

# ROBERT BLAIR

## OBJECTIVE

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To be a world thought leader and innovator in the use of precision agriculture equipment and commercial Unmanned Air Systems (UAS) for agriculture.

## EXPERIENCE

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**2015-Present**    **Measure Drones as a Service**    **Washington, D.C.**

*VP Agriculture Division*

Set budget and division strategy  
Call and visit new and existing customers  
Work with USDA agencies for UAS integration projects  
Help develop pilot and GIS procedures  
Work with companies & organizations on FAA UAS rules

**2014-2015**    **U.S. Wheat/NAWG Joint Biotech Cmte**

*Chairman*

Focus on the biotech side of the wheat industry  
Work closely with vice-chair to set agenda  
Look at ways to promote biotech wheat  
Develop strategy for biotech acceptance at all levels

**2014-2015**    **Empire Unmanned**    **Hayden, ID**

*Founding Partner for a UAS service provider*

Focus on agriculture deployment of UAS  
Agriculture expert on use and needs for UAS  
Utilize regional agriculture contacts for business opportunities  
Use farm as a test area for agriculture UAS research  
Partnered with university researchers for grants and projects

**2013-2014**    **Idaho Grain Producers Association**    **Boise, ID**

*President*

Carry out organization duties and run meetings  
Interact with industry partners and businesses  
Work with elected officials at the local, state, and national levels

**2013-2014**    **National Association of Wheat Grower  
Research & Technology Committee**    **Washington, D.C.**

*Chairman*

Set agenda and worked with officers on pertinent issues  
Made UAS a focal point for agriculture use



Robert Blair is the VP of Agriculture for Measure, Drone as a Service and a fourth generation farmer from north central Idaho managing 1,300 dryland acres of wheat, barley, peas, lentils, chickpeas, alfalfa, and cows. The farm is situated on the edge of the rolling hills of the Palouse and not far from his Alma Mater the University of Idaho where he received his B.S. in Agriculture Business.

His journey with precision agriculture started in 2003 using a PDA for simple mapping. That evolved into all different types of equipment, including Unmanned Air Systems (UAS) in 2006. Robert is the first farmer to own a use a UAS. His vision and advocacy of these technologies helped him become the Precision Ag Institute's 2009 International Farmer of the Year. Robert has been on the leading edge of the precision agriculture utilization in the PNW and U.S.

Since that time, Robert received an Eisenhower Fellowship in 2011, taking him to South America for six weeks studying these technologies. During the fall of 2012 he spent three weeks in Germany on a McCloy Fellowship for agriculture. In Idaho he was recognized as one of the most influential U of I College of Agriculture and Life Science (CALS) alumni, received the 2013 Governor's Award for Agriculture Technology and Innovation and was honored as a 2015 U of I CALS Distinguished Alumni.

Robert's vision and leadership ability has been recognized by the positions he has held including president of the Idaho Grain Producers Association, chairman of the National Association of Wheat Growers (NAWG) Research & Tech Committee, chairman of the U.S. Wheat/NAWG Joint Biotech Committee, Idaho Farm Bureau Federation county president, an initial member of Idaho's UAS steering committee, and an initial advisory board member of the Drone World Expo.

**2013-Present Idaho UAS Steering Committee Boise, ID**  
*Initial Board Member (Representing Agriculture)*  
Provide insight to the agriculture and UAS market  
Key presenter and quarterly meetings  
Brought the University of Idaho on board to use UAS  
Helped in the UAS Center of Excellence application

**2012-Present McCloy Fellow in Agriculture New York, NY**  
*Emphasis on Precision Ag, Remote Sensing, UAS*  
Traveled to Germany for three weeks  
Meet with farmers and industry leaders  
Build network of Agriculture Industry people  
Look to help spur interest in UAVs

**2011-Present Eisenhower Agriculture Fellow Philadelphia, PA**  
*Emphasis on Precision Ag, Remote Sensing, UAS*  
Traveled to Argentina, Uruguay & Brazil  
Met with agriculture industry leaders  
Several interviews with all media types  
Met with government officials on precision agriculture & UAS  
Helped to create a global network  
Attended the Nuffield Scholars CSC Conference in UK and Holland

**Fall 2008 University of Idaho Moscow, ID**  
*Instructor for ASM 305 Lab (Precision Agriculture)*  
Taught hardware applications for precision ag  
Taught software applications for variable rate fertilizing  
Taught image analysis

**1984-Present Blair Farms Kendrick, ID**  
*Owner/Manager/Operator*  
Took over full management when my father passed away in 2001  
Increased farm size by 350 acres and upgraded equipment since 2001  
Increased yields by 15% since 2001  
Utilizing precision agriculture products since 2003  
One of the first dryland farmers in the Northwest to Variable Rate inputs according to zones  
First farmer in the United States to own and use an UAS  
Continuing on-farm research.  
Farm/Business Management  
Equipment operation, repair and service

**1996-1997      Sears      Lewiston, ID**

*Salesperson*

- Led the department in sales
- Led district in sales for store size classification
- Third highest sales in store
- Met all sales quotas
- Increased department ranking to #1 for size of store for the district.
- Worked during the Christmas season.

EDUCATION

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**2008      University of Idaho      Moscow, Id**  
BS Agriculture Business

**1996      Walla Walla Community College      Walla Walla, Wa**  
AA Agriculture Business

**1987      Lapwai High School      Lapwai, ID**

CONTINUING EDUCATION

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Ag Business Management  
Variable Rate Application/Computers in Farming  
Pesticide Application License/Meetings  
Leadership Idaho Agriculture  
Wheat Industries Leaders of Tomorrow (WILOT)  
UAS Training  
Agriculture workshops, conferences, and seminars

PROFESSIONAL MEMBERSHIPS

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McCloy Fellowships  
Eisenhower Fellowships  
National Association of Wheat Growers  
Idaho Grain Producers Association  
Nez Perce County Grain Growers  
American Farm Bureau Federation  
Idaho Farm Bureau Federation  
Nez Perce County Farm Bureau  
U. S. Dry Pea and Lentil Council

Nez Perce County Republican Committee Person  
Leadership Idaho Agriculture  
Idaho Technology Council  
Lewiston Chamber of Commerce (Ag Committee Board)  
Elks BPOE Lodge 896

#### VOLUNTEER EXPERIENCE

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Chairman U.S. Wheat/NAWG Joint Biotech Committee  
National Association of Wheat Growers (NAWG) Full Board  
NAWG Chairman of Research & Technology Committee  
U.S. Wheat/NAWG Joint Biotechnology Committee  
Idaho Grain Producers Association President  
Nez Perce County Farm Bureau President  
Assistant Basketball Coach Kendrick High School  
Governor C.L. "Butch" Otter Regional Kitchen Cabinet  
Nez Perce County Soil & Water Conservation District Board  
4-H Club and Project Leader  
AAU Basketball Coach  
Cal Ripken Baseball Coach  
Referee/Umpire  
K/J Baseball Association  
Jr. Miss Setup Crew  
Farm Tour/Education for Different Groups  
Agriculture Speaker  
Hold Agriculture Meetings on my Farm  
K/J School Bond Committee Co-Chair  
Idaho Ag in the Classroom "Flat Andy" Farmer  
High School Building Committee

#### AWARDS/ACHIEVEMENTS

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2015 Alumni Achievement Award University of Idaho College of Agriculture & Life Sciences  
2015 Agriculture Panelist for the Idaho Ag Tech Initiative  
2014 Drone World Expo Advisory Board Member (Initial Member)  
2013 Governor's Award for Agriculture Tech & Innovation  
2013 Recognized as one of the most influential U of I College of Agriculture & Life Sciences alumni  
2012 Keynote Speaker at Australia's National Precision Ag Conference (SPAA) in Mildura, Australia  
2012 Spoke to the Idaho House Ag Committee regarding Fellowship, precision ag, and UAVs  
2012 Attended the Nuffield Scholars Conference in Holland & UK  
2011 Eisenhower Agriculture Fellow to South America  
2011 Speaker at ADP field day; Dolores, Uruguay  
2011 America's Heartland Video Episode 712  
2011 Speaker at InfoAg on Western Precision Agriculture  
2011 Included in Wikipedia

2010 & 2011 Precision Ag Institute Speaker at Commodity Classic  
2009 Precision Farmer of the Year (Precision Ag Institute)  
2009 IFBF Ag Ambassador  
Only 2007 CSP contract in the U.S. because of winning appeal at national level  
First person to file petition to the FAA for commercial UAS rules exemption  
Obtained bi-partisan/bi-cameral support for UAS rules  
Top 10 product at the World Ag Expo  
Keynote speaker at the Nebraska Ag Tech Association (NeATA) annual meeting in Grand Island, NE  
Speaker at Cal-GIS conference in Oakland, CA  
Speaker at Red River Valley Research Corridor (RRVRC) in Grand Forks, ND  
Speaker at InfoAg in Springfield, IL  
Speaker at Northwest Ag Show in Portland, OR  
Speaker at Northwest Grains Conference in Boise, ID  
Land 'O Lakes Co-op Scholarship  
1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place at the Washington Post Secondary Agriculture Students Organization (WPASO) for  
Impromptu Speaking (Regionals)  
1<sup>st</sup> place WPASO Knowledge Bowl Team  
PASO National Competition  
U of I basketball team (87-88)  
Numerous high school basketball awards  
Idaho High School (2 different classifications) basketball champions (85 & 87); 4<sup>th</sup> place (84 & 86)  
1<sup>st</sup> team Idaho high school basketball (86 & 87)  
FFA Star Chapter Farmer  
Numerous 4-H & FFA awards

## REFERNCES

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AVAILABLE UPON REQUEST