

**AAEA Extension Section Annual Report
August 2006 – July 2007**

**William Edwards, President
Karen Klonsky, Past President
Ken Bailey, President Elect**

The 2006-2007 year was the eighth full year of operation for the Extension Section of the American Agricultural Economics Association. The Section's primary focus was on implementation of track proposals for the 2006 annual meetings in Long Beach, California, and planning of a similar track for the 2007 meetings in Portland, Oregon. New activities included the implementation of the Extension Section Graduate Student Competition and a revision of the Section by-laws.

The Executive Committee for 2006-2007

President	William Edwards, Iowa State University
Past President	Karen Klonsky, University of California-Davis
President-elect	Ken Bailey, Pennsylvania State University
Secretary-Treasurer	Laurence Crane, National Crop Insurance Services, Inc.

<u>Directors</u>	Representation	Term Ends
Wesley Musser, University of Maryland	Northeast Region	2007
Sam Funk, Kansas State University	At-large	2007
Duncan Chembezi, Alabama A&M University	1890's Institutions	2007
Trent Teegerstrom, University of Arizona	Western Region	2008
Robert Craven, University of Minnesota	North Central Region	2008
Henry M. "JH" Bahn, CSREES/USDA	At-large	2008
Steve Halbrook, Farm Foundation	At-large	2009
Larry Sanders, Oklahoma State University	Southern Region	2009

Liaisons

Otto Doering, AAEA Board
Yvonne Bennett and Terri Hafner, AAEA Business Office

New Members Elected

Doug Jose, University of Nebraska	President-elect	2010
Lori Lynch, University of Maryland	Northeast Region	2010
David Miller, Iowa Farm Bureau Federation	At-large	2010
Mary Mafuyai-Ekanem, North Carolina A&T U.	1890s Institutions	2010

Section Membership

Section membership as of July 2007 is 193, an increase of two over the same month one year ago. Membership has been stable over the past few years.

Extension Section Program at the AAEA Annual Meetings

The Extension Section views the track proposals as an opportunity to develop a critical mass of program offerings for Extension and other applied economists that will increase attendance at the

annual meetings. The Extension track symposia have always filled all the available slots and have traditionally had strong attendance. Extension track activities at the 2006 AAEA meeting were:

Saturday, July 22: Agricultural Education Tour of Ventura County—Karen Klonsky and Howard Rosenberger, organizers (49 participants)

Sunday, July 23, 2006: Business Meeting (attended by 37 members)

The annual Extension Section business meeting is an opportunity for Section members to meet, hear and discuss plans and activities for the coming year. This year revisions to the Section by-laws were discussed and approved.

Section Reception (co-sponsored by the Center for Farm Financial Management at the U. of Minnesota and FarmDoc at the U. of Illinois). Approximately 60 people attended.

Monday – Wednesday, July 24-26, 2006: Organized Symposia

1. Policy Outlook: What's New on the Hill for 2006—Jim Novak, organizer (120 attendees)
2. Extension Livestock Outlook—Wendy Umberger, organizer (24 attendees)
3. Extension Crops Outlook (38 attendees)
4. Integration, Application, Learning and Teaching: Institutional Roles in Scholarship Development, or Scholarship Beyond Research—Damona Doye, organizer (18 attendees)
5. Evolutionary or Revolutionary: Changing the Social Contract on Agricultural Policy—Larry Sanders and Jim Novak, organizers (12 attendees)
6. Research and Extension Responses to Farm and Rural Business Transition / Succession Planning Needs--Rodney Jones, organizer (18 attendees)
7. What is the Ideal Extension Marketing Program?—Scott Irwin and Wade Brorsen, organizers (21 attendees)

Tuesday, July 25, 2006: Extension Luncheon.

Featured Speaker: Craig Watson, VP Quality Assurance and Ag Sustainability, SYSCO Corporation—Karen Klonsky, organizer (over 100 attendees)

Web Site Award

The AAEA Board approved a Section proposal to present a Section award to an outstanding outreach web site each year. The Section presented an award at the 2006 Extension luncheon for the website that provided the best job of promoting and explaining a particular issue or program. Two winners were selected, the FINBIN web site at the University of Minnesota and the INVENTURE web site at Purdue University. William Edwards was chair, assisted by Duncan Chembezi and Howard Rosenberg. An award for the best electronic newsletter web site will be presented at the 2007 Extension Luncheon.

Graduate Student Extension/Outreach Education Competition

At the 2004 Annual Business meeting, Larry Sanders (Oklahoma State U) proposed a competition for graduate students that would work their thesis research into an Extension/Outreach program. The guidelines for the award were submitted to the AAEA Board and approved in January 2006. The award will be co-sponsored by the Extension Section and the Graduate Student Section. A brochure and entry form were developed and circulated.

Eleven entries were submitted, of which 8 were selected to present their projects at the 2007 meetings. Three top presenters will be recognized at the Extension luncheon, with cash prizes funded by the Farm Foundation to be awarded. Evaluators were Larry Sanders, J.H. Bahn, Steve Halbbrook, Jim Novak, Frayne Olson, Don Ricks, and Margot Rudstrom.

2007 Extension Track

The following activities were submitted and approved for the 2007 Extension Track at the Portland meetings:

- Agricultural Education tour of the Willamette Valley (Bill Jaeger and Bart Eleveld)
- Extension Section Business Meeting
- Extension Section Reception
- Graduate Student Award competition (joint with Graduate Student Section)
- Extension Luncheon (speaker is Bob Stacey of 1,000 Friends of Oregon)
- Symposia:
 - Livestock Outlook (Ken Bailey)
 - Crops Outlook (Henry Bahn)
 - Ag Policy Outlook (Sam Funk)
- Measuring the Impacts of Extension Economics Programming (Ron Plain)
- Changing Dynamics in Cooperative Extension (Chembezi, Novak, Baharanyi, Newton) (joint with COSBAE)
- Graduate Student Award finals (Larry Sanders) (joint with Graduate Student Section)
- Short sessions (2) for the Computer Based Learning Continuing Education Clinic (joint with ESIRC)

Other Section Activities

- Section Executive Committee members participated in monthly conference calls to plan Section activities, set policies and coordinate with the AAEA Board and AAEA Business Office.
- The Section provided input through AAEA Board liaison Otto Doering to the AAEA outreach task force, chaired by Steve Halbbrook, Section board member.
- Three newsletters were sent to section members promoting section activities.
- Newsletters are also posted on the Section web page, along with minutes of the monthly teleconferences and information about other Section activities. The web site is maintained by the Center for Farm Financial Management. Bob Craven is the liaison.
- Revisions to the Section By-laws (the first since it was formed) were presented to the membership and approved.

Financial Summary	2006-2007	2005-2006
Beginning balance, April 1	\$8,995	\$8,582
<u>Income</u>		
Membership dues	\$2,063	\$1,968
Luncheon net (half)	\$ 446	
Ag tour net (half)	\$ 932	
Reception sponsorships	<u>\$1,000</u>	<u>\$1,000</u>
Total income	\$4,441	\$2,968
<u>Expenses</u>		
Awards	\$ 310	\$ 67
Catering for reception	\$1,901	\$1,422
Conference expenses	\$ 230	\$ 165
Internet	\$ 289	
Postage	\$ 222	\$ 13
Printing and copying	\$ 69	
Professional fees		\$ 659
Telephone	\$ 303	\$ 101
Travel		<u>\$ 127</u>
Total	<u>\$3,323</u>	<u>\$2,555</u>
Net Income	\$1,118	\$ 413
Ending balance, March 31	\$11,283	\$8,995