

AAEA Extension Section 1999 Minutes

Minutes of the Executive Committee of the Extension Section

August 8, 1999

Officer and Board Attendance: Ed Smith, President; Robert Milligan, President-elect; Richard Clark, Secretary-Treasurer

DIRECTORS	AREA	TERM ENDS
Henry Bahn	At Large	2000
Adell Brown	1890/1994 Institutions	2002
Terry Francl	At Large	2001
Jim Novak	Southern	2000
George Patrick	North Central	2002
Paul E. Patterson	West	2002
Mark Stephenson	Northeast	2001
Patricia Norris (absent)	At Large	2002

Attendance by others:

- Bruce Gardner, President elect of AAEA and Liaison for AAEA Board to the Extension Section
- DeeVon Bailey, Chairman of AAEA Extension Committee, which ended with formation of the Extension Section
- Ron Knutson, newly elected AAEA Board Member
- Julie Caswell, AAEA Board Member
- Stan Johnson, Director of Extension, Iowa State University
- Walt Armbruster, Farm Foundation and past president of AAEA
- Steve Halbhook, Farm Foundation
- Several other interested members of the new Extension Section also attended all or part of the meeting.

President Ed Smith convened the first meeting of the Executive Board at 2:30 p.m. CDT in the Renaissance Hotel, Nashville, TN.

After introductions, the first order of business was to randomly select the length of terms for the Directors. Terms selected are shown above with the attendance list.

President Smith reported that membership in the Extension Section now stands at 331 and we have a budget of approximately \$3,000.

Dick Clark reported on the Section's work with the National Association of County Agricultural Agents. Ralph Booker, Extension Educator in Marshall County, IN, requested assistance from

AAEA for developing an educational program about economic issues for their annual meeting to be held in Omaha, NE, in mid-September. Dick Clark, on behalf of the AAEA and the Extension Section, worked with Ralph to develop a program. The following individuals have agreed to offer the program for the afternoon of September 14, 1999: Russell Lamb, KC Federal Reserve; Roy Frederick, Policy Specialist, University of Nebraska; and Richard Gady, Con-Agra, Omaha. In addition Dick will have time on the program to explain the benefits of joining AAEA and the Extension Section. Clark worked with Farm Foundation who agreed to pay most of the expenses for bringing in Russell Lamb.

Bruce Gardner, President-Elect of AAEA, was introduced. Bruce will serve as liaison to the Extension Section, from the AAEA Board. Dr. Gardner stated that the recent AAEA Board meeting which he attended was his first in about 15 years and that he was struck by how the AAEA has changed. Two things in particular caught his attention. One was how much more "business like" the association conducts its business especially now that we have an Executive Director. The other is that the Association is doing "a lot more things"! He noted in particular the larger thrust on outreach. Just how well the sections will work is still unknown. He emphasized that a successful Extension Section will have a chance to make a difference for the entire AAEA. In other words we are the pilot and are being watched!

Ron Knutson, AAEA board member, was introduced. Ron made several points that are important to our section. First, he is very supportive of the role and development of sections within AAEA. Second, he expressed his appreciation to all of those who stood for election to Extension Section offices and those who are willing to serve. (Ron was chair of the nominations committee for the Extension Committee as the Section was being formed.). Third, he encouraged us to make "pointed" suggestions for change (if needed) to the AAEA Board, but to also offer alternatives. In other words, don't just say change is needed but also offer potential solutions. Ron's final points dealt with the lack of submission for various AAEA functions from extension faculty. Extension awards for example lack submissions. Only two people were submitted for the individual award this year. It is difficult for us to complain about the types of articles that appear in Review of Agricultural Economics if we do not submit articles and the same is true of CHOICES. Marshall Martin who has been chair of the extension awards committee, echoed Ron's concerns about lack of submissions.

Walt Armbruster suggested that the Section should focus its energy on serving the people (extension and others) and in so doing will be successful.

George Patrick moved and the Executive Board unanimously expressed appreciation on the part of the Section to DeeVon Bailey and Ron Knutson for all of their hard work in establishing the section.

DeeVon Bailey, most recent president of the Extension Committee, offered several comments. He thanked Steve Halbrook and Walt Armbruster of the Farm Foundation for being instrumental in forming the Section. He pointed out that there is an Extension oriented session in each of the 7 time periods of the current AAEA meetings. The Plenary Speaker prior to the reception was suggested by President Elect, Robert Milligan. DeeVon suggested that we need to reach out to our membership and that we must decide "how" we will communicate with that membership.

New Business

George Patrick asked if we should consider a reduced rate for graduate students. Action on this item was deferred to a later meeting, after we have official by-laws.

The **By-laws** were discussed. We now have a set that was proposed by the Extension Committee when applying for Section status from AAEA. **Bahn** suggested that we did need to contact the membership for By-law adoption. There are a couple of options to do that. One is through the AAEA web page. Another is through the e-mail list for our section maintained by the AAEA office. **Brown** moved and **Novak** seconded that the President appoint a committee to review the proposed by-laws and to place these on the AAEA web page for review by the membership. Motion carried. The **By-Laws Committee** was then appointed and is **Robert Milligan**, Chair with members **DeeVon Bailey**, **Jim Novak** and **Ron Knutson**.

President Smith asked Dick Clark to obtain from AAEA a list of critical dates that would be important for Extension Section business. He also indicated that the Section will need to submit a report to the AAEA by September 30.

The next item for business was a discussion of the results of the e-mail poll of Board members conducted by President Smith prior to our meeting. The questions were what 4 things that Extension is currently doing would you suggest that we should continue to do and what new things should we undertake. The results of his survey are attached. Several items on the list elicited lengthy discussions by those in attendance. Expanding the list of Fellows and ways to get a Fellow who was primarily an Extension worker as discussed by many. "Strong nominations" was suggested as one way to achieve this type of goal. Some other suggestions not shown on the attached list were: 1) a method for peer review of extension programs, 2) training for Extension workers on what to submit to RAE and Choices, 3) a day-long program joint with the Chicago Ag. Economics Club e.g. Futures and Options since the Chicago Club includes members from the Chicago Board of Trade and Mercantile Exchange, 4) Joint work with the USDA Economists group, and 5) trying to define what constitutes "scholarly" activity.

George Patrick moved and **Terry Francl** seconded that we poll the membership via e-mail, with similar questions that Ed Smith had asked of the Extension Board members. Motion was passed after a short discussion. President Smith then **appointed Paul Patterson and George Patrick** as a committee of two to develop the instrument that would be used to poll the membership.

Future meetings were the next topic of discussion. It was decided by consensus to meet once a month via telephone. Monthly meetings will be held the 2nd Monday of each month beginning at 10:30 Central Time. President Smith will make the arrangements for a "call-in" phone bridge.

Meeting was adjourned at 5:05 p.m. CDT.

Minutes of the Executive Committee of the Extension Section

September 13, 1999

A telephone bridge call was initiated and the meeting called to order by President Smith at 10:30 a.m. CDT.

Present: Ed Smith, Pat Norris, Bob Milligan, George Patrick, Mark Stephenson, Paul Patterson, and Dick Clark. Attendance was large enough to constitute a quorum so business was conducted.

Minutes of the meeting in Nashville were discussed. Minor wording changes were suggested and adopted. George Patrick moved and Bob Milligan seconded that the minutes be approved as amended. Motion passed.

Clark gave a brief update on the meeting we helped arrange for the National Association of County Agricultural Agents. The meeting is tomorrow (September 14) in Omaha, NE. Donna Dunn, Executive Director of the AAEA, provided a membership offer that includes benefits for the three remaining months of 1999 and all year 2000 benefits for the price year 2000 dues. This information will be presented to the NACAA members present at the meeting in Omaha.

The proposed by-laws, prepared by Bob Milligan, Jim Novak, DeeVon Bailey and Ron Knutson were thoroughly discussed. Those present offered several editorial and some substantive changes. Section 2 of Article IV, EXECUTIVE COMMITTEE, which deals with the composition of the executive committee received the most discussion. It was decided to change the wording to make the committee membership as inclusive as possible without tying the hands of future nominating committees. These changes and others were discussed and consensus was reached. Bob Milligan recorded the agreed to changes and will incorporate those into the present document. It was decided that Milligan would circulate the revised-version one more time to the executive committee with short turn around for comments. The proposed by-laws will then be posted on the AAEA web site for comment by all extension section members. This posting is to take place by the last week in September.

The budget request from AAEA was discussed. It is due with the annual report on September 30. It was decided that Clark will submit a draft report to Smith who will complete that and the budget request and transmit both to AAEA by the due date.

The next item of business was the **questionnaire** to be used to **survey the membership**. George Patrick and Paul Patterson had developed a draft, which was circulated prior to the meeting to all executive committee members. Much discussion concerned the demographic questions that are at the beginning of the survey. It was decided that George and Paul would contact Donna Dunn and see if the survey can be cross-referenced to membership information already available in the AAEA database. If the survey can be cross-referenced then many of the demographic questions will be dropped or altered from the survey. One question that will be added to the survey deals with whether or not members feel the need for input other than the open executive committee meeting at the annual AAEA meetings. The question is to be formulated to give the members choices including a general meeting of the Extension Section and if so would they attend. This

question was the result of earlier discussion about the by-laws, which do not specifically call for an annual meeting of the Section. The agreed to plan was to have the questionnaire placed on the AAEA web site where it could be accessed and answered. The survey is to be ready for the membership of AAEA by the first week of October since membership renewal will be sent on October 15.

President Smith asked Clark to condense the critical date material into one document for the Section. Those dates are appended as part of these minutes.

The meeting was adjourned at 12:15 p.m., CDT.
Respectfully submitted, Dick Clark, Secretary/Treasurer

Minutes of the Executive Committee of the Extension Section

October 11, 1999

A telephone bridge call was initiated and the meeting called to order by President Smith at 10:30 a.m., CDT.

Present: Ed Smith, DeeVon Bailey, Bob Milligan, Pat Norris, Jim Novak, George Patrick, Paul Patterson, Mark Stephenson, and Dick Clark.

Minutes of the September meeting were approved as presented with a motion by Novak, seconded by Patterson.

Draft By-laws prepared by Bob Milligan, Jim Novak, DeeVon Bailey and Ron Knutson were discussed. Milligan had not received any additional comments from any of the committee members (other than those who were on the by-laws subcommittee). It was decided by consensus to proceed with making the draft available to the Section membership for comment. Milligan is working with AAEA office to utilize the AAEA web site as a means of distributing and receiving comment on the By-laws.

Membership survey prepared by Patrick and Patterson was again discussed. Patrick indicated that the AAEA Webmaster said that it would take about 2 hours to convert our survey to one that can be answered on the AAEA web site. Stephenson suggested that it would be helpful if the web site could bring up the relevant information that is already in the AAEA data bank when a member accesses the web to answer the survey. Patrick will investigate that possibility. The draft survey questionnaire was approved by consensus with the following changes: Eliminate questions 1 and 3 (member location and highest degree) since those are available in the AAEA database. Patrick and Patterson will work with AAEA office and decide how to handle question 6 (primary area of activities) depending on what is already in the AAEA data-base. Milligan suggested a change in wording to statement V to make it clear that meeting held in conjunction with the annual AAEA meetings is a meeting of the Extension Section's Executive Committee. The survey is to be made available to members ASAP.

The AAEA office will be asked to notify the Section membership about the survey and by-laws via two, separate e-mail notices.

Other Business

The question was raised as to whether or not it would be appropriate to make our Section annual report and the minutes from the Executive Committee meetings available to members via the AAEA web site. It was decided that this is a good idea if AAEA will do this for us. Clark will check with Donna Dunn and see if that is feasible. He will also see if our Section can have a separate page in the AAEA web site.

The calendar of dates for AAEA was discussed. Ed Smith will alert the AAEA board that we will continue the Extension Luncheon at the 2000 meetings.

We were asked by AAEA President John Antle for suggestions for members to serve on the Extension awards committee. Several names were offered. President Smith will transmit these to Antle.

We next discussed possible candidates to nominate for AAEA president, AAEA Executive Board director and AAEA Foundation Board director. Several names were suggested. Smith agreed to contact these people and see if they were agreeable to being nominated. He will provide the names of those who agreed to be nominated to Clark who will submit these names to C. Richard Shumway who is serving as chair of the nominating committee for AAEA.

President Smith agreed to contact Donna Dunn about the possibility of including the ballot for President elect and Directors of the Extension Section in with the AAEA ballot for officers and directors for a mailing to members. This could also include the ability to vote for the Section leadership on the AAEA web site.

Meeting adjourned at 11:30 A.M. CDT.

Note next meeting: November 8, 1999 10:30 AM CST. President Smith will circulate an agenda and the correct telephone number prior to the meeting.

Respectfully submitted: Richard Clark, Secretary-Treasurer.

Minutes of the Executive Committee of the Extension Section

November 8, 1999

A telephone bridge call was initiated and the meeting called to order by President Smith at 10:30 a.m., CST.

Present: Ed Smith, Bob Milligan, George Patrick, Paul Patterson, Bruce Gardner.

Minutes of the October 11 were approved as e-mailed. Draft By-laws will soon be on the AAEA website. An email will be mailed to all section members asking them to review the bylaws and share their comments. The comment period will last until late November so that Bruce Gardner can present the bylaws to the AAEA Board for their approval in early December (Note: this has occurred and the bylaws will be presented to the Board for approval).

Membership survey. Progress has been slow. Patrick and Patterson will continue to work on the survey. The plan is to use the web capabilities of the AAEA to survey Extension section membership. Extension Section annual report and the minutes from the Executive Committee meetings available to members via the AAEA web site. Dick Clark had not received answers to his questions from Donna Dunn.

Updates on decisions from last meeting:

- There will be an Extension Luncheon at the 2000 meetings.
- President Smith submitted suggested names to serve on the Extension awards committee.
- Secretary Clark submitted suggested nominees for President Elect; Director, AAEA Executive Board, and Director for the Foundation Board.
- The ballot for President elect and Directors of the Extension Section will be included with the AAEA ballot for officers and directors.

Extension Section Program at the 2000 AAEA Meetings:

The following programs will be proposed for the extension section program:

- The commodity outlook sessions similar to previous years
- The policy session
- An outstanding extension program session will be proposed with a theme such as distance education
- Any other topics that emerge from the membership survey

These will be proposed as organized symposia. President-Elect Milligan will coordinate. Meeting adjourned at 11:30 A.M. CDT.

Note next meeting: December 13, 1999 10:30 AM CST. President Smith will circulate an agenda and the correct telephone number prior to the meeting.

Respectfully submitted: Bob Milligan for Richard Clark, Secretary-Treasurer.

Minutes of the Executive Committee of the Extension Section

December 13, 1999

NEXT MEETING: January 10, 2000 at 10:30 a.m. CST

The meeting was called to order by President Smith at 10:30 a.m. CST.

Present: Ed Smith, Dick Clark, George Patrick, Bob Milligan, Jim Novak, DeeVon Bailey and Liaison to AAEA Board, Bruce Gardner.

Minutes of the November 8, 1999 meeting were approved as e-mailed.

Report by and discussion with Bruce Gardner: The by-laws for the Extension Section were approved at the AAEA Executive Board's meeting in San Francisco on December 3 & 4. These were approved by acclamation of those in attendance. Suggestions made to the Extension Section Executive Committee concerning the by-laws will be discussed later in these minutes.

President Smith inquired as to the proper relationship between the Extension Section Executive Committee and the AAEA Board as to formal attendance at Board meetings. Dr. Gardner indicated that any member is welcome to attend the AAEA Board meetings. President Smith and President-Elect, Bob Milligan, countered with their desire to see the arrangement more formal in that Section presidents would be expressly invited to attend the AAEA Board meetings. The Section presidents would also routinely receive a copy of the proposed agenda and be asked for items for the agenda. Dr. Gardner indicated that he had no problem with the proposals but since sections are new and that this issue had not come up before, he would raise it with the AAEA Executive Board.

Member Survey. George Patrick reported that the survey was awaiting AAEA Board action related to charges to Sections for services. Bruce Gardner indicated that Donna has received the input that she needs to proceed with getting the survey up on the AAEA Web site. He believed that the charge procedure would be the marginal cost of the service; however, estimating cost on the survey may be difficult. The data that will be generated from the survey can be loaded into MS ACCESS database.

By-laws. Bob Milligan reported that several comments about the by-laws had been received from section members. The by-laws committee extended their sincere appreciation to the AAEA staff members, Donna Dunn and Adam Jerdee, for the excellent job of notifying the Section members and placing the By-laws on the AAEA web site for comment. After a brief discussion of the comments received it was decided that none of the comments required changes in the By-laws at this time; however, several comments will impact how the executive committee implements the by-laws. For example, one comment suggested that the role of regional committees in the nomination of Committee members could be less formal, or at least all section members should have the opportunity to nominate committee members. The nomination committee will function in a manner to make sure that all section members do have the opportunity to nominate candidates for the Extension Section Executive Committee. Milligan indicated that the Executive Committee might need to spend some more time in considering the by-law comments.

Web page. Clark reported on his discussion with Donna Dunn about AAEA web page access for the Section. Donna indicated that the AAEA would handle our by-law input (completed) and the survey. If we want to share minutes and other information we would need to develop our own web site which would be linked to the AAEA web site. President Smith argued that this is not a good option. We need to have a set of basic items that are a part of the AAEA Web page. Two major reasons for this argument are 1) the presence of this information on the AAEA web page makes it clear that sections are part of the "fabric" of the association and 2) if maintained by the Business Office we would not need to find new web masters as the officers and members of the Section Executive Committee change. Suggestions for basic information to include on the AAEA web page were: list of officers, meeting dates, election dates, minutes of the Executive Committee meetings and links to regional committee web sites. **Bruce Gardner** agreed to take this issue to the AAEA Board.

AAEA Meetings: Extension Agenda. Bob Milligan reported on progress in arranging sessions for the AAEA meetings in Tampa. **Ron Plain**, U. of Missouri has agreed to be in charge of arranging the **Outlook sessions**. **Jim Novak**, Auburn University, has agreed to take care of the **policy session**. **Ed Smith**, Texas A & M will assist. We then discussed making a change in the symposium that has traditionally showcased winners of the extension awards around the country. Attendance at that session has been low especially when compared to the other sessions. The intent of the **Outstanding Extension Programs Symposium** has been to share the "process" of the programs. It has sometimes become more of a session on content rather than process. It was suggested that we try to instead offer a symposium that was in line with the overall theme of the AAEA meeting but yet would be of interest to many extension and applied economists. The theme for the Tampa meetings is Economic History and the Future of Agriculture in the 21st Century. Smith moved and Patrick seconded that we change the Outstanding Extension Program symposium to an invited symposium with the topic of Distance Education. The motion carried by a unanimous vote. Bruce Gardner informed us that Lois Willett, University of Florida, is working on a similar symposium from the classroom teaching view. Bob Milligan agreed to work on this symposium and to coordinate with Lois. We decided to go back to our prior format and have an invited speaker at the **Extension Luncheon** rather than a speech from the incoming President. Patrick suggested that we request a "free session" following the luncheon that could be used to have an open discussion with the Section membership and to continue discussion with the luncheon speaker if necessary. Milligan will request the free session and work on arranging for a luncheon speaker.

AAEA Fellows. President Smith raised the issue about the number and distribution of Fellows in the AAEA. There are concerns about the "regional distribution" (a cursory view makes it appear that the mid-west to east is favored), lack of primarily extension and applied professionals who have become fellows and just the limited number. At this point we have more questions than answers. Bruce Gardner indicated that there has been some discussion of this topic by the AAEA Board but no fact finding group has been appointed. Clark pointed out that Walt Armbruster had worked on this issue a bit while he was AAEA President. President Smith agreed to appoint a "fact finding" committee to investigate the issue. The committee will look into policies of other associations and recipient profiles.

Nominating Committee. President Smith appointed DeeVon Bailey, Terry Francl and Pat Norris to the nominating committee. Positions to be replaced for 2000 are: President-elect, an At-Large Executive Committee slot currently occupied by Henry Bahn and the Southern Region representative currently occupied by Jim Novak.

Meeting time. President Smith will contact the individuals who have had difficulty phoning in for our meetings to see if a different time may work better. Milligan pointed out that several of us have already "cleared" our calendars for this time slot which is the second Monday of the month at 10:30 Central Time so a change must be made carefully if at all.

Meeting adjourned at 11: 45 CST. **NEXT MEETING:** January 10, 2000 at 10:30 a.m. CST
Respectfully submitted, Dick Clark, Secretary-Treasurer.