

# Tanya J. Hall

## Education

**Purdue University, West Lafayette, IN**

**Master of Science in Agricultural Economics**

**Bachelor of Science, Agriculture Economics**

**Study Abroad: Honduras, Ireland and Italy**

August 2009

May 2006

Spring Break of 2003, 2004, 2006

*Master of Science* in Agricultural Economics, Purdue University

Thesis title: Sustainable Floriculture Practices and Certification: Growers Barriers to Adoption, Advisor: Dr. Jennifer Dennis

Graduation: August 2009

Areas of Concentration: community development, agribusiness and finance

*Bachelor of Science* in Agricultural Economics, Purdue University

Undergraduate Honors Thesis: Business Planning Strategies within Southern Indiana Agri-tourism Businesses

Graduation: May 2006

Areas of Concentration: agribusiness and marketing

## Employment

**Community Development Regional Extension Educator, Purdue University**

October 2014 – present

- Community/regional coach on economic development and community development endeavors, using facilitation techniques, problem solving and sharing educational content.
- Teach and explain demographic and economic data to community leaders.
- Conduct and explain ad hoc data demographic and economic data requests for community leaders and groups.
- User of IMPLAN to run economic impact analysis studies.
- Researcher on confined feeding operation study and housing studies.
- Advisory Board member of southeast Indiana Small Business Development Center.
- Collaborate with colleagues to conceptualize, develop, deliver and evaluate educational programming to address community and/or statewide needs.

**Economic Research Analyst, Indiana Business Research Center, Bloomington, IN**

June 2009 – September 2014

- Key researcher or contributor of 20+ reports such as:
  - economic impact studies
  - benchmarking studies
  - annual export reports
  - annual foreign direct investment report
  - industry analysis (life sciences, green jobs, agriculture)
- Lead researcher of the Indiana Workforce and Education Intelligence System (IWIS)
  - Involved since infancy stage; responsible for handling ad hoc data requests, consulting with clients on research topic, conceptualizing database, constructing desired deliverables and properly disclosing sensitive data.
- Economic Forecaster
  - Secure data to operate legacy forecasting tool to produce quarterly Indiana and metropolitan statistical area (MSA) economic forecasts, distributed to subscribers.
- Coordinate the data verification process of the Innovation Index project updates.
- Published approximately 20 articles via IBRC's publication journals, InContext and Indiana Business Review
- Proficient in conducting literature reviews, obtaining data (public, proprietary and/or survey), analyzing data to address research topic, articulating research findings in layman verbiage and addressing media questions.
- Utilize time management skills to efficiently complete pending projects and address immediate requests
- Supervise, guide and support MBA and PhD graduate students working on IBRC projects

**Teaching Assistant: Purdue University, West Lafayette, IN**  
Principles of Marketing and Management for Horticultural Businesses  
Advanced Professional Selling  
Introduction to Microeconomics

August-December 2008  
August 2005-May 2006  
August 2003-May 2004

- Facilitated classroom discussions on components of an effective business plan
- Organized industry guest speakers, critiqued and mentored student presentations, developed team building exercises, and effectively managed class paperwork and grade computation
- Honed time management skills grading 400 weekly quizzes and reinforced microeconomic theories

**Territory Manager: Hormel Foods Sales, LLC., Greater Boston, MA & Raleigh, NC** July 2006- December 2007

- Trained sales force of 120 representatives and their customers on Hormel products
- Grew Raleigh territory's tonnage 113% by utilizing US Foods' sales force within 9 months
- Doubled the tonnage sold to healthcare facilities in Maine within 2 months
- Negotiated marketing programs through US Foods, utilizing forecast of expected sales and budget
- Managed time and organizational skills to reach company goals while working from a home office

### Fellowships, Awards and Honors

Chappelle Fellowship, Purdue University (*merit on character, intellectual ability and promise of degree attainment*)  
Flora Roberts Outstanding Senior Woman, Purdue University (*merit on leadership, scholarship and community service*)  
National Agri-Marketing Association, Marketing Team Competition Winner, Purdue University  
Past Indiana State FFA Secretary

### Publications

#### **Economic Impact Study Publications**

Hall, T.J. (2015). 2014 Economic Impact of Purdue's College of Veterinary Medicine on the State of Indiana. <http://www.vet.purdue.edu/about/files/documents/economic-impact-study.pdf>

#### **Research Publications**

##### *Peer Referred Articles*

Slaper, T.F., Hart, N.R., Hall, T.J. & Thompson, M.F. (2010). The Index of Innovation: A New Tool for Regional Analysis. *Economic Development Quarterly*, 25(1), 36-53.

Hall, T. J., Lopez, R. G., Marshall, M. I., & Dennis, J. L. (2010). Barriers to Adopting Sustainable Floriculture Certification. *HortScience*, 45(5), 778-783.

Hall, T.J., Dennis, J.D., Lopez, R.G., & Marshall, M. (2009). Factors Affecting Growers' Willingness to Adopt Sustainable Floriculture Practices. *HortScience*, 44(5), 1346-1351.

#### **IBRC Publication Journals**

Hall, T.J. (2015). Lafayette Forecast 2016. *Indiana Business Review*.

Hall, T.J. (2015). Ninety Years of Agriculture: Going Beyond the Rockwell Image of Farming. *InContext*.

Hall, T.J. (2015). The Great Recession's Influence on Indiana's Wood Products Industry. *InContext*.

Hall, T.J. (2014). Lafayette Forecast 2015. *Indiana Business Review*.

Hall, T.J. (2014). The Value of Indiana Agriculture Production. *InContext*.

Hall, T.J. (2014). Farm Financials. *InContext*.

Hall, T.J. (2014). The Data Says...Results from the 2012 Census of Agriculture. *InContext*.

Hall, T.J. (2014). Indiana's Trade with BRICS and Emerging Markets. *InContext*.

Hall, T.J. (2014). Indiana Graduates and Brain Drain. *InContext*.

### **IBRC Publication Journals, continued**

- Hall, T.J. (2013). Lafayette Forecast 2014. Indiana Business Review .
- Hall, T.J. (2013). Vehicles and Pharmaceuticals Lead Indiana's Exports. InContext.
- Hall, T.J. (2013). Fast Facts about Foreign Direct Investment in Indiana. InContext.
- Hall, T.J. (2013). Indiana's Ag Economy. InContext.
- Hall, T.J. (2012). Lafayette Forecast 2013. Indiana Business Review
- Hall, T.J. (2012). Foreign Direct Investment in Indiana. Indiana Business Review
- Hall, T.J. (2011). Lafayette Forecast 2012. Indiana Business Review
- Hall, T.J. (2011). Products not Commodities: The Indiana-European Trade Connection. InContext.
- Hall, T.J. (2010). Lafayette Forecast 2011. Indiana Business Review
- Hall, T.J. (2010). Indiana's Wood Products Manufacturing Industry. InContext.
- Hall, T.J. (2010). Has Development Occurred at the Expense of Indiana's Prime Farmland? Indiana Business Review.
- Hall, T.J. (2010). The Importance of Indiana Agriculture. InContext.
- Thompson, M.F. and Hall, T.J. (2010). Do Teachers Have Education Degrees? Matching Fields of Study to Popular Occupations of Bachelor's Degree Graduates. InContext.
- Hall, T.J. (2009). Lafayette Forecast 2010. Indiana Business Review
- Hall, T.J. (2009). The Elkhart-Goshen Metro Story: Told by STATS Indiana. InContext
- Hall, T.J. (2009). The South Bend-Mishawaka Metro Story: Told by STATS Indiana. InContext

### **Skills**

Proficient in Stata and IMPLAN; able to use SQL 2012 and RATS; knowledge of SPSS and SAS.  
Frequently use ESRI, Reference USA, EMSI and public databases.