



American Agricultural Economics Association  
555 East Wells Street, Suite 1100  
Milwaukee, Wisconsin 53202

**AAEA Executive Board Meeting  
Conference Call  
December 12, 2007  
10:30 am – 12:30 am CST  
APPROVED MINUTES**

Present: Otto Doering III, President; Richard Just, President Elect; Steve Buccola Past President; Damona Doye; Matt Holt; Lisa House; Helen Jensen; Jill McCluskey; Spiro Stefanou.

Ex-Officio: David Baumann, Executive Director

Guests: Kristin Agard, Adam DeMarie, Brian Mondragón Jones, Heather Vitale

Otto Doering called the meeting to order at approximately 10:33 am CST.

I. Welcome & President's comments

Otto Doering welcomed the Board to the call. He indicated that there were two additional enclosures sent out before the call. The first is a report from the Confederation Task Force and the second is a report from the Outreach Committee. Both topics are already on the agenda.

The January Board meeting in New Orleans is on January 5 and January 6, 2008. Everyone should have their travel arrangements.

II. Agenda review and approval

Doering asked the Board if there were any additional items that needed to be added to the agenda.

***Matt Holt moved to approve the agenda. Richard Just seconded the motion. Motion approved unanimously.***

III. Approve Minutes – July 2007

***Holt moved to approve the July 2007 Board Minutes. Just seconded the motion. Motion approved unanimously.***

IV. Board Action Items

Doering reviewed the Board Action Items list (enclosure). Doering referenced the first two incomplete action items:

2. AAEA office will ask Morna Conway to: 1) develop—in conjunction with the Publications/Communications Committee—an RFP for the publication of the *American Journal of Agricultural Economics* and the *Review of Agricultural Economics* beginning in January 2010, and the list of potential publishers to whom it will be distributed; and 2) assist the AAEA in evaluating the proposals received, in the choice of a preferred publisher with whom to negotiate, and in the prioritization of the remaining ones; and 3) serve as our negotiator with the preferred publisher. Details for this arrangement with Morna Conway will be negotiated with Executive Board approval.

3. AAEA should find another expert in economics journals to give more insight into that market.

Holt noted that Ian Sheldon, Chair of the Publications Committee, is currently out of the country. Holt plans to touch base when Sheldon returns. Jill McCluskey contacted Ted Bergstrom, the Aaron and Cherie Raznick Chair of Economics at UCSB, to provide AAEA with consulting services for economic journals. McCluskey has not gotten a response from the AAEA Office regarding next steps. Doering urged Holt, McCluskey, and Spiro Stefanou to develop a scope of responsibilities for this consultant. Once the group has outlined their expectations, they should work with Dave Baumann. Baumann agreed and added that they need to establish the scope of work as well as a budget before discussing a contract. Holt stated that they will have a conference call in early 2008 to begin this process. The Board agreed that they would first work with Morna Conway then consult with Bergstrom.

Doering then referenced action item number six:

IBES Selected Presentation Process: Board consensus was that the arrangement under which the AAEA Selected Paper decision structure is coordinated with IBES will not be extended. Otto will call the IBES Chair and mail the Section a letter to this effect.

While this action item has been completed and the IBES Chair was comfortable with the Board's July decision, there were some lingering issues with past IBES leadership. Doering assured the Board that he was diplomatically settling any issues.

Doering and Richard Just reported that Action Item No. 9 and 10 are underway:

Post the name-change survey results on the AAEA Web site. COMPLETED

Begin the three-step procedure encouraged by the Name Change Committee and offer the three alternatives to read: Agricultural and Resource Economics Association (AREA); Association of Food, Agricultural and Resource Economics (AFARE); and Agricultural and Applied Economics Association (AAEA). IN PROGRESS

The Board expressed concerns that the email blast did not reach the entire membership. Kristin Agard will send an email to the Department Heads listserv and ask that they send the link to any faculty member who has not received the email.

#### V. Executive Director Update

Baumann gave the following updates:

- i. C-FARE Report: EDI is considering a management agreement with the Council on Food, Agriculture and Resource Economics (C-FARE). EDI would like the AAEA Board's approval before moving forward. Baumann added that the C-FARE is mission critical to AAEA, but AAEA needs to maintain a respectable distance from C-FARE for liability reasons.

***Holt moved to approve a management agreement between EDI and C-FARE. Just seconded the motion.***

Doering called the question. Steve Buccola asked Baumann to outline any challenges this relationship would pose for AAEA. Baumann stated that he did not foresee any challenges

for AAEA. AAEA currently provides administrative support to C-FARE; however, with the growing number of grants awarded to C-FARE, AAEA needs to maintain more administrative distance. Doering reiterated that this move creates an arms length relationship with C-FARE that benefits both organizations.

***Motion approved unanimously.***

- ii. IAAE Report. Baumann said that the International Association of Agricultural Economists (IAAE) is also seeking management services from EDI. Walt Armbruster, Farm Foundation, approached EDI about managing the IAAE membership database and administrative functions. There is no proposal on the table at this point, and before proceeding, Baumann would like Board feedback. Doering asked the Board if they had any concerns about this relationship. Lisa House pointed out that the IAAE Annual Meeting directly competes with the AAEA meeting. Baumann suggested that AAEA Staff (and possibly the AAEA Board) review and compare the IAAE and AAEA attendee lists. AAEA Staff will request the list from Walt Armbruster and ask permission to share with the AAEA Board. If we cannot share the roster with the AAEA Board, the AAEA Staff will create a statistical report broken out by country. Buccola added that the Board should consider the upside of this agreement. He stated that competition is consistent with collaboration. The Board asked to have time to consider the arrangement. This will be added to the January Board Meeting agenda.
- iii. 2007 Annual Meeting Stats Report. Kristin Agard stated that there were 1626 total attendees at the 2007 Portland Meeting. This is up from 1323 in 2006. Buccola asked to see the numbers broken out by AAEA, CAES, and WAEA membership attendees. Agard noted that there may be many overlapping attendees and that breakout numbers therefore are largely misleading.
- iv. Membership Report. Brian Mondragón Jones presented the membership drive numbers. AAEA is currently at 855 members. At this time in 2006, membership was at 1205. This drop is attributed to the fact that this year's mail solicitation for renewals came later than last year's. The AAEA Office did an electronic push first, and then mailed materials. Last year, mailed materials were distributed first. The Board asked that the AAEA Staff mail a reminder to the Department Heads listserv as well.
- v. 2008 Annual Meeting Report. Doering announced James Hamilton as the Keynote Speaker. DeMarie reported that almost all Track Sessions were entered into Scholar One. There are forty-three Track Sessions, and ACCI is involved with 4 Sessions. Seven people have paid the non-member submission fee. There has been some difficulty adapting to the new abstract submission software, but all of the issues can be attributed to users adjusting to a new system. The AEM Section invited Baumann to be present at one of their Track Sessions. House was also asked to be present at a TLC session. The Board did not voice any objections as long as Baumann and House were not speaking on behalf of AAEA.

VI. Outreach Committee Update

Doering presented the Outreach Committee Report. He stated that the proposed outreach products are broader, in terms of participation and contributions, than was the original *Choices*. The Committee decided that it was important that outreach products be multi-faceted. There are four products the Committee proposes the Board consider:

1. *Policy Issues*. A monthly electronic collection of downloadable and printable publications that focus on current issues in applied economics. Each publication would be very brief (two-four pages). This will be housed on the Choices Web site.
2. *Choices*. A quarterly Web-based publication with content useful to members and people outside the profession. Guest editors will be used to manage solicited themes as well as general submissions. The Committee recognizes the importance of maintaining the Choices reputation; therefore, the Committee plans to have the publication peer-reviewed. The Committee will volunteer a generous amount of time to this publication.
3. *Educational Materials Sharing*. This will be a members-only access area where members can access a wide range of materials such as PowerPoint presentations, lectures, and educational programs. The goal is to facilitate more widespread use of nationally relevant materials which will be reviewed to give increased credibility to this shared work within the contributor's organization. This will be largely created by extension educators initially. Once a model is established, similar sharing opportunities for teachers and applied economists working in industry or government may be developed.
4. *AAEA Blog*. This is an idea that the Committee is considering. But the Committee would like to focus on the first three products before pursuing it.

Doering stated that the management will rely on the Committee as well as a few paid editors (see Outreach Report). Doering then reviewed the budget line by line, noting that the total contribution from AAEA would be approximately \$22,500/year.

Just added that the Report is directly linked to the Outreach Task Force Report approved by the Board in July. The important points to note in the Outreach Committee Report are that it is a wide mix of products that serve AAEA, all the products operate with a volunteer committee, and the Committee aims to maintain the Choices clientele with a reduced budget. Just has already talked to the Extension section about some of the products, and the Section is interested in supporting the proposed products.

Damona Doye asked the Board to note that the components will all be peer-reviewed.

***Buccola moved to approve the Outreach Committee Report and budget. House seconded the motion.***

Holt questioned whether the proposed budget included any funds from the Foundation. Buccola said it did not include any Foundation funding, but indicated that the Foundation Committee decided yesterday to recommend provision of \$15,000 as start-up funds in response to a request by the Outreach Committee. This recommendation will come to the Board at its January meeting. Doering noted that any approved support from the Foundation would reduce the \$22,500 assigned to AAEA. Holt questioned what the Board would do if expenses exceeded the proposed budget. Baumann explained that the only variable cost is the design. If the Committee is efficient and submits completely edited work to be designed, costs can be controlled. Staff time is fixed since it is included in the management fee. McCluskey noted that the Task Force Report specifically indicated that the outreach materials should focus on national issues and benefit C-FARE. The Committee Report lacked mention of both points. Doering replied that C-FARE was involved with the Committee, and several members of the Committee are also C-FARE Board members. C-FARE plans to use the proposed products as raw material for Capitol Hill and constituency distribution. Baumann added that C-FARE agreed to help build a distribution list for the outreach products.

Holt noted that the Foundation cannot sustain the level of financial support that these products require, since the Foundation rarely supports reoccurring expenditures. McCluskey asked that the Board be given more time to review the Committee Report since the materials were sent late.

***McCluskey asked that a friendly amendment be made to limit the Board commitment to one year only (2008).***

Doering stated that the Board will assess the outreach expenses at the July Board meeting. Baumann requested that the Board plan for the full \$30,000 expense in order to be fiscally responsible. Baumann said financial support would be shown on the income side of the financial statement.

***Motion passed unanimously.***

#### VII. Confederation Update

Helen Jensen referenced the Confederation Task Force Report noting that the Task Force is still moving forward, but a large factor is success at the 2008 Orlando Meeting. The Task Force is looking at two other successful models - the Federation of American Societies for Experimental Biology, and the Federation of Animal Science Societies. Both federations have a large number of member associations (21 and 11, respectively), which leads the Task Force to believe that in order to develop a successful confederation, they will need collaboration from other associations earlier than expected. American Council on Consumer Interests (ACCI) members have expressed concerns about the Joint Orlando Meeting. Cindy Fletcher, ACCI President, and Jensen talked about providing an open forum at the Annual Meeting for attendees to voice their opinions about the confederation.

Baumann noted that the confederation as originally proposed would be an organizational and operational platform with opportunities to provide back office and other services to the member associations. An Annual Meeting platform was also a possibility. The AAEA itself cannot continue to provide management services to associations, but it is politically insensitive to drop them altogether. The confederation is a solution to supporting the allied associations and will bring additional economies of scale to AAEA.

Buccola urged the Task Force to move forward with setting formalized parameters (i.e. bylaws). Just asked that the bylaws be written to accommodate a variety of organizations including those that cannot meet jointly as can the ACCI, or can meet jointly only periodically. Jensen agreed to report back to the Task Force.

#### VIII. 2008-2009 Budget Update

Baumann reported that the AERE and ACCI management fees have been set for the next fiscal year. AERE will continue paying \$27,000 and ACCI will pay \$66,500. ACCI's fee is reduced by \$10,000 because they are holding their meeting in conjunction with AAEA. In exchange, AAEA will realize all Meeting revenue. The full budget proposal will be ready for review at the January Board Meeting. Doering urged the Board to thoroughly look at the budget before the January Board meeting, and identify any perceived gaps.

#### IX. Publication RFP Process

The Board discussed this under agenda item IV. Holt will pursue this issue.

#### X. Sylvia Lane Fellowship Request

Buccola referenced the request sent to the AAEA Foundation from CWAE. The Foundation has approved CWAE's recommendations regarding the Sylvia Lane Mentorship winners. Those recommendations now need Board discussion and/or approval.

***Doye moved to approve the CWAE request to award Christiane Schroeter (\$2500) and Michelle Mullins (\$2250) the AAEA Foundation's Sylvia Lane Mentorship Award. McCluskey seconded the motion. House abstained. Motion passed unanimously.***

XI. Christian Economists' Request

Doering reviewed the letter sent to AAEA from the Association of Christian Economists (ACE). Doering stated that he was planning to send a formal letter denying their request for Track Sessions at the Annual Meeting. Track Sessions are reserved for AAEA Sections.

XII. Adjourn

Doering adjourned the meeting at approximately 12:28 pm.

Respectfully submitted,  
Kristin Agard  
AAEA Assistant Executive Director