Bios

**Dr. Tom Archibald** is an Assistant Professor in the Department of Agricultural, leadership, and Community Education at Virginia Tech. His extension and research work are highly integrated. With a 70% Extension appointment, he works closely with agents, specialists, and administrators in the Virginia Cooperative Extension (VCE) system, focusing on issues of evaluation and evaluation capacity. The overarching goal that guides his Extension work is to help foster a culture of evaluation within VCE, whereby a critical mass of VCE professionals have the knowledge, skills, and attitudes necessary for wide-spread, sustained, and high-quality evaluation across the system. Tom earned his B.S. in Animal Science, M.S. and Ph.D. in Adult & Extension Education, all from Cornell University.

**Brian L. Hairston** is the 4-H agent for Henry County/Martinsville where he raises a substantial amount of funds to provide scholarship for 50 plus youth to attend summer camp of 420 campers. He is very involved in the community where serves on many boards at the local and state level. Brian is also active with the Virginia 4-H Living Initiative, School Enrichment, True Colors Instructor and CHARACTER COUNTS!® Training Team that travels to Brazil educating thousands of youth. Brian and his wife, Tiffanie, and their two children live in Martinsville.VA

**Dr. Katharine Knowlton** grew up on a dairy farm in Connecticut and earned her B. S. in Animal Science at Cornell University, her M.S. at Michigan State and her Ph.D. at the University of Maryland. Dr. Knowlton is a Professor in the Department of Dairy Science at Virginia Tech with a research and teaching program focused on environmental issues affecting the dairy industry. Dr. Knowlton is assistant coach of the Virginia Tech dairy judging team (national champions in 2006, 2008, 2009 and 2013!!), judges dairy shows across the US, and owns a small herd of Jersey cows. She is Principal Investigator or co-PI on $8.9 million in externally funded grants, and has authored 67 peer-reviewed papers. Recently Dr. Knowlton was names the Colonel Horace E. Alphin Professor in Dairy Science by the Virginia Tech Board of Visitors.

**Scott Greiner** is a Professor in the Department of Animal and Poultry Sciences at Virginia Tech. As Extension Beef and Sheep Specialist, Dr. Greiner’s mission is to provide leadership in livestock improvement and performance evaluation that will enhance the efficiency and profitability of beef cattle and sheep production. This objective is accomplished by providing research-based education and outreach on the science and application of beef and sheep production to livestock producers, Extension agents, and allied industry professionals. Specific responsibilities include 1) design and deliver educational programs and materials related to beef and sheep genetics and associated production and marketing issues, including animal identification; 2) provide leadership for statewide programs in beef cattle and sheep; and 3) develop and maintain strong working relationships with the beef and sheep industries and allied organizations.

Dr. Greiner has an Animal Science Bachelor’s and Ph.D. degree from Iowa State University and a Master’s degree from Michigan State University.
Gordon Groover is an extensions specialist in the VA Tech Department of Agricultural and Applied Economics. He has served Virginia’s agricultural industry for more than 35 years. Gordon grew up on a small farm near the headwaters of the Chickahominy River in Henrico County Virginia. His work as extension economist centers on improving the financial decision-making capacity, knowledge, and analytical skills of Extension personnel and clients. His current extension and research work includes programs on Virginia land use taxation, farm business management, and apple cost-of-production, and economics of sustainable forage and livestock systems. He has produced a bimonthly newsletter since 1992 to disseminate information to farmers, agents, governmental personnel, and agricultural media. He is responsible for supporting the development of more than 130 crop and livestock costs-of-production budgets.

Dr. Gustavo Ferreira earned his B.S. in Economics at Lusiada University (Portugal), his M.B.A. at McNeese State University, and his Ph.D in Agricultural Economics at Louisiana State University. Since 2010, Dr. Ferreira has been a faculty at the Department of Agricultural & Applied Economics at Virginia Tech, and has developed teaching, research and extension programs with a focus on agribusiness and agricultural marketing. He has participated in multiple interdisciplinary research-funded grants ($627,000), and has authored 11 peer-reviewed journal articles and extension publications. Dr. Ferreira is also an officer in the Virginia Army National Guard and enjoys reading, running, and spending time with his family.

Rose Jeter was raised on a small family farm in Southampton County where her family raised peanuts, corn, wheat, soybeans, and had a farrow-to-finish hog operation. She joined the Agricultural and Applied Economics Department in the fall of 2013 as a marketing specialist and instructor. She teaches the career skills course and advises the Virginia Teach National Agri Marketing Association team in addition to strengthening relationships and communication with stakeholders. Prior to joining the Department, Rose was a District Sales Manager for Monsanto’s flagship brands of DeKalb and Asgrow and was an Agricultural and Natural Resources Extension Agent in Hanover, VA.

Rose received her B.S. in Agricultural and Applied Economics, B.A. in Political Science, and M.S. in Education all from Virginia Tech. Rose’s areas of interests include strategic planning, direct marketing, and communication methods to maximize relationships with customers, farmland preservation, and agricultural advocacy. She serves on the Virginia Young Farmer Committee for Virginia Farm Bureau, Agriculture in the Classroom Foundation Board, and the Roanoke County Farm Bureau Board. Rose resides in Bonsack with her daughter and husband Ned Jeter II who farms full time in Roanoke, Botetourt, and Bedford counties raising small grain, beef cattle, hay, and produce. In Rose’s spare time she helps her husband’s family farm with marketing their agritourism enterprise.
Dr. Kimberly Morgan joined the Agricultural and Applied Economics Department at Virginia Tech in July 2013 as an Extension Agricultural Economist and Junior Faculty Fellow for the Kohl Centre. She teaches undergraduate courses including Agricultural Financial Management, Economics of the Food and Fiber System, Food & Agribusiness Marketing, Foundations in Agribusiness and the Kohl Centre Experiential Learning Project Team course. Her extension program goal is to pursue multidisciplinary, research-based, grant-funded research that serves to drive extension programs. Dr. Morgan is passionate about working collaboratively with stakeholders, students, colleagues, and advisors. Kim’s research program goals are centered on measurable real-world needs and wants communicated by Virginia’s rural, natural resource, and agribusiness owners, managers and consumers. Specific research objectives include: understanding significant factors which influence specialty crop producers to adoption new technologies and/or pursue new marketing channels, determining the physical, behavioral and demographic characteristics of consumers motivated to seek out food and food products sold directly from the farm, and assessing the economic impacts of natural or man-made hazards on the private and public sectors of the state.

Dr. Kimberly Morgan earned a BS in 1993 in Animal Science, a M.S. in Food & Resource Economics in 1997, and a Ph.D. in Food & Resource Economics in 2007, all from the University of Florida. She worked with the University of Florida’s Agricultural Market Research Center as an Economic Analyst from 2000-08. From July 2008-2013, Dr. Morgan was an Extension Agricultural Economist in the Agricultural Economics Department at Mississippi State University. Kim enjoys riding horses and spending time with her three children.

Martha A. Walker serves as one of five Community Viability Specialists with Virginia Cooperative Extension (VCE) and is a faculty member in Virginia Tech’s College of Agriculture and Life Sciences Department of Agricultural and Applied Economics. Dr. Walker joined VCE in 2005 after serving for 28 years with the Virginia Community College System at Danville Community College. In her role with Extension, Dr. Walker works with counties and cities throughout Virginia as well as multiple state agencies. Since joining Extension, Dr. Walker has provided support in assessing community needs, facilitating community-based action plans, and identifying resources from Virginia Tech, Virginia State University, and other state and federal agencies. Her work is directly linked to and supported by Extension agents and university faculty.

Dr. Walker launched VCE’s grassroots leadership program, Innovative Leadership: Building Community Connections, an 18-hour training focused on building leadership skills and knowledge. Dr. Walker and her colleagues adopted the University of Maine’s Strengthening Your Facilitation Skills program and trained master trainers to teach the program throughout the Commonwealth. In addition, Martha and her colleague Dr. Mike Chandler coordinate and teach the VA Association of Counties’ County Supervisor Certification program. Dr. Walker published the Energy Resource Guide for VA website, collaborated with partners to secure $1.2 million in grant for bio-energy production/commercialization, obtained a $50,000 gift and coordinated the publication of “Welcome to the County” a book on life in rural VA, and has received over $600,000 in funding from the VA Tobacco Indemnification and Revitalization Commission for the farm energy efficiency program. Dr. Walker has a Bachelor’s degree from Averett College, a Master of Science degree from Virginia Tech, and a Doctor of Philosophy from Old Dominion University.