

# CURRICULUM VITAE FOR BRUCE J. ERICKSON

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## **EDUCATION**

**Doctor of Philosophy**, Agronomy, August 2000; Purdue University, West Lafayette, Indiana. Thesis: Using Remote Sensing to Assess Stand Loss and Defoliation in Maize. Co-major Professors: Dr. James Vorst and Dr. Chris Johannsen.

**Master of Science**, Crop Production and Physiology, May 1996; Iowa State University, Ames, Iowa. Thesis: Yield and agronomic traits of corn genetically modified with the CryIA(b) gene for European corn borer resistance. Major Prof: Dr. Richard Shibles.

**Bachelor of Science**, Agronomy, with distinction, May 1983, Iowa State University.

## **PROFESSIONAL EXPERIENCE**

**Agronomy Education Distance & Outreach Director**, Department of Agronomy, Purdue University, October 2013-present. Agricultural lead for the Wabash Heartland Innovation Network (WHIN) project, aiming to develop new applications and promote the adoption of digital agriculture and advanced manufacturing. Collaborate with the Center for Commercial Agriculture and the Center for Food and Agribusiness at Purdue on precision farming and agronomic education projects. Develop e-learning solutions for corporate clients and working professionals. Winner of Awards for Excellence in Distance Learning at Purdue for best professional course in 2015 and 2017 and for the certificate program in 2018. Over 1100 students to date from 22 countries and 39 states in Agronomy Essentials, Precision Agriculture, and Nutrient Management online courses: <https://ag.purdue.edu/agry/ADE/Pages/default.aspx> Purdue representative for the Agricultural Data Coalition <http://agdatacoalition.org/>

**Agronomic Education Manager**, American Society of Agronomy, August 2011-September 2013. Responsible for the International Certified Crop Adviser Exam, the India CCA Exam, the Mexico CCA Exam, and the Tri-State (IL, IN, OH) exams. Technical adviser to the local boards for the 37 state/provincial/regional exams: <https://www.certifiedcropadviser.org/> Delivered agronomy continuing education programs including articles in periodicals, webinars, and these online courses:  
Fundamentals in Applied Agronomy (over 1000 students to date, recorded version still being offered) <https://www.agronomy.org/education>  
Nitrogen Fundamentals & Management, January-February 2013  
The 4R Approach to Soil & Water Quality, January-March 2013  
Precision Farming for Practitioners, June-August 2013

**Director of Cropping Systems Management**, Department of Agricultural Economics, Purdue University, 2004-2011. Lead in planning and executing the Top Farmer Crop Workshop, selecting topics and guiding the presentations of over 40 speakers and technology demonstrations each year, training of teaching assistants for linear programming, and media management. Coordinator for the Site Specific Management Center. Site coordinator for Farm Management Tour farms. Presented farm management information at field days and conferences, and published trade press and scholarly articles relevant to current topics. Coordinator responsible for updating the performance objectives and developing the International Certified Crop Adviser Exams

and the Tri-State (IL, IN, OH) exams via contract with American Society of Agronomy. Associate Director for the Purdue Center for Commercial Agriculture.

**Senior Technical Designer**, Agri Business Group, Inc., Indianapolis, August 2001-June 2004. Designed and built custom agronomic education, product-related, sales, and marketing programs to fulfill client needs of increasing employee performance. Tasks included collaborative sessions with clients to determine project audiences, scope, deliverables, and outcomes, and then using instructional design principles to deliver on the agreed expectations. Deliverables included facilitation materials, CD and web-based learning modules, participant guides including interactive activities, classroom and field facilitation. Facilitated marketing research focus groups to assist clients in product launches, market segmentation, business unit, distribution channel optimization, and other strategic and tactical decisions.

**Visiting Assistant Professor**, Department of Agronomy, Purdue University, 2000-2001. Responsible for all aspects of Agronomy 105, including supervision of a teaching assistant and six undergraduates who staffed a resource center. Part of a three-person team that updated performance objectives and developed exams for the Tri-State and International Certified Crop Adviser (CCA) programs under contract with the American Society of Agronomy.

**Graduate Instructor**, Department of Agronomy, Purdue University, 1996-2000. Revised lab materials and text and taught labs for Agronomy 105. Developed new undergraduate precision farming curriculum, including student use of GPS units and GIS software. Taught for the Diagnostic Training Center and for the 4-H Plant Science Workshop. Developed Tri-State (IL, IN, OH) and International CCA Exams. Utilizing satellite, aerial and hand-held spectrophotometer data, performed replicated research in Indiana and Nebraska with NASA funding as part of the Laboratory for the Application of Remote Sensing (LARS).

**Field Sales Agronomist**, Pioneer Hi-Bred International, Inc., 1983-1996. Supported sales representatives and customers in Iowa with agronomic information, consultation, and agronomic workshops. Wrote more than 90 issues of *Walking Your Fields*, an agronomic newsletter. Began a weekly agronomic radio program broadcast regularly to four states. Responsible for hybrid and variety plot design and evaluation. Performed replicated plot research to test corn and soybean management factors.

## **HONORS AND AFFILIATIONS**

**2018 Educator/Researcher Award of Excellence**, Precision Ag Institute

**Award for Excellence in Distance Learning**, Purdue University, 2015, 2017, & 2018

**Stevan J. Kristof Outstanding Grad Student in Remote Sensing**, Purdue, 2000

**Graduate Student Award for Outstanding Teaching**, Purdue University, 1999

**Top Sales Achiever 1995, Seat of Honor 1994 and 1995**, Pioneer Hi-Bred International, Inc.

**High Scholarship Student** (upper 2 percent by class), Iowa State University, 1979, 1980, 1982

## RESEARCH PUBLICATIONS

### Refereed Journal Articles:

Scott Fausti, Bruce Erickson, Sharon Clay, Leon Schumacher, David Clay, and Danielle Scouby. 2018. Educator Survey: Do Institutions Provide the Precision Agriculture Education Needed by Agribusiness? *Journal of Agribusiness*, accepted.

Bruce Erickson, Scott Fausti, Sharon Clay, and David Clay. 2018. Knowledge, Skills and Abilities in the Precision Agriculture Workforce: An Industry Survey. *Natural Sciences Education*, accepted.

Lowenberg-DeBoer, J. and B. Erickson, 2010, Precision Agriculture in Africa. *Georgetown Journal of International Affairs*, 11(2) (2010), p. 107-116.

Erickson, B. J., F. J. Mishili, and J.M. Lowenberg-DeBoer. 2005. Value of more uniform nitrogen application across the toolbar.

<https://dl.sciencesocieties.org/publications/cm/pdfs/4/1/2005-0714-01-RS>

Erickson, B.J., C.J. Johannsen, and J.J. Vorst. 2004. Using Remote Sensing to Assess Stand Loss and Defoliation in Maize. *Photogrammetric Engineering and Remote Sensing* 70(6):717-722.

### Other Research Publications:

Erickson, Bruce, Jess Lowenberg-DeBoer, and Jeff Bradford. 2017. Precision Agriculture Dealership Survey Results. *CropLife Magazine*, the Center for Food and Agricultural Business, Dept. of Agricultural Economics and the Department of Agronomy, Purdue University. <http://agribusiness.purdue.edu/precision-ag-survey>

Erickson, Bruce, Scott Fausti, David Clay, and Sharon Clay. 2016. Knowledge, Skills and Abilities Needed in the Precision Ag Workforce: An Industry Survey. *Proceedings 13th International Conference on Precision Agriculture*, July 31-August 3, 2016.

<https://www.ispaq.org/icpa>

Erickson, Bruce, and David Widmar. 2015. Precision Agricultural Services: Dealership Survey Results. *CropLife Magazine*, the Center for Food and Agricultural Business, Dept. of Agricultural Economics and the Department of Agronomy, Purdue University. <http://agribusiness.purdue.edu/precision-ag-survey>

Erickson, Bruce, David Widmar, and Jacqueline Holland. 2013. Precision Agricultural Services: Dealership Survey Results. *CropLife Magazine*, the Center for Food and Agricultural Business, Dept. of Agricultural Economics, the Department of Agronomy, Purdue University. <http://agribusiness.purdue.edu/resources/type/survey-results>

Whipker, Linda, and Bruce Erickson. 2011. Precision Agricultural Services: Dealership Survey Results (draft). *CropLife Magazine* and Center for Food and Agricultural Business, Dept. of Agricultural Economics, Purdue University.

Lowenberg-DeBoer, J. and B. Erickson, 2011. The Economics of Direct Soil Sensing in Agriculture. *Proceedings Second Global Workshop on Proximal Soil Sensing*, May 15-18, 2011, Montreal, Quebec, Canada.

Vorst, J., K. Vorst and B. Erickson. 2010. Assessing Knowledge and Skills of Food Supply Chain Personnel. Aspect of Applied Biology 102, Delivering Food Security with Supply Chain Led Innovations—Understanding Supply Chains, Providing Food Security, Delivering Choice, pp. 115-119. Association of Applied Biologists, Wellesborne, Warwick, CV35 9EF, UK.

Erickson, B.J., and J.E. Nelson. Picloram Stewardship—A History of Concern and Commitment. Submitted to the United States Environmental Protection Agency July 25, 2002.

Erickson, B.J., C.J. Johannsen, and J.J. Vorst. Using Remote Sensing to Quantify Weather-Induced Crop Damage. Aspects of Applied Biology 60, Remote Sensing in Agriculture, pp. 131-138. Association of Applied Biologists, Wellesborne, Warwick, CV35 9EF, UK.

Erickson, B.J., C.J. Johannsen and J.J. Vorst. Using Remote Sensing to Detect Stand Loss and Defoliation in Maize. 5th International Conference on Precision Agriculture, Bloomington, MN, July 16-19, 2000. Published in compact disc format.

Erickson, B.J., C.J. Johannsen, and J.J. Vorst. Using Hyperspectral Analysis to Quantify Weather-Induced Crop Injury. Proceedings Second International Conference Geospatial Information in Agriculture and Forestry 1:121-128, January 10-12, 2000, Lake Buena Vista, FL.

Johannsen, C.J., P.G. Carter, D.K. Morris, K.W. Ross, and B.J. Erickson. The Real Applications of Remote Sensing to Agriculture. Proceedings Second International Conference Geospatial Information in Agriculture and Forestry 1:1-5, January 10-12, 2000, Lake Buena Vista, FL.

Johannsen, C.J., P.G. Carter, D.K. Morris, B. Erickson, and K. Ross. Potential Applications of Remote Sensing. Site-Specific Management Guideline SSMG-22, Phosphate and Potash Institute, 1999, Atlanta, GA. <http://www.ipni.net/ssmg>

Erickson, B.J., J.J. Vorst, and C.J. Johannsen. Using Hyperspectral Analysis to Quantify Weather-Induced Crop Injury. Proceedings 2nd European Conference on Precision Agriculture 1: 81-89, Sheffield Academic Press, July 11-15, 1999, Odense, Denmark.

Johannsen, C.J., P.G. Carter, P.R. Willis, E. Owubah, and B. Erickson. Applying Remote Sensing Technology to Precision Farming. Fourth International Conference on Precision Agriculture, p.1413-1422, ASA-CSSA-SSSA, July 1998, St. Paul, MN.

### **Presentations at Scientific Meetings:**

Erickson, B., and C. Alexander. Grower Practices and Perceptions for Corn after Corn in Indiana. American Society of Agronomy Annual Meetings, November 2007, New Orleans, LA.

Lowenberg-DeBoer, J., and B. Erickson. Economics of Innovative Technologies in Precision Agriculture Nutrient Management. American Society of Agronomy International Meetings, November 2006, Indianapolis, IN.

Erickson, B.J., and D.J. Johnson. Utilizing an Interactive Approach to Motivate and Improve Technical and Sales Skills of Seed Sales Professionals. American Society of Agronomy Annual Meetings, November 2-6, 2003, Denver, CO.

Erickson, B.J., J.J. Vorst, and J. Wiercioch. Constructing a Certification Program to Meet End-User Needs. American Society of Agronomy Annual Meetings, October 21-25, 2001, Charlotte, NC.

Using Remote Sensing to Assess Stand Loss and Defoliation in Maize. American Society of Agronomy Annual Meetings, Minneapolis, MN, November 2000.

Erickson, B.J., C.J. Johannsen and J.J. Vorst. Quantifying Hail Damage in Corn Using Remote Sensing. Fifth International Conference on Precision Agriculture, Minneapolis, MN, July 18-19, 2000.

Using Remote Sensing to Assess Stand Loss and Defoliation in Maize. Remote Sensing in Agriculture, Association of Applied Biologists, Royal Agricultural College, Cirencester, UK, June 2000.

Erickson, B.J., C.J. Johannsen, and J.J. Vorst. Using Hyperspectral Analysis to Quantify Weather-Induced Crop Injury. Second International Conference Geospatial Information in Agriculture and Forestry, Poster G-39, January 10-12, 2000, Lake Buena Vista, FL.

## **ENGAGEMENT ACTIVITIES**

### **Extension Publications:**

Scott Fausti, Bruce J. Erickson, David E. Clay and C. Gregg Carlson. Deriving and Using an Equation to Calculate Economic Optimum Fertilizer and Seeding Rates in D. E. Clay, S. A. Clay, S. A. Bruggeman, editors, 2017. Practical Mathematics for Precision Farming. ASA, CSSA, and SSSA, Madison, WI. doi:10.2134/practicalmath <https://dl.sciencesocieties.org/publications/books/tocs/acsesspublicati/practicalmath>

Erickson, Bruce. 2011 Farm Management Profiles, Del Unger Farms. Purdue University Extension. [http://www.agecon.purdue.edu/extension/programs/farm\\_tour.asp](http://www.agecon.purdue.edu/extension/programs/farm_tour.asp)

Borchers, Bryce, Tim Baker, Bruce Erickson, and Brent Gloy. When to Purchase Fertilizer: A Comparison of Fall and Spring Prices, April 2011. Center for Commercial Agriculture, Department of Agricultural Economics, Purdue University.

Miller W. A., C.L. Dobbins, B.J. Erickson, R.L. Nielson, T.J. Vyn, K. A. Wise and W. Johnson. 2011 Purdue Crop Cost & Return Guide. [http://www.agecon.purdue.edu/extension/pubs/id166\\_2011\\_Jan\\_27\\_2011.pdf](http://www.agecon.purdue.edu/extension/pubs/id166_2011_Jan_27_2011.pdf)

Erickson, Bruce, Bill Fields, Ron Lemenager, Matt Roberts, Richard Stroshine. 2010. *Managing Moldy Grain*. ID-418, Purdue University Extension. <http://www.extension.purdue.edu/extmedia/ID/ID-418.pdf>

Erickson, Bruce. 2010 Farm Management Profiles, Hession Farms. Purdue University Extension. [http://www.agecon.purdue.edu/extension/programs/farm\\_tour.asp](http://www.agecon.purdue.edu/extension/programs/farm_tour.asp)

Doster, D.H., C. L. Dobbins, G. F. Patrick, W. A. Miller, P.V. Preckel, and B. J. Erickson. 2010. Purdue PC-LP Farm Plan (Top Farmer Crop Workshop Input Form), Department of Agricultural Economics, Purdue University.

[http://www.agecon.purdue.edu/topfarmer/documents/B21\\_Input\\_Form\\_Web.pdf](http://www.agecon.purdue.edu/topfarmer/documents/B21_Input_Form_Web.pdf)

Doster, D.H., C. L. Dobbins, T. W. Griffin, & B. Erickson. 2010. B-21 Input Form Guide Book, Top Farmer Crop Workshop, Department of Agricultural Economics, Purdue University. C-EC-11-Rev.

[http://www.agecon.purdue.edu/topfarmer/documents/B21\\_InputGB.pdf](http://www.agecon.purdue.edu/topfarmer/documents/B21_InputGB.pdf)

MANAGING THE 2009 HARVEST: Resources for Drying, Storing, Grain Quality, Crop Insurance and Marketing. Purdue University Extension, October 2009.

[http://extension.entm.purdue.edu/grainlab/content/pdf/2009\\_Harvest\\_10\\_30\\_09.pdf](http://extension.entm.purdue.edu/grainlab/content/pdf/2009_Harvest_10_30_09.pdf)

Erickson, Bruce. 2009 Farm Management Profiles, Lawrence Farms. Purdue University Extension.

[http://www.agecon.purdue.edu/extension/programs/farm\\_tour.asp](http://www.agecon.purdue.edu/extension/programs/farm_tour.asp)

Miller W. A., C.L. Dobbins, B.J. Erickson, R.L. Nielson, T.J. Vyn, K. A. Wise and W. Johnson. 2010 Purdue Crop Cost & Return Guide.

[http://www.agecon.purdue.edu/extension/pubs/id166\\_2010\\_Jan10.pdf](http://www.agecon.purdue.edu/extension/pubs/id166_2010_Jan10.pdf)

Miller W. A., C.L. Dobbins, B.J. Erickson, R.L. Nielson, T.J. Vyn, and W. Johnson. 2009 Purdue Crop Cost & Return Guide.

[http://www.agecon.purdue.edu/extension/pubs/ID166\\_2009.pdf](http://www.agecon.purdue.edu/extension/pubs/ID166_2009.pdf)

Erickson, Bruce, Todd Hubbs, Alan Miller, and Craig Dobbins. 2008. Changing Input Costs and Grain Prices: Implications for Crop Selection and Management.

[http://www.agecon.purdue.edu/news/financial/Budget\\_Writeup\\_Extension.pdf](http://www.agecon.purdue.edu/news/financial/Budget_Writeup_Extension.pdf)

Erickson, Bruce, and Alan Miller. 2008. Factors Shaping Price and Availability in this Year's Fertilizer Market. Purdue University Extension.

[http://www.agecon.purdue.edu/news/financial/Fertilizer\\_Market.pdf](http://www.agecon.purdue.edu/news/financial/Fertilizer_Market.pdf)

Jones, Don, Brad Joern, Alan Sutton, and Bruce Erickson. 2008. *Livestock Manure Can Reduce Fertilizer Costs. FF-2-W*, Purdue University Extension.

<http://www.ces.purdue.edu/extmedia/AS/FF-2.pdf>

Erickson, Bruce. 2008 Indiana Farm Management Profiles, Gelfius Farms. Purdue Extension CES-365.

[http://www.agecon.purdue.edu/extension/programs/FT\\_files/Farm\\_Mgmt\\_Profiles\\_2008.pdf](http://www.agecon.purdue.edu/extension/programs/FT_files/Farm_Mgmt_Profiles_2008.pdf)

Erickson, Bruce. 2007 Indiana Farm Management Profiles, Clunette Elevator. Purdue Extension CES-360.

[http://www.agecon.purdue.edu/extension/programs/FT\\_files/Tour\\_2007.pdf](http://www.agecon.purdue.edu/extension/programs/FT_files/Tour_2007.pdf)

Erickson, Bruce. 2006 Indiana Farm Management Profiles, Shuter Sunset Farms. Purdue Extension CES-362.

[http://www.agecon.purdue.edu/extension/programs/FT\\_files/Tour\\_Booklet\\_2006.pdf](http://www.agecon.purdue.edu/extension/programs/FT_files/Tour_Booklet_2006.pdf)

## **Purdue Agricultural Economics Report (PAER):**

Erickson, B., Miller, W. A., & Dobbins, C. L. (2010). Crop Production Costs UP for 2011.

[http://www.agecon.purdue.edu/extension/pubs/paer/2010/october/2011\\_PAER\\_Special\\_Edition.pdf](http://www.agecon.purdue.edu/extension/pubs/paer/2010/october/2011_PAER_Special_Edition.pdf)

Erickson, Bruce, Todd Hubbs, Alan Miller, and Craig Dobbins. Changing Input Costs and Grain Prices: Implications for Crop Selection and Management. *Purdue Agricultural Economics Report*, February 2009.

<http://www.agecon.purdue.edu/extension/pubs/paer/2009/february/erickson.asp>

Boehlje, Mike, and Bruce Erickson. Farming in the 21<sup>st</sup> Century. *Purdue Agricultural Economics Report*, November 2007.

<http://www.agecon.purdue.edu/extension/pubs/paer/2007/november/paer1107.pdf>

Erickson, B., and J. Lowenberg DeBoer. Will Higher Fertilizer Prices Drive Adoption of Precision Fertilizer Management? *Purdue Agricultural Economics Report*, April 2006.

<http://www.agecon.purdue.edu/extension/pubs/paer/2006/april/paer0406.pdf>

Erickson, B. J., F. Mishili, and J. Lowenberg-DeBoer. Value of More Uniform Nitrogen Application Across the Toolbar. *Purdue Agricultural Economics Report*, February 2005.

<http://www.agecon.purdue.edu/extension/pubs/paer/erickson.asp>

## **Indiana Certified Crop Adviser Program Self Study Modules:**

Erickson, B. J., and J. Lowenberg-DeBoer. The Economics of Insecticide Seed Treatments in Protecting Corn Stands. 2005 Indiana CCA Self-Study article, interactive spreadsheet, and quiz. <http://agronomyu.com/Modules/ModuleDetail.asp?ModuleID=56>

Johnson, B., G. Nice and B. Erickson. Weed Management Issues in Continuous Corn. 2005 Indiana CCA Self-Study article and quiz.

<http://agronomyu.com/Modules/ModuleDetail.asp?ModuleID=55>

Brouder, S., M. Groff, and B. Erickson. The Presidedress Soil Nitrate Test for Improving N Management in Corn. 2005 Indiana CCA Self-Study article and quiz.

<http://agronomyu.com/Modules/ModuleDetail.asp?ModuleID=48>

Erickson, B., B. Moussa, J. Lowenberg-DeBoer, J. Frankenberger, and E. Kladvko, 2004. "Managed Drainage for Higher Yields: Don't Let Tile Drains Run All Year Long," Self-Study Module including interactive spreadsheet and quiz, 2004 Indiana Crop Advisor Conference Proceedings.

Erickson, Bruce, J. Lowenberg-DeBoer and Fulgence Mishili, 2004. "Value of More Uniform N Application Across the Toolbar," Self-Study Module including interactive spreadsheet and quiz, 2004 Indiana Crop Advisor Conference Proceedings.

## Trade Articles:

Erickson, Bruce, and Jess Lowenberg-DeBoer. "2017 Dealer Survey: Making the Turn Toward Decision Agriculture." *CropLife*, June 2017.

<http://www.croplife.com/equipment/2017-precision-dealership-survey-making-the-turn-toward-decision-agriculture/>

Widmar, David, and Bruce Erickson. "2015 Precision Agriculture Dealer Survey: Top Four Trends to Watch." *CropLife*, June 2015.

<http://www.croplife.com/equipment/precision-ag/2015-precision-agriculture-dealer-survey-top-four-trends-to-watch/>

Erickson, Bruce, David Widmar, and Jacqueline Holland. "Survey: An Inside Look At Precision Agriculture In 2013," *CropLife*, June 2013.

<http://www.croplife.com/article/34108/survey-an-inside-look-at-precision-agriculture-in-2013>

Erickson, Bruce, David Widmar, and Jacqueline Holland. "Precision Ag Survey: Final Thoughts And Future Trends." *CropLife*, June 2013.

<http://www.croplife.com/article/34107/precision-ag-survey-final-thoughts-and-future-trends>

"Distance Education and How Students Learn." *CSA News*, June 2013.

<https://dl.sciencesocieties.org/publications/csa/tocs/58/6#h3-EDUCATION>

"Delivering Outcomes-Based Education for Professionals: Building Exams to Assess Knowledge and Abilities." *CSA News*, July 2012.

<https://dl.sciencesocieties.org/publications/csa-news/archive>

"Delivering Outcomes-Based Education for Professionals: Exam Validity and Reliability" *CSA News*, June 2012.

"Delivering Outcomes-Based Education for Professionals: Learning Objectives Are the Foundation." *CSA News*, May 2012.

"Entering a Brave New World: Yield Monitors and Guidance Control Pull Growers Into Precision Farming Technology." *Pioneer Growing Point* (a premium service for customers of Pioneer Hi-Bred), May 2008.

"Planning for 2008: Costs and risks rising with grain prices." *Agriculture Online*, September 28, 2007.

Erickson, B. "Equipped to Succeed." *CropLife*, March 2006, pp 19-20.

"Fertilizer and Precision," pp. 12-13 in 2006 Technology Tune-Up, supplement to February 2006 editions of *CropLife*, *American Vegetable Grower*, *CottonGrower*, and *Western Fruit Grower*.

Erickson, B. J., and J. Lowenberg-DeBoer. "Thinking the Unthinkable: Cropping Alternatives for the Corn Belt." *Seed World*, June 2005.

Johannsen, C.J., P.G. Carter, B.J. Erickson, D.K. Morris, K.W. Ross, and P.R. Willis. "A Cornucopia of Agricultural Applications," *Imaging Notes*, Jan./Feb. 2000. Space Imaging, Thornton, CO.



### **Site Specific Management Center Newsletters:**

Griffin, T., and B. Erickson. Adoption and Use of Yield Monitor Technology for U.S. Crop Production. *SSMC Newsletter*, April 2009.

[http://www.agriculture.purdue.edu/SSMC/Frames/SSMC4\\_2009.pdf](http://www.agriculture.purdue.edu/SSMC/Frames/SSMC4_2009.pdf)

Erickson, B. Building a Universal Community of Resources and Expertise for Precision Agriculture. *SSMC Newsletter*, December, 2008.

[http://www.agriculture.purdue.edu/SSMC/Frames/SSMC\\_newsletter12\\_2008.pdf](http://www.agriculture.purdue.edu/SSMC/Frames/SSMC_newsletter12_2008.pdf)

Griffin, Terry W, Jess Lowenberg-DeBoer, and Bruce Erickson. A Primer for On-Farm Experiments Using Yield Monitor Data. *SSMC Newsletter*, November, 2007.

[http://www.agriculture.purdue.edu/ssmc/Frames/SSMC\\_Newsletter10\\_2007.pdf](http://www.agriculture.purdue.edu/ssmc/Frames/SSMC_Newsletter10_2007.pdf)

Erickson, B. Advancing the Science and Application of Site-Specific Crop Management. *SSMC Newsletter*, January, 2007.

[http://www.agriculture.purdue.edu/ssmc/Frames/SSMC\\_Newsletter1\\_2007.pdf](http://www.agriculture.purdue.edu/ssmc/Frames/SSMC_Newsletter1_2007.pdf)

Struthers, R., and B. Erickson. The Modifiable Areal Unit Problem in Precision Agriculture. *SSMC Newsletter*, November 2006.

[http://www.agriculture.purdue.edu/ssmc/Frames/SSMC\\_newsletter11\\_2006.pdf](http://www.agriculture.purdue.edu/ssmc/Frames/SSMC_newsletter11_2006.pdf)

Erickson, B. A Comprehensive New Resource: Handbook of Precision Agriculture. *SSMC Newsletter*, October 2006.

[http://www.agriculture.purdue.edu/ssmc/Frames/SSMC\\_Newsletter10\\_2006.pdf](http://www.agriculture.purdue.edu/ssmc/Frames/SSMC_Newsletter10_2006.pdf)

Erickson, B. Precision Agriculture in Colombian Sugar Cane. *SSMC Newsletter*, September 2006.

[http://www.agriculture.purdue.edu/ssmc/Frames/SSMCnewsletter7\\_2006.pdf](http://www.agriculture.purdue.edu/ssmc/Frames/SSMCnewsletter7_2006.pdf)

Erickson, B. On-Farm Testing, Robotics, and Guidance Featured at the 2006 Top Farmer Crop Workshop. *SSMC Newsletter*, July 2006.

[http://www.agriculture.purdue.edu/ssmc/Frames/SSMCnewsletter7\\_2006.pdf](http://www.agriculture.purdue.edu/ssmc/Frames/SSMCnewsletter7_2006.pdf)

Erickson, B. The Use of Information Technology in Danish Agriculture. *SSMC Newsletter*, May 2006.

[http://www.agriculture.purdue.edu/ssmc/May\\_06\\_SSMC\\_DAAS.pdf](http://www.agriculture.purdue.edu/ssmc/May_06_SSMC_DAAS.pdf)

Erickson, B., and J. Lowenberg-DeBoer. Will Higher Fertilizer Prices Drive Adoption of Precision Fertilizer Management? *SSMC Newsletter*, January 2006.

[http://www.agriculture.purdue.edu/ssmc/Frames/SSMCnewsletter1\\_2006.pdf](http://www.agriculture.purdue.edu/ssmc/Frames/SSMCnewsletter1_2006.pdf)

Erickson, B. Workshop Helps Farmers Utilize One of Their Key Resources: Information. *SSMC Newsletter*, November 2005.

[http://www.agriculture.purdue.edu/ssmc/Frames/SSMCNewsletter11\\_05.pdf](http://www.agriculture.purdue.edu/ssmc/Frames/SSMCNewsletter11_05.pdf)

Erickson, B. Ten Years of Precision Survey finds Adoption Follows Returns. *SSMC Newsletter*, October 2005.

[http://www.agriculture.purdue.edu/ssmc/Frames/SSMC\\_newsletter\\_10\\_05.pdf](http://www.agriculture.purdue.edu/ssmc/Frames/SSMC_newsletter_10_05.pdf)

Erickson, B. Step-by-Step Yield Monitor Data Analysis. *SSMC Newsletter*, August 2005. [http://www.agriculture.purdue.edu/ssmc/Frames/SSMC\\_YMA\\_8\\_05.pdf](http://www.agriculture.purdue.edu/ssmc/Frames/SSMC_YMA_8_05.pdf)

Iqbal, J., P. R. Owens, H. Tewelde, D.E. Rowe, and B. Erickson. Using Multispectral Aerial Imagery to Estimate the Growth of Cotton Fertilized with Poultry Litter and Inorganic Nitrogen. *SSMC Newsletter*, July 2005.

[http://www.agriculture.purdue.edu/ssmc/Frames/SSMC\\_NewsLetter\\_7\\_2005.pdf](http://www.agriculture.purdue.edu/ssmc/Frames/SSMC_NewsLetter_7_2005.pdf)

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## **Presentations at Meetings or Workshops:**

“Understanding Precision Agriculture Adoption through Two Decades of the CropLife Purdue Survey.” InfoAg Conference, July 19, 2018, St. Louis, MO.

<https://infoag.org/Presentation/?aid=6123>

“Tech Adoption Trends.” Purdue Digital Ag Forum, March 8, 2018, West Lafayette, IN.

“Two Decades of the Precision Retailer Survey: Making the Turn Toward Decision Agriculture.” Informa Big Data Roundtable, January 30-31, 2018, Arlington, VA.

<http://www.informaecon.com/bigdataroundtable.asp>

“Building the Knowledge Base for Decision Agriculture,” AGCO National Sales Conference, October 23, 2017, Overland Park, KS.

“The Utility and Application of Precision Farming,” presented to administrators and scientists at the Jordan Ministry of Agriculture, National Center for Agricultural Research and Extension, August 2017, Amman, Jordan.

“Retail Technology Use and the State of Precision,” Precision Ag Innovation Series, Meister Media, August 28, 2017, Champaign, IL.

“Knowledge, Skills and Abilities Needed in the Precision Ag Workforce: an Industry Survey.” 14<sup>th</sup> International Conference on Precision Agriculture, in conjunction with InfoAg July 31-August 4, 2016, St Louis, MO. <https://www.ispag.org/proceedings/>

“Adjuvants and Precision Agriculture,” presentation and panel facilitator, 11th International Symposium on Adjuvants for Agrochemicals, June 13-17, 2016, Monterey, CA.

“Unpacking the Technology, Utility, and Application of Site-Specific Farming,” AgStar Technoledge Conference, February 26, 2015, Minneapolis, MN.

“Technology, Utility, and Adoption of Precision Farming,” John Deere Insurance 2015 National Claims Conference, February 25, 2015, Johnston, IA.

“Symposium--Computing and Big Data in Agriculture,” session presider, ASA, CSSA, and SSSA Annual International Meeting, November 3, 2014, Long Beach, CA.

“Looking Forward from Two Decades of Precision Agriculture: The CropLife/Purdue University Survey.” InfoAg, July 18, 2013, Springfield, IL.

“Information to Action: Providing Management Recommendations to Agricultural Users affected by Drought,” Symposium on Data-Driven Approaches to Droughts (DDAD2011), June 21-22, 2011, Purdue University.

“The Wonderful World of Corn,” 2011 4-H Plant Science Workshop, June 2011, Purdue University.

“Incorporating Nutrient Stewardship into CCA Educational Programs,” Nutrient Stewardship Summit, The Fertilizer Institute, June 1-2, 2011, Chicago, IL.

“Producing the 2011 Crop: Factors Influencing Input Costs, Contribution Margins, and Farmer Adoption of Technology.” Indiana Association of Independent Crop Consultants, Lafayette, Indiana, March 2011.

“Economics and Adoption of Precision Farming Technologies,” Women in Agriculture Conference, February 2011, Jeffersonville, Indiana.

“Leasing Alternatives to Enhance Landowner/Tenant Relationships,” Women in Agriculture Conference, February 2011, Jeffersonville, Indiana.

“Technology & Equipment: The Logistics of Maximizing Yield,” panel discussion at GROWMARK Grower Conference, January 2011, Peoria, Illinois.

“Investments in Precision Agriculture and Other Farm Management Topics,” Ohio State Agronomic Crops In-Service Training, January 2011, Columbus, Ohio.

“Adoption of Precision Agriculture, Contemporary Trends,” Central Ohio Agronomy Day December 2010, Newark, Ohio.

“Agronomic Input Trends,” Informa Economics Fall Outlook Conference, November 2010, Memphis, Tennessee.

“Economics and Adoption of Precision Farming Technology,” Brazilian farmers group, August 2010.

“Economics and Adoption of Precision Farming Technology,” Argentina CREA Maria Teresa, August 2010.

“Practical Applications of Precision Agriculture for Today’s Grower,” Heartland Technology Solutions Media Field Day, June 2010, Harlan, IA

“Using Production Technology to Increase Food Security While Mitigating Climate Change,” 2010 Rotary World Affairs Conference, March 2010.

“Factors Influencing Crop Budgets for 2010 and Beyond,” White County Extension, February 2010.

“Precision Agriculture Collaboration: Agronomic, Engineering and Economics,” NCERA-180 Site-Specific Management Industry/Academic Annual Meeting, Lexington, KY, January 2010.

“Understanding Contemporary Agriculture,” Purdue Council for Agricultural Research, Extension and Teaching (PCARET) annual meeting, November 2009. Co-presented with Jim Mintert.

“Using Precision Agriculture to Manage Crop Inputs,” Wabash County Extension Private Pesticide Applicator Recertification Program, November 2009

“Using Precision Agriculture to Manage Crop Inputs,” Area VIII Extension Private Pesticide Applicator Recertification Program, August 2009

“Economics and Adoption of Precision Farming Technology,” Argentina CREA farmers, July 2009.

“The Wonderful World of Corn,” 2009 4-H Plant Science Workshop, June 2009.

“Factors Influencing Inputs and the Cost of Crop Production,” Tri-State Conservation Farming Expo, Auburn, IN, February 2009.



“The Fundamentals behind Fertilizer Markets: Production, Use, Prices, and Implications for Users. Indiana Golf Course Superintendents Meeting/Advanced Turf Solutions, Plymouth, IN, February 2009.

“Snapshot of the Fertilizer Industry and Management Implications for Crop Producers,” DeKalb/Monsanto customers meeting, Covington, IN, February 2009.

“Factors Influencing Inputs and the Cost of Crop Production: Management Implications for Crop Producers,” Purdue Area VII Agriculture and Natural Resources Extension Meeting: Smart Management Decisions that Yield Big Profits, New Castle, IN, February 2009.

“Soothing the Sting of High-Priced Crop Inputs,” Farm Journal Top Producer Conference, Chicago, IL, January 2009.

“Economics and Adoption of Precision Farming,” Ohio Farm Science Review, September 2008.

“2009 Agricultural Outlook: Crop Input Prices,” Fall Outlook Meeting, Department of Agricultural Economics, Purdue University, August 2008.

“Evaluating the Payoffs from Precision Farming Technologies,” keynote speaker for Farmers Breakfast, Johnson County Emerging Technologies Field Day, March 2008.

“B-21 Base Case—Farm Management Implications of a Biomass Crop: How Could a Biomass Operation Change the Way You Farm?” Top Farmer Crop Workshop, Purdue University, July 2007.

“Economics of Innovative Technologies in Precision Agriculture Nutrient Management,” Purdue Agricultural Economics Learning Tuesday interactive audio/video conference for Indiana Extension Educators, December 2006.

“Introduction to Crop Production,” Midwest Agricultural Banking School, Purdue University, November 2005, 2006, and 2007.

“Precision Fertilizer Economics,” University Federico Santa Maria (Chile) Advanced Center for Management, Innovation, and Technology for Agriculture visit to the Purdue Site Specific Management Center, October 2006.

“Economics of Precision Agriculture: Implications for Sugar Cane Production,” Colombian Association of Sugar Cane Technologists National Conference, Cali, Colombia, September 2006.

“Precision Fertilizer Economics,” Northeast-Purdue Agricultural Center (NEPAC) Field Day, August 2006.

“Precision Farming,” Plant Science Workshop, Purdue University, June 2005 and June 2006.

“Precision Agriculture in the North American Marketplace, Agriculture in the 21<sup>st</sup> Century,” presented to the CEO and senior management team of Case IH, Purdue Center for Food and Agribusiness, May 2006.

“Managing Long-Term Continuous Corn Systems,” presented jointly with Jess Lowenberg-DeBoer at the 2005 Indiana CCA Conference, December 2005.

“Weighing the Returns of Rotated vs. Continuous Corn,” United Agri-Products Training, Champaign, IL, November 2005.

“Remote Sensing in U.S. Agriculture—Status and Prospects,” Cazenaves & Asociados (Argentina) visit to the Purdue Site Specific Management Center, August 2005.

“Fundamentals Influencing Cropping System Changes and Producer Technology Adoption,” Purdue Agricultural Economics Learning Tuesday session on interactive audio/video conference for Extension Educators, March 2005.

“Using the Top Farmer Crop Workshop to Enhance Business Relationships with Growers,” Purdue Agricultural Economics Learning Tuesday interactive audio/video conference for Extension Educators, March 2005.

“Fundamentals Influencing Cropping System Changes and Producer Technology Adoption,” American Seed Trade Association Academy, Purdue Center for Food and Agribusiness, March 2005.

“Using Competency-Based Education to Increase Learner Proficiency,” Egyptian Leadership Group, Agricultural Exports for Rural Income (AERI) project, Purdue University, March 2005.

“Using Remote Sensing to Detect Stand Losses and Hail Damage in Corn,” Agronomy Research Center Field Day, September 1999, West Lafayette, IN.

“Remote Sensing the Purdue Agronomy Farm,” co-presented with Chris Johannsen. 31st Annual Top Farmer Workshop, July 26-29, 1998.

## **CERTIFIED CROP ADVISER PUBLICATIONS**

Erickson, B.J., and J. Weircioch. Performance Objectives for the Tri-State Certified Crop Adviser Program. August 2012. American Society of Agronomy, Madison, WI. <https://www.certifiedcropadviser.org/files/certifiedcropadviser/obj-tristate.pdf>

Erickson, B.J., J. Wiercioch, and J.J. Vorst. International Certified Crop Adviser Performance Objectives. August, 2011. American Society of Agronomy, Madison, WI.

Vorst, J.J., B.J. Erickson, and J. Wiercioch. International Certified Crop Adviser Performance Objectives. August, 2000. American Society of Agronomy, Madison, WI.

Vorst, J.J., B.J. Erickson, and J. Wiercioch. Performance Objectives for the Tri-State Certified Crop Adviser Program. August, 2000. Illinois CCA Program and Indiana CCA Program, St. Anne, IL. Ohio CCA Program, Columbus, OH.

Vorst, J.J., B.J. Erickson, and A. Garbacz. International Certified Crop Adviser Performance Objectives. August, 1999. American Society of Agronomy, Madison, WI.

Vorst, J.J., B.J. Erickson, and A. Garbacz. Performance Objectives for the Tri-State Certified Crop Adviser Program. August, 1999. Illinois CCA Program and Indiana CCA Program, St. Anne, IL. Ohio CCA Program, Columbus, OH.

Vorst, J.J., B.J. Erickson, and C. Angell. International Certified Crop Adviser Performance Objectives. August, 1998. American Society of Agronomy, Madison, WI.

Vorst, J.J., B.J. Erickson, and C. Angell. Performance Objectives for the Tri-State Certified Crop Adviser Program. August, 1998, and August, 1997. Illinois CCA Program and Indiana CCA Program, St. Anne, IL. Ohio CCA Program, Columbus, OH.

Vorst, J.J., and B.J. Erickson. International Certified Crop Adviser Performance Objectives. August 1997. American Society of Agronomy, Madison, WI.

## **SELECTED CONSULTING PROJECTS**

Farm of the Future, a working demonstration farm and accompanying education program to help provide turnkey precision farming solutions proposed for North Africa/Middle East. 2018.

Agronomy Essentials and ILT, a combination of e-learning and a two-day workshop for one of the largest food/beverage companies for their understanding of crop production. February 2017, Plano, TX.

Ukraine Agronomy Education, teach basic agronomy skills to college student interns of a major farming enterprise, Sumy, Ukraine. May 2016.

Precision Farming Launch, invited speaker/panel member for media launch of a new precision farming tool for a major crop protection company at Commodity Classic, February 2016.

Spring Agronomy Conferences. Four-hour agronomic education sessions delivered at four Midwest locations to several hundred participants. Topics included crop growth and development, nutrient management, and precision farming. Project manager, content developer, facilitated all sessions. 2014.

Precision Solutions and Telematics Global Academy, an educational program for a major farm equipment company designed to improve the effectiveness of their precision farming specialists. Technical content developer and presenter. 2013-2014.

CCA Advantage, a monthly three to four-page continuing education technical article and quiz published in Ag Professional and sent to approximately 14,000 Certified Crop Advisers nationwide for the American Society of Agronomy. Responsible for all content of article, develop accompanying self-study exams. 2005-2006.

Proficiency Development for Technical Service Providers, a competency-based educational system for the USDA/Natural Resources Conservation Service. Co-project manager and co-developer. 2004-2006.

Information to Action at the National IPM Symposium, two-hour session to bridge educational gaps in teaching management principles for invasive species for a major U.S. crop protection company. Developed all content, coached subject matter experts, and moderated session. 2006.

Elite Grower Program, a series of educational teleconferences for large Nebraska and Western Iowa growers focusing on tillage and fertilization practices for a major U.S. crop protection and seed company. Developed all content, moderated conferences. 2005.

Technical Review of GPS-Based Agricultural Guidance Systems, technical analysis of the systems, components, capabilities, and worldwide applications of product offerings from the 13 leading companies in the guidance market. Primary author and project manager. 2005.

Technical Field Services Support, advise and support a major U.S. crop protection company following the misformulation, distribution, and use of a product across the U.S. 2004.

Launch Support and Technical Training, sales kickoff strategy for a major U.S. seed company to educate sales representatives on the characteristics, agronomic positioning, and end use of 40 new corn hybrids. Included the design of interactive activities, facilitator and participant guides. Primary content developer, 2003.

Pecan Management Distance Learning Module, a 144 screen internet-based tool for producer education, including 3-layer navigation in a custom-built graphic interface, 400+ images, and five 10-question multiple-choice auto-scored quizzes. Project manager. 2003.

Sustainable Ag Food, Feed, and Fiber, a worldwide initiative to educate company managers on the principles of sustainable agriculture to encourage integration of sustainable agriculture principles into company management decisions. Co-facilitated three-day course in Johannesburg, South Africa. 2002.

Stewardship Defense, a PowerPoint presentation and accompanying documents presented to the U.S. Environmental Protection Agency to defend the registration status of an herbicide. Project manager and co-author. 2002.

Biotechnology Basics, a primer for non-technical employees of a food/biotechnology company. Co-facilitator, 2002.

Interactive Learning CD, a 200-screen CD-based learning tool for sales representatives in Canada on the use of a specific herbicide in canola, cereals, corn, soybeans, and pulse crops in varying tillage and management situations. Project manager and primary content developer. 2002.

Selling Fungicides, a series of two-day workshops on fungicide use in cereals, lentils, chickpeas, and potatoes in Canada prairie provinces. Included PowerPoint presentation with facilitator notes, participant workbooks, and a job aide. Primary content developer. 2002.