

Executive Board Meeting
Friday, July 30, 2004 and Saturday, July 31, 2004
Directors Row I, Adam's Mark Hotel
Denver, Colorado

APPROVED

Present: Susan Offutt, Sarahelen Thompson, David Zilberman, Ron Mittelhammer, Harry Kaiser, Bill Boggess, Susan Capalbo, Laurian Unnevehr, Jon Brandt

Ex-Officio: Betty Ekebrecht, Interim Executive Director

Guests: Richard Sexton, Per Pinstруп-Andersen, Alan Randall, Roger Cox, Terri Haffner, Maarja Kolberg

I. The Executive Board went into closed session at 8:30 a.m. and moved out of closed session at 11:15 a.m.

II. Agenda review and approval – Approved.

III. Minutes – Approval of April 2004 minutes. **Ron Mittelhammer moved to approve the April 8 and 9, 2004, minutes and Susan Capalbo seconded. Motion carried.**

IV. Annual Meeting Update

Betty Ekebrecht updated the Board on the annual meeting registration numbers through Tuesday, July 27. There are 1,387 meeting registrations and 82 spouses/guests. The graduate student member registrations increased this year to 245 (last year – 161).

V. Financial Update – Susan Capalbo and Betty Ekebrecht

Betty Ekebrecht reviewed the balance sheet, variance report, comparative report and charts as of June 30, 2004, with the Board. Total current assets from the balance sheet as of June 30, 2004, is \$401,645.70 with total assets of \$1,334,340.22. Susan Capalbo reviewed the current investment holdings with the Board.

VI. Action Items

- A. *Choices* Editor – The Board received a proposal for editorship of *Choices* from Texas A&M University, with Bruce A. McCarl as Coordinating Editor and Oral Capps, Rodolfo M. Nayga, Joe L. Outlaw and John B. Penson as Editors. Their proposal includes a request for editorial office support of \$20,000.

Harry Kaiser moved to accept the Texas A&M University proposal for editorship of Choices and Susan Capalbo seconded. Questions following the motion expressed concerns that *Choices* is not reaching an external audience and therefore may not justify its cost to the Association. Several Board members noted that the challenge of *Choices* is to bring the brand name to the public and to market it appropriately to gain more visibility among members and non-members alike.

Laurian Unnevehr proposed to add links to *Choices* Web page or to article downloads to identify the Association with the magazine. She recommended the Association leaders meet with University of Missouri to collect statistical information regarding *Choices* readership.

There has been no research done regarding the market of *Choices* and the Board agreed that it is necessary to track the impact of *Choices* on its readership.

The Board suggested that the publications/communications committee coordinate market research, using the

help of the Business Office and the editorial team.

Motion to accept the Texas A&M University proposal for editorship of Choices passed.

Laurian Unnevehr moved that the Board ask the Publication/Communication Committee, in conjunction with the Business Office, to outline/devise strategy to research the marketing of Choices. Sally Thompson seconded and motion passed.

B. Strategic Planning

1. Associations update—Jon Brandt reported back to the Board regarding possible association alliances with other associations. There is a contractual relationship in place with ACCI and AERE. AERE currently has seven sessions at AAEA Annual Meetings, and the Board decided to offer two designated sessions to ACCI at Providence in 2005.
2. Associations Support Inc (ASI) update—Betty Eckebrecht updated the Board on Associations Support Inc. The Board will go into a separate board meeting for ASI to approve by-laws and directors. AAEA will own the stock for ASI and will bill ASI for its costs. The staff of the Business Office will still work directly for AAEA.
3. Membership update—Ron Mittelhammer commented on the membership report included with the Board Materials. The membership committee report included some specific suggestions regarding Seed Clubs, focus groups, dues structure, strategic alliances, feedback representatives, renewal-form survey questions, and regular updates.

The membership committee did not support the idea of Seed Clubs as a means of gaining new membership for the Association. The Board recognized the importance of rewarding members for bringing new members to the Association.

The membership committee recommended developing more tailored marketing materials and creating a focus group of agricultural economics professionals. **Harry Kaiser moved to approve \$5,000 for the Membership Committee to create focus groups with the purpose of membership marketing at the 2005 ASSA meeting and Sally Thompson seconded. Motion carried.**

Ron Mittelhammer moved that the AAEA Business Office gives Board members quarterly updates relating to membership statistics and Laurian Unnevehr seconded. Motion carried.

The Board members discussed reducing senior dues. **Harry Kaiser moved that the senior dues be reduced to \$95 and David Zilberman seconded.** The Board would like to keep the Senior Section engaged and proposed sending out a letter to the former members of the Senior Section. **Five approved, two opposed and one abstained. Motion carried.**

4. Annual Meeting Structure—The Board members received a report from the Meeting Structure Task Force prior to the Board meeting. Acceptance number and the average number of papers per session increased this year. There was no limit on submissions and there was a high withdrawal rate. **David Zilberman moved that each author can present only one selected paper at the annual meeting and Bill Boggess seconded. Motion was withdrawn.**

The Board discussed the limit of pages allowed to submit to AgEcon Search. There has been complaints that the current limitation of 25 pages is too restrictive and that the limitation should be raised to 30 to 35 pages. The Business Office agreed to report back on what limits are imposed by AgEcon Search.

A letter outlining the use of potential profits generated by the ESIRC section sponsored AAEA micro-econometrics pre-conference workshop was reviewed. The Association will set up a liability (account?)

for net profits from this workshop to be used for future events with the same intent as the original grant received from USDA/ERS.

Several Board members felt that the general reception charge for spouses/guests of \$45 was too high. **Ron Mittelhammer moved to charge \$45 for spouse/guest registration and \$15 for spouse/guest reception ticket at future meetings and Laurian Unnevehr seconded. Seven approved and one abstained. Motion carried.**

The criteria for submitting tracks was discussed. The minimum number of sessions in a track is three as announced in the call for papers. Correction in the next newsletter will state that all tracks must be submitted by sections.

The Board decided to allow other groups represented at the AAEA meeting, such as the IAAE, to use available meeting space at no charge.

- C. Community of Science – although the system posed problems this year, the Board agreed to use the program next year.
- D. 2007 Portland Annual Meeting—**Ron Mittelhammer moved to hold a joint meeting with Canadian Agricultural Economics Association and Western Agricultural Economics Association at the 2007 Meeting and David Zilberman seconded. Motion carried.**
- E. 2005 Annual Meeting
Galbraith Forum—The Galbraith Initiative was founded in 2003 and continued in 2004. David Zilberman reported to the Board that the Initiative Committee aims to raise an endowment of \$250,000. The Board granted Zilberman permission to continue with the Galbraith event for next year and offered some suggestions regarding the time of the event.
- F. The Business Office submitted a report to the Board regarding Allied Association processing fees. **Sally Thompson moved to raise the processing fees from \$1 to \$3 per Allied Association and Laurian Unnevehr seconded. Ron Mittelhammer moved to table the motion and Harry Kaiser seconded. The motion to table the discussion passed.**
- G. **Harry Kaiser moved to approve the RAE Editorial Board and Ron Mittelhammer seconded. Motion carried.**

VII. Committee/Section Liaison Assignments

President-elect Laurian Unnevehr assigned Executive Board members as liaisons to AAEA sections and committees as follows:

Communications/Publications Committee – Harry Kaiser
Employment Services Committee – Ron Mittelhammer
ESIRC – Richard Sexton
Fellows Committee – Jon Brandt
Finance Committee – Susan Capalbo, Richard Sexton, Sally Thompson (chair)
International Committee – Laurian Unnevehr
Investment Committee – Sally Thompson
Meetings Committee – Laurian Unnevehr
Nominating Committee – Jon Brandt
Professional Activities & New Products Committee – Ron Mittelhammer

Agribusiness, Economics & Management Section – Sally Thompson
Community Economics Section – Laurian Unnevehr

COSBAE – Per Pinstруп-Andersen
CWAE – Susan Capalbo
Extension Section – Jon Brandt
Food & Ag Marketing Policy Section – Harry Kaiser
Food Safety & Nutrition Section – Per Pinstруп-Andersen
Graduate Student Section – Richard Sexton
Institutional & Behavior Economics Section – Harry Kaiser
NAAEA – Alan Randall
Senior Section – Jon Brandt
Teaching, Learning & Communications Section – Susan Capalbo

Foundation Board Representatives – Alan Randall, Susan Capalbo, Jon Brandt (as past-president)

The Board adjourned for the day at 6:01 p.m.

The Board reconvened at 8:37 a.m. on Saturday, July 31, 2004.

Present: Susan Offutt, Sarahelen (Sally) Thompson, David Zilberman, Ron Mittelhammer, Harry Kaiser, Bill Boggess, Susan Capalbo, Laurian Unnevehr, Jon Brandt

Ex-Officio: Betty Ekebrecht, Interim Executive Director, Ian Sheldon (*AJAE*), Daniel Pick (*RAE*)

Guests: Richard Sexton, Per Pinstруп-Andersen, Alan Randall, Steve Turner, Gene Nelson and Tamara Wagester, Maarja Kolberg

VIII. Reports

A. *AJAE* Report from Ian Sheldon

AJAE's report to the Board was a draft report focusing on the new electronic editorial management system. The annual rate of submissions is 312 (up from last year's 300). *AJAE* averages an annual acceptance rate of 24-25%. *AJAE* will publish winter meeting proceedings for the last time this year and starting with the 2005 Winter meeting, *RAE* will publish the winter meeting proceedings.

1. JSTOR Contract Update – Maarja Kolberg reported that electronic editions of *AJAE* should be available late 2004 or early 2005.
2. Plagiarism Policy – Ian Sheldon suggested AAEA develop a plagiarism policy at *AJAE*.
3. Editor Call – *AJAE* will need two new editors to be approved at July 2005 meeting. The call for *AJAE* editors will be published in *the Exchange*. Harry Kaiser is the Board liaison for reviewing the editor applications. Amitrajeet A. Batabyal will continue as the Book Review Editor.

B. *RAE* Report from Daniel Pick

Daniel Pick reported to the Board that *RAE* moved to continuous on-line publishing of four issues annually, thereby reducing the lag between acceptance and publication from approximately 1.5 years in 2000 to an average of 8 months in 2004. Citation coverage now includes the Social Science Index.

RAE averages about 100 submissions per year. So far this year, there have been 74 submissions, which is up 21% from the previous year. The annual acceptance rate is about 30%. There is a 139% increase of the number of downloaded *RAE* articles.

The Board discussed charging a submission fee to non-members. Harry Kaiser, Susan Capalbo, Ian Sheldon, Daniel Pick and Richard Sexton volunteered to serve on the committee to produce a proposal for the January meeting regarding the *RAE* and *AJAE* submission fees.

C. Committee Reports

1. Awards Committee – The Board received a report from the AAEA Awards Committee, highlighting the nomination rate issue. It was decided that a reminder will be sent out no later than January 10 that the award nominations are due.
2. Publications/Communication committee reported on the Editorial Board Guidelines.
3. Employment Services Committee (report was circulated to the Board in advance of the meeting)
4. Fellows Selection Committee (report was circulated to the Board in advance of the meeting)

D. Section Reports - reports from the following sections were circulated to the Board in advance of the meeting:

1. Committee on the Status of Blacks in Agricultural Economics (COSBAE) Section
2. Extension (EXT) Section
3. Food and Agricultural Marketing Policy (FAMPS) Section
4. Graduate Student (GSS) Section
5. Institutional & Behavioral Economics (IBES) Section

IX. C-FARE Update—Gene Nelson (Chair), Steve Turner (Chair-Elect), and Tamara Wagester (Executive Director) met with the Executive Board to provide a brief overview of C-FARE’s activities for 2004.

Nelson thanked the Board for their past support, highlighting the activities the AAEA contributions have helped fund, including summer intern briefings, and monthly newsletters. Nelson provided a review of C-FARE’s budget, and requested a funding for \$25,000 a year from AAEA.

Wagester provided an update on the House and Senate Appropriations bills. C-FARE will participate in a Fall Congressional Visits Day (CVD) on September 28-29 that will bring several members of the profession to Washington in hopes of supporting increased levels for both the NRI and ERS. Wagester also reported that C-FARE will be sponsoring a day-long symposium in Washington DC on Partnering.

The C-FARE Representatives concluded their visit by thanking the Board for their time and support of C-FARE.

X. Retiring Board Member Remarks—Bill Boggess, David Zilberman and Susan Offutt shared their thoughts on their Board experience. Bill Boggess noted that he appreciated the opportunity to serve the Association for three years and it helped him gain a better perspective. Boggess is optimistic about the Association’s future. David Zilberman stated that the Association has a solid base with many new young people as well and a live soul. He was thankful for the opportunity to work with great people, including the Board and the Business Office. Susan Offutt suggested that the Board should pay more attention to volunteerism within the Association and reward those who are hardworking. She thanked the Board and the Business Office for the opportunity to work with both.

XI. The Board moved into executive session at 10:47 a.m. The Board moved out of closed session and adjourned the meeting at 11:30 p.m.