

**Minutes of the AAEA Extension Section 2008 Annual Business Meeting
Sunday, July 27, 2008
Orlando, Florida**

The meeting was called to order by President Ken Bailey at 1:15 pm.

Twenty-six persons attended (see attached list). Introductions were made.

Minutes: Minutes of last year's Extension Section Business Meeting in Portland, OR (July 29, 2007) were distributed for review. Motion (by William Edwards, second by Ron Plain) to approve the minutes as distributed was approved.

OFFICERS' REPORTS

AAEA Liaison Report—Richard Just

Just thanked Ken Bailey for his leadership of the Extension Section Executive Committee this past year, and for the Section's efforts to help get the new outreach efforts up and functioning. He noted that work is still needed to increase the synergies with others to maximize the effectiveness of the association's outreach efforts.

Just reported that Ron Mittelhammer, Washington State University, is the AAEA President-elect and will be the Board Liaison to the Extension Section.

Just noted that Doug Jose was selected to be on the Membership Committee to aid in efforts to increase Association and Section membership. He thanked Jose for accepting this assignment.

He reported that the Board intends to lower membership dues and continue seeking ways to reduce costs. They will also be working to achieve cost economies and uniformity of costs across sections.

AAEA Outreach Committee Report—Walt Armbruster

Walt Armbruster reviewed recent activities of the Outreach Committee and provided an overview of the direction the association plans to go in the future.

The Committee is working to identify individuals willing to contribute to outreach activities. He noted that the recent farm bill summary was an excellent example of the type, quality, and timeliness of information suitable for distribution. Information pieces in the pipeline are broader than just agricultural production policy and include reports on ACRE, specialty crops, trade (WTO), bio-fuels, European issues, livestock, and anti-trust.

He also provided a status update on the outreach component frequently referred to as Extension Exchange or Shared Materials. The goal is to facilitate the sharing of current policy and economic issues materials. The committee is working to identify a Shared Materials editor. They envision a peer review process of materials, to maintain the

integrity of the site and strength of the output. The Outreach Committee welcomes the guidance and input from the Extension Section to help with the organization and implementation of this activity.

The Outreach Committee will be preparing and proposing a budget for outreach activities to the AAEA Board in a few months. They are also working in concert with CFARE to host webinars on contemporary topics to increase the impact and effectiveness of all association outreach efforts.

Armbruster noted that the long term plan is to eventually do similar activities with the Teaching/Learning sections that are being initiated with the Extension Section.

Financial Report

Bailey provided attendees a preliminary financial statement for 2008 and summarized the financial status of the section. Budget numbers were not available from the AAEA office prior to the meeting, but he noted that funding for the section remains strong, with the ag study tour continuing to be a profitable activity. The Executive Committee will revisit tour registration fees to achieve a closer break-even fee structure.

BUSINESS—Ken Bailey

Bailey introduced the Executive Committee members and presented the following election results and welcomed the new Executive Committee members. Bailey passed the leadership baton to Doug Jose who chaired the remainder of the meeting.

Election Results

President-elect—Bob Craven, University of Minnesota
Secretary-Treasurer—Gregg Ibendahl, Mississippi State University
At-large Director—Linwood Hoffman, USDA/ERS
Western Region Director—John Hewlett, University of Wyoming
North Central Region Director—Gary Schnitkey, University of Illinois

Outgoing Board Members

Jose recognized the following outgoing board members for their service and noted they would be receiving plaques recognizing their service at the luncheon on Tuesday.

Ken Bailey—Past President
Laurence Crane—Secretary-Treasurer
Trent Teegerstrom—Western Region Director
Henry Bahn—USDA/CSREES
Bob Craven—North Central Region Director

Reception

The reception will follow the Section meeting. The Section thanked the Center for Farm Financial Management (University of Minnesota) and FarmDoc (University of Illinois) for sponsoring the Extension Section reception.

Ag Study Tour

The ag study tour was outstanding and the Committee expressed appreciation to John Van Sickle for organizing the tour. Forty-six individuals pre-registered with forty attending the tour. The tour visited three sites:

1. MacArthur Agro-ecology Research Center at Buck Island Ranch

The Center is dedicated to a mission of long-term research, education and outreach related to the ecological and social value of subtropical grazing lands. The Center is at a 10,300-acre cattle ranch on a long-term lease to Archbold Biological Station from the John D. and Catherine T. MacArthur Foundation. The ranch is operated at full commercial scale allowing researchers to investigate ecological interactions under the economic realities of a working agricultural landscape. It also provides researchers the opportunity to evaluate the relationship between economic and ecological factors and how these change over time

2. Bates Caladium Growers

This production facility is a three generation family operation. The tour met with the owners and got a first hand view of commercial Caladium growing practices.

3. Florida's Natural Growers Grove House

Florida is home to more than 700,000 acres of citrus. Florida's Natural is one of the largest citrus processing companies for orange juice in the world. It is a cooperative of more than 1,000 Florida growers.

Ken Bailey and John VanSickle will both send letters of appreciation to the three sites for hosting the tour.

A pre-conference study tour in conjunction with next year's meeting in Milwaukee is being planned. Joy Kirkpatrick, University of Wisconsin Extension, has volunteered to help organize the tour and is seeking input on areas of interest.

Luncheon Speaker

The speaker at the Extension Section Luncheon will be Lonnie O. Ingram, Distinguished Professor at the University of Florida. His research experience is in the conversion of lignocellulose to ethanol. His research has resulted in over 200 scientific publications and more than 20 pending and issued patents.

Extension Track Symposia

Bailey reviewed all of the offering by the section and noted that the move to an electronic submission process had worked well.

Extension Website

Bob Craven thanked the members for supporting the Section website. He commented that copies of the presentations would be posted soon after the meetings and invited tour participants to share photos from the tour that could be posted. Appreciation was expressed by the group to Bob for the time he donates to maintaining the site.

Graduate Student Award

No report was available on the graduate student award because of scheduling conflicts. The award competition was taking place at the same time as the Extension Section business meeting and Larry Sanders was chairing the competition.

The committee briefly discussed the need to monitor this conflict and look for alternatives in the future so individuals can participate in both activities.

Bailey noted that Jim Novak (Auburn) and Margot Rudstrom (University of Minnesota) will co-chair the competition next year.

Website Award

The website award this year focused on Websites providing outstanding electronic tools and decision aids. The University of Illinois was this year's winner for its FAST (Farm Analysis Solution Tools) website, and will be recognized at the Extension Section Luncheon. Appreciation was expressed to the committee (Trent Teegerstrom, chair) who selected the winners.

A brief discussion was held concerning the focus of next years website award. A popular suggestion was on effectiveness of communicating changes in the farm bill. Additional suggestions should be forwarded to the committee for their consideration.

Membership Report

Section membership was 196 as of June 30, 2008. The Extension Section continues to be the largest of all sections. It was noted that recruitment of new section members needs to remain a priority of the Extension Executive Committee.

A short discussion occurred around membership communication and membership recruitment. It was suggested that two electronic listserves be maintained with one for the Extension Section president to communicate information to all section members. The other list would be for a wide range of communication to the section members and would allow individuals the choice to not receive the communication.

It was suggested that the Extension Section leadership send a short recruitment piece to all department heads that would be easy for them to endorse and forward on to faculty in their departments, encouraging them to join the AAEA Extension Section. Special attention should be focused on new extension appointments in their departments.

Adjournment

A motion to adjourn was approved.

Meeting adjourned at 2:15 pm.

Respectively Submitted,
Laurence M. Crane, Secretary

2008AAEA Extension Section Annual Business Meeting Attendance

Ken Bailey	Penn State University
Laurence Crane	National Crop Insurance Services
Doug Jose	University of Nebraska
Richard Just	University of Maryland
Walt Armbruster	Farm Foundation
William Edwards	Iowa State University
Ron Rainey	University of Arkansas
Mary Mafuyai-Ekanem	North Carolina A&T University
Bob Craven	University of Minnesota
John VanSickle	University of Florida
Shannon Ferrell	Oklahoma State University
Steve Harsh	Michigan State University
Sally Thompson	Purdue University
Ron Plain	University of Missouri
Maria Marshall	Purdue University
Corinne Alexander	Purdue University
Gordon Groover	Virginia Tech
Duncan Chembezi	Alabama A&M University
C.W. 'Bill' Herndon	Mississippi State University
Steve Amosson	Texas A&M University
Todd Hubbs	Purdue University
Clark Garland	University of Tennessee
Rick Farnsworth	Purdue University
Laila Racevskis	University of Florida
Etaferahu Takele	University of California—Davis
Paul Farris	Purdue University