



<http://www.aaea.org/sections/extension>

2010 Extension Section Annual Report

July 2010

The 2009-2010 year marks the eleventh anniversary of the Extension Section in the Agricultural and Applied Economics Association. This year, the section's primary focus was on the delivery of the track proposals for the 2009 meeting in Milwaukee and planning the track sessions and other section activities for the 2010 meetings in Denver. In addition, the section continued the Extension Graduate Student competition and the section web award. During the year, the section by-laws were revised to be consistent with the recently adopted AAEA Section Operating Guidelines.

The board held monthly conference calls, September through July. The minutes of those calls can be found on the section website, noted above. During the course of the year, we had lively discussions about the day of the tour, the prominence of outlook in the track sessions, the status of the outreach materials section of the AAEA website, the possibility of expanding services and offerings to the section membership, promotion to the 1890 community, and broadening the scope of the section. All of these topics are on the agenda for the July 2010 annual business meeting.

Section Leadership 2009-2010

Executive Committee

		Term Ends
Chair	Robert Craven, University of Minnesota	2011
Past-Chair	Doug Jose, University of Nebraska	2010
Chair-elect	Henry "JH" Bahn, USDA, NIFA	2012
Secretary/Treasurer	Gregg Ibendahl, Mississippi State University	2011

Section Board

At-Large Director	Linwood Hoffman, USDA, ERS	2011
At-Large Director	David Miller, Iowa Farm Bureau	2010
At-Large Director	James Robb, CoBank	2012
1890 Institutions	Mary Mafuyai-Ekanem, North Carolina A&T	2010
Western Region	John Hewlett, University of Wyoming	2012
North Central Region	Gary Schnitkey, University of Illinois	2011
Northeast Region	Lori Lynch, University of Maryland	2010
Southern Region	Ron Rainey, University of Arkansas	2012

Liasons

AAEA Board	Thomas Hertel, Purdue University
AAEA Staff	Kristin Agard & Brian Mondragon Jones

New Members Elected

Chair-Elect	Rodney Jones, Oklahoma State University	2013
Northeast Region	Jim Hanson, University of Maryland	2013
1890 Institutions	Duncan Chembezi, Alabama A&M University	2013

Section Membership & Event Attendance

Section membership as of July 2010 is 195, a slight decrease from last year.

		Membership	Agricultural Tour	Luncheon
2010	Denver*	195	41	81
2009	Milwaukee	198	48	91
2008	Orlando	198	48	70
2007	Portland	195	64	93
2006	Long Beach	191	52	96
2005	Providence	201	44	96
2004	Denver	198	60	140
2003	Montreal	221	50	138
2002	Long Beach	230	32	112
2001	Chicago	256		134
2000	Tampa	258		132

* preliminary

Extension Track Sessions and Reception

The section had a good response to the call for track session proposals last fall. There were a total of 12 proposals submitted. The section was awarded a total of 5 track sessions with a 6th that was designated as a centennial session. There are four sessions co-sponsored with another section. Those only count as a ½ session against our total.

We welcome a new sponsor to the Extension Section activities at the Denver meetings. National Crop Insurance Services (NCIS) joins FarmDoc and the Center for Farm Financial Management in sponsoring the Extension Reception at the meetings. We thank them for their support of the section and our activities.

<u>Date/Time</u>	<u>Event</u>	<u>Co-sponsor</u>
Sun., July 25		
8:00 am - 3:00 pm	Graduate Student Extension Competition	
1:30 - 3:00 pm	Extension Section Business Meeting	
3:00 - 4:30 pm	Track Session: USDA/Land Grant Extension Outlook Program and Role of Farm Management	Centennial Session
5:30 - 6:30 pm	Extension Section Reception	

Mon., July 26

10:15 - 11:45 am	Track Session: Washington Policy Update by Chief Economists From the House and Senate Ag Committees and USDA's Farm Service Agency	
12:00 - 1:30 pm	Extension Speaker Series & Luncheon with Speaker Alan Barkema	
1:30 - 3:00 pm	Track Session: The Land Grant Vision of Extension's Future	Senior Section
4:00 - 5:30 pm	Track Session: Greenhouse Gas Markets and Agriculture	Senior Section

Tues., July 27

8:00 - 9:30 am	Track Session: Risk Issues at the Interface of Extension and Research	ARA Section
9:45 - 11:15 am	Track Session: Graduate Student Competition in Extension-Winner's Presentations	Grad Student Section
1:30 - 3:00 pm	Track Session: Extension Section Crops Outlook	
4:00 - 5:30 pm	Track Session: Livestock Outlook	

Wed., July 28

7:00 am - 6:00 pm	Extension Agricultural Education Tour	
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Extension Graduate Student Competition

The Extension Graduate Student Competition is now in its sixth year. This competition, sponsored jointly by the Extension Section and the Graduate Student Section, provides graduate student competitors the opportunity to develop extension and outreach programs from their thesis research. The Farm Foundation has been a sponsor of this event from its inception and provides \$1,000 toward prizes for the top three presenters.

In 2010, the board decided to add \$500 from the Extension section budget to the 1st place finisher in the competition. It was an attempt to increase participation from graduate students. The prizes for 2010 are 1st, \$1000; 2nd, \$300; and 3rd, \$200.

This year there were 12 applications. The judges selected 8 students to present at the Sunday competition at the meetings in Denver. From those presentations, the top three presenters will be selected. They will make their presentations again during one of the Extension track sessions. The students have been invited to attend the Extension luncheon and will be introduced. The announcement of the awards is now part of the overall AAEA awards ceremony.

This competition would not happen without a group of dedicated volunteers. Margot Rudstrom (University of Minnesota) and Frayne Olson (North Dakota State University) led this effort in 2010. In addition to Margot and Frayne, the judges included Don Ricks, Stan Ernst, Ross Pruitt, Alicia English, Ron Rainey, and George Patrick. Other committee members include Henry Bahn, Steve Halbrook, T.J. Hansen, and Mary Mafuyai-Ekanem. Our thanks go out to this dedicated and hardworking group.

Extension Agricultural Education Tour

Wednesday, July 28, 7:00 am – 6:00 pm

After considerable discussion the Board decided to try the Agricultural Tour as a post-conference event in 2010. Special thanks go to Jim Robb, Dawn Thilmany, and Jeff Tranel for their leadership and work on an excellent tour. Stops include the modern ConAgra Flour Mill in Commerce City; a visit to a large multi-generational family wheat farm; and an innovative, small, intensively-managed organic vegetable farm near Boulder. Lunch will be served at the farm with a presentation from Boulder officials on their unique Open Space Ag Initiative. We finish the tour with a visit to the MillerCoors Brewery in Golden, including a special tour and discussion with the procurement manager.

Extension Outstanding Electronic Media Education Award

The Extension Section of the Agricultural & Applied Economics Association has in the past recognized outstanding institutional websites, electronic newsletters, and outstanding individual or team websites. This year the Extension Section continued to promote excellence by focusing the Electronic Media Education award on the innovative use of electronic media to educate or deliver educational programs, tools and materials to extension educators, agency personnel or agricultural managers. John Hewlett led the call for nominations and promotion. There were 9 nominations. Gary Schnitke, together with Lynn Hoffman, JH Bahn and William Edwards were the judges. The winner will be announced at the Extension luncheon.

Section Finances

These are the financials as of June 30, 2010. As expected, 2010 shows most of the revenue without the corresponding expenses from the meeting.

	2010 Year to Date 1/1/10 - 6/30/2010	2010 Approved Budget	2009 Audited 1/1/09 - 12/31/09	2008 Audited 4/1/08 - 12/31/08	2007/2008 Audited 4/1/07 - 3/31/08
<u>Income (38000):</u>					
Dues/Subscriptions	\$1,930.00	\$2,000.00	\$1,980.00	\$1,570.00	\$1,912.50
Sponsorship	1,400.00	1,000.00	500.00	0.00	
Special Event	3,235.00	4,000.00	4,712.00	3,450.00	4,650.00
Agricultural Tour	2,220.00	3,500.00	0.00	0.00	
Total Income	\$8,785.00	\$10,500.00	\$7,192.00	\$5,020.00	\$6,562.50
<u>Expenses (48000):</u>					
Awards	\$0.00	\$800.00	\$234.00	\$371.00	\$472.31
Internet	0.00	0.00	0.00	0.00	266.29
Telephone	0.00	0.00	0.00	0.00	138.46
Special Event	0.00	4,000.00	5,842.81	6,763.33	7,729.80
Agricultural Tour	0.00	3,500.00	0.00	0.00	
Reception	0.00	1,500.00	0.00	0.00	
Total Expenses	\$0.00	\$9,800.00	\$6,076.81	\$7,134.33	\$8,606.86
Net Income	\$8,785.00	\$700.00	\$1,115.19	(\$2,144.33)	(\$2,044.36)
Net Assets	\$15,854.09		\$7,069.09		

2009 Details

Special Event Income	
Tour	\$1,760
Luncheon	2,952
Sponsors	500
Special Event Expense	
Tour	2,145
Grad competition	257
Luncheon	2,957
Reception	485

We have requested a detailed breakdown of the 2010 cash flow statement for the September board conference call.

Historic Track Session Attendance

AM 2009 – Milwaukee

Time Block	Session	Attendance
Sun, 3:30 pm	The Outcome-based Approach to Quantifying Educational Project Results and Impacts	13
Mon, 9:30 am	Extension Section Crops Outlook	31
Mon, 1:00 pm	Washington Policy Update by Chief Economists from the House and Senate Ag Committees	65
Mon, 4:00 pm	Agriculture in Transition: The Impacts of a World Financial Crisis and Other Policy Changes	27
Tues, 9:30 am	Extension Section Livestock Outlook	37
Tues, 1:00 pm	Graduate Student Competition in Extension—Winners' Presentations	16
Total		189
Average		31.5

AM 2008 – Orlando

Time Block	Session	Attendance
Sun, 3:30 pm	Intersection of Agricultural Extension and Agricultural Innovations: the Case of Biofuels	40
Mon, 9:30 am	Extension Section Livestock Outlook	30
Mon, 4:00 pm	Managing Farm and Farm Household Financial Risk	19
Tues, 9:30 am	Extension Section Policy Outlook	43
Tues, 1:00 pm	Extension Section Crop Outlook	23
Tues, 4:00 pm	Graduate Student Extension Competition Finalist Presentations	20
Total		175
Average		29.17

AM 2007 – Portland

Time Block	Session	Attendance
Mon, 10:30 am	Extension Agricultural Policy Symposium: Congressional Economists Bring Attention to the Inside Workings	50
Mon, 1:30 pm	Outreach Efforts Focused on Sustaining Small & Mid-Sized Farms & Local Food Systems	12
Mon, 3:30 pm	Extension Livestock Outlook	28
Mon, 3:30 pm	Graduate Student Extension Competition Symposium	18
Tues, 10:30 am	Measuring the Impact of Extension Economics Programming	25
Tues, 1:30 pm	Changing Dynamics in Cooperative Extension & the Role of Extension Economists: Change or Changed Agents?	29
Tues, 3:30 pm	Extension Crops Outlook	34
Total		196
Average		28

AM 2006 - Long Beach

Time Block	Session	Attendance
Mon, 10:30AM	Policy Outlook-What's New on the Hill for 2006 and Beyond	120
Mon, 1:30PM	Livestock Outlook	24
Mon, 3:30PM	Crops Outlook	38
Tues, 10:30AM	Integration, Application, Learning and Teaching: Institutional Roles in Scholarship Development	18
Tues, 1:30PM	Evolutionary or Revolutionary: Changing the Social Contract on Agricultural Policy	12
Tues, 3:30PM	Research And Extension Responses To Farm And Rural Business Transition / Succession Planning Needs	18
Wed, 10:30AM	What Is the Ideal Extension Marketing Program?	21
Total		251
Average		35.86