

APRIL 2018

JAMES N. BARNES
Associate Professor & Extension Economist
Department of Agricultural Economics
MISSISSIPPI STATE UNIVERSITY

CURRICULUM VITAE

[DEPARTMENT OF AGRICULTURAL ECONOMICS](#)

371a Lloyd Ricks Watson Building
Mississippi State, MS 39762

Phone: (662) 882-2511

E-mail: james.barnes@msstate.edu

[LinkedIn](#) | [Twitter](#)

Extension Program Websites:

[Bricks-To-Clicks™](#)

[Local Food System Economies](#)

Personal Website:

<http://storybrandyourbusiness.com>

EDUCATION

- Ph.D.** *Agricultural Economics*, University of Missouri, 2004
Dissertation Title: Regulation of Agro-biotechnology and Vertical Control in the Global Agri-Food Chain
- Executive Education** *Optimizing the Supply Chain*, Massachusetts Institute of Technology (MIT), 2001
- M.S.** *Agricultural Economics*, Oklahoma State University, 1996
- B.S.** *Agricultural Economics*, Oklahoma State University, 1994

EXPERIENCE

- 8/16 to present *Associate Professor & Extension Economist*
Department of Agricultural Economics
Mississippi State University
Starkville, MS
- 8/12 to 7/16 *Assistant Professor & Extension Economist*
Department of Agricultural Economics
Mississippi State University
Starkville, MS
- 4/12 to 7/12 *Economic Developer & Marketing Consultant*
Northeast Educational Development Foundation
Oak Grove, LA

BARNES

- 7/10 to 4/12 *Associate Professor & Director*
Department of Agricultural Economics and Agribusiness
Louisiana State University
Baton Rouge, LA
- 2/05 to 6/10 *Assistant Professor & Director*
Department of Agricultural Economics
Baton Rouge, LA
- 1/08 to 4/12 *Director, Louisiana Center for Rural Initiatives*
Department of Agricultural Economics
Louisiana State University
Baton Rouge, LA
- 2/05 to 4/12 *Director, Delta Rural Development Center*
Department of Agricultural Economics and Agribusiness
Louisiana State University
Oak Grove, LA
- 3/03 to 1/05 *Assistant Professor & Extension Economist*
Department of Agricultural Economics
Oklahoma State University
Stillwater, OK
- 8/98 to 2/03 *National Needs Fellow in Agribusiness Management*
Economics and Management of Agro-biotechnology Center (EMAC)
Department of Agricultural Economics
University of Missouri
Columbia, MO
- 5/96 to 8/98 *Agricultural Economist*
Markets and Trade Division
Economic Research Service (ERS)
United States Department of Agriculture
Washington, D.C.
- 5/96 to 8/98 *Agricultural Economist*
World Agricultural Supply & Demand Estimates (WASDE)
Economic Research Service (ERS)
United States Department of Agriculture
Washington, D.C.

EXTENSION AND RESEARCH INTERESTS

- Rural Entrepreneurship
- Online Marketing and Business Development
- Local Food System Economies
- Regional Economic Development

CURRENT APPOINTMENT

Extension: 100%
Teaching: AEC 6323, Applied Regional Economic Development, (M.S. & Ph.D. level)
Research: Online Marketing, Regional Economics, Entrepreneurship

GRANTS

MISSISSIPPI STATE UNIVERSITY: (8/1/12 TO 4/1/18)

Funding To Date: \$777,109

Barnes, J., R. Carter, and L. Nickels. 2017. “Growing Your Local Food System and Its Brands”, Sustainable Agriculture Research and Education (SARE), November 17, 2017, \$79,999 (**Funded**).

Barnes, J. 2016. “Measuring the Economic Contribution of Specialty Crop Production and Processing on Mississippi’s Economy”, September 30, 2016 to August 31, 2017, \$19,813 (**Funded**).

Smith, B., A. Barefield, **J. Barnes** and C. McDavid. 2016. “Southeast Mississippi Jobs Accelerator”, September 16, 2016 to September 15, 2018, \$149,437 (**Funded**).

Interis, M. P. Parajuli and **J. Barnes**. 2016. “Estimating the Value of the Benefits of Numeric Nutrient Criteria in Mississippi to the General Public”, MS Agricultural and Forestry Experiment Station, Special Research Initiative, \$49,920 (**Funded**).

Barnes, J. (PI), L. Oldham, J. Ramirez, K. Coatney, J. Henderson, B. Parman, and M. Interis. 2015. “The Economic Impact of Alternative Numeric Nutrient Standards on Agricultural Producers in Mississippi”, Monsanto Corporation, July 1, 2015 to July 1, 2018, \$300,000 (**Funded**).

Barnes, J. (PI). 2015. “Marketing Mississippi’s Farmers Markets Using Facebook and Other Social Media Platforms”, Mississippi Department of Agriculture and Commerce, October 1, 2015 to September 30, 2016, \$21,418 (**Funded**).

Welborn, R. and **J. Barnes** (Co-PI). 2014. “Community Assessment and Education to Promote Behavioral Health Planning & Evaluation”, Michigan State University, \$48,798 (**Funded**).

Barnes, J. (PI), **K. Hood**, and **R. Gallardo**. 2013. “Mississippi Bricks to Clicks Entrepreneurship Extension Program” Seed Grant Awarded by the MSU Extension Director, Dr. Gary Jackson, \$50,000 (**Funded**).

BARNES

Barnes, J. (Co-PI). “Mississippi Bricks to Clicks Extension Program Implementation in Mississippi,” e-BEAT/broadband funding with PI Roberto Gallardo, \$40,724 (\$20,362 in 2013 and \$20,362 in 2014) (**Funded**)

Barnes, J. (PI) “The Economics and Management of Social Media in Small Business”, Four Reports requested on: 1) Facebook for Business; 2) eCommerce Ready?; 3) Mobile Apps for Business; and 4) Blogging for Business. *Southern Rural Development Center*, \$3,000, (**Funded**).

Barnes, J. (PI) and A. Myles. “The Economic Impact of Agriculture in the Mississippi Delta” *Southern Rural Development Center*, \$14,000 (**Funded**).

LOUISIANA STATE UNIVERSITY: (2/05 TO 8/12)

Louisiana Broadband Alliance (LBA)-Louisiana Board of Regents, LSU Agricultural Center’s Delta Rural Development Center as a Partner Organization of LBA, Louisiana Optical Network Initiative, \$80,596,415, July 2010 ([Link](#)).

Barnes, James N., F. Gould and F. Piazza. “Connect My Louisiana Delta”, Division of Administration, Office of Information Technology, State of Louisiana, \$840,000, January 2011 – December 2014.

Barnes, James N. “Connect Carroll: Mapping Broadband in Northeast Louisiana”, Entergy Louisiana LLC, \$3,000, September 10, 2009 (unrestricted grant).

Barnes, James N. “Connect Carroll: Mapping Broadband in Northeast Louisiana”, Entergy Louisiana LLC, \$3,000, August 12, 2009 (unrestricted grant).

***Barnes, James N.**, “Louisiana Delta Initiative Implementation at the Delta Rural Development Center, State of Louisiana, Senate Agriculture Committee, \$44,000, July 1, 2009.

Tettleton, K. and **Barnes, James N.** “Building Resilient Communities”, Southern Rural Development Center via subcontract from the Federal Emergency Management Agency, \$30,000, April 15, 2009.

Blazier, M. and **Barnes, James N.** “Development of Agroforest Systems for Bioenergy Crop Production and Ecosystem Services in the Lower Mississippi Alluvial Valley”, United States Department of Agriculture, Sustainable Agriculture Research and Extension Program, \$214,152, March 15, 2009.

***Barnes, James N.**, “Louisiana Delta Initiative Implementation at the Delta Rural Development Center, State of Louisiana, House Agriculture Committee, \$200,000, July 1, 2008.

***Barnes, James N.**, “Louisiana Delta Initiative Implementation at the Delta Rural Development Center, State of Louisiana, House Agriculture Committee, \$150,000, July 1, 2007.

Barnes, James N. “State Rural Development Roundtable Forums in Louisiana,” Southern Rural Development Center via subcontract from the Kellogg Foundation, \$2,500, January 10, 2006.

*Denotes state appropriated funding acquired to implement the Louisiana Delta Initiative (LDI) at the Delta Rural Development Center in Oak Grove, Louisiana as part of the Louisiana Center for Rural Initiatives. Funds were secured in collaboration with administration at the LSU and Southern University Agricultural Centers. I have testified before the House Agriculture Committee about the "Delta Initiative" to support acquisition of funds and have served as coordinator of the LDI in northeast Louisiana.

REFEREED JOURNAL ARTICLES

Barnes, J. 2016. "Organizing To Use Facebook Marketing Advertisements: A Planning Tool for Extension Professionals, Businesses, and Communities", *Journal of Extension*, 54(4). [Link](#)

Barnes, J. and K. Coatney. 2016. "Maximizing the Economic Value from Facebook Marketing in the Agrifood System: Boosting Consumer Engagement Through Contests", *Journal of Extension* 54(1). [Link](#)

Barnes, J. and K. Coatney. 2015. "Progress on Broadband Adoption in Rural America", *Choices* 30(1). [Link](#)

Collart, A., K. Hood and **J. Barnes**. 2015. "Overview and the Economic Impact of the Mississippi Blueberry Industry", *Journal of Food Distribution Research*, 46(1): 63-64.

Barnes, J. and P. Lachepelle. 2011. "The National Board Basics Curriculum Project: A Leadership Capacity Building Tool for Boards", *Journal of Extension*, 49(3). [Link](#)

Barnes, J. 2010. "Bringing Broadband to Rural America", *Choices*, 25(4). [Link](#)

Barnes, J. 2010. "Strengthening Rural America's Position in the Global Broadband Adoption Race", *Choices*, 25(4). [Link](#)

Fannin, J. Matthew and **J. Barnes**, 2009. "Spatial Model Specification for Contractual Arrangements Between Rural Hospitals and Physicians", *Journal of Regional Studies*, 39(2): 189-211. [Link](#)

Barnes, J. and J. Matthew Fannin. 2009. Reform of Physician Ownership Restrictions and the Cost of Health Care in Rural and Urban Markets", *Choices*, 24(4). [Link](#)

Barnes, J., D. Hatch and G. Dixon. 2009. "Supporting Agricultural Entrepreneurship: A Grant Writing Tool for Agricultural Producers", *Journal of Extension*, 47(1). [Link](#)

Barnes, J., D. Hatch and G. Dixon. 2008. "Evaluating Board Leaders", *Journal of Extension*, 46(5). [Link](#)

Fannin J. Matthew and **J. Barnes**. 2007. "Recruitment of Physicians to Rural America: A View Through the Lens of Transaction Cost Theory", *Journal of Rural Health*, 23(2): 141-9.

Barnes, J. and J.M. Fannin. (2006). "Vertical Integration Business Strategies in Healthcare Markets: Theory and Evidence." *Southern Business and Economic Journal*, 29(3&4): 69-87.

Barnes, J. and S. Haynes. 2006. "Building Trust in Local Community Organizations: Where Do We Start and How Can We Make a Difference?", *Journal of Extension*, 44(4). [Link](#)

Barnes, J., S. Haynes, and M. Woods. 2006. “The Determinants of a Healthy Board: A Tool for Extension Professionals”, *Journal of Extension*, 44(5). [Link](#)

Kalaitzandonakes, N., R. Maltsburger and **J. Barnes**. 2001. “The Costs of Identity Preservation in the Global Food System”, *Canadian Journal of Agricultural Economics*, 49: 605-615.

JOURNAL ARTICLES UNDER REVIEW

Barnes, J. and K. Coatney. 2018. “Consumer Marketing Using Social Media To Promote the Duck Dynasty Brand and Regional Tourism: A Natural Experiment”, *Southern Business and Economics Journal* (first submission).

EXTENSION PUBLICATIONS & REPORTS

Barnes, J. and A. Myles. 2017. “Local Food System Economies: How Selected Specialty Crops Contribute to Mississippi’s Economy”, Mississippi State University Extension, [Publication 3157](#).

K. Wells and **J. Barnes**. 2017. “Local Food System Economies for Mississippi, *Mississippi State University Extension*, [Publication 3164](#).

K. Wells and **J. Barnes**. 2017. “Local Food System Economies for Mississippi Counties (n=82), *Mississippi State University Extension*, [Publication 3164-1 to 3164-82](#).

R. Carter, **J. Barnes**, and C. McDavid. 2017. “Local Food System Development in Mississippi: How Local Governments Can Support Farmers’ Markets”, Mississippi State University Extension, [Publication 3126](#).

Barnes, J. 2017. “Bricks-To-Clicks™: Online Marketing and Economic Education for Businesses”, Mississippi State University Extension, [Publication 3150](#).

Henderson, J. and **J. Barnes**. 2016. “The Economic Contribution of Agriculture and Forestry Production and Processing in Mississippi: An Input-Output Analysis”, Mississippi State University Extension, Publication 2962. [Link](#)

Collart, A., **J. Barnes** and A. Hidalgo, “Overview and Economic Contribution of the Mississippi Blueberry Industry”, Mississippi State University Extension, Publication 3001. [Link](#)

Barnes, J. and **J. Henderson**. 2015. “The Economic Impact of T.J. Beall Company’s True Cotton Project”, Mississippi State University Extension, Report Submitted to Mr. Lawson Gary, T.J. Beall Company, Money, MS.

Barnes, J. and K. Coatney. 2015. “The Economic Value of Social Media Advertising on Mississippi Agribusiness: The Case of MG Farms, Inc.”, *Mississippi State University Extension*, Publication 2912. [Link](#)

BARNES

Henderson, J., J. **Barnes**, L. Falconer & D. Sites. 2015. "The Economic Contribution of Agriculture and Forestry Production and Processing in Mississippi: An Input-Output Analysis, *Mississippi State University Extension*, 2879. [Link](#)

Barnes, J. and J. Henderson. 2014. "The Economic Contribution of the Food and Fiber System to the Mississippi Delta Region", *Mississippi State University Extension*, 2840. [Link](#)

Barnes, J. and K. Coatney. 2014. "Regional Economic Development and Marketing Rural Tourism Events Using Facebook: The Woodville Deer and Wildlife Festival Case", *Mississippi State University Extension*, 2855. [Link](#)

Barnes, J. 2014. "Social Media Marketing: Facebook", National eCommerce Extension Initiative, eBiz: Tips for Marketing Your Business, *Southern Rural Development Center*. [Link](#)

Barnes, J. 2014. "Social Media Marketing: Blogging", National eCommerce Extension Initiative, eBiz: Tips for Marketing Your Business, *Southern Rural Development Center*. [Link](#)

Barnes, J. 2014. "Social Media Marketing: Mobile Applications", National eCommerce Extension Initiative, eBiz: Tips for Marketing Your Business, Southern Rural Development Center. [Link](#)

Barnes, J. 2014. "Social Media Marketing: e-Commerce", National eCommerce Extension Initiative, eBiz: Tips for Marketing Your Business, Southern Rural Development Center. [Link](#)

Barnes, J. 2014. "Using Facebook to Grow Rural Tourism Events in Mississippi: The Case of Woodville, Mississippi", Department of Agricultural Economics, *Mississippi State University Extension* (requested by Wilkinson/Woodville Main Street Association).

Barnes, J. "The Impact of the Community Rural Development Program at the Delta Rural Development Center", Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Submitted to Community Rural Development Program Leaders Network, Memphis, TN, August 23-27, 2010.

Beaulieu, L. and D. Tootle. "Helping Disadvantaged Populations Prepare for Disasters: Assessing the Efficacy of the Emergency Preparedness Demonstration Framework", Southern Rural Development Center, in Collaboration with B. Hall, H. Cothran, M. Moon, K. Tettleton, **J. Barnes**, B. Whitacre, C. Bess, S. Bush, B.J. Eavy, M. Brennan, R. Welborn, S. Turner and R. Gallardo, June, 2010.

Barnes, J. "The Impact of the Community Rural Development Program at the Delta Rural Development Center", Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Submitted to Community Rural Development Program Leaders Network, Greensboro, NC, August 24-27, 2008.

Barnes, J., D. Hatch, G. Dixon, C. Pilcher and K. Tettleton, "Delta Rural Development Initiative", *Louisiana Center for Rural Initiatives*, Proposal submitted to Vice Chancellor Dr. Paul Coreil, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Baton Rouge, LA, June 20, 2008.

BARNES

Barnes, J., D. Hatch, G. Dixon, C. Pilcher, K. Tettleton and S. Haynes, “The Delta Rural Development Center and Community Rural Development Program”, Report Submitted to Dr. Ken Roberts for Program Evaluation, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, April 3, 2008.

Barnes, J., D. Hatch, G. Dixon, C. Pilcher and K. Tettleton, “Strengthening Rural Louisiana: Research and Extension Efforts to Improve Community Development”, *Louisiana Center for Rural Initiatives*, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, April 14, 2008.

Hatch, D., **J. Barnes** and S. Fisher. “Creating Your Own E-Business in 10 Easy Steps”, *Louisiana Center for Rural Initiatives*, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, March 1, 2008.

Hatch, D., **J. Barnes** and S. Fisher. “Virtual Malls: Expanding into Global Markets”, *Louisiana Center for Rural Initiatives*, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, March 1, 2008.

Barnes, J., “Community Rural Development Program: Progress and Impacts”, *Louisiana Center for Rural Initiatives*, Report submitted to Dr. David Morrison, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, March 1, 2008.

Barnes, J., D. Hatch, G. Dixon, C. Pilcher, K. Tettleton and S. Haynes, “Delta Rural Development Center Program Impacts 2004-2008”, Report and Presentation Developed for the Senate Agricultural Committee and Submitted to Chancellor Richardson, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, March 13, 2008.

Barnes, J., D. Hatch, G. Dixon, C. Pilcher., S. Haynes and K. Tettleton. “An Agri-Tourism Analysis of House Bill 633, 2008, Regular Session, *Louisiana Center for Rural Initiatives*, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Oak Grove, LA, March, 14, 2008.

Barnes, J. “Marketing Community Rural Development Educational Classes Offered in Northeast Louisiana: A Rural Community College Initiative Brochure”, Developed for the Breakfast Meeting of RCCI Partners held at the Delta Rural Development Center in Oak Grove, February 12, 2008.

Barnes, J. “Marketing Agriculture and Natural Resource Educational Classes Offered in Northeast Louisiana: A Rural Community College Initiative Brochure”, Developed for the Breakfast Meeting of RCCI Partners held at the Delta Rural Development Center in Oak Grove, February 12, 2008.

Barnes, J. “Marketing 4-H Classes Educational Offered in Northeast Louisiana: A Rural Community College Initiative Brochure”, Developed for the Breakfast Meeting of RCCI Partners held at the Delta Rural Development Center in Oak Grove, February 12, 2008.

Barnes, J. “Marketing Family and Consumer Science Educational Classes Offered in Northeast Louisiana: A Rural Community College Initiative Brochure”, Developed for the Breakfast Meeting of RCCI Partners held at the Delta Rural Development Center in Oak Grove, February 12, 2008.

BARNES

Barnes, J., Dixon, G., Hatch, D.A., Haynes, S., Pilcher, C. & Tettleton, K. 2008 (Fall). *Rural Perspectives: A Quarterly Newsletter of the Delta Rural Development Center*, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Oak Grove, LA.

Barnes, J. 2008 (Fall). “E-Business: Buy or Build?” *Rural Perspectives: A Quarterly Newsletter of the Delta Rural Development Center*, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Oak Grove, LA.

Barnes, J., Dixon, G., Hatch, D.A., Haynes, S., Pilcher, C. & Tettleton, K. 2008 (Summer). *Rural Perspectives: A Quarterly Newsletter of the Delta Rural Development Center*, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Oak Grove, LA.

Barnes, J. 2008 (Summer). “Launching the Delta Rural Development Center” *Rural Perspectives: A Quarterly Newsletter of the Delta Rural Development Center*, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Oak Grove, LA.

Barnes, J., Dixon, G., Hatch, D.A., Haynes, S., Pilcher, C. & Tettleton, K. 2008 (Spring). *Rural Perspectives: A Quarterly Newsletter of the Delta Rural Development Center*, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Oak Grove, LA.

Barnes, J. 2008 (Spring). “Leadership Plenty” *Rural Perspectives: A Quarterly Newsletter of the Delta Rural Development Center*, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Oak Grove, LA.

Barnes, J., D. Hatch, C. Pilcher and K. Tettleton and J. Matthew Fannin, “The Louisiana Government Leadership Academy”, *Louisiana Center for Rural Initiatives*, Proposal Submitted to Vice Chancellor Dr. Paul Coreil, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Baton Rouge, LA, April, 2007.

Barnes, J., J. Matthew Fannin and G. Cramer “The Louisiana Center for Rural Initiatives”, *Proposal Submitted to the Louisiana State University System*, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Baton Rouge, LA, March 30, 2007.

Barnes, J. and D. Hatch, “An Entrepreneurship Strategic Plan of Work for the Community Rural Development Program at the Delta Rural Development Center, *Louisiana Center for Rural Initiatives*, Submitted to Vice Chancellor Dr. Paul Coreil, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Baton Rouge, LA, March 14, 2007.

Barnes, J., D. Hatch, G. Dixon, C. Pilcher and K. Tettleton, “A Comprehensive Strategic Plan of Work Plan of Work for the Community Rural Development Program at the Delta Rural Development Center, *Louisiana Center for Rural Initiatives*, Submitted to Vice Chancellor Dr. Paul Coreil, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Baton Rouge, LA, March 14, 2007.

BARNES

Barnes, J., J. Matthew Fannin and G. Cramer “The Louisiana Center for Rural Initiatives”, *Proposal Submitted to the Louisiana State University Board of Supervisors*, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Baton Rouge, LA, September 17, 2007.

Barnes, J. “The Impact of the Community Rural Development Program at the Delta Rural Development Center”, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Submitted to Community Rural Development Program Leaders Network, August 27-30, 2007.

Beaulieu, L. “Blueprint for the Rural South: Discovering New Ideas, Applying New Strategies”, Southern Rural Development Center, in Collaboration with State Roundtable Coordinators, **Barnes, James N.**, Louisiana State University Agricultural Center, et. al., July 2007.

Barnes, J. Assessing the Rural Development Research and Extension Needs in Rural Louisiana, *Louisiana Center for Rural Initiatives*, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Report submitted to the Southern Rural Development Center, May 10, 2007.

Barnes, J. and J. Matthew Fannin, “Improving Health Care Delivery to Promote Economic Growth in Rural Louisiana” *Louisiana Center for Rural Initiatives*, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, February 1, 2007.

Barnes, J. “Strengthening Research and Extension Efforts Improves Community Development in Rural Louisiana” *Louisiana Center for Rural Initiatives*, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, February 1, 2007.

Barnes, J. “Board Training Program Strengthens Community Entrepreneurship Efforts in Rural Communities” *Louisiana Center for Rural Initiatives*, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, February 1, 2007.

Hatch, D. and **J. Barnes**, “Heifer International Membership Learns Leadership Skills” *Louisiana Center for Rural Initiatives*, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, February 1, 2007.

Barnes, J. M. Woods, J. Frye, and S. Ralstin, “What Is a Healthy Board?” Fact Sheet F-929, Oklahoma State Cooperative Extension Service, 2004.

Barnes, J. R.B. Wilborn, G.Doeksen, “A Business Model for Primary Care Services in a Community Health Center”, Agricultural Experiment Station Publication, Department of Agricultural Economics, Oklahoma State University, 2004.

Barnes, J. R.B. Wilborn, G.Doeksen, “A Business Model for Dental Care Services in a Community Health Center”, Agricultural Experiment Station Publication, Department of Agricultural Economics, Oklahoma State University, 2004.

Barnes, J. R.B. Wilborn, J. Grant, G. Doeksen, J. Frye, S. Ralstin, “What is a Community Health Center”, Fact Sheet F-298, Oklahoma State Cooperative Extension Service, 2004.

Barnes, J. and G. Doeksen, “Economies of Size for Oklahoma Slow Sand Water Treatment Technology,” Oklahoma State University Cooperative Extension Fact Sheet, F-908, 1997.

RESEARCH IN PROGRESS

Henderson, J., **J. Barnes**, and L. Falconer. 2018. “The Economic Contribution of Agriculture and Forestry Production and Processing in the Mississippi Delta: A Regional Input-Output Analysis”, Mississippi State University Extension.

Henderson, J., **J. Barnes**, and L. Falconer. 2018. “The Economic Contribution of Agriculture and Forestry Production in Mississippi Delta Counties: A County-Level Input-Output Analysis (n=18)”, Mississippi State University Extension.

Barnes, J. and J. Pepmiller. 2018. “Farmers’ Markets and Facebook: An Overview for Mississippi (n=56)”, Mississippi State University Extension.

A. Barefield, **J. Barnes**, and B. Smith. 2018. “Understanding Local Government’s Role and Response to Economic Development”, Mississippi State University Extension.

***Barnes, J.** E. Canales, A. Collart, B. Posadas, and L. Walters. 2018. “Food Systems and Specialty Crops Economics: Agricultural Economic Faculty and Programs”, Department of Agricultural Economics, Mississippi State University Extension.

***Barnes, J.**, R. Carter, E. North, C. Barickman, D. Buys, H. Beatty, E. Canales, C. Coker, A. Collart, C. Crist, L. Downey, B. Posadas, R. Snider, J. Wilson, and E. Eric Stafne. 2018. “Growing Mississippi’s Food System with Extension Education”, Department of Agricultural Economics, Mississippi State University.

Barnes, J. and A. Myles. 2018. “Local Food System Economies: Estimating County-Level Food Supply and Demand in Mississippi”, Department of Agricultural Economics, Mississippi State University Extension.

Barnes, J. 2018. “The Bricks-To-Clicks™ Brand Management Framework for Businesses”, Department of Agricultural Economics, Mississippi State University Extension.

Barnes, J. and A. Myles. 2018. “The Economic Contribution of Farmers’ Markets in Mississippi”, Department of Agricultural Economics, Mississippi State University.

Barnes, J. and A. Myles. 2018. “Organizing and Promoting a Farmers Market in Mississippi”, Department of Agricultural Economics, Mississippi State University.

Barnes, J. 2018. “Selling Online Using Social Shop: An Innovative Approach for E-Commerce in Mississippi”, Department of Agricultural Economics, Mississippi State University.

Barnes, J. and W. Carter. 2018. "Evaluating the Returns to Social Media Advertising", Department of Agricultural Economics, Mississippi State University.

Barnes, J. and T. East. 2018. "Building Your Business Brand Using Facebook, Instagram, Twitter, and Snapchat Paid Advertisements", Department of Agricultural Economics, Mississippi State University.

Barnes, J. and T. East. 2018. "Building Brand Value Using Instagram", Department of Agricultural Economics, Mississippi State University.

Barnes, J. and T. East. 2018. "Building Brand Value Using Snapchat" Department of Agricultural Economics, Mississippi State University.

Barnes, J. and K. Coatney. 2016. "The Economic Value of Social Media Advertising on Farmers Markets in Mississippi: The Case of the Mississippi Farmers Market On High Street", Department of Agricultural Economics, Mississippi State University.

Barnes, J. and K. Coatney. 2016. "The Economic Value of Social Media Advertising on Mississippi Agribusiness: The Case of the Oktibbeha County Cooperative", Department of Agricultural Economics, Mississippi State University Extension.

OTHER PUBLICATIONS

REFERRED ABSTRACTS FROM SELECTED PAPERS

Barnes, J., Harvey James, and J. Matthew Fannin. 2010. "On the Uniqueness of Hybrids, Market Exchange, and Vertical Integration: Evidence from Hospital-Physician Marketing Relationships." *Journal of Agricultural and Applied Economics*. 42(3): p. 589-590.

Fannin, J. Matthew and **J. Barnes**. 2006. "An Alternative Model for Analyzing the Physician Hospital Relationship in Rural Areas." *Journal of Agricultural and Applied Economics*, 38(3): p. 662.

Fannin, M. and **J. Barnes**. 2007. "Access to Rural Healthcare Services in the Southern U.S.: A Spatial Economic Analysis", in Proceedings of the 2008 Rural Health Southern Extension and Research Activities (SERA) 19 Research Trends: Determining the Future of Health Programming Conference, eds. Barnes, J., M. Fannin, M. Swanson, M. Comer and L. Booth, August 4-6, Houston, TX.

Barnes, J. 2007. "Healthy Boards: An Introduction to Governance for Health Care Organizations", in Proceedings of the 2007 Rural Health Southern Extension and Research Activities (SERA) 19 Global Learning, Local Action Conference, eds., Barnes, J. and S. Wiggins, September 10-12, Atlanta, GA.

BARNES

Fannin, J. Matthew and **J. Barnes**. 2006. "An Alternative Model for Analyzing the Physician-Hospital Relationship in Rural Areas." *Journal of Agricultural and Applied Economics*. 38(3): p.662.

Barnes, J., Kalaitzandonakes, and T. Crowe. 2005. "Using Simulation for Economic Policy Analysis in the Global Agricultural Supply Chain," in Proceedings of the Winter Simulation Conference, eds. M.E. Kuhl, N.M. Steiger, F.B. Armstrong, and J.A. Joines.

Kalaitzandonakes, N. R. Maltsbarger, and **J. Barnes**. 2001. "Cost Structure in Identity-Preserved Supply Chains: Evidence from the U.S. Grain Industry", Economics of Identity Preservation Symposium Proceedings, The Ohio State University.

CHAPTERS IN BOOKS

Barnes, J., H. James and N. Kalaitzandonakes. 2004. "An Application of the Coasian Lens to GMO Regulation", in *New Ideas in Contracting and Organizational Economics*, ed. Harvey S. James, Kluwer Press.

MASS MEDIA

Barnes, J. 1/16 to 12/16. "Bricks to Clicks Extension Entrepreneurship Facebook Page Posts & Extension Clientele Reached." In *Facebook* [Bricks to Clicks: 812 fans, 6 postings published; 18,053 Extension Clientele Reached. Retrieved from <http://www.facebook.com/msubrickstoclicks>.

Barnes, J. and K. Coatney. 2015. "Facebook 'Farming' for Rural Organizations", *The Daily Yonder*, March 30. [Link](#)

Barnes, J. 6/13 to 8/15. "Mississippi Bricks to Clicks Extension Entrepreneurship Facebook Page Posts & Extension Clientele Reached." In *Facebook* [Mississippi Bricks to Clicks: **789 fans, 85 Postings Published; 27,895** Extension Clientele Reached. Retrieved from <http://www.facebook.com/msbrickstoclicks>.

Barnes, J. 2015. "Facebook Marketing Tips for Agrifood and Other Businesses", *Mississippi State University Extension*, Farm and Family Radio, March 3. [Link](#)

Barnes, J. 2015. "About the Mississippi Bricks to Clicks Extension Entrepreneurship Program", *Mississippi State University Extension*, Farm and Family Radio, February 24. [Link](#)

Barnes, J. 2013. "Optimize Your Facebook Business with Insights Data, *Department of Agricultural Economics Blog*, September 6.

Barnes, J. 2013. "About the Mississippi Bricks to Clicks Program. In *Facebook* [Mississippi Bricks to Clicks]. Retrieved from <https://www.facebook.com/notes/mississippi-bricks-to-clicks/about-the-program/482092721875970>.

Barnes, J., D. Hatch and G. Dixon. "Broadband Access to the Internet and Economic Development in Northeast Louisiana", *Louisiana Agriculture*, Vol. 51, Summer 2008.

Barnes, J. “Strengthening Rural Louisiana, Louisiana Agriculture. 50(3): 32-34, Summer 2007.

Fannin, J. Matthew and **J. Barnes.** “Physician Recruitment and Healthcare Access in Rural Louisiana.” Louisiana Agriculture. 50(3): 34-35, Summer 2007.

Barnes, J. “Bringing Rural Development to the Delta: New Rules Apply”, Louisiana Agriculture. 48(4): 28-31, Fall 2005.

PAPERS PRESENTED AT PROFESSIONAL MEETINGS

Wilhelms, C. K. Coatney, A. Chaudhry and **J. Barnes.** “Mitigating a Commons Dilemma: Agricultural Water Use in the Mississippi Delta”, Selected Paper, *Southern Agricultural Economics Association Annual Meeting*, February 4-7, 2017, Mobile, AL.

Spencer, D., **J. Barnes**, K. Coatney, B. Parman and K. Coble. “Property Rights and the Economics of Non-Point Source Water Regulations in Agriculture: A New Biophysical-Economic Methodological Approach”, *Southern Agricultural Economics Association Annual Meeting*, February 4-7, 2017, Mobile, AL.

Barnes, J. and K. Coatney. “The Value of Using Social Media Advertising Well: Some Qualitative and Quantitative Results”, Invited Presentation, *American Agricultural Economics Association Annual Meeting*, July 31-August 2, 2016, Boston, MA.

Barnes, J. 2014. “Public Broadband Investments and Small Business Benefits: Case Study Evidence from Mississippi”, Invited Symposium Presentation, *Southern Agricultural Economics Association Annual Meeting*, February 1-4, Dallas, TX.

Barnes, J., K. Hood, R. Gallardo. 2014. “The Economic Impact of Social Media on Small Businesses: Evidence from Three Mississippi Extension Programs”, Selected Paper Presentation, *Southern Agricultural Economics Association Annual Meeting*, February 1-4, Dallas, TX.

Barnes, J. and K. Coatney. 2014. “Social Advertising on Facebook: Some Experimental Results Using Ducky Dynasty Ads to Promote Rural Tourism in Mississippi”, Selected Paper Presentation, *Southern Agricultural Economics Association Annual Meeting*, February 1-4, Dallas, TX.

Barnes, J. 2013. “The Community and Economic Development Report for Mississippi State University Extension”, *Southern Program Leaders Network*, August 19-21, Nashville, TN.

Barnes, J. 2013. “Using Basecamp.com and Paymo.biz Project Management Tools to Manage USDA Grant Writing Projects”, Best Practices of the USDA NIFA Projects: Food System and Food Security, AAEA & CAES Joint Annual Meeting, August 4-6, Washington, D.C.

Barnes, J., Harvey James, and J. Matthew Fannin. 2010. “On the Uniqueness of Hybrids,

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Market Exchange, and Vertical Integration: Evidence from Hospital-Physician Marketing Relationships, Selected Paper Presentation, *Southern Agricultural Economics Association Annual Meeting*, February 7-9, Orlando, FL.

Nedelea, I. Cristian, J. M. Fannin and **J. Barnes**. 2010. "Analyzing Differences in Rural Hospital Efficiency: A Data Envelopment Analysis Approach", Selected Paper Presentation *Southern Agricultural Economics Association Annual Meeting*, July 25-27, Denver, CO.

Barnes, J., D. Hatch and C. Pilcher. 2010. "Regional Broadband Deployment in Rural Louisiana: The Case of the Louisiana Delta Initiative", *National Association of Community Development Extension Professionals (NACDEP) Conference*, April 11-14, Minneapolis, MN.

Barnes, J., D. Hatch and C. Pilcher. 2010. "Mapping Regional Broadband Infrastructure and Access in Rural Louisiana: The Connect Carroll Project", *National Association of Community Development Extension Professionals (NACDEP) Conference*, April 11-14, Minneapolis, MN.

Hatch, D., C. Pilcher and **J. Barnes**. 2010. "State Agencies Partner to Deliver Training in Rural Areas of Louisiana", *National Association of Community Development Extension Professionals (NACDEP) Conference*, April 11-14, Minneapolis, MN.

Nedelea, I. Cristian; Fannin, J. Matthew; **J. Barnes**. 2010. "Cost Efficiency of Critical Access Hospitals", Selected Paper Presentation, *Southern Agricultural Economics Association Annual Meeting*, Feb. 7-9. Orlando, FL.

Barnes, J., Harvey James, and J. Matthew Fannin. 2010. "On the Uniqueness of Hybrids, Market Exchange, and Vertical Integration: Evidence from Hospital-Physician Marketing Relationships." Selected Paper Presentation, *Southern Agricultural Economics Association Annual Meeting*, Feb. 7-9, Orlando, FL.

Fannin, M. and **J. Barnes**. 2008. "Access to Rural Healthcare Services in the Southern U.S.: A Spatial Economic Analysis", *Rural Health Southern Extension and Research Activities (SERA) 19 Research Trends: Determining the Future of Health Programming Conference*, August 4-6, Houston, TX.

Whitacre, B., J. Matthew Fannin and **J. Barnes**, 2008. "Business Strategies for Providing Information Technology Services in Rural Hospitals", Poster Presentation Made at the National Rural Health Association Meeting, May 24, New Orleans.

Fannin, J. Matthew and **J. Barnes**. 2008. "Integrating Transactions Costs and Spatial Theory: An Application of Two Conceptual Frameworks to the Rural Health System." Selected Paper Presentation, *Southern Regional Science Association Annual Meeting*, March 29th-31st, Washington, DC.

Dunn, M. and **J. Barnes**. 2008. "The Spatial and Organizational Evolution of Wood Products in the Southern United States." Selected Paper Presentation, *Southern Regional Science Association Annual Meeting*, March 29th-31st, Washington, DC.

Dunn, M. and **J. Barnes**. 2008. "The Organizational Evolution of Markets for Wood Products in the Southern United States, Selected Paper Presentation, *Southern Agricultural Economics Association Annual Meeting*, February 2-5, Dallas, TX.

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Whitacre, B., **J. Barnes** and J. M. Fannin, "Factors Affecting Outsourcing for Information Technology Services in Rural Hospitals: Theory and Evidence", Selected Paper Presentation, *Southern Agricultural Economics Association Annual Meeting*, Feb. 2-5, Dallas, TX.

Barnes, J. 2007. "Healthy Boards: An Introduction to Governance for Health Care Organizations", *Rural Health Southern Extension and Research Activities (SERA) 19 Global Learning, Local Action Conference*, Sept. 10-12, Atlanta, GA.

Fannin, J. Matthew, and **J. Barnes.** 2007. "Integrating Transaction Costs and Spatial Theory: An Application of Two Conceptual Frameworks to the Rural Health System", Selected Paper Presentation, *Southern Regional Science Association Annual Meeting*, March 29-31, Charleston, SC.

Fannin, J. Matthew and **J. Barnes.** 2007. "Organizational Arrangements and Rural Physician Shortages: Evaluating Governance and Its Effect on Recruitment." Selected Paper Presentation, *Annual Meetings of The Western Agricultural Economics Association*, June 28-30, Anchorage, AK.

Barnes, J. and J.M. Fannin. 2007. "How to Use One New Institutional Economics Framework to Develop a New Rural Health Research Agenda", Selected Paper Presentation, American Agricultural Economics Association Annual Meeting, July 24-26, Long Beach, CA.

Barnes, J. and J. M. Fannin. 2006. "Vertical Integration Business Strategies in Rural Areas", Selected Paper Presentation, Rural SERA Health 19 Annual Meeting, August 3-4, Memphis, TN.

J. Matthew Fannin and **J. Barnes.** 2006. "The Rural Physician Recruitment Problem: A View Through the Lens of Transaction Cost Theory", Presentation made at the Rural SERA Health 19 Annual Meeting, August 3-4, Memphis, TN.

Fannin, J. Matthew and **J. Barnes.** 2006. "Evaluating the Impact of Space on Hospital-Physician Relations in Rural Areas," Selected Paper Presentation, *Southern Regional Science Association Annual Meeting*, March 30-April 1, St. Augustine, FL.

Fannin, J. Matthew and **J. Barnes.** 2006. "An Alternative Model for Analyzing the Physician-Hospital Relationship in Rural Areas", Selected Paper Presentation, *Southern Agricultural Economics Association Annual Meeting*, February 5-8, Orlando, FL.

Fannin, J. Matthew and **J. Barnes.** 2006. "Understanding Factors Leading to Alternative Organizational Arrangements between Physicians and Rural Hospitals," Selected Paper Presentation, *University of Illinois Rural Health Economics and Management Conference*, February 2-4, Urbana-Champaign, IL.

Barnes, J., N. Kalaitzandonakes, and T. Crowe. 2005. "Using Simulation for Economic Policy Analysis in the Global Agricultural Supply Chain," Selected Paper Presentation, *Winter Simulation Conference*, December 4-7, Orlando, FL.

Barnes, J. and J. Matthew Fannin. 2005. "Measuring the Effects of Health Capital on Rural Development", Selected Paper Presentation, *American Agricultural Economics Association Annual Meeting*, July 24-27, Providence, RI.

Barnes, J. and J. Matthew Fannin. 2005. "Understanding the Performance of Rural Health Organizations: An Idea for Empirical Research from New Institutional Economics." Selected Paper Presentation, *Southern Regional Science Association Annual Meeting*, April 7-9, Arlington, VA.

OTHER PRESENTATIONS

EXTENSION INVITED PRESENTATIONS & CONFERENCE WORKSHOPS

Barnes, J. "7 Reasons Why Your Agri-business Should Master Social Media Advertising", Invited Presentation, *27th Annual Greenhouse Tomato Short Course*, Eagle Ridge Conference Center, Raymond, MS, March 8, 2017.

Barnes, J. "Implementing Bricks to Clicks Extension Program", Invited Workshop, Vicksburg Chamber of Commerce, Vicksburg, MS, September 28, 2016.

Barnes, J. "Implementing Bricks to Clicks Extension Program", Invited Workshop, Vicksburg Chamber of Commerce, Vicksburg, MS, September 26, 2016.

Barnes, J. "Implementing the Bricks to Clicks Extension Program with Jeweler's Bench", Invited Workshop, Experimental Economics Lab, Lloyd Ricks Watson, [July 25, July 18, July 11, July 5, June 27, June 20, June 13, June 6, May 30, May 23, May 16, May 9, May 2, April 18, April 11, April 4], 2016.

Barnes, J. "Economic Development Using Online Marketing and Other Business Strategies in Mississippi", Invited Presentation, Mississippi Development Authority, Grenada, MS, July 12, 2016.

Barnes, J. "Economic Development Using Online Marketing and Other Business Strategies in Mississippi", Invited Presentation, Mississippi Development Authority, Grenada, MS, June 15, 2016.

Barnes, J. "Advertising to Rural Consumers Using Facebook Tools and Strategies: The Mississippi Bricks to Clicks Extension Program", Invited Presentation, Coca-Cola Corporation, Corinth, MS, May 18, 2016.

Barnes, J. "Implementing the Bricks to Clicks Extension Program with Jeweler's Bench", Invited Workshop, Experimental Economics Lab, Lloyd Ricks Watson, May 16, 2016.

Barnes, J. "Using Facebook to Market Your Business, Community or Local Government: Some Practical Tips and Lessons Learned from the Bricks to Clicks Extension Program", Invited Webinar, Southern Rural Development Center, Starkville, MS, May 10, 2016.

Barnes, J. "Implementing the Bricks to Clicks Extension Program with Jeweler's Bench", Invited Workshop, Experimental Economics Lab, Lloyd Ricks Watson, April 25, 2016.

Barnes, J. "Branding and Using Social Media", Extension In-Service Training Invited Workshop, Power of Business Multi-State Initiative, April, 11, 2016.

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Barnes, J. “Ca\$hing in on Business”, Extension In-Service Training Workshop, Bost Extension Center, Mississippi State, MS, April 7, 2016.

Barnes, J. “How To Use Contests on Extension Facebook Pages”, Extension In-Service Training Workshop, Bost Extension Center, Mississippi State, MS, March 30, 2016.

Barnes, J. “Ca\$hing in on Business”, Extension In-Service Training Workshop, Bost Extension Center, Mississippi State, MS, March 24, 2016.

Barnes, J. “Evaluating Extension Programs: The Case of Bricks to Clicks”, Invited Lecture, Extension Program Evaluation Course, Bost Extension Center, March 23, 2016.

Barnes, J. “The Mississippi Bricks to Clicks Extension Entrepreneurship Program: Marketing Farmers Markets Using Facebook”, Invited Presentation, Mississippi Department of Agriculture Annual Meeting, Jackson, MS, March 14, 2016.

Barnes, J. “Mississippi Bricks to Clicks”, Extension In-Service Training Workshop, Bost Extension, Mississippi State, MS, January 15, 2016.

Barnes, J. “The Economics of Marketing Blueberries Using Facebook: Some Lessons Learned from the Mississippi Bricks to Clicks Extension Program”, Invited Presentation, *Mississippi Blueberry Association Education Workshop*, Mississippi State University Extension Office, Hattiesburg, MS, January 14, 2016.

Barnes, J. “Mississippi Bricks to Clicks”, Extension In-Service Training Workshop, Central MS Research and Extension Center, Raymond, MS, January 13, 2016.

Barnes, J. “Mississippi Bricks to Clicks”, Extension In-Service Training Workshop, Delta Research and Extension Center, Stoneville, MS, January 8, 2016.

Barnes, J. “Mississippi Bricks to Clicks”, Extension In-Service Training Workshop, North MS Research and Extension Center, Verona, MS, January 5, 2016

Barnes, J. “Bricks to Clicks: Building Your Business Brand with Social Media Tools”, Invited Workshop, *Power of Business Online Webinar*”, December 23, 2015.

Barnes, J. “Bricks to Clicks: Building Your Business Brand with Twitter”, Invited Workshop, *Power of Business Online Webinar*”, December 16, 2015.

Barnes, J. “Bricks to Clicks: Building Your Business Brand with Instagram”, Invited Workshop, *Power of Business Online Webinar*”, December 14, 2015.

Barnes, J. “Bricks to Clicks: Building Your Business Brand with Facebook Ads”, Invited Workshop, *Mississippi Development Authority*, December 10, 2015.

Barnes, J. “Bricks to Clicks: Building Your Business Brand with Facebook Ads”, Invited Workshop, *Power of Business Online Webinar*, December 4, 2015.

BARNES

Barnes, J. “Marketing Your Strawberry Business Using Facebook: Some Lessons Learned from the Mississippi Bricks to Clicks Extension Program”, *North Carolina Strawberry Association’s Southeast Strawberry Expo*, Concord, NC, November 17, 2015.

Barnes, J. “An Introduction to the Mississippi Bricks to Clicks Extension Program”, Invited Presentation, Simpson County Development Foundation, Mendenhall, MS, October 28, 2015.

Barnes, J. “Marketing Mississippi’s Agriculture, Communities and Local Governments Using Facebook”, Invited Workshop, Petal Chamber of Commerce, Petal, MS, October 26, 2015.

Barnes, J. and J. Henderson. 2015. “The Economic Impact of True Cotton: An Input-Output Model, Invited Presentation by True Cotton, Department of Agricultural Economics, Mississippi State University, September 21, 2015.

Barnes, J. “Marketing Your Business Using Facebook: An Introduction to the Mississippi Bricks to Clicks Extension Program”, Invited Workshop, Petal Chamber of Commerce, Petal, MS, September 9, 2015.

Barnes, J. “Marketing Your Agricultural Enterprise Using Facebook: The Mississippi Bricks to Clicks One-Day Facebook Training Program”, Invited Workshop, Fulgham’s, Inc., Tree Preservation Service Company, Tupelo, MS, September 1, 2015.

Barnes, J. “Farming Facebook: Growing An Agricultural Business One “Like” at a Time”, Invited Presentation, *Mississippi State University Extension’s Annual Greenhouse Tomato Short Course*, Raymond, MS, March 4, 2015.

Barnes, J. “Farming Facebook: Growing Your Business One Like at a Time”, Mississippi Bricks to Clicks Kickoff Meeting, *Carthage Chamber of Commerce*, Carthage, MS, March 2, 2015.

Barnes, J. “Launching Mississippi Bricks to Clicks in Carthage, Mississippi”, Invited Presentation, *Carthage Chamber of Commerce*, Carthage, MS, February 11, 2015.

Barnes, J. “Social Media Advertising for Events: How to Increase Fans & Attendance”, Presented as an Invited Workshop at the *4th Annual Mississippi Back Stage Pass Conference*, Lake Terrace Convention Center, Hattiesburg, MS, January 22, 2015.

Barnes, J. “Small Business Marketing & How Small Businesses Can Better Utilize the Internet”, Invited Presentation, *Professional Arborist Association of Mississippi Annual Conference*, Meridian, MS, January 15, 2015.

Barnes, J. “Using Facebook and Social Media to Grow Your Strawberry Business: A Practical Approach”, Invited Presentation, *Southeastern Strawberry Exposition*, Pinehurst, NC, November 18, 2014.

Barnes, J. “Marketing Your Non-Profit Organization Using Social Media”, Invited Presentation by Volunteer Starkville, Volunteer Starkville Office, Starkville, MS October 21, 2014.

Barnes, J. “An Introduction to Mississippi Bricks to Clicks: How to Do Business On Facebook”, Invited Presentation, Blue Ribbon Business Resource Lunch Seminar, Greater Starkville Development Partnership, Hilton Garden Inn, Starkville, MS, June 10, 2014.

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Barnes, J. “Internet Marketing Using Social Media: Some Insights from the Mississippi Bricks to Clicks Entrepreneurship Extension Program”, Strawberry Short Course, Choctaw, MS, May 13-14, 2014.

Barnes, J. “Using Facebook to Market Rural Tourism Events in Mississippi: The Woodville Case”, Invited Presentation, Woodville/Wilkinson County Chamber of Commerce Board Meeting, Woodville, MS, April 7, 2014.

Barnes, J. “An Introduction to Social Media and Social Commerce”, Invited Presentation, *Christian Women’s Job Corp*, Starkville, MS, March 6, 2014.

Barnes, J. and K. Coatney “Using Social Media to Grow Your Business: Evidence from Rural Mississippi”, Invited Presentation, *24th Annual Greenhouse Tomato Short Course*, Raymond, MS, March 5, 2014.

Barnes, J. and K. Coatney “Using Facebook to Market Rural Tourism Events in Mississippi: The Woodville Case”, Invited Presentation, *Miss-Lou Rural Tourism Annual Conference*, Marksville, LA, February 26, 2014.

Barnes, J. and K. Coatney “Using Facebook to Grow Rural Tourism Events in Mississippi: The Case of Woodville”, Invited Presentation, *Mississippi Bricks to Clicks Extension Entrepreneurship Program Meeting*, Woodville, MS, February 17, 2014.

Barnes, J. “Social Media and Leadership: Some Lessons Learned from Business Leaders in the Rural South“, Invited Workshop Presentation, *Joint Council of Extension Professionals 2014 Leadership Conference: “Empowering Leaders for the Next Century“*, Memphis, TN, February 11-13, 2014.

Barnes, J. “Marketing Your Business Using Facebook: Lessons Learned from the Mississippi Bricks to Clicks Extension Entrepreneurship Program”, Presented as an invited workshop at the *3rd Annual Mississippi Back Stage Pass Conference*, Hilton Garden Inn, Starkville, Mississippi, January 24, 2014.

Barnes, J. “An Introduction to the Mississippi Bricks to Clicks Extension Program”, Presented as an invited workshop at the *Mississippi Agri-Tourism Annual Conference*, Philadelphia, MS, October 15, 2013.

Barnes, J. “e-First Impressions: Optimizing Your Website for Maximum Customer Satisfaction”, Presented at the *Mississippi Conference on Business and Entrepreneur Development*, New Albany, MS, September 17-18, 2013.

Barnes, J. “Foundations of Facebook Economics: Local Government Strategies and Resources”, Invited Breakout Session, *Mississippi Municipal League 82nd Annual Meeting*, Mississippi Gulf Coast Coliseum and Convention Center, Biloxi, MS, July 15, 2013.

Barnes, J., A. Myles, S. Davis, and B. Smith. “Foundations of Rural Economic Development: The CARES Model”, Invited Breakout Session, *The Mississippi Chancellor Clerks Annual Convention*, Tupelo, MS, June 19, 2013.

Barnes, J. “Foundations of Board Leadership and Governance”, Invited Workshop, *Gaining Ground Sustainability Institute of Mississippi*, Starkville, MS, June 17, 2013.

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Barnes, J., A. Myles, S. Davis, and B. Smith. “Foundations of Rural Economic Development: The CARES Model”, Invited Breakout Session, *The Mississippi Association of Supervisors Annual Convention*, Biloxi, MS, June 19, 2013.

Welborn, R., A. Myles, B. Smith and **J. Barnes**. “Accelerating Jobs and Innovation Through Community and Economic Development in Rural Mississippi”, *Tupelo Regional Cluster Meeting*, Ponotoc, MS, June 13, 2013.

Barnes, J. and S. Davis. “*Foundations of Economic Development: Team Decision Making*“, Workshop Presented at the Mississippi Association of County Administrators and Comptrollers Spring Educational Workshop, Jackson, MS, April 10, 2013.

Barnes, J. “*Mississippi Bricks to Clicks: A Practical Approach to Economic Development Using Facebook Economics 101*“, I3 Innovation Conference, Mississippi State University, Starkville, MS, April 5, 2013.

REGIONAL, STATE & NATIONAL EXTENSION IN-SERVICE TRAININGS

Barnes, J. “Mississippi Bricks to Clicks: Marketing Mississippi’s Agriculture, Communities and Local Government Using Facebook”, In-Service Training, Mississippi State University Extension, Bost Rm. 409, **January 15, 2016**.

Barnes, J. “Mississippi Bricks to Clicks: Marketing Mississippi’s Agriculture, Communities and Local Government Using Facebook”, In-Service Training, Mississippi State University Extension, Central Research and Extension Center, Raymond, MS, January 13, 2016.

Barnes, J. “Mississippi Bricks to Clicks: Marketing Mississippi’s Agriculture, Communities and Local Government Using Facebook”, In-Service Training, Mississippi State University Extension, Delta Research and Extension Center, Stoneville, MS, January 8, 2016.

Barnes, J. “Mississippi Bricks to Clicks: Marketing Mississippi’s Agriculture, Communities and Local Government Using Facebook”, In-Service Training, Mississippi State University Extension, North Mississippi Research and Extension Center, Verona, MS, January 5, 2016.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, December 16, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, December 9, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University,

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University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, December 2, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, November 25, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, November 18, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, November 11, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, November 4, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, October 28, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, October 21, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, October 14, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, October 7, 2015.

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Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, September 30, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, September 23, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, September 16, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, September 8, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, September 2, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, August 30, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, August 23, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, August 16, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University,

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University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, August 9, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, August 2, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, July 29, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, July 22, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, July 15, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, July 8, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, July 1, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, June 24, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, June 17, 2015.

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Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, June 10, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, June 3, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, May 27, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, May 20, 2015.

Barnes, J. “Facebook Training: Building, Optimizing Performance, and Advertising on Facebook”, Invited Workshop, The Power of Business Initiative ([Link](#)) – A Multi-State Land Grant University Initiative Led by Nebraska Extension, North Dakota State University, University of Vermont, Cornell University and Mississippi State University Extension”, Online Training Delivered Using Google+, May 13, 2015.

Barnes, J. and C. McDavid “Mississippi Bricks to Clicks: Module 5 – “Learning How to Use Paid Advertisements within Facebook to Market Your Business: An Interactive One-on-One Session with Local Business Owners”, Brookhaven Chamber of Commerce, Brookhaven, MS, October 20, 2014.

Barnes, J. and C. McDavid “Mississippi Bricks to Clicks: Module 3 & 4 – Mississippi Bricks to Clicks: “Marketing Your Facebook Page Using Organic and Paid Advertising Strategies”, Brookhaven Chamber of Commerce, Brookhaven, MS, September 22, 2014.

Barnes, J. and C. McDavid “Mississippi Bricks to Clicks: Module 1 & 2 – Mississippi Bricks to Clicks: “Marketing Your Facebook Page Using Organic and Paid Advertising Strategies”, Brookhaven Chamber of Commerce, Brookhaven, MS, September 8, 2014.

Barnes, J. “An Introduction to Mississippi Bricks to Clicks, MSU Extension Lunch Bites, Bost Extension Center, Mississippi State, MS, May 22, 2014.

Barnes, J. “The Economics and Management of Social Media”, Presented to the Department of Agricultural Economics Club, Department of Agricultural Economics, Mississippi State University, Starkville, MS, October 14, 2013.

BARNES

Barnes, J. “The Economics and Management of Social Media”, Presented to the National Agri-Marketing Association Chapter, Department of Agricultural Economics, Mississippi State University, Starkville, MS, October 8, 2013.

Barnes, J. “Mississippi Bricks to Clicks: An Entrepreneurship Education Program for Small Businesses”, Presented at the Department of Agricultural Economics, Mississippi State University, Starkville, MS, September 6, 2013.

Barnes, J. “Mississippi Bricks to Clicks: An Overview of the Pilot Program in Woodville, MS, *Presented at the e-Commerce Extension Initiative Meeting*, 205 Bost Extension, Mississippi State University, July 11, 2013.

EXTENSION CURRICULA: BRICKS TO CLICKS

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, February 3, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, January 27, 2016.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, January 20, 2016.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, January 13, 2016.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, January 6, 2016.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, December 16, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, December 9, 2015.

BARNES

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, December 2, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, November 18, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, November 11, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, November 4, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, October 28, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, October 21, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, October 14, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, October 7, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, September 30, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, September 23, 2015.

BARNES

Barnes, J. “Marketing Your Agricultural Cooperative Using Social Media: The Basics”, Invited Presentation, KLC Enterprise & Associates, LLC, Hattiesburg, MS, September 17, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, September 16, 2015.

Barnes, J. “Marketing Your Business Using Facebook: An Introduction to the Mississippi Bricks to Clicks Extension Program”, Invited Workshop, Petal Chamber of Commerce, Petal, MS, September 9, 2015.

Barnes, J. “Marketing Your Agricultural Enterprise Using Facebook: The Mississippi Bricks to Clicks One-Day Facebook Training Program”, Invited Workshop, Fulgham’s, Inc., Tree Preservation Service Company, Tupelo, MS, September 1, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, August 26, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, August 19, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, August 12, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, August 5, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, July 29, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, July 22, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, July 15, 2015.

BARNES

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, July 8, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, July 1, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, June 24, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, June 17, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, June 10, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, June 3, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, May 27, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, May 20, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, May 13, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, May 6, 2015.

BARNES

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, MS Department of Agriculture & Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, April 29, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, April 22, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, April 15, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, April 8, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, April 1, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, March 25, 2015.

Barnes, J. “Facebook Training: How to Use Facebook to Grow Your Agribusiness”, Oktibbeha County Co-op Workshop, Lloyd-Ricks-Watson Rm. 1, *Department of Agricultural Economics, Mississippi State University*, Starkville, MS, March 18, 2015.

Barnes, J. and C. McDavid “Mississippi Bricks to Clicks: Module 5 – “Learning How to Use Paid Advertisements within Facebook to Market Your Business: An Interactive One-on-One Session with Local Business Owners”, Brookhaven Chamber of Commerce, Brookhaven, MS, October 20, 2014.

Barnes, J. and C. McDavid “Mississippi Bricks to Clicks: Module 3 & 4 – Mississippi Bricks to Clicks: “Marketing Your Facebook Page Using Organic and Paid Advertising Strategies”, Brookhaven Chamber of Commerce, Brookhaven, MS, September 22, 2014.

Barnes, J. and C. McDavid “Mississippi Bricks to Clicks: Module 1 & 2 – Mississippi Bricks to Clicks: “Marketing Your Facebook Page Using Organic and Paid Advertising Strategies”, Brookhaven Chamber of Commerce, Brookhaven, MS, September 8, 2014.

Barnes, J. and C. McDavid “Why Your Community Needs Mississippi Bricks to Clicks”, Invited Presentation, Carthage Chamber of Commerce, Carthage, MS, August 29, 2014.

Barnes, J. and K. Coatney “Growing Your Agribusiness Using Facebook Marketing”, Invited Presentation, Microfarming – Growing for Farmers’ Markets Conference, Eagleridge Conference Center, Raymond, MS, August 27-28, 2014.

Barnes, J. “Social Media in Action” Invited workshop, USDA Southern Region Community Rural Development Training, New Orleans, LA, August 11-14, 2014.

BARNES

Barnes, J. “Mississippi Bricks to Clicks: The Facebook Training Curriculum Including Organic and Paid Advertisement Marketing Strategies”, Selected Workshop, National Association of Community Development Extension Professionals (NACDEP) Annual Conference, Grand Rapids, MI, June 23-25, 2014.

Barnes, J. “An Introduction to Mississippi Bricks to Clicks: Impacts and State Partner Collaborations Needed”, Selected Presentation, National Association of Community Development Extension Professionals (NACDEP) Annual Conference, Grand Rapids, MI, June 23-25, 2014.

Barnes, J. “Mississippi Bricks to Clicks: Module 3 – Mississippi Bricks to Clicks: “Marketing Your Facebook Page Using Organic Strategies”, Meridian Chamber of Commerce, Meridian, MS, June 16, 2014.

Barnes, J. and A. Collins “Mississippi Bricks to Clicks: Marketing Your Facebook Page Using Organic Strategies”, Biloxi, MS, June 13, 2014.

Barnes, J., and C. McDavid “Mississippi Bricks to Clicks: Module 4 – Marketing Your Facebook Page Using Paid Advertising Strategies, Clinton Chamber of Commerce, Clinton, MS, June 10, 2014.

Barnes, J. “Mississippi Bricks to Clicks: Module 2 – An Introduction to Facebook Business, Meridian Chamber of Commerce, Meridian, MS, June 9, 2014.

Barnes, J., and C. McDavid “Mississippi Bricks to Clicks: Module 3 – Marketing Your Facebook Business Page Using Organic Marketing Strategies, Clinton Chamber of Commerce, Clinton, MS, June 3, 2014.

Barnes, J. “Mississippi Bricks to Clicks: An Introduction to Mississippi Bricks to Clicks, Biloxi, MS, June 4, 2014.

Barnes, J. and D. Walker “Mississippi Bricks to Clicks: Module 4 – How to Implement Facebook Ads for Small Businesses, Rolling Fork Public Library, Rolling Fork, MS, June 4, 2014.

Barnes, J. and D. Walker “Mississippi Bricks to Clicks: Module 4 – Marketing Your Facebook Page with Organic Marketing Strategies, Rolling Fork Public Library, Rolling Fork, MS, May 28, 2014.

Barnes, J., and C. McDavid “Mississippi Bricks to Clicks: Module 2 – An Introduction to Facebook Business, Clinton Chamber of Commerce, Clinton, MS, May 27, 2014.

Barnes, J. and D. Walker “Mississippi Bricks to Clicks: Module 3 – Marketing Your Facebook Page with Paid Advertising Strategies, Rolling Fork Public Library, Rolling Fork, MS, May 21, 2014.

Barnes, J. and D. Walker “Mississippi Bricks to Clicks: Module 2 – Introduction to Facebook Business, Rolling Fork Public Library, Rolling Fork, MS, May 14, 2014.

BARNES

Barnes, J. and D. Walker “Mississippi Bricks to Clicks: Module 1 – Building Your Facebook Business, Rolling Fork Public Library, Rolling Fork, MS, May 7, 2014.

Barnes, J. and A. Collins “Mississippi Bricks to Clicks: Paid Advertising Experiment (follow up meeting), Coastal R&E, Biloxi, MS, April 22, 2014.

Barnes, J. and A. Collins “Mississippi Bricks to Clicks: Module 4 – Marketing Your Facebook Business Using Paid Advertisement Strategies, Coastal R&E, Biloxi, MS, April 15, 2014.

Barnes, J. A. Collins “Mississippi Bricks to Clicks: Module 3 – Marketing Your Facebook Business Using Organic Engagement Strategies, Coastal R&E, Biloxi, MS, April 8, 2014.

Collins, A. and **J. Barnes** “Mississippi Bricks to Clicks: Module 2 – Introduction to Facebook Business, Coastal R&E, Biloxi, MS, April 1, 2014.

Barnes, J. and C. McDavid. “Mississippi Bricks to Clicks: Facebook Paid Advertising Tips and Practice, **Module 9**“, *Entrepreneurs Pilot Program*, Woodville, MS, August 27, 2013

Barnes, J. “Mississippi Bricks to Clicks: Company Site Visit at Woodville/Wilkinson County Main Street Association“, *Entrepreneurs Pilot Program*, Woodville, MS, July 30, 2013

Barnes, J. “Mississippi Bricks to Clicks: Company Site Visit at 24 Auto Sales”, *Entrepreneurs Pilot Program*, Woodville, MS, July 30, 2013

Barnes, J. “Mississippi Bricks to Clicks: Company Site Visit at Main Street Market and Café”, *Entrepreneurs Pilot Program*, Woodville, MS, July 30, 2013

Barnes, J. “Mississippi Bricks to Clicks: Company Site Visit at Better Half Assessories and Gifts”, *Entrepreneurs Pilot Program*, Woodville, MS, July 30, 2013

Barnes, J. “Mississippi Bricks to Clicks: Company Site Visit at Step in MG Farms”, *Entrepreneurs Pilot Program*, Woodville, MS, July 30, 2013

Barnes, J. “Mississippi Bricks to Clicks: Company Site Visit at Step in Faith Daycare Center”, *Entrepreneurs Pilot Program*, Woodville, MS, July 30, 2013

Barnes, J. “Mississippi Bricks to Clicks: Company Site Visit at Woodville Deer and Wildlife Festival”, *Entrepreneurs Pilot Program*, Woodville, MS, July 30, 2013

Barnes, J. and C. McDavid. “Mississippi Bricks to Clicks: Facebook Paid Advertising Tips and Practice, **Module 8**“, *Entrepreneurs Pilot Program*, Woodville, MS, July 22, 2013.

Barnes, J. and C. McDavid. “Mississippi Bricks to Clicks: Marketing Plans and Social Media Part I and II, **Module 7**“, *Entrepreneurs Pilot Program*, Woodville, MS, July 9, 2013.

Barnes, J. and C. McDavid. “Mississippi Bricks to Clicks: Managing Your Facebook Business Page Part II, **Module 6**“, *Entrepreneurs Pilot Program*, Woodville, MS, June 25, 2013.

Barnes, J. and C. McDavid. “Mississippi Bricks to Clicks: Managing Your Facebook Business Page Part I, **Module 5**“, *Entrepreneurs Pilot Program*, Woodville, MS, June 18, 2013.

BARNES

Barnes, J. and C. McDavid. “Mississippi Bricks to Clicks: iPad Technology Part II – **Module 4**“, *Entrepreneurs Pilot Program*, Woodville, MS, June 11, 2013.

Barnes, J. and C. McDavid. “Mississippi Bricks to Clicks: Ipad Technology Part I –**Module 3**“, *Entrepreneurs Pilot Program*, Woodville, MS, June 4, 2013.

Barnes, J. and C. McDavid. “Mississippi Bricks to Clicks: Developing Your Social Media Marketing Plan – **Module 2**“, *Entrepreneurs Pilot Program*, Woodville, MS, May 28, 2013.

Barnes, J. and C. McDavid. “Mississippi Bricks to Clicks: A Practical Approach to Economic Development Using Facebook Economics 101 – **Module 1**“, *Entrepreneurs Pilot Program*, Woodville, MS, May 20, 2013.

POSTERS

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

TEACHING EXPERIENCE

MISSISSIPPI STATE UNIVERSITY, DEPARTMENT OF AGRICULTURAL ECONOMICS

AEC 6323, Applied Regional Economic Development, Fall 2017
AEC 6323, Applied Regional Economic Development, Fall 2016
AEC 6323, Applied Regional Economic Development, Fall 2015
AEC 6323, Applied Regional Economic Development, Fall 2014
AEC 6323, Applied Regional Economic Development, Fall 2013
AEC 6323, Applied Regional Economic Development, Fall 2012

LOUISIANA STATE UNIVERSITY, DEPARTMENT OF AGRICULTURAL ECONOMICS

Guest Lecturer, Agribusiness Management/Rural Development (Michael Porter’s Cluster Theory, Transaction Cost Theory and Applications in Agribusiness and Rural Development), Ph.D. Course.

OKLAHOMA STATE UNIVERSITY, DEPARTMENT OF AGRICULTURAL ECONOMICS

Guest Lecturer, Agribusiness Management and Community Development, M.S. Course.

GRADUATE COMMITTEES

Role	Head	Member
Ph.D. committee – completed students*	1	
Master’s committee – current students**	1	1

*C. Nedelea, “Three Essays on Efficiency of Rural Hospitals in the United States, Louisiana State University, May 2012.

BARNES

**Dan Spencer (Head) & Chris Wilhelms (Member), Beginning 7/1/15 to 12/17.

AWARDS & DISTINCTIONS

Outstanding Extension Program Award Nominee, Southern Agricultural Economics Association, 2016.

Outstanding Extension Program Award Nominee, Southern Agricultural Economics Association, 2015.

Extension Sprit of Excellence Award Nominee, College of Agricultural and Life Science, Mississippi State University Extension Service, 2014, (K. Coatney, A. Collins, C. McDavid, C. Walker, A. Davis, M. Myers, “Bricks to Clicks Extension Program”).

Southern Region Representative, Community Rural Economic Development (CRED), National Institute of Food and Agriculture (NIFA), National Leadership Council, 2011-2013.

Appointed Representative, Joint Council of Extension Professionals ([JCEP](#)) representing the National Association of Community Development Extension Professionals (NACDEP)

Appointed Board Member, National eCommerce Extension Initiative, Southern Rural Development Center, 2013

Conference Review Team Member, National Association of Community Development Extension Professionals, 2014.

Co-Chair for the Economic Development Track (largest conference track), National Association of Community Development Extension Professionals, 2014 Conference.

Grant Reviewer, National Institute of Food and Agriculture, Agriculture and Food Research Initiative, Small and Medium Sized Farms Program, 2013.

National Extension Team Award, “Building Resilient Communities”, National Association of Community Development Extension Professionals (NACDEP), April 2010.

State of Louisiana Broadband Advisory Council Member, Appointed by Louisiana Governor Bobby Jindal, Baton Rouge, Louisiana, July 2009 – Present.

Coordinator, Louisiana Delta Initiative, Northeast Louisiana Regional Economic Development Network, Oak Grove, Louisiana, September 2008 – Present.

Director, Louisiana Center for Rural Initiatives, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Baton Rouge, Louisiana, July 2006 – Present.

State Program Leader for Community Development, Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center, Baton Rouge, Louisiana, July 2006 – Present.

BARNES

Rural Business Enterprises Representative, State of Louisiana Broadband Advisory Council, Appointed by Louisiana Governor Bobby Jindal, Baton Rouge, Louisiana, July 2009 – 2012.

Graduate, [Delta Leadership Institute](#), [Delta Regional Authority](#), Appointed by Louisiana Governor Bobby Jindal, Baton Rouge, Louisiana, May 2008 – May 2009.

Graduate, [LEAD 21](#), Land-Grant University Institutional Leadership Program, Fanning Institute, University of Georgia, Recommended by LSU AgCenter Extension Administration, Baton Rouge, Louisiana, May 2008 – May 2009.

Agribusiness Management National Needs Fellow, Agribusiness Research Institute, University of Missouri, Columbia, Missouri, January 1998 – January 2002.

Excellence in Commodity Agriculture Research, Economic Research Service-United States Department of Agriculture, Washington, D.C., May 1997.

UNIVERSITY AND PROFESSIONAL SERVICE

SOUTHERN REGION PROGRAM LEADERSHIP NETWORK

- Chair, 2011
- Vice Chair, 2010
- Secretary, 2009
- State Representative for Louisiana, 2007 to 2011
- State Representative for Mississippi, 2013
- Member, 2007 to 2013

NATIONAL INSTITUTE OF FOOD AND AGRICULTURE (NIFA), COMMUNITY RURAL ECONOMIC DEVELOPMENT (CRED), NATIONAL LEADERSHIP COUNCIL

- Southern Region Representative, 2011 – 2013
- Panel Reviewer, Small and Medium Sized Farms Program, 2013

JOINT COUNCIL OF EXTENSION PROFESSIONALS (JCEP), NATIONAL ASSOCIATION OF COMMUNITY DEVELOPMENT EXTENSION PROFESSIONALS (NACDEP) REPRESENTATIVE

- Appointed Member, 2014 to Present
- Conference Committee Member, 2014

NATIONAL ASSOCIATION OF COMMUNITY DEVELOPMENT EXTENSION PROFESSIONALS

- Member, 2005 to Present
- Co-Chair, Economic Development Track, 2014 Conference
- Economic Development Selected Presentation Review Committee, 2010 & 2014
- Communications Committee, 2014 to Present

CHOICES MAGAZINE

(PEER-REVIEWED MAGAZINE PUBLISHED BY THE AGRICULTURAL AND APPLIED ECONOMICS ASSOCIATION)

BARNES

- Special Issues Organizer, Bringing Broadband to Rural America, July 2010

NATIONAL RURAL E-COMMERCE EXTENSION INITIATIVE – SOUTHERN RURAL DEVELOPMENT CENTER

- Board Member, 2013 to Present

SERA-19 (SOUTHERN EXTENSION RESEARCH ACTIVITY – RURAL HEALTH)

- Chair, 2010
- *Editor*, [SERA 19](#), Proceedings of the 2007 Rural Health Southern Extension and Research Activities (SERA) 19 Global Learning, Local Action Conference, September 10-12, 2007, Atlanta, GA.
- *Editor*, [SERA 19](#), Proceedings of the Rural Health Southern Extension and Research Activities (SERA) 19 Research Trends: Determining the Future of Health Programming Conference, August 4-6, Houston, TX.
- Member, 2006 – Present

STATE PROGRAM LEADER, COMMUNITY AND ECONOMIC DEVELOPMENT

- Leader, Community Development Statewide Team, 2007 - 2012

AMERICAN AGRICULTURAL ECONOMICS ASSOCIATION

- Case Study Judge, 2007 & 2008
- Member, 2007 to 2012

SOUTHERN AGRICULTURAL ECONOMICS ASSOCIATION

- Member, 2008 – Present
- Community/Rural Development Selected Paper Reviewer, 2009 & 2011

SOUTHERN REGIONAL SCIENCE ASSOCIATION

- Member, 2010 to Present
- Symposia Organizer, 2007

DEPARTMENT OF AGRICULTURAL ECONOMICS, MISSISSIPPI STATE UNIVERSITY

- Promotion Committee, Member, 2013 to Present
- Search Committee Member, Associate/Professor and Director, Southern Rural Development Center Position, 2014
- Search Committee Member, Assistant Extension Professor, 2013

DEPARTMENT OF AGRICULTURAL ECONOMICS, LOUISIANA STATE UNIVERSITY

- Member, ACE Group, Community Rural Development, February 2005 – 2012
- Member, LSU AgCenter Advisory Council, Northeast Region, 2005 – 2012
- Member, LSU AgCenter Advisory Council, West Carroll Parish, 2005 – 2012

BARNES

JOURNAL MANUSCRIPTS REVIEWER

- *International Food and Agribusiness Management*
- *Journal of Agricultural and Applied Economics*
- *Agricultural Economics*
- *Journal of Extension*
- *Review of Regional Studies*
- *Choices Magazine*
- *Agribusiness: An International Journal*
- *Agricultural and Human Values*
- *Journal of Rural Health*
- *International Food and Agribusiness Review*
- *Rural and Remote Health*