

Brittany Friars Whitmire

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Education

University of North Carolina, Chapel Hill, North Carolina **2006**
Master of Public Administration

University of North Carolina, Chapel Hill, North Carolina **2003**
Bachelor of Arts in Economics
Minor in Chemistry

Professional Experience

Dairy Extension Associate **April 2015 – Present**
NC Cooperative Extension, NC State University
Brevard, North Carolina

- Provide leadership for educational programs related to the effective management of dairy farm operations throughout North Carolina
- Work closely with faculty in the Agricultural & Resource Economics, Animal Science, and other Departments in the College of Agriculture & Life Sciences
- Work closely with Cooperative Extension personnel who seek assistance in responding to the needs of dairy producers throughout the state
- Develop and deliver programs to enhance the dairy industry in North Carolina, especially in the areas of financial and business management, human resource management, and transition planning
- Support the activities of dairy industry groups, including the North Carolina Dairy Producers Association and the North Carolina Dairy Stabilization and Growth Program, including farm assessments, relocation and startup assistance, and continuation planning

Farm Business Owner/Manager **October 2007 - Present**
BusyBee Farm LLC
Brevard, North Carolina

- Manage livestock, poultry, forage crop and honeybee production
- Oversee the direct marketing of value-added farm products
- Manage wholesale and retail accounts, product placement and delivery, and product development
- Oversee part-time employees and seasonal interns
- Maintain and update farm website and marketing materials
- Serve on the Transylvania County Farmers Market Board of Directors

Extension Associate/Program Coordinator
NC Cooperative Extension, NC State University
Kannapolis, North Carolina

January 2009 – March 2015

- Developed the North Carolina Value-Added Cost Share Program (NCVACS) in cooperation with Dr. Blake Brown
- Coordinated competitive application cycles for cost-share funding for NC producers, producer groups, and processors for agricultural enterprise feasibility assessment, grant writing, and specialized equipment assistance
- Managed \$1.5M (2009-2014) in grant funding for the NCVACS program
- Developed statewide communications materials for marketing NCVACS programs and successes
- Conducted farm and business visits with NCVACS applicants and award recipients
- Coordinated training for cooperating professionals for grant writing and feasibility study requirements related to USDA's Value-Added Producer Grant program
- Provided regular financial and programmatic updates to NC Tobacco Trust Fund Commission
- Presented NCAVCS reports to stakeholder groups, including the Agricultural Advancement Consortium
- Developed relationships with grant writing and agribusiness consultants nationwide
- Provided oversight of consultants for grant writing and feasibility assessment services
- Partnered with peers in organizations providing complementary programming, including WNC Ag Options, Rural Advancement Foundation International (RAFI), Appalachian Sustainable Agriculture Project (ASAP), and NC Farm Bureau

Extension Associate/Program Coordinator
NC Cooperative Extension, NC A&T State University
Greensboro, North Carolina

December 2006 - December 2008

- Coordinated the WNC AgOptions/USDA-RMA Community Outreach and Assistance Partnership Program
- Developed business planning resources and conducted educational trainings for farmers in western North Carolina who had previously received WNC AgOptions grant funding
- Developed web resources for basic agricultural enterprise development
- Developed relationships with Small Business Centers at Community Colleges throughout western North Carolina

Research Assistant
UNC Center for Public Technology, University of North Carolina
Chapel Hill, North Carolina

August 2005 - June 2006

Conducted agricultural research for Greene County and the *Beyond Tobacco* Initiative for Dr. Shannon H. Tufts

Intern

April 2005 - August 2006

2, *Whitmire*

North Carolina Farm Transition Network, Inc.

Raleigh, North Carolina

Led outreach efforts to producers, grower associations, and farm organizations in the 47 westernmost counties in North Carolina

Agricultural Production Assistant

August 2003 – August 2004

*Jimmy E. Whitmire Farms
Brevard, North Carolina*

Managed a herd of 200 dairy replacement heifers, including daily feeding and maintenance

Substitute Teacher

September 2003 – May 2004

*Transylvania County Schools
Brevard, North Carolina*

Managed high school classrooms and constructed educational lesson plans

Student Experience

Intern

February 2003 – May 2003

*Office of the Attorney General, North Carolina Department of Justice
Raleigh, North Carolina*

- Assisted with special projects
- Helped develop grant evaluation rubric for the NC Tobacco Trust Fund Commission

Travel/Study Researcher

May 2003 – August 2003

North & South Islands, New Zealand

- Worked on sixteen farms, including dairy, beef cattle, sheep, deer, and fruit production
- Visited/studied 10 agri-tourism operations
- Developed a report on the economics of agri-tourism and eco-tourism in New Zealand

Intern

May 2002 – July 2002

*John Deere Advertising Agency, European Office
Mannheim, Germany*

Assisted in developing print advertising materials for forage harvesters and combines

State FFA Vice President

June 2000 – June 2001

*North Carolina FFA Association
Raleigh, North Carolina*

- Served as an official representative of the North Carolina FFA Association
- Served as the representative to the North Carolina FFA Alumni Association

- Traveled extensively across North Carolina presenting speeches, keynote addresses, and personal leadership development workshops to hundreds of high school students
- Met with state and national leaders to promote the agricultural industry
- Served on the State FFA Board of Directors and provided leadership for the organization at the state level

Workshops, Training Programs, and Presentations

- Cohort Participant – 2012-2014 Agricultural Leadership Development Program
NCSU College of Agriculture and Life Sciences, NC State University
- Presenter – August 2010 NCVACS Presentation,
Agricultural Advancement Consortium, Raleigh, NC
- Organizer & Presenter – March 2010 Funding Opportunities for Value-Added Producers
Workshop, NC State University, NC MarketReady
Mills River, NC and Wilson, NC
- Organizer & Presenter – March 2010 Funding Opportunities for Value-Added Producers
Webinar, NC State University, NC MarketReady
- Organizer & Presenter – February 2010 Value-Added and Renewable Energy Funding
Opportunities for NC Producers Informational Meetings, NC State University, NC
MarketReady
New Bern, NC; Sanford, NC; Morganton, NC
- Organizer & Presenter – July 2009 Value-Added Producer Grant Writing Workshop
NC State University Program for Value-Added & Alternative Agriculture, Kannapolis, NC
- Presenter – June 2001 State FFA Convention
North Carolina FFA Association, Raleigh, North Carolina
- Presenter – March 2001 State FFA MEGA Conference
North Carolina FFA Association, Greensboro, North Carolina
- Presenter – July 2000 State FFA Leadership Conference
North Carolina FFA Center, White Lake, North Carolina

Peer-Reviewed Publications

Brown, B., Turner, C. & Whitmire, B. (2009). “North Carolina Agriculture Regional Perspectives.” Agricultural Advancement Consortium.

Bonham, J. and Whitmire, B. (2009). “Transylvania County Farmland Protection Plan.”
Transylvania County Agricultural Advisory Board.

Whitmire, B. (2007). “Who will fill the new boots? Examining the use of succession planning in farm businesses.” *Popular Government*, 72 (2).

Professional Leadership Experiences

- Agricultural Leadership Development Program, 2012-2014 Cohort, NCSU College of Agriculture and Life Sciences, NC State University
 - Mastering Self
 - Mastering an Understanding of Agriculture’s Environment

- Mastering Relationships
- Managing Social & Organizational Action
- Crucial Conversations Certificate
- Legislative Study Tour, Washington, D.C.
- International Agriculture Study Tour, Brazil
- Domestic Agriculture Study Tour, California

North Carolina Farm Bureau Young Farmer & Rancher Leadership Conference, 2001-2005

Membership in Professional Organizations

- American Endurance Ride Conference, Member, 2009 - Present
- Appalachian Grown, Appalachian Sustainable Agriculture Project, 2007 – Present
- Transylvania County Cattlemen’s Association, 2007 – Present
- American Society of Public Administration, 2004 - 2006
- American Farm Bureau Federation, Member, 2005 – Present
- Arabian Horse Association, Member, 1992 – Present
- United States Equestrian Foundation, Member, 1992 – Present

Committee Involvement

- USDA Farm Service Agency, County Executive Committee, Transylvania, Elected Representative, 2014 – Present; Vice-Chair, 2015
- WNC Dairy Commission, WNC Communities, Member 2014 – Present
- USDA Value-Added Producer Grant Independent Reviewer, 2012 – Present
- Grants Review Committee, Transylvania Educational Foundation, Member 2010 – Present
- Transylvania County Agricultural Advisory Board, Chair – 2008; Member 2006 – 2008, 2009 – Present
- Transylvania Farmers Market, Board of Directors, Member 2009 – Present

Professional and Academic Honors

- 5-Year Service Award to NC Cooperative Extension, NC State University, 2014
- National Finalist, American Farm Bureau Excellence in Agriculture, 2007
- Winner, North Carolina Farm Bureau Excellence in Agriculture, 2006
- Nannette Mengel Capstone Communications Award, UNC School of Government, 2006
- Morehead Scholarship Award, John Motley Morehead Foundation, 1999-2003
- National Finalist, American Farm Bureau Discussion Meet, 2003
- Winner, North Carolina Farm Bureau Discussion Meet, 2002