



AEM Section Update

AEM Makes Substantial Progress

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It was nearly two years ago that I was elected President-Elect of the Agribusiness Economics and Management Section. The past year was very short but I believe that your AEM Section has made substantial progress in 12 months. Several milestones come to mind. For one, the section adopted a mission statement and strategic goals, see p. 4. These will provide some continuity in section leadership and facilitate future strategic planning for the section.

Another milestone was sponsorship of the first Winter meeting of the AEM Section. The Winter meeting is to be a chance to learn about a cutting-edge topic or method that is of wide appeal to the AEM membership.

Yet another milestone during the past year was AEM's collaboration with several other sections in planning for the AAEE Summer meetings. Your AEM is co-sponsoring more events at this year's AAEE than ever before. This sets a tone

of cooperation and collaboration with other AAEE Sections. I am sure that the leadership of AEM will wish to continue this pattern.

Yet another milestone that will influence the section for years to come involves decisions about sponsoring a pre-conference at the AAEE Summer meetings. Your AEM Section will sponsor or co-sponsor a pre-conference every year. Alternating years the conference topic will be research methods based. The other alternating years the focus will be on teaching and teaching improvement (as it is this year).

I enjoyed serving as President of the AEM Section. I believe sections can re-invigorate the entire AAEE and serve to empower the membership. Sections invite all members to become greater stakeholders. On a personal note, I wish the best to incoming AEM President Chris Peterson of Michigan State University.

Tom Sporleder

Special points of interest:

- Milestones for AEM for this year reported in lead story
- Real options workshop first of its kind
- Substantial AEM track program in Montreal
- AEM business meeting in Montreal on Sunday, July 27

Real Options Workshop A Success

The first Winter meetings of AEM were held in April. The learning workshop was an opportunity to understand real options and their influence of real options logic on a number of aspects of economics, management, and finance. The workshop was attended by 21 professionals. The resource person was Professor Folta of the Krannert School of Business at Purdue University.

The attendees had the opportunity of learning more about the subject from an expert and to interact in terms of their own research interests. The AEM Section will sponsor at least one professional development experience annually in the future, following a similar pattern that was established for the Real Options Workshop.

AEM Program in Montreal

The focus and theme of the 2003 track for the AEM Section is *strategic response of management to uncertainty*. An overview of the events includes four organized symposia all related to the theme of strategic response, a pre-conference on teaching, the case study competition for graduate students, and the industry banquet. The pre-conference, entitled *Team Learning: A Transformative Use of Small Groups*, is jointly sponsored between the AEM and the Teaching, Learning, and Communication (TLC) Sections.

The AEM Track Session proposal was generally accepted as originally proposed. This is a credit to the hard work and skillful planning that went into drafting the 2003 track session proposal. Both the AEM track proposal and pre-conference proposal were developed with direct input from the membership of AEM and several other groups interested in agribusiness, such as the WCC-72, the Institutional and Behavioral Economics (IBES) Section, the Teaching, Learning, and Communication (TLC) Section, and the Food and Agricultural Marketing Programs (FAMPS) Section of the AAEEA. This co-sponsorship minimizes overlap and increases coordination and interest. Additionally, the AEM section is working with the Graduate Student Section on the case competition for the third consecutive year.

Following the pattern of the past two years, the AEM section hopes to have the majority of the program on Monday, July 28, culminating with the case study competition finals and the industry banquet the evening of July 28. Please start recruiting now for those attending the AAEEA meetings to attend the AEM sessions.

Organized symposia scheduled for the AEM Section in Montreal include:

- Strategic Response to Uncertainty Arising from Product Attributes: Traceability vs. Anonymity
- Strategic Response to Activists and NGOs
- Strategic Response of Organizations to Institutions in an Economic System



SPATIAL INEQUALITY:
Continuity and Change in Territorial Stratification

The focus and theme of the 2003 track for the Agribusiness Economics and Management Section is *strategic response of management to uncertainty*.

Industry Banquet Monday, July 28

Michael Detlef, Chief Strategist for Maple Leaf Foods, will be speaking on cross border issues affecting U.S. and Canadian meat trade. His remarks will address both COOL and BSE as topics.

Maple Leaf Foods is a leading global food processing company. Based in Toronto, Canada, they employ 15,000 people at operations across Canada, in the United States, Europe and Asia.

The Maple Leaf brand first appeared more than 100 years ago. The company evolved and grew through M&A. In 1990, Maple Leaf Mills Limited and Canada Packers Inc. merged to form Maple Leaf Foods. McCain Capital Corp and the Ontario Teachers' Pension Plan Board now have controlling interest in MLF.



Michael Detlef of Maple Leaf Foods will speak at the Industry Banquet.

AEM Co-Sponsors Pre-Conference Teaching Workshop

Small group based instructional methods can generate significant learning when participants are motivated to prepare for and engage in give-and-take discussions. However, instructors and workshop leaders frequently report that their group activities have not been as effective as expected. Two common problems among small-group activities are discussion domination by one or two vocal individuals and the inability of a group to stay focused on the assigned task. Studies show these problems and other symptoms of ineffectiveness are often the result of poorly conceived group tasks, which can be avoided by careful development of the activity (Michaelsen, Fink, and Knight). This workshop will help educators understand how different types of learning tasks contribute to or detract from group cohesion to help them generate more effective group learning activities.

The objectives of this workshop are to provide guidance for designing effective group assignments and activities for classes and workshops; actual experience participating in effective group learning activities; and a forum where educators can share with their peers their small group teaching experiences both inside the classroom and in other teaching environments.

This workshop will appeal to a large segment of the AAEA membership, including those who teach undergraduate or graduate courses, graduate students, extension educators, and workshop developers. Both L. Dee Fink and Larry K. Michaelsen have been nationally recognized for their work on the development of Team Learning, a comprehensive small-group based instructional process.

Team learning's distinctive feature is its ability to transform "groups" into "teams" and use the energy from team dynamics to generate significant learning, offering teachers advantages that are not available in any other form of teaching.

AEM Business Meeting Sunday, July 27

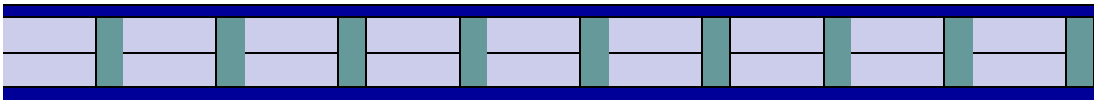
The annual business meeting of the AEM is scheduled for Sunday, July 28. Consult the AAEA program for exact time and room location. The business meeting is important since election of new AEM officers will be held at this meeting.

The positions for election include President-Elect, Director at Large for Teaching, and

Secretary-Treasurer. A nominations committee consisting of the current President, President-Elect, and Secretary-Treasurer will suggest a slate of nominees. In addition, nominations will be accepted from the floor.

Please try to attend this meeting.

AEM Business Meeting, Sunday afternoon, July 27.

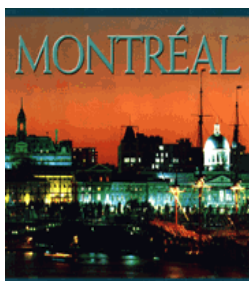


PLEASE CONTACT US WITH YOUR SUGGESTIONS:

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We're on the Web!

<http://www.aaea.org/sections/aem/index.cfm>

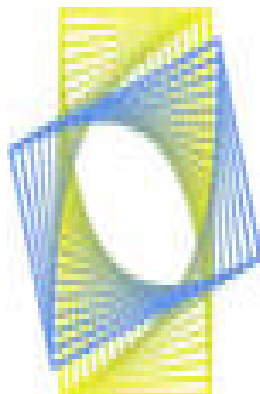


The Agribusiness Economics and Management (AEM) Section of the American Agricultural Economics Association (AAEA) was founded to foster communication among teaching professionals, research professionals, and industry professionals in the area of agribusiness and management. The section has sponsored the Industry Banquet and paper sessions at the annual meetings of the AAEA. Success for the Section depends upon participation of the membership. Please contact any of the officers with ideas and suggestions as to how this section can best achieve its mission and strategic goals.

Elected AEM Executive Committee for 2002-2003:

President—Tom Sporleder, Ohio State University
President-Elect—Chris Peterson, Michigan State University
Immediate Past-President—Lisa House, University of Florida
Secretary—John Nichols, Texas A&M University
Members at Large—
Jay Akridge, Purdue University (teaching)
Darren Hudson, Mississippi State University (research) and
Terese Rowe, Rabobank International (industry).

AEM Section Strategic Goals



AEM promotes quality, innovation, and experiential foundations of agribusiness and supply chain scholarship

Strategic planning for the section has been a priority since the Long Beach meetings. A September meeting of the AEM leadership established these strategic goals for the section:

- Create and sustain a unified voice for agribusiness within AAEA and the broader professional community
- Promote quality, innovation, and experiential foundations of agribusiness scholarship in learning, discovery, and engagement; and
- Organize and implement a premier series of professional learning experiences targeted to section members.

Consistent with these goals, the AEM Sec-

tion has a mission statement as follows: "AEM promotes quality, innovation, and experiential foundations of agribusiness and supply chain scholarship in learning, discovery, and engagement. We develop, facilitate, and conduct programs and promote communication that enhances the professional wellbeing of our members. We also work to deepen our understanding of the economic phenomenon that influence the global food system and the managerial decision-making of firms within it."

