

MARK IMERMAN

Mark Imerman does applied research and public assistance work with the regional analysis and community outreach efforts of the Department of Economics at Iowa State University. He is primarily engaged in the applied analysis of finance, operations, and markets for private businesses, industry groups, and public entities. These efforts often involve market analysis and strategy, operational systems and logistics, or regional economic and development issues. In general, the subject and scope of investigation is not as important to him as the solution-orientation of the environment. Mark likes environments where research results can actually be implemented. He brings statistical, accounting, database, spreadsheet, and GIS skills to the table. Regardless of the environment, Mark makes things work.

To support his project work, Mark has undertaken the development of public-access database systems that provide easy access to a wide variety of local and regional data. The first of these, Midwest PROfiles, was a database driven website initiated in 1994. PROfiles provided up-to-date data on local demographics and economics for counties and communities throughout the Midwest. PROfiles was transferred to Iowa State University's Office of Social and Economic Trend Analysis as its primary database engine in 2003. Mark also led the initial design and development of the database system that drives both the Department of Economics website and the department's intranet system. He has participated in several state initiatives dealing with information management and technology, including development of the State of Iowa website in the late 1990s.

Prior to his appointment at Iowa State University, Mark served as a market development economist with the Iowa Department of Agriculture. He was responsible for developing statewide programs in alternative crop production and marketing facility development. This work entailed extensive market research, business and operations planning, and the development of financial plans for start-up business ventures. Mark also supervised the installation and operation of the Department of Agriculture's first local area computer network.

Raised on the farm in rural Iowa, Mark spent the early mornings of his youth feeding livestock and doing fieldwork. During his formative years, he worked in small retail stores selling menswear, sporting goods, and bicycles. He paid for his college education by working at farmers' cooperatives and on road construction crews – finishing concrete, driving truck, and cleaning grain pits. In addition to all of these useful skills, Mark has completed a B.S and an M.S. in economics from Iowa State University.

Recognitions and Awards

Recipient of a 2005-2006 Provost's Administrative Intern Appointment with the Iowa State University College of Agriculture to design and conduct market research and develop an improved strategy for student recruitment.

"He analyzes Census data more readily than the rest of us can count small change." Munson, Kyle, *Des Moines Register*, October 24, 2003

Staff Excellence Award from the Iowa Board of Regents (1997)

E. A. Stokdyk Award for graduate research from the National Council of Farmer Cooperatives (1994)

Department of Economics, Iowa State University, Ames, Iowa (1990 – Present)

Current Activities:

Certification workshops for directors of Iowa cooperatives on the historical, philosophical, and legal foundations of cooperative organization and the recruitment, evaluation, development, and compensation of general managers.

Iowa Institute for Cooperatives initiative to implement a financial benchmarking system among institute membership.

Evaluation of the financial, logistic, and legal structures for the facilitation of interregional equipment sharing among farmer cooperatives throughout the Mississippi River Valley to provide more efficient options for combating soybean rust.

Survey of Iowa Registered Nurses to determine the effects of wages, benefits, family responsibilities, and commuting times on current labor supply decisions and nursing license renewal.

Market demographic and economic analyses for businesses and organizations throughout Iowa that request assistance.

Highlights of Previous Accomplishments:

Developed one of the earliest (1994) database-driven information sites on the worldwide web. *Midwest PROfiles* delivered detailed local economic and demographic data to economic developers, regional planners, and market researchers throughout a twelve-state area. User queries exceeded 836,000 per month in January 2003, when the *PROfiles* system became the database engine of Iowa State University's newly initiated Social and Economic Trend Analysis program.

Created the *Data for Decision Makers* publication series (1994), which currently includes six brief and regularly updated data primers for every county in Iowa (a total of 594 publications) covering general demographic and economic conditions, employment and earnings, retail trade, family welfare, and agriculture.

Developed a consistent promotional presence for the Iowa State University Department of Economics, including a website (www.econ.iastate.edu) and integrated database-enabled intranet (1998-2000), newsletters, publication templates, and promotional materials.

Initiated the Iowa Policy and Planning Data Project to design and build an online catalog of administrative data for twelve state agencies. Transferred responsibilities to the newly formed Iowa Dept. of Information Technology in 1996.

Marketing Division, Iowa Department of Agriculture, Des Moines, Iowa (1987 – 1990)

Developed statewide business planning and market development programs to support the production of high value food crops.

Managed inter-agency operations and database development for a federal pilot project that extended USDA WIC benefits to patrons of Iowa farmers' markets.

Supervised the installation and operation of the Department of Agriculture's first (the Iowa capitol complex's second) local area computer network.

Education

MS Economics, Iowa State University, 1993 Thesis: *An application of the theory of club goods to capitalization structures and membership investment interests in agricultural cooperatives* (E. A. Stokdyk Award recipient, National Council of Farmer Cooperatives, 1994)

BS Economics, Iowa State University, 1982 (minors in political science, history, and philosophy)

Reports and Presentations

Preliminary Investigations of Hospital Geography and Patient Choice in Iowa

(<http://www.econ.iastate.edu/research/publications/viewabstract.asp?pid=12630>). Department of Economics, Iowa State University with funding from the Iowa Department of Public Health, 2006 (with Eathington, Jintanakul, and Otto).

Data in Context: Notes on Employment and Labor Force Data

(http://www.econ.iastate.edu/prosci/imerman/mypapers/DC_empdata.html or <http://www.econ.iastate.edu/research/publications/viewabstract.asp?pid=12596>). Department of Economics, Iowa State University, 2006.

Analysis of Energy Supply and Usage in the Iowa Economy

(http://www.econ.iastate.edu/research/webpapers/paper_12497.pdf). Department of Economics, Iowa State University with funding from the Iowa Department of Natural Resources, 2005 (with Otto).

"Early Mornings In Iowa"

(<http://www.econ.iastate.edu/prosci/imerman/mypapers/OpEd.pdf>). Appeared in the *Des Moines Register*, October 15, 2005, the *Ames Tribune*, October 12, 2005, and several local papers throughout Iowa.

The Economic Importance of Agri-food Industries In Iowa

(<http://www.econ.iastate.edu/outreach/agriculture/agri-food/>). Department of Economics, Iowa State University with funding from the Coalition to Support Iowa's Farmers, 2005 (with Swenson, Eathington, and Otto).

Expected Wages and Other Labor Market Factors Affecting the Labor Force Decisions of Nurses in the State of Iowa

(http://www.econ.iastate.edu/research/webpapers/paper_12470_05029.pdf). Department of Economics, Iowa State University with funding from the Iowa Department of Public Health, 2005 (with Doorenbos and Orazem).

Economic Importance of Snowmobiling in Iowa

(http://www.econ.iastate.edu/prosci/imerman/mypapers/Report_ISSA.pdf). Report to the Iowa State Snowmobile Association, 2005 (with Otto).

Health Care Service Areas For Hospitals in the State of Iowa. Department of Economics, Iowa State University with funding from the Iowa Department of Public Health, 2004 (with

Eathington, Jintanakul, and Otto).

Hospital Utilization, Changing Demographics, and Implications for Rural Health Care Services. Department of Economics, Iowa State University with funding from the Iowa Department of Public Health, 2004 (with Eathington, Jintanakul, and Otto).

Preliminary Market and Cost Analysis of a Five-station Hemodialysis Facility in Marengo, Iowa

(http://www.econ.iastate.edu/research/webpapers/paper_11969.pdf). Department of Economics Iowa State University with funding from Marengo Health Memorial Hospital, 2004. (with Otto)

Health Care Employment and Income Impacts on the Economy of (county name) County, Iowa (for the 91 nonmetropolitan counties of Iowa)

(http://www.econ.iastate.edu/outreach/community/health_impact/index.asp). Department of Economics, Iowa State University with funding from the Iowa Department of Public Health, 2004 (with Otto and Artz).

A Preliminary Investigation of School District Expenditures with Respect to School District Size in Iowa

(http://www.econ.iastate.edu/research/webpapers/paper_10183.pdf). Department of Economics, Iowa State University, 2003. (with Otto)

Midwest PROfiles, Public Resources Online (www.profiles.iastate.edu/). Department of Economics, Iowa State University, 1994-2003. (with C.Balmer, M.Balmer, Pshonik, and Bachman) *This database and website was transferred to Iowa State University's Social and Economic Trend Analysis effort as its database engine in 2003.*

Department of Economics (www.econ.iastate.edu/). Department of Economics, Iowa State University, 1998-2000 (with M.Balmer). ***Employment and Earnings Data for Decision Makers*** (individual overviews for Iowa's 99 counties). Extension Publications EEDD

1:99 (also at <http://www.extension.iastate.edu/pubs/D4D.html>), Iowa State University, 2000 (with Hanson).

"Employment and Income Effects of Turkey Production in Iowa," ***Iowa's Turkey Industry - An Economic Review.*** Iowa Agriculture and Home Economics Experiment Station, Iowa State University, 1998 (revised, 2000).

Improved Employment Data for Transportation Planning. Center for Transportation Research and Education project 97-11, Iowa State University with funding from the Iowa Department of Transportation, 1998. (with Souleyrette, Plazak, Strauss, and Johnson)

"Iowa PROfiles and Other Useful Data Sources on the World Wide Web." Presentation to the Government Documents Roundtable of the Iowa Library Association, Ames, Iowa, June 1998.

"Public Resources Online as Outreach Programming: A Look at Iowa PROfiles." Presentation to the National Extension Technology Conference (NETC98), St. Louis, Missouri, June 1998.

"Retrofitting Extension Programming for the WWW: A Look at AgDecision Maker." Presentation to the National Extension Technology Conference (NETC98), St. Louis, Missouri, June 1998.

Web Decision Maker: An administrative tool to aid in the conversion of Extension

publications for Internet delivery. Department of Economics, Iowa State University with funding from the USDA, 1998. (with Libby)

Data for Decision Makers (individual economic, demographic, and trade overviews for Iowa's 99 counties). Extension Publications DD-1:99 (also at <http://www.extension.iastate.edu/pubs/D4D.html>), Iowa State University, 1994 (with Bachman); 2nd Edition, 1997 (with Hanson).

Iowa Employment, Earnings, and Income, 1980-1991. Extension Publication CRD-322, Iowa Agriculture and Home Economics Experiment Station, Iowa State University, 1994. (with Bachman and Otto)

Projected Impact of Closing the IBP Facility in Perry, Iowa. Department of Economics, Iowa State University, 1994. (with Otto and Swenson)

"Data Delivery for Community Redefinition and Planning (Two Projects in Iowa)." Presentation to the Second Annual Conference on Rural Datafication (CICNet), Minneapolis, Minnesota, May 1994.

"Towards a Virtual Library of Electronic Information: The Iowa Policy and Planning Data Project." Presentation to the International Association for Social Science Information Service and Technology Annual Conference, San Francisco, California, May 1994.

"Adding Value and Differentiating Products in Agriculture." Presentation to the Rural Revitalization Study Committee of the Iowa Legislature, Des Moines, Iowa, January 1994.

County IQ Quiz (an interactive software application for educational presentations and seminars). Extension to Communities, Iowa State University, 1993. (with Herrald and Hammond)

Changes in the Agricultural Production and Processing Sector with Implications for the Insurance Sector. Report to Farmland Insurance Company, Des Moines, Iowa, 1993. (with Ginder)

Structure and Environment of Farm Operations for the Nine State Region Including Colorado, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, and South Dakota. Report to Farmland Insurance Company, Des Moines, Iowa, 1993. (with Ginder)

Design for a Smart Hotel: A Study in Management Cybernetics and Dynamic Control. Report to Cirrus Inc. and the Gateway Hotel and Convention Center, Ames, Iowa, 1993. (with E. Osenbaugh, et al.)

"Farm Consolidation, Population, and Employment." Presentation to the Rural Revitalization Study Committee of the Iowa Legislature, Des Moines, Iowa, November 1993.

"Iowa Policy and Planning Information Needs." Presentation to the Iowa Library Association Annual Conference, Ames, Iowa, October 1993.

Structural Changes in Iowa's Economy. Extension Publication RD-04, Iowa Agriculture and Home Economics Experiment Station, Iowa State University, 1992. (with Otto)

Iowa's Ethanol and Corn Milling Industries: Economic and Employment Impacts. Staff Report Number 238, Department of Economics, Iowa State University, 1991. (with Otto)

and Kolmer)

Iowa Farm Trends. Extension Publication RD-03, Iowa Agriculture and Home Economics Experiment Station, Iowa State University, 1991. (with Lasley, Ginder, and Jolly)

"Development of University Based Rural Data Banks for State and Local Decision Making," ***Proceedings of the Third Annual Conference on Integrating Data for Decision Making***. National Governors' Association Center for Policy Research, Washington, DC, 1991. (with Otto)

"Statewide Databases and Collaboration - What Is and What Should Be." Presentation to the Iowa Educational Research and Evaluation Association Annual Conference, Cedar Rapids, Iowa, December 1991.

"Integration of Local Data for Strategic Policy Development at a Substate Level." Presentation to selected policy makers and industry leaders, Des Moines, Iowa, October 1991.

"Community Builder Workshops" (assisting economic development professionals fulfill requirements under Chapter 15.308 of the ***1991 Code of Iowa***). Storm Lake, Des Moines, and Iowa City, Iowa, February 1991.

Business Plan for the Western Iowa Potato Company. Report to the Agricultural Diversification Bureau of the Iowa Department of Agriculture and the Business Assistance Division of the Iowa Department of Economic Development, Des Moines, Iowa, 1988.

Cost-Volume Relationships for a Western Iowa Apple Cooperative. Report to the Harrison County Fruit Growers Association, Woodbine, Iowa, 1987.

Estimation of Monthly Values of Fresh Market Apple Price Indices. Report to the Harrison County Fruit Growers Association, Woodbine, Iowa, 1986.