

# AEM Section Update

Agribusiness Economics and Management

Spring 2008

## Comments from the President, Allen Wysocki



AEM Section Members, I would like to thank you for a wonderful and productive year in our section. The AEM section was able to submit 5 organized symposia as part of our upcoming meetings in Orlando. An overview of each of these sessions is included in this newsletter. I would like to thank Aaron Johnson for his efforts in putting the track proposal together.

Please make plans to attend the industry banquet this year on Monday July 28<sup>th</sup> beginning at 7:30 pm with our reception. This year we are pleased to have Mr. Don Goodwin from Imagination Farms as our keynote speaker. Don's firm coordinates the marketing efforts for the Disney Consumer Products Division as they relate to food. I know Don personally and he will be discussing Disney's efforts in reducing childhood obesity. This newsletter contains additional information on the Industry Banquet and on Don Goodwin.

We returned to the tradition of hosting an AEM Webinar again this year on conjoint analysis and it was another huge success. A report on this webinar is also included in this newsletter.

Our current membership stands at 163 members and this is one area that I wished I could have devoted more time to: increasing both membership and involvement in our section. I know Aaron Johnson has a number of ideas on how to increase the relevancy of AEM for our member and he will be asking you for your input on this in the coming months.

Don't forget to vote for our new slate of AEM section officers. The AAEA office will be sending out an email in the next couple of weeks with instructions on how to vote for our President-elect, At Large: Research, and Secretary/Treasurer positions.

Please attend the AEM section meeting which will be held on Sunday July 27<sup>th</sup> from 1:00-3:00 pm in Bonaire 5.

## AEM Section Annual Business Meeting Agenda

### Sunday July 27, 2008 from 1:00-3:00 pm, Bonaire 5

- I. Call to order (Wysocki)
- II. Approval of minutes from 2007 meeting (Wysocki)
- III. Treasurer's report (Nichols)
- IV. Webinar report (Gray and Gomez)
- V. 2008 Case study competition update (Spaulding)  
Final round is on Monday July 28<sup>th</sup> from 1:00-3:30 pm Curacao 7-8
- VI. AEM track sessions (Wysocki)
- VII. Industry reception and banquet update (Wysocki)  
Monday July 28<sup>th</sup> 7:30-9:30pm Boca Lobby and Boca V
- VIII. AEM election results for President-elect, At-Large: Research, and Secretary/Treasurer (Johnson)
- IX. AAEA Board Report (House)
- X. New business (Members)
- XI. Adjourn (Wysocki)

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### Industry Banquet Keynote Speaker—Don Goodwin

This year's keynote speaker for the Industry Speaker Series and Banquet at the AAEA & ACCI Joint Annual Meeting is Don Goodwin. His presentation will be on be "Increasing Consumption of Fruits and Vegetables among Children!"

Goodwin graduated in 1984 from Western Michigan University with a degree in Food Distribution. He has since worked in many leadership roles in the food industry, including store management with HEB Grocery Company, produce leadership at Supervalu and Target Corporation, and Chief Operating Officer of Green Giant Fresh.

Goodwin also launched Golden Sun Marketing, which specializes in developing and implementing marketing strategy for all points in the produce supply chain.

Goodwin is one of the founders of Imagination Farms, who's mission is to increase the consumption of fruits and vegetables among children. Imagination Farms operates under license of the Walt Disney company and the Disney Garden program





## AEM Section Track Offerings Continued...

(Challenges of Biotechnology Regulation after a Decade of Commercialization continued)

**Moderator:** Duncan Chembezi      **Panelists:** Jorge Fernandez-Cornejo, David Heron, Jason Lusk

**Respondents:** Shannon Hamm, Nicholas Kalaitzandonakes

**Room/Time** Monday July 28<sup>th</sup> from 4:00-5:30 pm in Antigua 1

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## Structural Equation Modeling - A Method Borrowed from Business Schools

**Overview:** Even though agribusiness researchers have been expanding their research tool box over the past two decades, there are more lessons to be learned by the profession from other disciplines. Structural Equation Modeling, a method utilized by researchers across a broad scope of experts, including business management researchers, is another tool that can offer value. This symposium presents the fundamentals of SEM, why and when to use it, and practical thoughts in applying the method.

Agribusiness researchers are continually expanding the methods and topics tackled in research. To date, there are no studies published in AJAE that utilize SEM, while in the latest Journal of Business Research (a top tier journal for our business colleagues) almost all studies employ this method. This session is intended to draw on expertise from those agribusiness researchers who are on the front end of adopting this method, as well as from those who have been applying this methodology for decades. It is crucial to development of our profession to continually expand our horizons and this symposium will do just that.

**Organizers:** Heather Johnson      **Moderator:** Randy Westgren

**Panelists:** Pete Goldsmith, Heather Johnson, Donald O. Neubaum

**Room/Time** Tuesday July 29<sup>th</sup> from 9:30-11:00 am in Bonaire 3

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## Success and Management: A Family Business Perspective

**Overview:** Resources are exchanged between the business and the family. As shocks occur in the family and business systems, the systems are forced to work together to adapt, thereby causing a reallocation of resources. Several empirical studies have focused on the reciprocal nature of the family business system as it exchanges human resources and financial resources between systems. This is especially important for farm businesses of which the majority can be defined as family businesses. The symposium will discuss the success factors of family businesses as they experience shocks to the family and business systems.

Several studies have proposed the importance of investigating the impact of the family on entrepreneurship and business success. Inclusion of family characteristics and functionality as significant aspects of family business sustainability is an important contribution to the literature. Researchers have suggested the importance of family dynamics in the success and sustainability of the family firm. The organized symposium will be a forum for review and discussion of factors related to family businesses.

**Moderator:** Helen Pushkarskaya      **Co-Sponsor:** ACCI

**Panelists:** Yoon Lee, Maria Marshall, George Haynes, Christine Wilson

**Room/Time:** Tuesday July 29<sup>th</sup> from 4:00-5:30 pm in Boca II

## 2008 Case Study Competition

All members are encouraged to stop in and watch the Graduate Student Case Study Competition. The competition will take place on Sunday July 27<sup>th</sup> from 8:00am-3:00pm in Curacao 3 and the finals for the case study competition will take place on Monday July 28<sup>th</sup> from 1:00-3:30 pm in Curacao 7-8.

### Treasurer's Report

#### Summary of Activities for AEM (Board Designated)

For the Period Ended March 31, 2008

Fiscal year is April 1, 2007 to March 31, 2008

		<b>2007/2008 Year To Date 4/1/07 - 3/31/08</b>
	<b><u>AEM Section</u></b>	
<b><u>Income (38200):</u></b>		
-001	Dues/Subscriptions	\$2,767.50
-004	Special Event	4,970.00
	<b>Total Income</b>	<b>\$7,737.50</b>
<b><u>Expenses (48200):</u></b>		
-001	Awards	\$57.78
-002	Internet	168.58
-005	Catering/Special Events	1,979.70
	<b>Total Expenses</b>	<b>\$2,206.06</b>
	<b>Total AEM Net Income</b>	<b>\$5,531.44</b>
<b><u>Current Treasury Balance</u></b>		<b>\$21,000.</b>

## Elections

AEM Section members, within the next couple of weeks you will be asked to vote on-line for the for AEM Section officer positions. We have another excellent slate of nominations. The link to the voting website will contain a brief biographical sketch and statement of vision for the AEM section for each of the candidates. The following people are running:

### President-elect:

Vincent Amanor-Boadu, Kansas State University

Allan Gray, Purdue University

### At Large - Research:

Fabio Chaddad, University of Missouri

Miguel Gomez, University of Illinois

### Secretary/Treasurer:

Jennifer Dennis, Purdue University

Aslihan Spaulding, Illinois State University

## Webinar Report

This March 5th AEM held its webinar on "Utilizing Conjoint Analysis" via Adobe Connect. Allan Gray, from Purdue University, hosted the webinar, and Vithala Rao, from Cornell University, was the presenter. The software used allowed for a head-shot (streamed video) of the presenter and his PowerPoint slides. The session was interactive, with questions submitted via text and answered at periodic intervals. More than 175 individuals participated and positive feedback was received. Most of the evaluations ranked the subject matter as highly useful and gave the presentation quality high ratings, as well as pointing out room for improvement in audio quality.

## IMPORTANT DATES

### **AAEA**

Joint meeting with ACCI  
Orlando, Fl

July 27-29, 2008

<http://www.aaea.org/2008am/>

### **Academy of Management**

Theme: The Questions We Ask  
Anaheim, California

August 8-13, 2008

<http://meeting.aomonline.org/2008/>

### **Allied Social Science Associations**

San Francisco, California

January 3-5, 2009

[http://www.vanderbilt.edu/AEA/  
Annual\\_Meeting/index.htm](http://www.vanderbilt.edu/AEA/Annual_Meeting/index.htm)

### **Food Distribution Research Society**

Columbus, Ohio

Embassy Suites

October 11-15, 2008

<http://fdrs.ag.utk.edu/conference.html>

### **IAMA**

19th Annual World Forum and Symposium  
Budapest, Hungary

June 20-23, 2009

[http://www.ifama.org/dispatch.asp?page=budapest\\_2009](http://www.ifama.org/dispatch.asp?page=budapest_2009)

### **PMA**

Fresh Summit

Orlando, Florida

October 24-27, 2008

<http://www.pma.com/freshsummit/>

### **SAEA**

Atlanta, Georgia

The Westin Peachtree Plaza

January 31-February 3, 2009

<http://www.saea.org/>

### **WERA-72**

Santa Clara, California

June 18-2, 2008

<http://www.aaec.ttu.edu/wera/>