

**AAEA Extension Section 2009 Election
Candidate Information**

Ronald L. Rainey

Associate Professor, University of Arkansas Division of Agriculture

1. *Your education (degrees & institutions):*

Ph.D. in Economics, May 2001. University of Arkansas at Fayetteville.

M.S. in Agricultural Economics, December 1993. University of Arkansas at Fayetteville.

B.S. in Agricultural Business, August 1991. University of Arkansas at Fayetteville.

2. *Past employment/activities/awards/duties/accomplishments/points of interest/etc (please limit to 75 words or less):*

As an Extension Economist, Ron works with all segments of specialty crop industry including growers, processors, and wholesale/retail companies within Arkansas and throughout the Southeast region. He spends significant time providing leadership to and addressing farm management issues and marketing strategies. On the national level, he actively participates in the Food Distribution and Research Society, currently serving as Editor for the Journal of Food Distribution Research—Proceedings Issue—and on the society’s board of directors.

3. *Your 150 word (or less) response to the question: What are important issues the Extension Section should address in the next several years?*

I believe that the Section must maintain its relevance to existing/potential members by providing opportunities for professional enrichment while understanding the challenging environment of demanding schedules and shrinking budgets. A key focus should be the methods and channels used to communicate the value of membership. As a board member, I would strive to communicate the uniqueness of the Section to colleagues throughout our profession. I would also seek innovative ways to build our “Extension Community” within the profession. A recent success is the graduate student competition which engages our future colleagues and broadens our scope in terms of understanding Extension programming. Do additional niche audiences exist?

Our Section must clearly articulate our value proposition including recognition, professional development and networking opportunities to Extension colleagues. I also think that there exists an opportunity to educate our broader colleagues within the profession about what is Extension scholarship and excellence in programming.