

AAEA Foundation Governing Board
January 04, 2004
Grand Manchester Hyatt Hotel
San Diego, California

Present: Mechel S. Paggi, Robert Hauser, Oral Capps, Jr., Susan Offutt, Thomas Hertel, Enrique Figueroa, Alan Randall, Sarahelen (Sally) Thompson, Roberta Cook, Kathleen Segerson, David Zilberman

Ex Officio: Donna Dunn

Guests: Maarja Kolberg, Betty Eckebrecht

I. Welcome

Mechel Paggi welcomed board members and called the meeting to order at 8:11 a.m.

II. Approval of minutes

The minutes from the July 2003 Foundation Governing Board meeting were reviewed. Enrique Figueroa suggested that number IX should list the departing foundation board members. **Susan Offutt moved to approve the minutes with the addition of the list of departing foundation board members. Robert Hauser seconded. Motion carried.**

III. Finance Committee Report

Financial report/ budget

Betty Eckebrecht reported that the Foundation, at the end of 2003, had \$44,836.76 in current assets. The Foundation's investments were \$1.2 million for a total of \$1,330,477.74 in assets. There was a \$205,000 gain on investments in the year 2003.

An appreciation club recognizing Ron Knutson is planned for 2004. The club has \$5,525 to date and is expected to be chartered at \$25,000 this year.

CWAE excess fund: of \$1,800 were returned to use for other projects.

Foundation Board members suggested increased recognition of the Appreciation Club honorees on the AAEA Web site. This recognition would be in addition to the poster project begun by the Foundation in anticipation of the organization's 100th anniversary. There may be a need to revisit clubs and establish a schedule for picking up older endowed clubs and re-cycling them (featuring them on Web site, posters, interest-suggested themes, generating proposals consistent with their interests) to make it more of a need to reach the endowed level. There is some concern that too many clubs dilutes the importance of the recognition.

Discussion ensued concerning the difference between appreciation clubs and special purpose funds. Current special purpose funds are Sylvia Lane Special Purpose Fund is limited to mentorship; Luther G. Tweeten Special Purpose Fund is limited to international development; and Anthony M. Grano SP Fund is limited to public policy education.

A discussion of the best manner to handle special purpose/targeted funding and other appreciation club considerations will be held at the Denver meeting. The discussion will include raising money to support specific activities or purposes without necessarily linking it to an appreciation club.

Funding for programs

Eckebrecht distributed a financial report indicating the funds available for 2004 programs. The Foundation can use 6% of a 3-year rolling average for projects and direct expenses, which is \$70,460 for 2004. Direct expenses used or will use about one-third of that \$70,460. The Foundation has around \$50,000 to use for program activities.

IV. Program Committee Report

Robert Hauser presented to the Foundation Board the six proposals submitted. This was a decrease in submissions from 2003, to six from 12.

1. The SS-AAEA requested \$7,000 to update the Quiz Bowl software. Bob Hauser has been in touch with CoBank. CoBank may fund \$5,000 to \$7,000 of the project. The AAEA Foundation would make up the difference if Co-Bank provides \$5,000.
2. The Foundation approved the Communicating with the Emerging Generation of Young Agricultural Economists in the CEEC, authorizing \$1,250.
3. The 4th Annual Graduate Student Reception and Case Study Competition was approved for \$2,500.
4. A Pre-conference Workshop sponsored by the Teaching, Learning and Communication, and the Agribusiness Economics and Management sections was authorized \$5,000. The Foundation Board would like to see these funds focused on student participation.
5. The NAAEA Distance Education Project was not recommended for funding.
6. The Kansas State proposal to examine Salary Determination of Ag Economists was not recommended for funding.
7. C-FARE was approved for \$17,000 funding.
The funding for C-FARE is a membership in the organization. The Foundation board members are interested in the program and outreach conducted by C-FARE. The Foundation president-elect will make an appointment in the summer to include a Foundation board member on the C-FARE board. The Foundation board will invite a C-FARE representative the Foundation's January meetings to report and exchange ideas with C-FARE. Reports of C-FARE activities are essential to the relationship.
8. CAST, COPAFS and COSSA are also membership organizations. The Foundation board members approved funding for CAST, COPAFS and COSSA (\$2,500, \$2,500 and \$2,245, respectively). The Foundation board Program Committee would like to be on the mailing list for each organization.
9. Bob Hauser was contacted concerning possible Foundation funding for the speaker at the International Banquet in Denver. Hauser recommended setting aside \$5,000 should a high level speaker be identified and secured for the International Banquet. The board members agreed to hold the money pending a proper proposal from the International Committee.

10. AgEcon Search is in the process of expanding, and they put together a proposal for the Executive Board to ask for an additional \$10,000. The Association has committed to \$5,000 on the current budget. The Foundation Board members believe there is a need for the Foundation Board and the Executive Board to communicate on the subject of proposals before the meetings, so that both of the boards do not get same proposals. The Foundation agreed that the two presidents would look through the proposals ahead of time in order to make good decisions about where to direct the proposals. The Foundation Board members agreed to consider the proposal for AgEcon Search funding at the summer meeting.

A discussion about sponsorships and soliciting sponsors for Foundation events took place. The key products to market to sponsors appear to be access to students, access to professional, holding special events that can be named for the sponsor.

No database exists that documents the fund-raising history of the Foundation. No list exists of products open for sponsorship. There is also a natural reluctance to raise money. There is concern that sponsors may not get the recognition or the access they desire from AAEA Foundation activities.

There needs to be a coordinating body within the Foundation Board to organize and oversee fund-raising and sponsorship activities. Allen Randall suggested that the existing Foundation Finance Committee be reformulated to become a Development Committee.

The Foundation agreed that the Development Committee will bring a report each year with strategy for products to the winter meeting

Randall made the motion that the Foundation Board reconstitute the Finance Committee as the Development Committee and enlarge its membership mixing appointed and elected members, seconded by Sally Thompson. Motion passed.

Enrique Figueroa agreed to work with staff to develop a compilation of past efforts. Using minutes and contacts with previous Foundation Governing Board members he will provide a report to the Foundation Board.

President Paggi called for volunteers to serve on the Development Committee: Sally Thompson, Thomas Hertel, Ray Goldberg, Enrique Figueroa, Mechel Paggi were identified as potential committee members.

David Zilberman provided an update on the potential Galbraith Event in Denver. He will work with Jon Brandt, AAEA president, to find a time on the meeting program appropriate for the symposium. He will also make contacts to identify the speaker/honoree.

Enrique Figueroa made a motion to commit \$10,000 to the Galbraith event if money is not forthcoming from elsewhere. The motion was seconded by Alan Randall. Motion passed.

The Foundation Board discussed making a T.W. Schultz event for winter meetings at ASSA for agricultural economists. Thompson will follow up on putting this event on ASSA yearly. The Program Committee would come up with specifics for this particular event.

Sally Thompson made a motion to put aside \$5,000 to hire a fund raising consultant to come in and talk to the Foundation board about present and future funding for the Foundation. Kathy Segerson seconded the motion and the motion passed unanimously.

Alan Randall moved to approve all of the funding decisions made by the Foundation Governing Board during this meeting. Thomas Hertel seconded. Motion passed.

The Foundation Board members discussed future appreciation clubs.

Possible honorees include:

- a. Neil Harl
- b. Knutson club is already as a potential club for 2004.
- c. Bill Tomak
- d. Gary Sievers
- e. Bob Thompson
- f. Leo Polopolous
- g. Jimmye Hillman

The Foundation Board discussed the Fundraising Event briefly and decided to not have the Fundraising Event at the 2004 Annual Meeting in Denver.

The meeting adjourned at 3 p.m.