



AAEA Extension Section 2016 Business Meeting
Boston, Massachusetts
August 31, 2016
3:00pm CDT

2015/2016 Leadership

Chairman: Gregg Ibendahl, Kansas State University
Chair-Elect: John Michael Riley, Oklahoma State University
Past-Chair: David Anderson, Texas A&M
Secretary/Treasurer: Keri L. Jacobs, Iowa State University

Present: Damona Doye, Laurence Crane, William Edwards, Robert Craven, Matt Diersen, Matt Stockton, Brad Lubben, JoAnn Warner, Hernan Tejada, Nathan Smith, Jon Biermacher, Frayne Olson, Ron Rainey, Ariel Sinjeron, Tatiana Borisova, John Robinson, Scott Swinton, Jayson Lusk, Curtis Mahnken, Shannon Neibergs, Jake Ferris, Tina Saitone, David Miller, Maria Marshall, Ariana Torres, John Michael Riley, Keri Jacobs, Gregg Ibendahl, Kynda Curtis, Wendong Zhang

Meeting called to order by Chairman, Gregg Ibendahl at 1505.

I. Welcome & Introductions

Ibendahl welcomed attendees to open the meeting and attendees introduced themselves to the group.

Jayson Lusk, AAEA President Elect, provided updates about the association. AAEA recognizes that the Extension Section is active with good attendance and membership and hosts a number of track sessions. We are encouraged to build our engagement with membership through more regular conference calls and through organized events.

Lusk also updated the group on the new AAEA committees: Communications and Government Relations. The Communications Committee primarily serves to promote the work of the association and its members. Lusk sees that our media connections are valuable to the AAEA, and he encourages our section to use the Committee's resources, including Jay Saunders, to increase our visibility. The Government Relations Committee will work closely with CFARE.

II. Approval of the 2015 Annual Meeting Minutes

Jacobs summarized the meeting minutes from the 2015 Extension Section annual business meeting. A motion to approve the minutes was made and approved.

We note that the minutes from the 2014 Extension Section annual business meeting were unapproved to date. A motion was made and passed to move beyond them.

III. Financial Report

Jacobs reviewed the section's financials. Section membership is up 12 from the prior year to 173 members: the section gained 34 student members and lost 22 regular members. The increase in student members is likely a result of waiving the section fee for students. It was noted that despite in the

increase in non-paying members, students may not be engaging with the section in a meaningful way, evidenced by the lack of attendance at the business meeting. Section members and leadership recognize the importance of finding ways to promote the section to students and engage with them. **Some options for increased engagement:**

- extend to graduate student members an invitation to the business meeting; they may not understand all members are welcome at the annual business meeting;
- pair students with faculty and industry mentors for the extension luncheon
- promote graduate students who participated in Graduate Student Extension Competition – newsletter items.

The section historically receives sponsorship from the Farm Foundation, National Crop Insurance Services, and FarmDoc. We note that the sponsored amounts may not be reported correctly from the AAEA. The leadership team will follow up with AAEA to square the numbers with reports from these organizations.

* Amendment: During discussion of these minutes at the 2017 annual business meeting, Craven notes that the Center for Farm Financial Management has historically sponsored our section as well.

IV. Section Sessions

- a. Track session – a suggestion for the 2017 meeting was raised to explore sessions beyond the farm bill
- b. Graduate Student Extension Competition
 - i. 8 graduate students submitted proposals, and all were selected as finalists to compete in this year’s competition
 - ii. Judges: Curtis Mahnken, Etaferahu Takele, and Mark Waller judged the competition. Kate Fuller and Matt Stockton also volunteered but were unable to make the competition due to travel issues on Sunday.
 - iii. Winners: 1st place is Savanna Lyons of Iowa State University; 2nd place is Anders Van Sandt of Colorado State University; 3rd place is Luis Pena Levano of Purdue University
 - iv. Maria noted that with the competition on Sunday and presentations and the luncheon on Monday, winners need to be announced shortly after the competition; this may not be ideal given the meeting’s agenda.

c. Luncheon

Again this year the luncheon is joint with COSBAE and CWAE. The featured speaker is Dr. Ralph D. Christy, “Caught Between a Discipline and Profession: Agricultural Economics and the Well-Being of Society.”

There is consensus among members at the meeting that it would be good to explore luncheon options. The luncheon price of \$70 is high (even \$50 is high), and we might get better attendance if we allow members to attend to hear the speaker without committing to the lunch. The leadership team will look into understanding how section monies can be used to offset members’ luncheon prices. There was also discussion about next year having the luncheon be only the Extension Section, as it permitted better discussions and the ability to promote our sections’ activities and recognition items.

d. Tour

We are hosting an Extension Section Tour on Wednesday, August 3. This year we will tour Fenway Park and Allendale Farm and visit the University of Massachusetts Cranberry Experiment Station. There are 29 registered for the tour this year and open spots remain available. The tour is \$100 per person.

e. Section Reception – Following the business meeting, at 5pm in the Arlington room.

V. Election of Officers

Ibendahl did not receive the list of candidates from Anderson in order to elect leadership and board officers for the 2016/2017 year. Ibendahl will follow up with Anderson following the meeting and make arrangements for an election to fill seats soon.

VI. New Business

a. Communications

i. AAEA

- We heard from Jayson Lusk about the importance of communicating with the AAEA about our section's and members' activities.
- The AAEA has hired Jay Saunders (jsaunders@aaea.org) as Communications Manager.
- Seats on the AAEA Communication Committee are available and extension section members are encouraged to consider this opportunity.

ii. Choices – Kynda Curtis is the income Choices Editor. Curtis noted that Choices allocates space each issue for theme and non-theme topics. The Extension Section is encouraged to consider putting forth a theme of articles for publication; members individually can contribute at any time and vie for non-theme space. This year marks the 30th anniversary of Choices.

iii. Farm Bill Meetings – can we report on impact with the AAEA?

iv. Graduate Student Extension Competition – report on winners, possible a write-up in an extension section newsletter. Winners will be acknowledged on the section's website.

b. Next Year's Tour – many options for a good extension tour in Chicago. Can someone from Illinois and/or Purdue help organize?

c. Luncheon Speaker in 2017 – suggestions include ag broadcaster Max Armstrong or someone within CME group that deals with agriculture.

d. Track Sessions – solicitations for track sessions will start this fall.

The meeting adjourned at 1604.

Submitted by Keri Jacobs

Amended to include correction August 9, 2017.