

AEM Newsletter

Fall 2008/Winter 2009

Points of Interest

- December 1 - AEM Track Session Proposals deadline
- AEM reevaluates value proposition
- Meet Fabio Chaddad

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A note from the section president

I am happy to report that AEM remains one of the strongest sections in AAEA. That is attributable in part to our common yet broad interests and to the value the section offers members. But what do people actually value?

Track sessions and the industry banquet at the annual meeting offer value to some. Professional networking is valued by others. We even deliver value to future members by supporting the Graduate Case Competition. And, there is the winter webinar where we explore agribusiness research and methods.

This is a good list, one that people are obviously willing to pay money to support. However, as I ran for president of the section, I noted that I wanted to offer one more opportunity outside of the annual meeting. As I thought about what that could be, I began to wonder if there was even more value the section could deliver to members.

We all have industry connections; we belong to several organizations and have our own professional networks; and, the opportunities to present our work is not restricted only to AEM. Is there something that we could do that makes our section a "can't miss" for agribusiness professionals?

That question has led me and others to strategically look at our section's value proposition. So, I apologize up front for I don't plan on keeping my promise. Instead, we are going to look at what the section does and what it should be doing to maximize the return on your section dues.

Two standing committees, the Academic Activities Committee headed by Peter Goldsmith (University of Illinois) and the Research Activities Committee headed by Al Wysocki (University of Florida), will investigate what value our section will deliver to academic and industry professionals, respectively. In addition, an ad hoc committee headed by Vicky Salin (Texas A&M University) will look at an opportunity to expand the outlets for our work to include podcasts on the net. All three committees have provided a overview of their projected work in this newsletter.

While we put forth this effort, we intend to deliver what value we have in the past. Miguel Gomez (Cornell University) is leading the way to deliver another outstanding winter webinar. In addition, Allan Gray (Purdue University), AEM's president elect, will be working on next year's track session this month. Again, more information on both of these tasks can be found in this newsletter.

As you can see, we are busy and hope our efforts will pay dividends for years. If you have any ideas to share with any of our committees, please feel free to send me or the chairperson an email. In addition, please plan to join us in Milwaukie at our annual business meeting to discuss the committees' recommendations.

Of course, this undertaking could not happen without key people. I want to thank the executive leadership for their support of these ideas, the chair persons and their committee members, as well as you the members. It is a privilege to serve as president, and I hope we can create something that makes us all proud members of this section.



Aaron Johnson
2008-09 AEM President
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Industry Activities Committee Update

As a standing committee of the AEM section, the Industry activities committee has been charged this year to explore our section's value proposition to current and potential members from industry. Our section enjoys strong membership. But, we would like to increase our industry membership. In order to do that, we understand that we need to identify if there is something we could do to improve our value proposition to industry members.

We plan to help the section rethink what we do in that regard. The main task we are charged with is to determine what AEM can do to deliver superior value

to its current and potential industry members. That includes exploring how we can reach members with these great ideas.

If you have ideas of what we can do, or how we can accomplish our task, please drop me a line.



Al Wysocki
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Committee members:

Al Wysocki (chair)
University of Florida

Miguel Gomez
Cornell University

Greg Konsor
Gavilon

Bob Yonkers
Intl. Dairy Foods Assoc.

John Nichols
Texas A&M University

Rodney Holcomb
Oklahoma State University

Wes Harrison
Louisiana State University

Academic Activities Committee Update

In a time where we have seen declining membership in our organization, our section is strong. But, are those members getting the value they want from the section, enough to get engaged. Whereas we had a good headcount in Orlando and great discussions, that hasn't always been the case. In Portland, for example, we had fewer numbers in the business meeting, and our annual banquet has been declining in numbers from over 100 to around 40.

Our charge is to reevaluate what value our section offers the academic members. We will look at what we have done

and assess whether we should continue it. We will also consider what other options would deliver value to the members.

If you have any ideas that could help us in this endeavor or if you have questions, please let me know.



Peter Goldsmith
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Committee members:

Peter Goldsmith (Chair)
University of Illinois

Mike Cook
University of Missouri

Dimitry Vedenov
Texas A&M University

Jennifer Davis
Purdue University

Aslihan Spaulding
Illinois State University

Strategic Initiative in Cyberspace

The AEM Section formed a new committee at the 2008 meeting of the AAEA in Orlando, FL, to formalize and further explore the opportunity to harvest the information highway. The Podcast-Thoughtocracy Committee is taking on the task of formulating a new model to disseminate information on agribusiness management issues to a wider clientele using cyberspace platforms. All of us who have experienced the ups and downs of information overload and easy access to great stuff on the web can appreciate the need to carefully consider the opportunities of cyberspace for the agribusiness management field.

The tasks of the committee are to:

- Define the organizational model that will lead the initial effort,
- Prioritize the desired forms of output for target audiences, and
- Identify key subjects and presenters

Our first steps will be to think about what we can do as a Committee

within AEM. Brainstorming and outlining options seem to be a good fit for this small group, and we invite other AEM members to join us. Watch for an online meeting format in which we will open up the discussion.

Some specific proposals and ideas that have been in our in-boxes include:

- Alliances with other agribusiness associations and institutions (AAEA's other sections, IAMA, Harvard Business School Press, journals).
- Output mix to include student-relevant materials, industry-relevant materials, academic scholarly work.
- The level and format of peer-review needs to be carefully considered.

Please join us in the Thoughtocracy of Cyberspace!

Committee Members:

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Vicky Salin
Texas A&M University

Member Profile: Fabio Chaddad



Fabio Chaddad is assistant professor of agricultural economics at the Division of Applied Social Sciences, University of Missouri. In addition to his teaching and research responsibilities at MU, Fabio also teaches graduate and executive education courses at Ibmec Business School in Sao Paulo, Brazil in the summer. His current teaching responsibilities include courses in agribusiness management, corporate strategy, and organizational economics at the undergraduate and graduate levels. Fabio's research activities focus on the economics and management of user-owned and controlled organizations and inter-firm collaborative arrangements in agrifood systems. He is broadly interested

in studying alternative institutional arrangements that are used to connect farmers to markets from an organizational economics perspective. He is particularly interested in exploring the link between alternative contractual mechanisms and performance.

Fabio has a Ph.D. in Agricultural Economics from the University of Missouri and a Master's degree in Agribusiness Management from the University of Sao Paulo, Brazil. In his free time, Fabio enjoys cooking and drinking wine with his wife and playing soccer with his nine-year old son.

Call for AEM Track Session Proposals

The deadline for AEM track session proposals for the 2009 AAEA meeting in Milwaukee is fast approaching. With this letter we are opening the call to all AEM members to submit their suggestions for the 2009 AAEA meeting track sessions. The proposal process is a two part process. The first process is to submit a session outline that must contain the following: Title, theme, focus, target audience, and potential

participants for the session. This outline is due to Allan Gray no later than **December 1st** (email to gray@purdue.edu).

Those session outlines selected by the AEM leadership for inclusion as a track session will be forwarded to the AAEA Board for approval. Upon approval by the Board, session organizers will need to submit a completed version of the track session to ScholarOne. The

final version of the track session will include: Finalized titles, participants, and session rationale. The final versions must be submitted to ScholarOne no later March 15, 2009. More details on the proposal process and submission requirements can be found at http://aaea.org/meetings/09milwaukee/pdfs/call_for_tracks.pdf. Please note, the deadline to AEM section is before the AEM section must submit track sessions to the AAEA board.

Strategic management is a dynamic, growing field with a wide range of applications relevant to agribusiness researchers and practitioners. Strategic management is the science and craft of formulating, implementing and evaluating cross-functional decisions to achieve long-term goals of organizations.

The speaker will be Professor Michael A. Hitt, who is Distinguished Professor and holds the Joe B. Foster Chair in Business Leadership and the C.W. and Dorothy Conn Chair in New Ventures at Texas A&M University. Pro-

fessor Hitt is a leading scholar in the field of management strategy with worldwide recognition. He has authored or coauthored several books and numerous articles in such journals as the *Academy of Management Journal*, *Academy of Management Review*, *Strategic Management Journal*, *Journal of Applied Psychology and Organization Science*, among others. His recent books include such titles as *Strategic Management: Competitiveness and Globalization*, 7th Edition (2007); *Organizational Behavior: A Strategic Approach*

(2006); *Understanding Business Strategy* (2006); and *Competing for Advantage* (2004).

We hope to count with your participation in this Webinar. This is a unique opportunity to learn about recent advancements in management strategy, a field that offers unique opportunities to graduate students, scholars, and practitioners in agribusiness economics management. The webinar will be scheduled for spring 2009 and the exact date will be defined soon. We count with your participation on this event!

Winter
Webinar

AEM Executive Officers

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