/06	Visiting Assistant Professor, Virginia Tech Department of Agricultural and Applied Economics
9/01 – 12/05	Graduate Research Assistant, Virginia Tech Department of Agricultural and Applied Economics
06/98 – 8/01	Mathematician, Naval Surface Warfare Center, Dahlgren, VA

RESEARCH / EXTENSION INTERESTS

- Telecommunications and technology policies
- Rural health
- Economic development
- Infrastructure and development
- Broadband access and effective use

CURRENT APPOINTMENT

Extension: 66%
Research: 25%
Teaching: 9%

- AGECE 4723, Rural Economic Development

REFEREED JOURNAL PUBLICATIONS (n = 23)

23. Lara Brooks, Brian Whitacre, David Shideler, Mike Woods, and Glenn Muske. Forthcoming. "Small and Home-based Businesses: Measures of Success and the Contribution of Local Development Services." *Journal of Extension*.
22. Brian Whitacre. Forthcoming. "Estimating the Economic Impact of Telemedicine in a Rural Community." *Agricultural and Resource Economics Review*.
21. Brian Whitacre. 2011. "Do Higher Broadband Adoption Rates Mean Lower Tax Collections from Local Retail Sales? Implications of E-commerce in Rural Areas of the U.S." *Regional Science Policy and Practice* 3(2):71-85. [Link](#)
20. Brian Whitacre, Jeff Hackler, Vicky Pace, Matt Janey, Chad Landgraf, and William Pettit. 2011. "An Evaluation of Osteopathic School Programs Designed to Promote Rural Location by Graduates." *International Journal of Osteopathic Medicine* 14: 17-23. [Link](#)
19. Lara Brooks and Brian Whitacre (senior authorship shared). 2011. "Critical Access Hospitals and Retail Activity: An Empirical Analysis in Oklahoma." *The Journal of Rural Health* 27(1): 29-38. [Link](#)
18. Phumsith Mahasuweerachai*, Brian Whitacre, and David Shideler. 2010. "Does Broadband Access Impact Migration in America? Examining Differences Between Rural and Urban Areas." *Review of Regional Studies* 40(1): 5-26. [Link](#)
17. Brian Whitacre. 2010. "Rural Broadband Availability and Adoption in Oklahoma." *Choices* 25(4). [Link](#)
16. Lori Dickes, R. David Lamie, and Brian Whitacre. 2010. "The Struggle for Broadband in Rural America." *Choices* 25(4). [Link](#)
15. Brian Briggeman and Brian Whitacre (senior authorship shared). 2010. "Farming and the Internet: Reasons for Non-use." *Agricultural and Resource Economics Review* 39(3): 571-584. [Link](#)
14. Brian Whitacre. 2010. "The Market and Infrastructure Perspective for Broadband: Reply." *The Annals of Regional Science* 45(1): 239-243. [Link](#)
13. Brian Whitacre and Bradford Mills. 2010. "A Need for Speed? Rural Internet Connectivity and the No access / Dial-up / High-speed Decision." *Applied Economics* 42(15): 1889-1905. [Link](#)
12. Brian Whitacre. 2010. "The Diffusion of Internet Technologies to Rural Communities: A Portrait of Broadband Supply and Demand." *American Behavioral Scientist* 53 (9): 1283-1303. [Link](#)
11. Shida Henneberry, Brian Whitacre, and Haerani Agustini. 2009. "An Evaluation of the Economic Impacts of Oklahoma Farmer's Markets." *Journal of Food Distribution Research* 40 (3): 64-78. [Link](#)
10. Dustin Colegrove and Brian Whitacre. 2009. "Interest in Rural Medicine among Osteopathic Residents and Medical Students." *Rural and Remote Health* [On-line], 9: 1192. [Link](#)
9. Brian Whitacre, Pam Hartman, Sarah Boggs, and Val Schott. 2009. "A Community Perspective on Quantifying the Economic Impact of Teleradiology and Telepsychiatry." *The Journal of Rural Health* 25(2): 194-197. [Link](#)

* Denotes current or former graduate student

8. Brian Whitacre and Phumsith Mahasuweerachai*. 2008. "‘Small’ Broadband Providers and Federal Assistance Programs: Solving the Digital Divide?" *The Journal of Regional Analysis and Policy* 38(3): 254-268. [Link](#)
7. Brian Whitacre. 2008. "Factors Influencing the Temporal Diffusion of Broadband Adoption: Evidence from Oklahoma." *The Annals of Regional Science*. 42(3): 661-679. [Link](#)
6. Brian Whitacre. 2008. "Extension’s Role in Bridging the Broadband Divide: Focus on Supply or Demand?" *Journal of Extension* [On-line], 46(3) Article 3RIB2. [Link](#)
5. Brian Whitacre and Chad Landgraf. 2007. "Telemedicine and Distance Learning in Oklahoma." *Academic Exchange Quarterly*. 11(3): 140-145. [Link](#)
4. Brian Whitacre and Bradford Mills. 2007. "Infrastructure and the Rural – Urban Divide in High-Speed Residential Internet Access." *International Regional Science Review* 30(3): 249-273. [Link](#)
3. Bradford Mills, Brian Whitacre, and Christiana Hilmer. 2004. "Family Head Education and Working Poverty in the Rural South." *Southern Business and Economic Journal* 27(1&2): 5-24. [Link](#)
2. Brian Whitacre and Bradford Mills. 2003. "Bridging the Metropolitan – Non-Metropolitan Digital Divide in Home Internet Use." *Choices* 18(2): 21-24. [Link](#)
1. Bradford Mills and Brian Whitacre. 2003. "Understanding the Non-Metropolitan – Metropolitan Digital Divide." *Growth and Change* 34(2): 219-244. [Link](#)

PAPERS CURRENTLY UNDER SUBMISSION (n = 2)

2. Brian Whitacre and Lara Brooks. "Do Broadband Adoption Rates Impact a Community’s Health?" Original submission to *Information Economics and Policy*, May 2011.
1. Brian Whitacre, James Barnes, and Matt Fannin. "Economic Organization of Hospital Information Technology Services: An Application of Transaction Cost Theory." Revise and resubmit to *Journal of Agricultural and Applied Economics*, November 2009.

WORKING PAPERS (n = 3)

3. Fred Eilrich, Brian Whitacre, and Jonathan Sprague. "Estimating a Rural Community’s Demand for a General Surgeon."
2. Ashley Jackson* and Brian Whitacre. "How Specialized is ‘too’ Specialized? Outmigration and Industry Specialization in Nonmetropolitan Counties throughout America."
1. Ivica Janeski*, Brian Whitacre, and David Shideler. "Long-term Economic Impacts of USDA Rural Development Investments in Oklahoma."

* Denotes current or former graduate student

OUTREACH ORIENTED REPORTS (n = 84)

Brian Whitacre, Lara Brooks, Sarah Boggs, Corie Kaiser, and Val Schott. "The Economic Impact of the Health Sector." Reports generated for **39** rural Oklahoma communities, July 2006 – current. Accompanied by survey results and data package as part of the Community Health Engagement Process.

Brian Whitacre, Lara Brooks, Fred Eilrich, and Gerald Doeksen. "An Analysis of the Demand for General Surgeons in the Sayre, Oklahoma Medical Service Area. Oklahoma State University Department of Agricultural Economics Report AE-11016. May 2011. 17 pp.

Lara Brooks, Brian Whitacre, Gerald Doeksen, and Corie Kaiser. "The 2008 Economic Impact of Critical Access Hospitals on the State of Oklahoma's Economy." Oklahoma State University Department of Agricultural Economics Report AE-11010. April 2011, 27 pp.

Brian Whitacre, Lara Brooks, Jonathan Kolarik, and Corie Kaiser. "Electronic Health Records Incentive Program: The Payment Clock is Ticking! For Eligible Professionals." Oklahoma State University Extension Current Report CR-1023, November 2010, 7 pp.

Brian Whitacre, Lara Brooks, Jonathan Kolarik, and Corie Kaiser. "Electronic Health Records Incentive Program: The Payment Clock is Ticking! For Hospitals." Oklahoma State University Extension Current Report CR-1024, November 2010, 7 pp.

Brian Whitacre, Lara Brooks, Corie Kaiser, and Val Schott. "An Analysis of the Demand for Primary Care Physicians in the Sallisaw, OK Medical Service Area." Oklahoma State University Department of Agricultural Economics Report AE-11018. October 2010, 11 pp.

Ben Colton, Tom Harris, and Brian Whitacre. "High-speed Telecommunications: Infrastructure Growth and Market Penetration throughout Nevada and the Nation." University of Nevada Cooperative Extension Fact Sheet 10-08, October 2010, 4 pp.

Brian Whitacre, Lara Brooks, Fred Eilrich, Michael Weber, and Val Schott. "An Analysis of the Demand for a Hemodialysis Facility in the Seiling, Oklahoma Medical Service Area. Oklahoma State University Department of Agricultural Economics Report AE-10032. September 2010, 13 pp.

Brian Whitacre, Lara Brooks, Jessica Riggin, Corie Kaiser, and Val Schott. "An Analysis of the Demand for an Assisted Living Facility in the Stroud, Oklahoma Medical Service Area." Oklahoma State University Department of Agricultural Economics Report AE-10028. August 2010, 22 pp.

Brian Whitacre, Lara Brooks, Aubie Kesee, Corie Kaiser, and Val Schott. "An Analysis of the Demand for Primary Care Physicians in the Wetumka, Oklahoma Medical Service Area." Oklahoma State University Department of Agricultural Economics Report AE-10010. May 2010, 11 pp.

Brian Whitacre, Lara Brooks, Richard Rexwinkle, Larry Klump, Corie Kaiser, and Val Schott. "The Economic Impact of the Fairfax, Hominy, and Newkirk Community Health Centers." Oklahoma State University Department of Agricultural Economics Report AE-10006. April 2010, 24 pp.

Brian Whitacre, Shannon Ferrell, and J.C. Hobbs. "E-commerce and Sales Tax: What You Collect Depends on Where You Ship." Oklahoma State University Extension Fact Sheet AGE-1022, March 2010, 4pp.

Brian Whitacre, Lara Brooks, David Nowlin, Corie Kaiser, and Val Schott. "An Analysis of the Demand for Primary Care Physicians in the Hinton, Oklahoma Medical Service Area." Oklahoma State University Department of Agricultural Economics Report AE-10004. March 2010, 11 pp.

Brian Whitacre, Lara Brooks, Alan Parnell, and Val Schott. "An Analysis of the Demand for an Assisted Living Facility in the Wagoner, Oklahoma Medical Service Area." Oklahoma State University Department of Agricultural Economics Report AE-10002. March 2010, 21 pp.

Brian Whitacre and Fred Eilrich. "Flex Health Information Technology (HIT) Program Evaluation for Four Critical Access Hospitals in Oklahoma." Report prepared for the U.S. Department of Health and Human Services. February 2010, 15 pp.

Brian Whitacre, Art Stoecker, and Dee Ann Sanders. "Decision Support Model for Evaluating Alternative Water Supply Infrastructure Scenarios." Final Technical Report for Oklahoma Water Resources Research Institute. February 2010, 38 pp.

Fred Eilrich, Jonathan Sprague, Brian Whitacre, Gerald Doeksen, and Cheryl St. Clair. "The Economic Impact of a Rural General Surgeon." National Center for Rural Health Works Report. January 2010, 26 pp.

Lara Brooks, Fred Eilrich, and Brian Whitacre. "An Analysis of the Demand for a Hemodialysis Facility in the Ponca City, Oklahoma, Medical Service Area." Oklahoma State University Department of Agricultural Economics Report AE – 09132. December 2009, 24 pp.

Ilda Hershey and Brian Whitacre. "The Economic Feasibility of Various Recycling Systems to Serve the Residents of Perkins, Oklahoma." Oklahoma State University Department of Agricultural Economics Report AE-09120. October 2009, 13 pp.

Brian Whitacre, Lara Brooks, Leland McDaniel, Corie Kaiser, and Val Schott. "An Analysis of the Demand for Primary Care Physicians in the Carter County, Oklahoma Medical Service Area. Oklahoma State University Department of Agricultural Economics Report AE-09115. September 2009, 10 pp.

Brian Whitacre. "Estimating the Physician Shortage in Oklahoma by 2020." Report generated for the State Office of Rural Health. Oklahoma State University Department of Agricultural Economics Report AE-09112. August 2009, 2 pp.

Brian Whitacre. "FEMA Emergency Preparedness Report: Project Results from Comanche and Okfuskee Counties." Report generated as part of 5-state effort in Southern Region; part of Emergency Preparedness Demonstration Project. May 2009, 17 pp.

Lara Brooks and Brian Whitacre. "A Summary of the Impacts of Telemedicine on the Haskell County Hospital Medical Service Area." Report generated for Health Resources and Services Administration (HRSA) telemedicine grant to Haskell County Hospital. Oklahoma State University Department of Agricultural Economics Report AE-09022. April 2009, 18 pp.

Lara Brooks, Brian Whitacre, Stan Ralstin, and Val Schott. "An Analysis of the Demand for an Assisted Living Facility in the Beaver County, Oklahoma Medical Service Area." Oklahoma State University Department of Agricultural Economics Report AE-0908. April 2009, 17 pp.

Brian Whitacre, Lara Brooks, and Jason Bray. "Electronic Medical Records: What are they?" Oklahoma State University Extension Current Report CR-1013, March 2009, 4 pp.

Brian Whitacre and Lara Brooks. "Web 2.0: What is it and What can it do for my Business?" Oklahoma State University Extension Fact Sheet AGEC-1010, March 2009, 4 pp.

Fred Eilrich, Brian Whitacre, Lara Brooks, Jack Frye, Trinity Brown, and Val Schott. "An Analysis of the Demand for a Hemodialysis Facility in the Cleveland, OK Medical Service Area." Oklahoma State University Department of Agricultural Economics Report AE – 08118. October 2008, 20 pp.

Brian Whitacre. "Statistical Evaluation of OSU Medical School Preceptors." Completed as part of Health Resources and Services Administration (HRSA) evaluation grant. September 2008, 18 pp.

Brian Whitacre, Lara Brooks, Gerald Doeksen, Corie Kaiser, Stan Ralstin, and Val Schott. "An Analysis of the Demand for Primary Care Physicians in the Hugo, Oklahoma Medical Service Area." Oklahoma State University Department of Agricultural Economics Report AE – 08106. August 2008, 8 pp.

Brian Whitacre and Glenn Muske. "Website Basics for Small Businesses." Oklahoma State University Extension Fact Sheet AGEC-1008, April 2008, 4 pp.

Brian Whitacre, Pam Hartman, Sarah Boggs, and Val Schott. "Evaluating the Economic Impact of Telemedicine in a Rural Community." Oklahoma State University Extension Fact Sheet AGEC-1007, March 2008, 7 pp.

Brian Whitacre, Alan Parnell, Darla Heller, and Jack Frye. "The Economic Impact of a Proposed Industrial Park in the City of Coweta, Wagoner County, Oklahoma." Oklahoma State University Department of Agricultural Economics Report AE – 07136. November 2007, 18 pp.

Brian Whitacre, Pam Hartman, and Sarah Boggs. "Documenting the Economic Impact of Telemedicine Service in a Rural Hospital. *Proceedings of the 2007 Rural Health Southern Extension and Research Activities (SERA) 19 Global Learning, Local Action Conference*. Sept 10 -12, 2007 pp. 25-27.

Brian Whitacre. "Using Broadband and E-commerce to Enhance a Rural Retail Store." Oklahoma State University Extension Fact Sheet AGEC-1006, October 2007, 4 pp.

Brian Whitacre, Pam Hartman, and Sarah Boggs. "The Economic Impact of Telemedicine Capacity in a Rural Hospital." Study developed for the National Center for Rural Health Works. Available at http://www.ruralhealthworks.org/dl_economic.html. September 2007, 37 pp.

Brian Whitacre and Jack Frye. "Using Broadband to Advertise: Panama Tours from Oklahoma!" Oklahoma State University Extension Fact Sheet AGEC-1005, September 2007, 4 pp.

Brian Whitacre. "Using Broadband to Further a Career: Earning a Degree from Home." Oklahoma State University Extension Fact Sheet AGEC-1004, August 2007, 4 pp.

Brian Whitacre. "Rural Broadband Success Story: Plainsnet.net – Hometown Entrepreneurs find Wireless Solution to Connect Their Rural Community." Oklahoma State University Extension Fact Sheet AGEC-1003, June 2007, 4 pp.

Brian Whitacre. "Rural Broadband Success Story: Panhandle Telephone – Progressive Thinking in a Rural Area." Oklahoma State University Extension Fact Sheet AGEC-1001, April 2007, 4 pp.

Brian Whitacre. "Rural Broadband Success Story: Sallisaw – A Fiber Optic Network for the Ages." Oklahoma State University Extension Fact Sheet AGEC-1000, April 2007, 4 pp.

Brian Whitacre, Gerald Doeksen, Ann Peyton, Mike Brown, and Val Schott. "Health Professional Shortage Areas (HPSAs) and Physician Scarcity Areas (PSAs): Bonus Payments for Healthcare Professionals." Oklahoma State University Extension Fact Sheet AGEC-999, April 2007, 8 pp.

Brian Whitacre, Pam Hartman, Gerald Doeksen, Corie Kaiser, Stan Ralstin, and Val Schott. "An Analysis of the Demand for Primary Care Physicians in the Blanchard, Oklahoma Medical Service Area." Oklahoma State University Department of Agricultural Economics Report AE – 07018. March 2007, 10 pp.

Brian Whitacre. "High-speed Telecommunications Infrastructure in Oklahoma: Issues and What Communities Can Do." Oklahoma State University Extension Fact Sheet AGECE-934, February 2007, 5 pp.

Brian Whitacre and Gerald Doeksen. "The 2007 Farm Bill and the National Rural Health Association." Appendix to "Farm Bill Reauthorization: Implications for the Health of Rural Communities." NRHA Issue Paper, November 2006, pp. 5-7.

Bradford Mills, Brian Whitacre, and Christiana Hilmer. "Working More, but Staying Poor." Policy brief for the Food Assistance Needs of the South's Vulnerable Populations series (funded by SRDC). October 2005, Number 11, 8 pp.

Bradford Mills, Brian Whitacre, and Christiana Hilmer. "The Changing Face of the Working Poor." *Perspectives on Poverty, Policy, and Place*. Rural Poverty Research Institute. Fall 2004, pp. 12-13.

PAPERS PRESENTED AT PROFESSIONAL MEETINGS (n = 21)

Brian Whitacre (presenter). "Broadband Availability and Adoption During the 2000s: A Case Study from Oklahoma." Selected paper presented at the Southern Regional Science Association Meetings, New Orleans, Louisiana. March 24-26, 2011.

Brian Whitacre (presenter). "Do Higher Broadband Adoption Rates Mean Lower Tax Collections from Local Retail Sales? Implications of E-Commerce in Rural Areas of the U.S." Selected paper presented at the Southern Regional Science Association Meetings, New Orleans, Louisiana. March 24-26, 2011.

Brian Whitacre (presenter). "Metro, Micro, and Non-core: A 3-year Portrait of Broadband Supply and Demand in Oklahoma." Selected paper presented at the Southern Agricultural Economics Association Meetings, Orlando, Florida. February 7-9, 2010.

Lara Brooks (presenter) and Brian Whitacre. "Critical Access Hospitals and Retail Sales: An Empirical Analysis." Selected paper presented at the Southern Agricultural Economics Association Meetings, Orlando, Florida. February 7-9, 2010.

Brian Whitacre (presenter), Art Stoecker, and DeeAnn Sanders. "Decision Support System for Evaluating Rural Water Supply Infrastructure Scenarios." Selected paper presented at the Southern Agricultural Economics Association Meetings, Orlando, Florida. February 7-9, 2010.

Phumsith Mahasuweerachai (presenter), Brian Whitacre, and David Shideler. "Does Broadband Access Impact Population Growth in Rural America?" Selected paper presented at the Agricultural and Applied Economics Association Meetings, Milwaukee, Wisconsin. July 26-28, 2009.

Brian Whitacre (presenter). "Does Infrastructure Diffusion Solve the Rural / Urban Gap in Broadband Access Rates? A Case Study from Oklahoma." Selected paper presented at the Rural Telecommunications Congress Annual Conference, Jeffersonville, Vermont. October 6-8, 2008.

Brian Briggeman and Brian Whitacre (presenter). "Farming and the Internet: Reasons for Non-use." Paper presented at the Broadband in the Rural Economy Conference, Washington DC. September 29-30, 2008.

Brian Whitacre (presenter). "The Economic Impact of Rural Telemedicine." Paper presented at the Broadband in the Rural Economy Conference, Washington DC. September 29-30, 2008.

Brian Whitacre (presenter). "Factors Influencing the Temporal Diffusion of Broadband Adoption: Evidence from Oklahoma." Paper presented at the Southern Agricultural Economics Association Meetings, Dallas, Texas. February 3-5, 2008.

Shida Henneberry (presenter), Merritt Taylor, Joao Mutondo, Haerani Agustini, Brian Whitacre, and Warren Roberts. "The Economic Impacts of Direct Produce Marketing: A Case Study of Oklahoma's Farmers' Markets." Paper presented at the Southern Agricultural Economics Association Meetings, Dallas, Texas. February 3-5, 2008.

Lara Brooks* (presenter), Brian Whitacre, Mike Woods, and Glenn Muske. "Entrepreneurial Communities in Rural Oklahoma." Paper presented at the Southern Agricultural Economics Association Meetings, Dallas, Texas. February 3-5, 2008.

Brian Briggeman and Brian Whitacre (presenter). "Farming and the Internet: Factors Affecting Input Purchases Online and Reasons for Non-Adoption." Paper presented at the Southern Agricultural Economics Association Meetings, Dallas, Texas. February 3-5, 2008.

Brian Whitacre, Matt Fannin (presenter), and James Barnes. "Factors Affecting Outsourcing for Information Technology Services in Rural Hospitals: Theory and Evidence." Paper presented at the Southern Agricultural Economics Association Meetings, Dallas, Texas. February 3- 5, 2008.

Brian Whitacre (presenter), Pam Hartman, and Sarah Boggs. "Documenting the Economic Impact of Telemedicine Service in a Rural Hospital." Selected paper presented at the SERA-19 (Rural Health) Annual Meeting, Atlanta, Georgia. September 11, 2007.

Phumsith Mahasuweerachi* (presenter) and Brian Whitacre. "'Small' Broadband Providers: Where and Why?" Selected paper presented at the American Agricultural Economics Association Meetings, Portland, Oregon. July 29 – Aug 1, 2007.

Brian Whitacre (presenter) and Bradford Mills, "A Need for Speed? Rural Internet Connectivity and the No access / Dial-up / High –speed Decision." Selected paper presented at the American Agricultural Economics Association Meetings, Long Beach, California. July 23 - 26, 2006.

Brian Whitacre (presenter) and Bradford Mills, "The Role of Infrastructure in the Rural – Urban Digital Divide." Selected paper presented at the American Agricultural Economics Association Meetings, Providence, Rhode Island. July 24 - 27, 2005.

Bradford Mills (presenter), Brian Whitacre, and Christiana Hilmer. "Working Poverty in the Rural South." Paper presented at the In the Shadows of Poverty: Strengthening the Rural Poverty Research Capacity of the South Conference, Memphis, Tennessee. July 21-23, 2004.

Bradford Mills (presenter), Brian Whitacre, and Christiana Hilmer, "Public Assistance and Working Poor Families: Has the Nation Become More Like the Rural South?" Paper presented at the Food Assistance and Nutrition Research Small Grants Conference, Economic Research Service, Washington DC. November 20-21, 2003.

Brian Whitacre (presenter) and Bradford Mills, "Understanding the Rural – Urban Digital Divide." Selected paper presented at the American Agricultural Economics Association Meetings, Long Beach, California. July 28 - 31, 2002.

OTHER PRESENTATIONS (state or national level)**ADVISORY BOARD PRESENTATIONS** (n = 4)

Brian Whitacre. "Oklahoma Broadband Availability and Adoption During the 2000s." Presented at the Oklahoma Telephone Association Annual Meeting, Oklahoma City, Oklahoma. June 9, 2010.

Brian Whitacre. "A Ground-level View of the SRDC E-commerce Program." Presented to Southern Rural Development Center Board of Directors. Charleston, South Carolina, Nov 3, 2009.

Brian Whitacre and Mike Lea*. "Decision Support Model for Evaluating Alternative Water Supply Infrastructure Scenarios: Status to Date and Example from Beggs, OK." Presented to Oklahoma Water Research Advisory Board. July 24, 2009.

Brian Whitacre. "Key Factors Contributing to Broadband Adoption." Presented to Arkansas Broadband Advisory Council, Little Rock, Arkansas. October 28, 2008.

EXTENSION CURRICULA OVERVIEW (n = 7)

Brian Whitacre, Connie Hancock, Michael Wilcox, and David Shideler. "Creating Small Community Websites: Upcoming Material for the e-Commerce Extension Initiative." Presented for Regional Team Training at the National e-Commerce Extension Initiative meeting, July 20, 2010.

Brian Whitacre. "Hispanic Small Business e-Commerce Opportunities." Presented for Regional Team Training at the National e-Commerce Extension Initiative meeting, July 19, 2010.

Michael Wilcox, Connie Hancock, Brian Whitacre, and David Shideler. "Web Presence Strategies for Small Communities and Local Governments." Presented at National Association of Community Development Professionals Conference, Bloomington, Minnesota. April 13, 2010.

Brian Whitacre. "Web Site Basics: A Primer for Hispanic Small Businesses." Webinar held for national e-commerce extension curricula. Hosted by the Southern Rural Development Center. Nov 19, 2009.

Brian Whitacre and Cindy Blackwell. "Manufacturing and the Internet: Web Presence Strategies for Small Businesses." Presented at Oklahoma Manufacturing Alliance Annual Meeting, Tulsa, Oklahoma. Sep 23, 2008.

Brian Whitacre and Notie Lansford. "Budgets: An Ace in the Hole for Local Government Services." Presented at National Association of Community Development Professionals Conference, Philadelphia, Pennsylvania. April 17, 2007.

Brian Whitacre, Steve Deller, Tom Harris, and Mark Henry. "Innovative Application of Rural Data through Extension Educational Programs." Organized Symposium for American Agricultural Economics Association Meetings, Portland, Oregon. Aug 1, 2007.

POSTERS (n = 6)

Lara Brooks and Brian Whitacre. "Critical Access Hospitals and Retail Activity: An Empirical Analysis in Oklahoma." Poster presentation for the National Rural Health Association Annual Conference, Austin, Texas. May 4-6, 2011.

Jamie Andrews and Brian Whitacre. "The Economic Impact of OSU Graduates on the State's Economy." Poster presentation for Wentz Projects, Oklahoma State University. April 22, 2011.

Lara Brooks, Brian Whitacre, Mike Woods, Glenn Muske, and David Shideler. "Entrepreneurial Programs: Which are the Most Valuable for Oklahoma Small Business Owners?" Poster presentation at the Agricultural and Applied Economics Association Meetings, Denver, Colorado. July 25-27, 2010.

DeeAnn Sanders, Art Stoecker, and Brian Whitacre. "Development of a Model for Evaluating Future Supply Needs of Rural Water Districts and Small Communities." Poster presentation for the Oklahoma Governor's Water Conference. Oklahoma City, Oklahoma, Nov 4, 2009.

Brian Whitacre, Vicky Pace, Jeff Hackler, Matt Janey, Chad Landgraf, and William Pettit. "An Evaluation of Osteopathic School Programs Designed to Promote Rural Location by Graduates." Poster presentation for the American Association of Colleges of Osteopathic Medicine Conference, Bethesda, Maryland. April 15-18, 2009.

Brian Whitacre, Matt Fannin, and James Barnes. "Business Strategies for Providing Information Technology Services in Rural Hospitals." Poster presentation for the National Rural Health Association Annual Conference, New Orleans, Louisiana. May 7-9, 2008.

MASS MEDIA

Interview with Television Show *SUNUP*. Provided insight into how social media can benefit agricultural producers. Discussed using Facebook / blogs as a way to connect with consumers or promote agriculture; how farmers can benefit from sites like localharvest.org or Craigslist. Aired November 6, 2010.

Interview with newspaper *The Journal Record*. Discussed status of telemedicine in rural Oklahoma, including potential cost savings, equipment and reimbursement needs, and future trends. March 24, 2010.

Brian Whitacre and Lara Brooks. "The Towns That Build Entrepreneurs." *The Daily Yonder*. Available at www.dailyyonder.com/towns-build-entrepreneurs/2009/09/10/2337. September 10, 2009.

Interview with K10 News (southeastern Oklahoma television station). Discussion of OSU e-commerce program for small businesses. June 23, 2009.

Interview with magazine *Cowboy Journal*. "A New Highway for Rural Oklahoma." Discussed the promise of broadband access for rural businesses, communities, and individuals. Volume 10 (1), Spring 2008.

Interview with K-OSU Radio. Answered questions regarding broadband access in Oklahoma, particularly on the presence of a rural – urban digital divide in both access and infrastructure. August 21, 2007.

Interview with newspaper *The Daily Oklahoman*. "Gap Closing in Challenge to Internet." Discussed causes of rural – urban digital divide and the current broadband access situation for Oklahoma residents. July 28, 2007.

Interview with Television Show *Oklahoma Horizon*. Discussed broadband solutions in several rural Oklahoma communities, answered questions regarding the digital divide in Oklahoma and what rural areas can do to obtain broadband access. April 4, 2007.

EXTENSION PROGRAM PRESENTATIONS

E-commerce Introduction and Strategies (March 2007 – Present): 95 presentations, approximately 1,500 total attendees (mostly small business owners). 65% of attendees have received hands-on training in setting up or improving websites. Workshops are typically 3-6 hours in length.

Community Health Engagement Process (July 2006 – Present): 39 communities engaged, over 140 presentations, approximately 2,900 total attendees.

McCurtain County GIS Pilot Program (October 2009 – Present): 8 presentations, approximately 110 total attendees. 3 demonstrations by public sector participants (school, volunteer and municipal fire departments).

Basics of Small Manufacturing Websites (April 2009 – Present): 25 businesses engaged in conjunction with Oklahoma Manufacturing Alliance.

GRANTS AND CONTRACTS (total ≈ \$1,085,000)

\$150,000 – Oklahoma Rural Hospital Flexibility Program. Funded by U.S. Department of Health and Human Services. September 2010 – August 2011. Co-PI with Gerald Doeksen and Val Schott (State Office of Rural Health).

\$75,000 – Solid Waste Management – Enhancing Rural Areas. Funded by U.S. Department of Agriculture, Rural Utilities Service (USDA RUS). October 2010 – September 2011.

\$5,000 – Promoting GIS Knowledge and Use by the Public Sector in Rural Oklahoma. Funded by Oklahoma Cooperative Extension Service. October 2009 – September 2010.

\$150,000 - Oklahoma Rural Hospital Flexibility Program. Funded by U.S. Department of Health and Human Services. September 2009 – August 2010. Co-PI with Gerald Doeksen and Val Schott (State Office of Rural Health).

\$78,000 – Rural Waste Management Education and Feasibility Studies. Funded by U.S. Department of Agriculture, Rural Utility Service (USDA RUS). October 2009 – September 2010.

\$25,000 – Web Presence Strategies for Small Communities and Local Governments. Funded by the Southern Rural Development Center. With colleagues from Oklahoma State University, University of Tennessee, and the University of Nebraska. August 2009 – June 2010.

\$3,000 – Connecting Rural Communities: Implementation Grant. Co-PI with David Lamie, Clemson University. Funded by the Southern Rural Development Center. February 2009 – January 2010.

\$3,000 – Strengthening Competitive Advantages of Rural Businesses with e-Commerce and Experiential Economy Strategies. Implementation Grant. Funded by the Southern Rural Development Center. February 2009 – January 2010.

\$30,000 – Emergency Preparedness Demonstration project. Funded by Economic Development Administration (part of 5-state effort in southern region). January – December 2009.

\$80,000 – Cooperating Partners Enhancing Rural Waste Management Services and Protecting Water Quality and Natural Resources. Funded by U.S. Department of Agriculture, Rural Utility Service (USDA RUS). October 2008 – September 2009.

\$150,000 – Oklahoma Rural Hospital Flexibility Program. Funded by U.S. Department of Health and Human Services. September 2008 – August 2009. Co-PI with Gerald Doeksen and Val Schott (State Office of Rural Health).

\$19,581 – Evaluating the Economic Impact of Rural Telemedicine – A Regional Analysis. Funded by U.S. Department of Agriculture, Economic Research Service (USDA, ERS). May – December 2008.

\$5,000 – Multivariate Analysis of Strategies to Promote Rural Location by Osteopathic School Graduates. Funded by Health Resources and Services Administration (HRSA). May – September 2008.

\$10,000 – Economic Evaluation of Haskell County Health Care System Telemedicine Program. Funded by Health Resources and Services Administration (HRSA). May 2008 – April 2009.

\$74,337 - Decision Support Model for Evaluating Alternative Water Supply Infrastructure Scenarios. Funded by Oklahoma Water Resources Research Institute (OWRRI). Co-PI with DeeAnn Sanders (Civil Engineering) and Art Stoecker (Agricultural Economics). March 2008 – February 2010.

\$50,000 – Flex Critical Access Hospital Health Information Technology Network Implementation Program. Program Evaluation portion of \$2.2M budget. Funded by U.S. Department of Health and Human Services. October 2007 – April 2009.

\$150,000 - Oklahoma Rural Hospital Flexibility Program. Funded by U.S. Department of Health and Human Services. September 2007 – August 2008. Co-PI with Gerald Doeksen and Val Schott (State Office of Rural Health).

\$24,997 – Hispanic E-commerce Opportunities: ¡El Tiempo Ahora Está! (The Time is Now!) Funded by the Southern Rural Development Center. August 2007 – July 2008.

\$10,000 – Broadband Matters: Connecting Rural Communities. Funded by Oklahoma Cooperative Extension Service. March 2007 – December 2008.

TEACHING EXPERIENCE

Oklahoma State University, Department of Agricultural Economics	<u>Rating</u>	<u># students</u>
• Rural Economic Development, Spring 2011	3.6 / 4.0, dept. avg 3.4	51
• Rural Economic Development, Spring 2010	3.7 / 4.0, dept. avg 3.4	48
• Rural Economic Development, Spring 2008 (Co-taught with Dr. Mike Woods)	3.1 / 4.0, dept. avg 3.4	39
Virginia Tech, Department of Agricultural and Applied Economics	<u>Rating</u>	<u># students</u>
• Introductory Econometrics, Spring 2006 (M.S. level)	3.5 / 4.0, dept. avg 3.6	16
• Intermediate Microeconomics, Spring 2006	3.7 / 4.0, dept. avg 3.6	26
• Introductory Agricultural Economics, Fall 2005	3.6 / 4.0, dept. avg 3.6	83
• Intermediate Microeconomics, Spring 2005	3.8 / 4.0, dept. avg 3.6	25

GRADUATE COMMITTEES

<u>Role</u>	<u>Number of Students</u>	
	<u>Head</u>	<u>Member</u>
Master's committee – completed students	0	6
Master's committee – current students	2	3
Ph.D. committee – completed students	0	3
Ph.D. committee – current students	0	2

AWARDS

- Early promotion to associate professor with tenure. Oklahoma State University (2011).
- Bonnie Teater Community Development Early Career Achievement Award (2011). Honors “rising star” in the field of Community Development (less than 10 years of service). Given by Southern Rural Development Center.
- Excellence in Community Development Work (2010). Team Award from National Association of Community Development Extension Professionals (NACDEP). For work on “Building Resilient Communities - Emergency Preparedness Demonstration.”
- Faculty Mentor for Wentz Project Award (undergraduate research)
 - Jamie Andrews (2010)
- OSU Ag Econ Departmental Graduate Student Paper Award: Faculty Advisor for
 - Phumsith Mahasuweerachai, 1st place (2009)
 - Phumsith Mahasuweerachai, 2nd place (2008)
- Cunningham Fellowship Recipient (Outstanding Graduate Student), Virginia Tech, 2003-2005

UNIVERSITY AND PROFESSIONAL SERVICE

Department of Agricultural Economics, Oklahoma State University

- Community Resources and Economic Development Initiative Team
 - Member, 2006 - Present
 - Team Leader, 2008 - Present
- Information Services Committee, Member, 2006 – Present
 - Chair, 2011 – Present
- Seminar Committee, Member, 2006 - Present
- Faculty Communications Committee, Member, 2008 - Present
- OCES Website Advisory Committee, 2008 – Present
- Aggie-X (Undergraduate Ag Association) Junior Advisor, 2011

American Agricultural Economics Association

- Member, 2002 - Present
- Community Economics Network, Member, 2007 - Present
- Rural Development Section Selected Paper Coordinator, 2008 & 2009
- Rural Development Section Reviewer, 2010 & 2011

Southern Agricultural Economics Association

- Member, 2008 - Present
- Community / Rural Development Selected Paper Reviewer, 2008

Southern Regional Science Association

- Member, 2011 - Present

SERA-19 (Southern Extension Research Activity – Rural Health)

- Member, 2006 - Present
- Conference Agenda Committee, 2008 – Present
- Priester Conference Global Health Reviewer, 2008

National Rural E-commerce Extension Initiative – Southern Rural Development Center

- Regional E-commerce Training Team Member, 2010
- Advisory Committee, 2010 – Present

Southern Region Program Leadership Network

- Community Development representative, 2010 - present
- Secretary, 2010-2011

National Institute for Water Research Grant Proposal Reviewer

- Member, 2010

Rural Health Research Center Grant Proposal Reviewer (Organized by Health Resources and Service Administration)

- Member, 2008
- Rural Research to Diverse Audiences Reviewer, 2009

Oklahoma State University Weightlifting Club

- Faculty Advisor, 2007 - Present

Journal Manuscripts Reviewer

- *Review of Regional Studies, Papers in Regional Science, Growth & Change, Industrial Geographer, Research Policy, American Behavioral Scientist, Choices, Rural and Remote Health, Economics of Education Review, Transportation Research E: Logistics and Transportation Review, Southern Business and Economic Journal, Computers and Electronics in Agriculture, Economic Development Quarterly, Cambridge Journal of Regions, Economy, and Society, Rural Sociology, Agricultural and Resource Economics Review, and Journal of Rural Health*