



# AEM Update

## Welcome

Welcome to the first issue of the "AEM Update." Recently, I sent an e-mail message out to all members asking for your input into the goals for the Agribusiness Economics and Management Section for this year. One suggestion many of you offered was a need for more communication. This need for communication was brought up in a number of ways.

First, current members who were unable to attend the Chicago AAEA meetings asked what happened there. One feature of this newsletter will be a review what I thought was a successful meeting for our section.

Second, many expressed a desire to get more people involved in the AEM section. At the same time, many current members expressed that they did not really understand what the goals of the section are. As President, I'll try to share with you my vi-

sion of the goals for the AEM section. Included in this will be your first peak at our exciting plans for the Annual Meetings of the American Agricultural Economics Association in Long Beach, California in 2002.

To help develop this newsletter, I have three requests for you. First, what type of information would you like to read about? Listings of AEM members and their areas of expertise, stories about agribusinesses, other ideas?

The last two requests are to please pass this newsletter on to anyone whom you think might be interested in our section and please keep providing me with your opinions and insights so we can get this section off to a great start!

*Lisa House*

## Chicago Wrap-Up

The AEM Section kept us busy in Chicago. We officially started with a business meeting where the main topic was election of our first set of officers. The general consensus was to elect the President, President-Elect, and Secretary at the meeting, and to elect the three Vice Presidents in an e-mail ballot to involve more members. You can find more about the elections on Page 3.

The "AEM Track" involved three sessions, as well as the Industry Banquet and the Graduate Student Case Study Competition. All events for the AEM section were held on Sunday (business meeting and case com-

petition) and Monday (all sessions and the banquet) to try to make it easier for industry members to attend.

The first session was titled "Branding Agricultural Commodities—The Difference Market Research Can Make." Led by moderator Robert Yonkers, International Dairy Foods Association, Gordon McDonald (Dairy Management, Inc.), Joe Gordon (Sparks Companies, Inc.) and Joyce Cacho (Rabobank International) discussed the effectiveness of commodity branding strategies.

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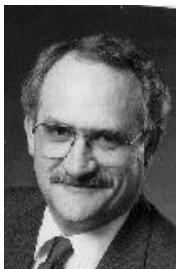
### Special points of interest:

- ? Preview of 2002 AAEA Meetings
- ? Member-at-large Election Results
- ? Member Biographies

## Member Focus - Research

### Dan Tilley

Daniel S. Tilley is a Professor at Oklahoma State University. He received his B.S. in Agricultural Communications, M.S. in Agricultural Economics and Ph.D. in Economics, all from Iowa State University.



Dan has published on such topics as agribusiness planning, business planning for new marketing facilities, electronic marketing, grain price analysis, consumer demand analysis, import demand, and market development potential for food products. His teaching experience includes introduction to agricultural economics and agribusiness, agricultural marketing, and graduate courses in marketing, econometrics and price analysis.

Dan has an extensive history of service to the AAEA and related organizations. He has served on the editorial council of the *Southern Journal of Agricultural Economics* and *Agribusiness: An International Journal*, as vice-president of the Southern Agricultural Economics Association and on the American Agricultural Economics Association Ph.D. dissertation awards committee and on various regional research committees on consumption and demand analysis.

## Member Focus - Teaching

### Conrad Lyford

Conrad Lyford is an assistant professor at Texas Tech University. After receiving his Ph.D. in agricultural economics at Michigan State University in 1998, he worked as an assistant professor at Oklahoma State University. He received both his bachelors and masters degrees at Texas A&M University in political science and agricultural economics, respectively.



Current teaching activities include Agribusiness Management and Introduction to Sales. Dr. Lyford's research activities focus on agribusiness issues that he finds interesting and that are relevant to real world problems or issues. He has worked on a number of topics including strategic planning, quality management and marketing.

Conrad believes that teaching includes many approaches for effectively transmitting and developing knowledge and skills. Conrad has written and used cases in teaching agribusiness management classes and has recently published an article on standards for writing teaching case studies.

## Member Focus - Industry

### Sam Funk

Sam Funk serves as the economist for the Illinois Agricultural Association (IAA) -- the legal name of the Illinois Farm Bureau. His duties include the development of strategic alliances with research institutions and industrial firms. In this position, Sam directs economic research and analysis and establishes the procedures to manage dissemination of research and science for the IAA.



Sam also directs procurement of research-based information in the development of production, processing, and marketing ventures meant to increase the profitability of Illinois agriculture. This includes economic and financial information as well as business structure and planning.

Sam is responsible for leading analysis of international, national, and state economic and natural resources issues impacting agriculture. He also reviews international trade policies affecting agriculture with special emphasis on the economic impact of agreements to provide assessments for use in developing IAA positions. In this fast paced agricultural climate, Sam manages development of policies and programs to address changing economic conditions.

## Member Focus—Student

### Mariah Tanner —Purdue

Mariah Tanner is a Ph.D. student and USDA National Needs Fellow at Purdue University. She completed her Masters degree in Agricultural Economics at Ohio State University in 2001. She received a B.S. in human ecology (with honors) from Kansas State University.



Mariah has extensive work experience, including working as an economist for the National Institute of Standards and Technology and as a management trainee for the First Bank Kansas where she processed agricultural and real estate loans. She has also worked with 4-H programs serving as a liaison between state 4-H groups and congressmen.

During one internship, Mariah worked with JMH Communications, Inc. on a program that reached 28 million children in 49 countries through 12 different languages.

At Purdue, Mariah serves as the orientation chair for the Agricultural Economics Graduate Student Organization and as a Member-at-Large for the executive committee of the Graduate Student Section of the AAEA. She has held leadership positions at both Ohio State and Kansas State University.

## Elections

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During the month of November, we held elections for the remaining three officer positions. The structure of the governance of the AEM section is to have a President, President-Elect, Past-President, and three committee chairs. The committee chairs are responsible for aiding with planning in the areas of research, industry relations, and teaching.

Thanks to everyone who participated in the election process. Ballots were sent by e-mail to most members and by regular mail to those whose e-mail addresses were not current. (If you are a member of the section and did not receive a ballot, please check the AAEA web site to see if your e-mail information in your member file is correct!)

The three new members of the officer team are:

Research Committee Chair: Randy Westgren

Industry Relations Committee Chair: Terese Engolz

Teaching Committee Chair: Jay Akridge

The current officer team would like to thank all the nominees that were willing to serve as a committee chair. The following were nominated for: Research—Dan Tilley and Randy Westgren; Industry Relations—Terese Engolz and Sam Funk; and Teaching—Jay Akridge, Conrad Lyford, and Al Wysocki.



Randy Westgren,  
Univ. of Illinois



Terese Engolz,  
Rabobank



Jay Akridge,  
Purdue University

## Thank you Joyce Cacho and Nicholas Kalaitzandonakes

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In 1999, Joyce Cacho (Rabobank International) and Nicholas Kalaitzandonakes (University of Missouri) accepted the job of co-chairing the Industry Committee for the American Agricultural Economics Association. Their job, expected to last one year, was to organize the Industry Banquet and strive for ways to increase activities that would interest industry members. Little did they know their one-year terms would last until 2001!

Joyce and Nicholas have continued to Chair the Industry Committee as it worked to develop a plan for the Agribusiness Economics and Management Section. Through their leadership, our

AEM section was the first section to implement a “Track” at the Annual Meetings in 2000. The success of tracks was evident in 2000, when other sections followed the lead of the AEM section.

*“Little did they know their one-year term as Chair in 1999 would last until 2001!”*

Without their willingness to remain chairs, it would have been difficult to complete everything we have accomplished the past few years. Thank you Joyce and Nicholas.

## 2002 AAEA Meeting Preview

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The 2002 Annual Meetings of the American Agricultural Economics Association will be held in Long Beach, California July 28-31. Reports for the AAEA indicate this is going to be a great location, with convenient hotel and meeting room locations, as well as a great local attractions!

Our plans are starting to form, and we have submitted proposals to the AAEA for some exciting events. Some of the proposals include track sessions in a format similar to the past two years. We expect to hold the Industry Banquet Monday night after capping off a third successful year of interesting track sessions. Pro-

posed topics include knowledge management, biotechnology and consulting. We will continue our ties to the Graduate Student Case Competition by helping with the case study for the competition. A proposed new feature in 2002 is a Preconference on research methods in agribusiness.

We will be in touch with more information as we receive it and hope to see you in Long Beach!



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*The Agribusiness and Economics Management (AEM) section of the American Agricultural Economics Association (AAEA) was founded to foster communication among teaching professionals, research professionals, and industry professionals in the area of agribusiness and management. The section now sponsors the Industry Banquet and paper sessions at the annual meetings of the AAEA. The success of this newly formed section is based upon participation of the membership. Please feel free to contact the officers with ideas and suggestions as to how this section can best achieve its goals.*

### *AEM Executive Committee:*

*President—Lisa House, University of Florida*

*President-Elect—Tom Sporleder, The Ohio State University*

*Secretary—John Nichols, Texas A&M University*

*Members at Large—Jay Akridge, Purdue University, Randall Westgren, University of Illinois, and Terese Engoltz, Rabobank International*

## Chicago Wrap-Up

*(Continued from page 1)*

A Hot Topics Session titled “BSE, FMD, E. coli... Trust in the U.S. Food Chain,” was led by Michael Boehlje. Jorge Hernandez of the International Food Safety Council spoke about the challenges facing retailers and processors; Richard Gady of ConAgra spoke about identity preservation and the food industry; and Craig Reed of the USDA spoke on food contamination and bioterrorism.

Finally, a session discussed slotting allowances. Jim Prevor, Produce Business Magazine, Steve Hamilton, University of Central Florida, Roberta Cook, University of California-Davis, and Paul Patterson, Arizona State University East spoke at the well-attended session.

This years Graduate Student Case Competition, an activity sponsored by both the AEM section and the Graduate Student section, focused on a case study of XSIInc.com, written by Nicholas



Some attendees found time to enjoy exploring Chicago. Pictured is the Navy Pier.

Kalaitzandonakes, Carrie Cunningham, and James Kaufman. Students from eleven Universities participated on twelve teams that analyzed the case and made recommendations on company strategy. Nicholas was joined by Fulton Breen, CEO of XSIInc.com and Tom Sporleder as final round judges. The winners were from Kansas State University (Bill Golden, Jeri Stroade, and Erika Lehman). Second and third place went to University of Florida and Colorado State University.

Following the finals of the case competition, everyone met for a reception prior to the Industry Banquet. The room was a little crowded, but we spilled out into the hall and everyone got a chance to “bump” into each other! During the Industry Banquet, we were treated to a presentation by Fulton Breen about his vision for XSAg.com and the future of distribution and e-commerce.

## WCC-72 Western Coordinating Committee on Agribusiness Meeting

WCC-72 is seeking *selected paper and session proposals* for presentation at their upcoming annual meeting. This meeting will be held June 24-25, 2002, in Las Vegas, Nevada. Participants will find a format designed to facilitate idea exchange, collaborative work, and professional improvement. The executive committee has already begun the process of planning an exciting conference. There will be two main

themes to the conference: a research theme focusing on knowledge management in agribusiness and a continuance of our internal process of strategic assessment focusing on PhD education in agribusiness. For more information, go to [http://wcc72web:wcc72web@spnode16.nerdc.ufl.edu:8910/SCRIPT/WCC72/scripts/serve\\_home](http://wcc72web:wcc72web@spnode16.nerdc.ufl.edu:8910/SCRIPT/WCC72/scripts/serve_home)