

Curriculum Vitae

Texas A&M AgriLife Extension Service

Name: Diana “DeDe” Jones
Title: Senior Extension Program Specialist – Risk Management
Department/Unit: Agricultural Economics

ACADEMIC BACKGROUND

- M.B.A.** Emphasis in Economics and Marketing, Texas Tech University
Lubbock, Texas, 1999
- B.S.** Agricultural Economics, Texas Tech University, Suma Cum Laude
Lubbock, Texas 1998

EMPLOYMENT/EXPERIENCE

Fall 2000 to Present TAMU AgriLife Extension Program Specialist, Risk Management

Responsibilities: Jones serves as district coordinator for the Financial And Risk Management (FARM) Assistance Program, a concentrated Extension effort developed to assist farmers and ranchers with strategic planning and risk management through individualized analysis. A FARM Assistance report is prepared by gathering data through a series of one-on-one meetings, and then performing a comprehensive financial analysis that evaluates operational cash position, debt levels, financial efficiency, and net worth. Many reports also involve the evaluation of alternative business plans, which often requires Jones to consult with specialists from other disciplines to provide additional details on these courses of action. To date Jones has completed 598 FARM Assistance analyses. These operations encompass over 2.55 million acres with a combined ending real net worth of \$1.83 billion. While conducting FARM Assistance, Jones realized that producers needed to learn better record-keeping practices. As a result, she developed curriculum and submitted grants to buy a computer lab that allows her to conduct QuickBooks Financial Accounting workshops throughout the state. When COVID-19 impacted her ability to teach live classes, Jones developed an online QuickBooks training course as well.

In addition to QuickBooks and FARM Assistance, Jones regularly presents educational programs at both the county and regional levels. She speaks a numerous producer meetings each year on topics ranging from farm financial management to commodity market outlooks to legislative updates and conservation programs. She also regularly collaborates with other specialists to conduct trainings and develop online decision aids for both producers and agricultural agents related to crop profitability, iPad apps and Farm Bill updating options. Furthermore, Jones works with commodity groups, other state and federal agencies and agribusinesses to create publications and manuals and promote the risk management initiative.

Fall 2010 to Present Adjunct Professor and Guest Lecturer, West Texas A&M University

Responsibilities: While Jones’ position has no official teaching appointment, she is always willing to fill in as an adjunct professor for West Texas A&M University during times of staff shortages or reduced class sizes due to COVID-19 regulations. Since 2010, Jones has taught multiple sections of food, fiber, and marketing and farm and ranch management courses. She also regularly contributes as a guest lecturer, discussing topics ranging from farm policy to financial management to writing in agriculture.

AFFILIATIONS AND AWARDS

Texas County Agents Association Specialist of the Year in Texas Agriculture – July 2020
Texas A&M AgriLife Extension Super Service Award, Extension Program Specialist – December 2019
Texas A&M AgriLife Extension District 1 Individual Award for Excellence – Non-Professorial, 2017
Texas A&M AgriLife Extension District 1 Team Award – Farm Bill Education, 2015
Texas A&M AgriLife Extension Superior Service Award for a Program Team, 2014
Texas A&M AgriLife Extension District 1 Individual Ethics Award, 2013
Epsilon Sigma Phi Team Award for QuickBooks Financial Education, 2011
American Agricultural Economics Association Distinguished Extension Group Award, 2010
Southern Agricultural Economics Association Distinguished Extension Team Award, 2010
Western Agricultural Economics Association Outstanding Extension Team Award, 2008

PROFESSIONALISM AND SERVICE

Professional Memberships/Committee Assignments

Chairman District 1 State Employee Charitable Campaign, 2005-Present
Officer Texas AgriLife Extension Specialists Association, 2014-Present
Member TAMU Mentorship, Coaching and Peer Onboarding Group- 2021-Present
Member AgriLife Extension Program Specialist Promotion Committee- 2012-Present
Member Agricultural Economics Departmental Search Committee, 2010-Present
Member Epsilon Sigma Phi Professional Association, 2001-present
Member Southern Agricultural Economics Association, 2004-present
Member Western Agricultural Economics Association, 2008-present
Member Texas Business Hall of Fame Alumni Foundation, 2019-present

PUBLICATIONS AND EDUCATIONAL SUPPORT MATERIALS DEVELOPED

FARM Assistance Reports	598
Extension Publications	84
Decision Aids/Manuals	32
Grant Proposals/Reports	21
Journal Articles and Professional Papers/Posters	32
Online Classes, Multi-Media Videos and Press Articles	70
Total	837

Selected Publications

1. Benavidez, Justin, **D. Jones**, K. Ledbetter, B. Guerrero, C. Crain. *Impact of Agribusiness in the High Plains Trade Area – County Interpretive Pieces*. Texas A&M AgriLife Extension Service Publication, Department of Agricultural Economics. Texas A&M University, Amarillo, Texas, 2021.
2. Nusser, Danny, Josh Brooks, **DeDe Jones**, and Brent Baucham. *CRP Decisions and Economics*. Ranch to Retail Podcast #1. <https://agrifinorthregionag.libsyn.com/>. 2021.
3. **Jones, DeDe**, S. Klose, W. Keeling, G. Kaase. *Analyzing the Impact of COVID-19 on Texas High Plains Agriculture*. Journal Article, Western Economics Forum, Volume 19, Issue 1, 2021.
4. Benavidez, Justin, S. H., S. Nair, **D. Jones**, and B. Guerrero. *2021 High Plains Crop Profitability Analyzer*. Online Decision Aid. <https://agecoext.tamu.edu/>. 2020.
5. **Jones, DeDe** and Rachel Meyers. *Evaluating Pasture, Range and Forage Insurance*. Texas A&M AgriLife Extension Service Publication, Department of Agricultural Economics. Texas A&M University, Amarillo, Texas, 2020.
6. Lopez, Jose, Lal Almas, Bridget Guerrero, Justin Benavidez, and **D. Jones**. *Texas Farm Business Management and Benchmarking Education Alliance*. Research Grant. United States Department of Agriculture, 2020.
7. **Jones, DeDe** and Will Keeling. *QuickBooks Desktop Training for Farmers and Ranchers*. Online Course. <https://agrifilearn.tamu.edu/>. 2020.
8. Skaff, Rebecca, Deorge McWhorter, Robert Strong, and **DeDe Jones**. *A Training in Agricultural Credit and Finance*. Education Grant. USDA Foreign Agricultural Service, 2019.
9. **Jones, DeDe** and Will Keeling. *Panhandle Model Farms - 2018 Case Studies of Texas High Plains Agriculture*. Poster Abstract. Beltwide Cotton Conference Proceedings, 2019.
10. Trostle, Calvin, Jourdan Bell, Quingwu Xue, and **DeDe Jones**. *Assessing 2019 Baseline Agronomics & Water Dynamics of Dryland Corn--Texas High Plains*. Research Grant. Texas Corn Producers, 2019.
11. **Jones, DeDe**, H., L. Almas, B. Guerrero, and J. Wagner. *2019 Texas Crop and Livestock Budgets, Texas High Plains*. Texas A&M AgriLife Extension Service Publication, College Station, Texas, 2018.
12. **Jones, DeDe** and Michelle Jones. *The Role of Texas Panhandle Extension Economists in the Implementation of the 2014 Farm Bill*. Poster Abstract. Journal of Ag and Applied Economics, 2017.