



2022 AAEA Election for the Director position

Glynn T. Tonsor

Bio-sketch

Dr. Glynn Tonsor is currently a Professor at Kansas State University (KSU). Upon receipt of his PhD from KSU in 2006, he was an Assistant Professor at Michigan State University before returning to KSU as a faculty member in 2010. Tonsor's program can best be described as an integrated research and extension program primarily focused on real-world economic issues in the meat-livestock industry. Glynn has served the AAEA as chair and member of multiple sections and committees. Glynn currently serves as WAEA President. Additional details on Glynn's background, experiences, and program are available on KSU's AgManager.info website (<https://www.agmanager.info/contributors/tonsor>).

1. What is the biggest concern/problem facing AAEA?
 - *GT*: Ultimately I believe the AAEA's ability to build and sustain relevance hinges upon accurately identifying and leveraging its comparative advantage (CA) to guide direction of the association. In short, without clear guidance on one's CA the efficacy of any program's efforts is difficult to assess. This applies not only to individuals and companies, but also to membership-based associations such as the AAEA.

2. What actions would you initiate to improve the situation described in your response to the previous question?
 - *GT*: Consistent with my remarks last summer in Austin as the WAEA incoming President, I would strongly encourage the AAEA board to gather both internal and external feedback to identify AAEA's comparative advantage. A genuine acceptance of both positive, supportive and more critical feedback would be required in my opinion and I hope the Board would concur.

3. At the end of your three-year term, what changes/new initiatives would you have helped create?
 - *GT*: Eventually I would hope a net result would be improved strategic decision-making would occur for the AAEA. I would like to see both carefully saying "no" to cease some current efforts while also "doubling down" on viable strategic opportunities that align with AAEA's recently identified comparative advantage. In turn I would hope this would help revive both relevance and membership for the AAEA.