

President's Column

AAEA Update: Planning for the Future



The AAEA Board and Staff are engaged in strategic planning this year to think about our organization's future and how best to serve our members and society. Our initial review of AAEA

activity resulted in forming taskforces to work in six areas of highest importance. The good news is that all of these are areas in which AAEA is already active, indicating that our organization is focused on our central priorities. However, we are also finding as we look forward over the next 10–15 years that there are many opportunities to further build in these areas. Our main goals are to enhance AAEA's Culture of Engagement and AAEA's support for the professional development of our members.

Our six taskforces are working on:

- **Communicating Out:** AAEA's communication of our agricultural and applied economics work through various media and interactions representing our profession as a scientific organization, for example in Washington, DC (Co-Chairs: Michael Boland and Keith Coble)
- **Mentoring Programs:** AAEA's programs for early, mid, and later career professionals (Chair: Julie Caswell)
- **Sections & Membership:** AAEA's portfolio of Sections and engaging agricultural and applied economists in AAEA (Chair: Barry Goodwin)

- **Annual Meeting:** AAEA's Culture of Engagement through the annual meeting (Chair: Scott Swinton)
- **Symposia and Other Stand Alone Events:** AAEA's structure for supporting additional, specialized meeting venues (Chair: Dawn Thilmany McFadden)
- **Publications:** AAEA's support for publication outlets (Chair: Jayson Lusk)

The AAEA Board will be reviewing taskforce reports at the Minneapolis meeting and will then be reporting to you. As I noted in a President's Column last year, our organization is very strong; we can be stronger yet by innovating to assure that our programs, technology, and operational structure meet the future needs of members.

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THE MINNEAPOLIS MEETING: THE AAEEA CULTURE OF ENGAGEMENT

Saturday & Sunday, July 26 & 27

The 2014 Annual Meeting kicks off with pre-conferences and mentoring programs on Saturday, July 26th. Then we launch with Networking Sunday on July 27th—the day is filled with opportunities to connect with other AAEEA members working in your areas through Section and Committee meetings and receptions, the Early Career Professional networking reception, and first rounds of undergraduate and graduate competitions flowing into the Keynote Address, Poster Reception, and the Welcome Reception.

The Employment Center is Open

The Employment Center registration is open. This is a great opportunity to post and interview for positions. At AAEEA you will find candidates with the strongest training and best fit for your agricultural and applied economics jobs. For registration information for employers and candidates, please [click here](#).

The Preliminary Program is Available

The Preliminary Program is now posted on the [Events page](#) of the Annual Meeting website. Each concurrent session time slot links to its respective schedule or the full set of Concurrent Session schedules can be found [here](#). Please keep in mind that this is a preliminary schedule and there may be some changes over the next few weeks as the schedule is finalized.

The Mobile App Lets You Start Planning Your Schedule

The 2014 AAEEA Annual Meeting mobile app is now available for download. For instructions on how to download the app for your respective platform, please visit the [Mobile App page](#) of the Annual Meeting website. The preliminary schedule is currently uploaded to the app and ready for exploration.

In addition to managing your annual meeting schedule, the app allows users to connect with other app users, contribute to the conversation via social media, and browse sessions by participant or topic. Also, to further enhance the usability of the mobile app, there will be free Wi-Fi available in the annual meeting space.

Remember: Opportunity to Travel Light at the Meeting

At registration you'll be asked whether you would like a paper program. If the mobile app meets all your needs, please take this opportunity to travel light.

[Register for the Annual Meeting Here!](#)



Julie A. Caswell
AAEEA President

AAEA News

2014 Annual Meeting in Minneapolis July 27-29 Early Registration and Presenter Requirement Deadline

Register for the 2014 Annual Meeting before the rates increase. The early registration deadline is **May 28, 2014**. [Register online or download the PDF form](#).

Annual Meeting registrants will receive a name badge, program, and additional registration materials when they arrive in Minneapolis. Attendees will also have access to all of the concurrent sessions, plenary sessions, the Poster Reception and Welcome Reception on Sunday night, and the Closing Reception on Tuesday night. Tickets for luncheons and banquets are not included with the registration cost but can be purchased separately during registration.

Presenter Requirements

All AAEA presenters, speakers, moderators, panelists, and discussants must be 2014 AAEA members and registered for the Annual Meeting by **May 28**.

If you are presenting a Selected Paper or Selected Poster, you must submit a final PDF version of your paper/poster to AgEcon Search by **May 28**. More information can be found on the [Annual Meeting website](#).

**2014 AAEA
Annual Meeting
Minneapolis  MN**

July 27-29, 2014

Registration Type	Early (Before May 28)	Advanced (May 29- July 10)	On-site (After July 10)
Professional Member	\$370	\$445	\$520
Professional Non-Member	\$520	\$595	\$670
Senior Member	\$260	\$335	\$410
Senior Non-Member	\$380	\$455	\$530
Graduate Student Member	\$105	\$140	\$180
Graduate Student Non-Member	\$195	\$230	\$275
Undergraduate Student	\$50	\$55	\$70

AAEA News

Choices Distribution

In an effort to provide information in a timelier, user-friendly manner, *Choices* will now feature a weekly release of articles. The complete themes and issues will continue to be posted on

www.choicesmagazine.org.

We would love to hear **your** feedback! E-mail us at outreach@aaea.org.



Mobile App is Back

AAEA is excited to bring back the mobile app for its second year. The mobile app has many great features including:

- **My Schedule** – add sessions and events right onto your personal schedule.
- **Sessions** – browse the entire program by day or by track; add events to your schedule and rate sessions.
- **Session Participants** – view session participants including presenters, moderators, panelists, and more.
- **Exhibitors** – view exhibitor profiles
- **Maps** – navigate your way around the meeting with floor plans highlighting rooms used during the meeting.
- **Social Media** – connect via Facebook or LinkedIn. On Twitter, follow [@AAEA_Economics](https://twitter.com/AAEA_Economics) and share your meeting experience using #aaea2014.
- **Friends** – meet and connect with other Annual Meeting attendees.

Enhance your Annual Meeting experience by searching for “AAEA2014” in your app store to [download](#) the mobile app on your smartphone or tablet!



Registration Deadline Extended!

Registration for the Social Networks, Social Media and the Economics of Food Symposium has been extended to **Monday, May 19!**

The symposium will be held at the Hyatt Regency in Montreal, May 27-29, 2014. [Please visit the symposium webpage to register online and to view the agenda.](#)

Section Updates

Senior Section Sponsors Session on the Evolution of Health Insurance Issues

Health insurance is a hot-button issue, fueled in part by political differences over the Affordable Care Act. The continuing evolution of health insurance policy provides a challenge for employers, employees, taxpayers, consumers and policymakers at the state and national levels. The Affordable Care Act (ACA) changed many aspects of health insurance markets. Regardless of the success or failure of the ACA in addressing the numerous policy dimensions of the health insurance problem, the debate and evolution of public policy in this area will continue in coming years.

What contributions can agricultural economists make, whether in extension, research or teaching? The answer to that question requires better understanding of the ACA, health insurance markets and the policy issues requiring further analysis. The [Senior Section](#) is sponsoring a session at the [2014 AAEA Annual Meeting](#) in Minneapolis to inform participants by examining (a) the state of Health Care Marketplaces (Exchanges), particularly at the state level, (b) consumer enrollment in and insurer participation in state Exchanges, (c) health insurance premiums on state Exchanges, and (d) future public policy issues for state governments, employers and health care consumers.

The experience of the Minnesota MNSure Exchange provides a useful case study for examining these issues because it is recognized as a state exchange that has been successful in enrolling consumers. Top industry and academic experts on health insurance will set the stage for what is expected to

be a lively discussion among presenters and attendees.

Don't miss this session "The Continuing Evolution of Health Insurance Issues: The Affordable Care Act and Beyond" at **2:45 p.m. on Tuesday, July 29, 2014**. Come early if you want a seat!



Section Updates

Extension Section

Graduate Student Extension Competition

Each year, the [Extension Section](#) in collaboration with the [Graduate Student Section \(GSS\)](#) holds and sponsors the [Graduate Student Extension Competition](#). This competition provides graduate student competitors the opportunity to develop extension and outreach programs from their research. The development of education materials and presentations suitable for a general public audience is expected. Cash prizes are awarded to the top three teams.

We encourage all departments with graduate students in agricultural economics, agribusiness, natural resource economics, community resource economics, applied economics or similar programs related to agriculture and/or the food system to inform their students about this important competition.

Purpose of the Competition

The competition provides incentives to graduate students to learn to prepare and present appropriate analytical results for an extension (usually non-economist) audience. This can be based upon the graduate student's research for a thesis or dissertation. Participation in the competition is expected to enhance the professional growth of the participating students regarding extension programs.

Who's Eligible?

Eligible applicants are:

- Graduate students currently engaged in agricultural economics, agribusiness, natural resources, and community resource economics, applied or similar economics MS

or PhD programs related to agriculture and/or the food system

- Those who graduated from such programs in 2013 or later

Note: Participants must identify and work with a mentor with experience in outreach or extension activities.

Competition Application Information

Applications should be addressed to Maria Marshall and must include:

- Student's name, university, department, address and contact information
- Title of the extension program to be delivered
- A summary of the proposed extension program. This should include target audience, delivery plans, communication methods and activities planned for distributing the information to the public such as with fact sheets, pamphlets, press releases, reports, web sites, streaming videos, spreadsheets, workshops, PowerPoint presentations and training activities to be conducted (4 page maximum)
- A profile of the student applicant's background as well as the related thesis title and brief description of the research (maximum 1 page)
- The mentor's name, address and description of the mentor's role in assisting the student with this project

Submission Deadline

Applications must be submitted electronically no later than **May 16, 2014**.

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Section Updates

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Selection of Finalists

Finalists will be selected to make an extension/outreach presentation at the [AAEA Annual Meeting](#) in Minneapolis MN, July 27, 2014, to a panel of judges. Selection of the finalists will be based on the material submitted and the criteria listed below.

Criteria for Selecting Finalists

Criteria for judging the finalist and winners will include:

1. Identification of a target audience.
 - a. An explanation of the issue/problem/opportunity being addressed
 - b. An explanation on how this target audience was identified
2. Development of an extension program for the target audience that includes:
 - a. An outline of the goals of the extension program
 - b. A summary and an explanation of the main elements of the thesis or dissertation results to be included in the extension program. Include a description of how the research results will address the issue/problem/opportunity and benefit the target audience
 - c. A summary of the program in an extension report, or extension PowerPoint presentation, or other appropriate extension communication media that the audience can take home. This summary should be an explanation that would be effective in accomplishing the extension goals as identified in step 2a above
3. An explanation of extension team development

and responsibilities in terms of program development and delivery should be addressed, if appropriate

4. Plans for evaluating the effectiveness of the extension program

Extension/Outreach Presentation at the AAEA Annual Meeting

Each finalist must develop oral and visual presentations (15–20 minutes in length) for delivery at the AAEA Annual Meeting. The top three finalists are expected to make presentations during an AAEA Extension section track session.

Awards

Cash awards will be given to the top three graduate students in this competition. Award funding is provided by the Farm Foundation and the AAEA Extension Section. Awards are:

- First Place: \$1,000 and a plaque
- Second Place: \$300 and a certificate
- Third Place: \$200 and a certificate
- Other finalists receive finalist certificates

The top three competitors selected will be recognized at the AAEA Awards ceremony. All finalists are guests at the [Extension Luncheon](#) during the AAEA Annual Meeting. Luncheon tickets will be provided to all finalists.

Submit Entries to:

Dr. Maria Marshall
Competition Committee Chair
Agriculture Economics Department
Purdue University
Phone: 765-494-4268
Email: mimarsha@purdue.edu



Section Updates

Graduate Student Section AEM/GSS Case Study Competition

The [case study competition](#) is a long and prestigious tradition in the [Graduate Student Section](#). Every year, groups of students have a chance to show off their case study skills and win prize money as well as the great honor of being a case study competition winner. In collaboration with the [Agribusiness Econometrics and Management Section](#), the Graduate Student Section Case Study Competition allows graduate students to test their communication skills and their ability to apply their knowledge of agricultural economics and agribusiness subjects to practical situations. Students competing in the competition will receive a copy of the case study at least two weeks in advance of the AAEA Annual Meeting.

AEM/GSS Case Study Competition Rules:

Each team should prepare an oral summary of their solution to the case that will last no more than 15 minutes. Presentations lasting over 15 minutes will be penalized. After the presentation, teams should be prepared to answer questions from the judges on their interpretation of the case.

Teams can be comprised of up to three graduate students. Students may either compete as a team from the same school, or may choose to be mixed with students from other schools. If there is only one student from a school that wants to participate, the student can compete on their own, or he/she can be matched with other students. In the case of teams that are matched with individuals from different universities, competitors will be notified of their teammates as soon as possible, but no later than the same day the case is announced.

AEM/GSS Case Study Competition Prizes:

The top three teams will receive plaques and cash

prizes.

- First Place: \$300
- Second Place: \$200
- Third Place: \$100

Specific Information for the 2014 Case Study Competition:

The number of rounds will be determined by the number of teams entered. The final round will be composed of the top 3 teams. In addition to plaques and cash prizes, the three finalist teams will also be recognized during the AAEA Awards Ceremony.

- Sunday, July 27, 8:00 a.m. – 3:00 p.m.: First Rounds of Competition
- Monday, July 28, 1:30 p.m. – 4:00 p.m.: Final Round
- Monday, July 28, 6:30 p.m. – 7:30 p.m.: Awards Ceremony

Students participating in the case study competition will need to be registered for the Annual Meeting AND the Case Study Competition.

Students should register for the AAEA Annual Meeting through the 2014 Annual Meeting Registration Form which is available [online](#).

Each team must also complete the [Case Study registration form](#) identifying their teammates and send it to AAEA no later than **June 16, 2014**.

Please direct any questions regarding the [2014 AAEA Case Study Competition](#) to Dr. Aslihan Spaulding (adspaul@ilstu.edu) or GSS Section Chair, Brandon McFadden (brandon.mcfadden@ufl.edu).



Job Openings

Please visit the new [AAEA Job Board](#)! Our new platform allows employers to post open positions on the site and browse the resumes of qualified candidates. Applicants can apply for these positions online and upload their resumes anonymously, protecting their personal information.



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