

Extension Section notes - Annual business meeting, Milwaukee, WI - July 26, 2009

1. Introductions - 22 people signed attendance sheet - I counted 28 folks who attended at least part of the meeting.
2. Minutes from last year - no comments. Ron Plain moved to accept minutes, seconded and passed.
- 3 & 4. Doug - Extension section results.
  - New president - Henry Bahn
  - New at-large rep - Jim Robb
  - New Southern rep - Ron Rainey
  - Past president - Ken Baily
  - Past Southern rep - Larry Sanders
  - Past at-large - Steve Halbbrook
  - group gave a round of applause to all outgoing board members

Grad student competition - going on at moment, Jim Novak and Margo Rudstrom are chairs. At 3 pm today they will have a general review of competition with contestants. There were 13 applications and 8 were ask to participate in on-site competition. Farm Foundation provided \$1,000 for monetary awards.

Bob has a gold slip with all the Extension track sessions so everyone can keep track.

Website competition - this year focus on farmbill web sites. We need more applications for future years.

Newsletter - Doug published 2 newsletters and they are on the website for review.

Membership - 198 last year, As of 7/10 - 196 members.

Luncheon speaker for tomorrow - Mike Martin, chancellor at LSU.

Doug has had conversations of how to get Extension folks nominated as AAEA fellow - something we need to work on.

Doug passed out operating policies - there is a move to have all sections follow the same policies. Ron Mittelhammer was chair of this task force and he will report later.

Richard Just drew up a letter about the restructuring of CSREES and he asked for comments from our committee - i.e., the importance of outreach.

Question from Duncan Chembezi - What strategies do we have to recruit more membership for 1890's institutions? Response from Mary Mafuyai- She came up with a brochure to help with recruitment. This is something our board might want to look at. Also encourage word of mouth advertising from peers. Response from Doug - Maybe

Bob should interact with COSBAE chair about this? (seemed to be agreement about Bob doing this) Bob - Asked why lack of 1890 membership? Duncan - Maybe we need to do a better job explaining benefits of Extension section and then targeting potential members individually. Mary - Lack of travel money is an issue for some 1890's potential Extension section members. We need to work on strategies.

Skip items 5 and 6 for the moment.

7. Ag study tour - organized by Arlin Brannstrom and Joy Kirkpatrick from the dairy profitability center in Wisconsin. Toured farmer's market, dairy farm, lunch lake, wind farm and finally marsh. 46 folks on tour.

Comment about moving ag tour from Saturday to Wednesday. Ron Plain thought that would be a good idea since he could save a day's hotel stay. Steve Halbbrook - thought we might be able to get into more places on weekends. Bob suggested we do a survey of tour participants to get their preferences.

9. AAEE outreach  
Damona - Ramping up marketing effort, partnering with C-FAR to do quarterly webinars.

William - Website to share outstanding Extension material - Goal: Trying to make Extension material more accessible to everyone as well as giving more recognition to Extension personnel. Working on since last fall and is now on-line as a week ago. There are two publications up already. To get there from AAEE website, go to publications, then shared outreach materials. Also from Outreach link. May have to use direct link for now as links are not active as of meeting. Site can take powerpoints, spreadsheets, pdfs, etc. Pubs need to have 3 reviews. Hoping to have reviews done in 2 weeks. Can also specify shelf life. Reviewers can review on-line. Stars are a question mark. Also, an archive section exists. Also, a revise and resubmit section. Website is to be kept in-house.

Doug - would like to recognize all the help from Brian of the AAEE. He has been a great help to our section.

Doug recognized Steve Halbbrook for his service to the board.

5. Ron's report - Tom Hurdle is president-elect for next year and will be on our conference calls for next year. Sections seem to like new operating policies. There are now 16 sections within AAEE. Common policies help because the AAEE was having trouble keeping up with all the by-laws before. These commonalities include: elections, financials submitted, one common governing structure but some flexibility here.

Doug - addendum to Extension section guidelines are in review but not yet approved by executive board. However, the main document has been approved. The new guidelines should not affect us much.

8. Bob - Asked who visited Extension website. Bob is showing us the site. Can get there from main AAEA page. Membership list is up, minutes back to 1999. Question about paying dues from website. Powerpoints from all Extension sections tracks should be on website as well.

One other activity to discuss - ECOP (Extension Committee on Policy) - managing in tough times. Met in Dallas to discuss. Putting together a website with information gleaned from the states. The website for this is [mitt.extension.org](http://mitt.extension.org) (Managing In Tough Times). Target is Extension educators and not really farmers themselves.

E-Extension topic - No community of practice (COP) on farm management or marketing areas. We are getting some pressure to do this. Should we do this? Some concerns about intellectual property rights going to E-Extension. Question about what is COP? Answer - A subject matter group that come together that agrees to put materials up on a website, topical in nature. Also opportunity for COP to put together a panel for answering national questions (expert panel). Concern - Farm management is so much more broad than some of the other areas of COP.

13. Grad student competition. Still in session. Website winners - announce at luncheon. Grad student awards will be announced at main AAEA award session.

Doug - A special award is being given to William Edwards for all his extra help this year.

15. Turn program over to Bob  
Recognition of Doug for his work as President this past year. We gave a round of applause.

Website ideas - climate change, financial problems, blogs, social networking of ag economists.

Track sessions for Denver. Typically we have 3 sessions - crop and livestock outlook and policy session. Then we have 2 or 3 other sessions available. In Denver we'll need to have one on the centennial. The western group would like to do one on policy. We'll start looking for proposals in October. Partnering with other sections is good. Question about how we select proposals. Should we do something more formal than how we did it this year.

Also, how do we get more attendance for business meeting at AAEA.

Adjourn

end minutes  
-Gregg Ibendahl