

AAEA Extension Section 2002 Minutes

Minutes of Extension Section Executive Committee Meeting

Dec. 11, 2002, 10:30 am CST

I. Participants

George Patrick, Bernie Erven, Ron Plain, Damona Doye, Jon Brandt and William Edwards.

II. Minutes

Minutes of the November teleconference were approved with the addition of information regarding an additional symposium that the Section is co-sponsoring for the Montreal meeting.

III. Budget

The Section budget for 2003 was approved as submitted to the AAEA office by Edwards.

IV. Nominations

No activity on AAEA Board nominations. Plain reported that Section candidates will be identified for president-elect and for board members from the southern region and at-large (Steve Meyer's position) for the 2003 elections.

V. Extension Track Proposal

The Extension track proposal submitted by the Section will be acted upon by the AAEA Board in early January. A registration fee of \$80 per person for the preconference study tour was approved. Edwards will provide information to Joan Greiner, summer meetings coordinator, to put the study tour on the registration form.

VI. Expanded directory

Doye reported that the New Products Committee may act on our proposal for an expanded directory sometime within the next month.

VII. Extension awards

Nothing to report.

VIII. Mike Martin's JOE article

Patrick informed Mike Martin of the Section's activities, and received a favorable reply.

IX. Section membership

Make your colleagues aware of the chance to join the section. Erven and Edwards will circulate announcements they used.

X. Letter to Hefferan

The letter from the Section to Colien Hefferan regarding the need to fill positions in CSREES was forwarded to Gene Nelson. Patrick shared Hefferan's reply with the Section Board.

XI. E-Extension Think Tank

Doye attended the E-Extension Think Tank in Atlanta on December 4-5. Goals include defining E-Extension and formulating protocols and standards for states to adopt.

XII. Next teleconference

January 15, 10:30 am CST.

Minutes of Extension Section Executive Committee Meeting

Nov. 13, 2002, 10:30 am CDT

I. Participants

Members of the AAEA Extension Section Board who participated in the teleconference were George Patrick, William Edwards, Dave Miller, Damona Doye, Bernie Erven, Ron Plain, Jon Brandt, Fritz Roka, Russ Tronstad, and Albert Essel.

II. Minutes

Minutes of the October 9 teleconference were approved as written.

III. Financial Report

The Section has a balance of \$9,559.67, based on the third quarter financial report from the AAEA office. William Edwards circulated a draft Section budget to submit to the AAEA office. Minor revisions were suggested, including budgeting income and expenses for the farm study tour based on 40 participants. William will make revisions to the budget and submit it to the AAEA office. Current membership of the Extension Section is 231.

IV. Track Proposal

George Patrick submitted the proposed Extension track for the 2003 AAEA meetings to the AAEA Board.

V. Symposia

Dave Miller reported that Sam Funk (Illinois Farm Bureau) will organize the Agricultural policy outlook symposium, and John Lawrence will organize the Livestock Outlook symposium. Dave has speakers committed for the Crop Outlook Symposium. Other organized symposia that have been submitted are:

- Effectively Managing a Faculty Career after 50 (George Patrick). The Senior Section will co-sponsor this one.
- Mix of Products for Extension Programming (Bernie Erven). Topics will include face-to-face education, electronic delivery, and services provided.
- Role of Economists in Policy Making in Washington (Brad Lubben). Topics will include the role of academics, policy makers, and legislative advisors.
- Fee-based Programming and Revenue Generation (Ron Plain). Topics will include reports about what various states are doing to enhance revenue from clientele.

See the 2003 Extension Track proposal for more details.

The section will also co-sponsor a symposium titled "U.S. and Canadian Farm Policies: Redesigning strategies to mitigate risk," with the Food and Agricultural Marketing Policy Section.

VI. Extension Section Luncheon

Damona Doye reported that Larry Martin of the University of Guelph will be the speaker for the

Extension luncheon. He has also agreed to lead a "free session" afterward, if desired. The Extension Reception will be on Monday evening.

VII. CSREES Leadership

George Patrick sent a letter on behalf of the Extension Section to Colien Hefferan, Administrator of CSREES, regarding the need to fill key leadership positions in CSREES. No response has been received so far, but Don West replied that it was a "good letter." The CFARE board met with Ms. Hefferan, also, so we will try to coordinate with them.

VIII. Nominations

Ron Plain will be working on nominations for president elect and expiring board member slots for the Extension Section.

IX. Expanded Directory

Damona Doye reported that the proposal for an expanded directory of AAEA members by appointment and subject matter specialties was submitted to Julie Caswell of AAEA. No response has been received. Damona will follow up.

X. New business

- a. There may be a need to repeat the survey of Extension Section members that was done a few years ago.
- b. New directors offered some ideas for professional development.

XI. *Journal of Extension*

George Patrick circulated an article from the *Journal of Extension* written by Mike Martin, University of Florida, regarding the role of Extension staff in a department of agricultural economics. George will contact Mike Martin to make him aware of the Extension Section activities. Damona will forward the article to Choices editors.

XII. "E-Extension"

"E-Extension" was discussed. Bernie Erven mentioned the need to include librarians in the planning phase. Damona will report back next month.

XIII. AAEA Board Activities

Jon Brandt reported on activities of the AAEA Board.

XIV. Next Conference Call

Next Conference Call: Wednesday, December 11, 2002, at 10:30 CST.

Minutes of Extension Section Executive Committee Meeting

Oct. 9, 2002, 10:30 am CDT

I. Participants

Members of the AAEA Extension Section Board who participated in the teleconference were George Patrick, William Edwards, Ken Bailey, Dave Miller, Damona Doye, Bernie Erven, Brad Lubben, Ron Plain and Claudia Parliament.

II. Minutes

Minutes of the September 11 teleconference were approved as written.

III. Financial Report

The Section still has a balance of \$8,503.34, based on the second quarter report. The third quarter report has not been received yet. Once it is available, William Edwards will prepare a Section budget to submit to the AAEA office.

IV. Nominations

Nominations for AAEA Fellows and for the Association and Foundation Boards are due to Donna in the AAEA office by October 11. November 1 deadlines include proposals for Extension track symposia and other program slots.

V. Proposed Study Tour

Ken Bailey reported on the proposed study tour to be held on Saturday prior to the 2003 meetings in Montreal. We expect to charge \$75 per person and keep costs to \$50-60 each. Ken will submit a proposal by November 1.

VI. Agricultural Policy Outlook Symposium

Dave Miller reported that Sam Funk (Illinois Farm Bureau) will organize the Agricultural policy outlook symposium. Dave will be recruiting organizers for the crop and livestock outlook symposia. Other organized symposia that have been proposed are:

- Effectively Managing a Faculty Career after 50 (George Patrick). The Senior Section will co-sponsor this one.
- Mix of Products for Extension Programming (Bernie Erven). Topics will include face-to-face education, electronic delivery, and services provided.
- Role of Economists in Policy Making in Washington (Brad Lubben). Topics will include the role of academics, policy makers, and legislative advisors.
- Fee-based Programming and Revenue Generation (Ron Plain). Topics will include reports about what various states are doing to enhance revenue from clientele.
- Multi-cultural/lingual Extension Programming (Fritz Roka). No report.

VII. Extension Luncheon

Damona Doye reported that Larry Martin of the University of Guelph will be the speaker for the Extension luncheon. He has also agreed to lead a "free session" afterward, if desired. The deadline to request a free session is in January.

VIII. Awards

Damona Doye reported that the AAEA awards program will be held at 5:00 pm on Tuesday of the meetings, so we will probably schedule the Extension reception for Monday evening. The Extension Section Board meeting will be on Sunday afternoon.

IX. CSREES

George Patrick circulated a draft of a letter regarding the need to fill key leadership positions in CSREES. He will revise the letter and send it to Colien Hefferan, Administrator of CSREES.

X. Extension Award

Damona Doye reported that the Extension Award for educators with less than 10 years of service is on track to be approved. Damona also circulated a proposal for an expanded directory of AAEA members by appointment and subject matter specialties. The Extension Section will probably pay half the development cost. All AAEA members should have capability to search the directory. Send comments to Damona.

XI. Other new business

- a. Why have some members not renewed their section membership? Membership numbers since the Long Beach meetings are not available yet.
- b. There was some duplication of topics for some of the sessions at Long Beach. Who checks the overall program for overlap?
- c. Is the cost of attending the annual meetings too high for young faculty members?

Can young faculty afford to focus on Extension activities, or should they concentrate on publishing articles?

XII. Next Conference Call

Wednesday, November 13, 2002 10:30 CST.

Minutes of Extension Section Executive Committee Meeting

Sept. 11, 2002, 10:30 am CDT

I. Participants

George Patrick, Damona Doye, Ken Bailey, Russ Tronstad, Bernie Erven, Steve Meyer, Fritz Roka, William Edwards, Ron Plain

II. Minutes

Minutes of July 28, 2002 board meeting in Long Beach were corrected and approved.

III. Financial Report

William Edwards reported that the third quarter report is not yet available, but the Section balance on June 30 was \$8,503, compared to \$6,860 the year before.

IV. Review of Long Beach activities

Attendance at Extension Section activities in Long Beach:

Pre-Conference Study Tour 31

Section Business Meeting 30

Extension Luncheon 110 (approx.)

Extension Reception 45 (approx.)

Outlook Sessions

Public Policy 34

Crop Outlook 41

Livestock Outlook 27

Impact of Structural Change on Extension Economists 32

Attaining Promotion and Tenure as an Ext. Economist 19

Role of University in Value Added Agriculture 21

CSREES/USDA's Agricultural Risk Management 13

Comments and suggestions: continue to have an Extension track event for each time period.

Continue with the three outlook sessions plus four others to be selected. Organize another study tour.

V. October 11 Deadlines

Fellows nominations due. We will resubmit as many as possible.

AAEA and Foundation Board nominations due: anyone can submit nominations to Donna Dunn, AAEA. DeeVon Bailey is the Section representative on nominating committee. He circulated some additional information on nominations by e-mail later.

Section budget is due. William Edwards will prepare one from last year's information as soon as the third quarter financial report is available.

VI. November 1 Deadlines

Professional Development

Farm Study Tour - Ken Bailey will make initial contacts for a tour near Montreal.

Multi-state Activities and Regional Cooperation (Plain, Roka, Rembey)- we may submit a proposal for an organized symposium on this topic.

Outlook Symposium

George will contact Dave Miller about organizing the policy, crops and livestock outlook sessions. Sam Funk may help with the policy session.

Organized Symposium

Four sessions need to be organized. Suggestions and organizers were:

- Managing the last 10 year of an Extension career (George Patrick)
- Mix of products for Extension programming (Bernie Erven)
- Role of economists in policy making in Washington (Brad Lubben)
- Fee-based programming and revenue generation (Ron Plain)
- Multi-cultural/bi-lingual Extension programming. Fritz Roka will contact Jon Brandt or Susan Offitt to see what else may be planned on this general topic.

Extension Luncheon

Damona Doye will contact Larry Martin from the University of Guelph, and ask him to suggest his own topic. Peter Kleinschmidt was also suggested. A "free session" for discussion may follow.

VII. New Extension Award

Less than 10 years experience: Damona Doye has sent the proposal to the AAEA office, and is on track to be presented to the Board.

VIII. Expanded Directory Project

Damona Doye reported that comments have been solicited on what specialty areas to include. Information has been sent to Ivy at the AAEA office.

IX. CSREES Rebuilding

George Patrick will draft a letter to CCSREES supporting a continuation of the national program leader positions and filling them as quickly as possible.

X. Other Business

There was some discussion on why membership in the Extension section has declined from its initial level. We will have more information on 2002 members when the third quarter financial report is available (some people join when they register for the meetings)

The Extension track schedule for the Long Beach meeting was good except for the conflict of the Extension luncheon with the awards program. Damona Doye will check on the scheduling proposed for the 2003 meetings.

XI. Next Conference Call

Wednesday, October 9, 2002, 10:30 a.m. CDT

Minutes of Extension Section Executive Committee Meeting

July 28, 2002

Long Beach, California

The meeting was called to order by President Ron Plain at 1:05 pm PDT.

Present: 30 persons attended. Introductions were made.

I. Election results

Plain announced the results of the election of new officers, as follows: Damona Doye, president elect; William Edwards, secretary-treasurer; Russell Tronstad, western director; Bernie Erven, north central director; Claudia Parliament, at-large director. Fritz Roka will complete Doye's term as southern director.

II. Minutes

Minutes of the June 26 meeting were corrected to replace Meyer's name with Bailey's name regarding the Farm Study Tour. Paul Patterson moved approval. Motion passed.

III. Extension Track Events at Long Beach

Farm Study Tour: Dave Miller and Ken Bailey reported on the Farm Study Tour held July 27. Thirty people participated. Sites visited were Monrovia Nursery, Pasadena Farmers Market, alfalfa farm, carrot production, organic carrot production, dairy, and Agua Dulce Winery.

Kathleen Burr, Los Angeles County Farm Bureau, organized the tour, and Cato Fiksdal, Los Angeles County Agricultural Commissioner, accompanied us. Dick Clark moved and Damona Doye seconded a resolution thanking them for their help. Motion passed. The secretary will send a thank-you letter to each of them.

Symposia: The chair of each symposium briefly reported on the presentations scheduled.

Luncheon: George Patrick reported that the Extension luncheon will be held at 11:45 am on Monday, July 29. Dan Dooley will be the speaker.

Reception: Patrick reported that the Extension reception will be held at 5:30 pm on Tuesday, July 30.

IV. Transfer of officers

Plain thanked all the officers who served during 2001-2002 for their dedicated work, and transferred leadership to the new president, George Patrick. Plain will serve as past president for 2002-2003. In addition to newly elected officers cited above, the following will continue to serve: Steve Meyer and Dave Miller, directors at large; Albert Essel, 1890/1994 institutions director; Ken Bailey, Northeast director.

V. Planning for 2003 AAEA Meetings in Montreal

Pre/post conference activities: Sam Funk suggested a workshop on ag innovations centers. Bob Milligan suggested a workshop on business strategies, perhaps cosponsored by another section. Several people suggested another farm study tour. A straw vote showed 9 in favor of a farm study tour, 5 in favor of a professional development session. Ken Bailey will explore possibilities for a farm study tour. Proposals must be submitted by November 1.

Outlook Symposia: There was general agreement that the crops, livestock and policy outlook symposia should be continued. It was suggested that the crops outlook could include horticultural crops or crops of local interest. Sam Funk volunteered to coordinate the policy outlook session. It was suggested that it should contain some trade policy discussion, since the meeting will be held outside the US.

Extension Luncheon: Doye and Erven volunteered to plan the Extension luncheon. Suggestions for speakers included someone from Extension in Canada, the Prime Minister, David Kohl or a Canadian banker. Erven suggested following the luncheon with a question and answer session. Extension Reception: Some of the funds left over from last year's sponsorship may have to be used to cover this year's reception. Doye and Ken Bailey volunteered to look into funding support for next year. Note-next year's reception should be scheduled so as to not to coincide with the awards program. Other sessions: A suggestion was made to have a session on the Canadian Extension system.

VI. Nominations Report

DeeVon Bailey noted that we need to communicate to Extension Section members the names of nominees for AAEA offices, and encourage them to vote. Candidates with split appointments may have the best chance to be elected.

Extension Awards

Jon Brandt, AAEA president elect and liaison to the Extension Section, discussed some possible new formats for next years meetings. He reported that the Board would probably look favorably on a proposal from the Extension Section for a "young professional" award for Extension economists. The number of nominations for the two current awards has been comparable to the numbers for other awards. Plain moved and K. Bailey seconded that the Extension Section submit a proposal to the AAEA Board to establish a "young professional" Extension award. Motion passed.

Fellows Nominations

Ron Knutson encouraged the Section to resubmit nominations for both awards and Fellows recognition. Clark and Patrick will work to encourage nominations for AAEA Fellows.

VII. Professional Development Sessions

Suggestions for other Extension track symposia included (1) multi-state activities and regional cooperation (Plain, Fritz Roka and Neil Rimbey will develop a proposal), (2) Canadian versus USA Extension systems, (3) provisions of the 2002 Farm Bill, (4) Ag innovation centers.

VIII. Joint Activities of 1862 and 1890 Institutions

Albert Essel reported that the 1890 institutions have very limited Extension staff. Many Extension economist activities are carried out by county agents. It is hard to attract faculty.

IX. CSREES Staff

Fred Woods, Don West, and Dave Holder have retired or will soon. Gene Nelson and Hal Harris are developing a proposal for restaffing these positions.

X. Other Section Activities

Development of an Extension Section directory showing areas of responsibility and commodity specialization has been proposed. There was discussion about whether to limit it to AAEA members and/or Extension Section members. Doye moved and Clark seconded to submit the proposed Legend to the AAEA Board as a model for specialty area and commodity designations. Motion passed.

XI. Membership

Clark distributed a map showing Section membership by state. Paid membership has declined from 350 in 1999 (first year) to 228 now. Clark will send the membership list to Edwards.

XII. Next Meeting

Future teleconferences will be held on the second Wednesday of each month, at 10:30 Central time.

Paul Patterson moved to adjourn the meeting. Motion was seconded and passed at 5:05 pm.

Minutes of Extension Section Executive Committee Meeting

January 9, 2002

Future Meetings:

February 13, 2002 9:30 MST, 10:30 CST and 11:30 EST

March 13, 2002 9:30 MST, 10:30 CST and 11:30 EST

April 10, 2002 9:30 MDT, 10:30 CDT and 11:30 EDT

Present: Doye, K. Bailey, D. Bailey, Miller, Milligan, Patrick, Plain, Patterson, Essel, Clark, and President elect of AAEA, Susan Offutt

Meeting was called to order by **President Plain** at 10:35 AM, CST.

I. Minutes of the December 12, 2001 meeting were approved as corrected. Motion to approve made by **Doye** and seconded by **Miller**.

II. Tidbits of Information:

Susan Offutt reported on the meeting of the AAEA Board of Directors.

- The Extension Track Proposal for the Long Beach meetings was accepted.
- Our proposed Principal Papers section was accepted as an organized symposium rather than as a Principal Papers section. Time and space was one reason it was not accepted as a PP but also they did not think it lent itself to publishing as well as some other proposals.
- Our pre-conference tour proposal was accepted.
- Two new sections were approved on a trial basis: Senior Section and Institutional/Behavioral Economics Section
- The April Board meeting will deal with the financial issues surrounding CHOICES.

Susan was asked whether or not the sessions during the noontime will be continued at the Long Beach meetings. She indicated that the topic was not discussed at the Board meeting.

III. Nominations

Nominations for Executive Board members: **Bob Milligan** as Past President is automatically chairman of a subcommittee to nominate members for open Executive Board membership.

President Plain appointed **Pat Norris** and **Dick Clark** to serve with Bob. Positions that will be open this year are: President elect (George Patrick, incumbent), Secretary-Treasurer (Dick Clark, incumbent), and members representing the Western (Paul Patterson incumbent); North Central (William Edwards, incumbent); and At-large (Pat Norris, incumbent).

AAEA Officer Nominations: **DeeVon Bailey** reported on the process and progress of the AAEA nominating committee. The committee has been through one round of ranking the nominees. He reported that the list contained 36 for AAEA Board membership, 26 for the Foundation Board, and 29 for President elect. DeeVon has been ranking those who section supports high. It remains to be seen whom will stand for election.

IV. Extension Track Proposal for Long Beach

Plain reminded those in charge of the various parts that we will soon need to have the names and topics of the presenters.

Extension Luncheon: Patrick reported that he has decided to abandon the idea of having Secretary of Ag, Ann Veneman as our speaker. The probabilities of getting her there are just too low. D. Bailey suggested either Dan or Calvin Dooley as possible speakers. Other suggestions would be welcome.

Brochure and other publicity: Doye suggested that this brochure should be distributed sooner than it was last year. We decided that just after AAEA announces what has been accepted would be an appropriate time. In any event this should not be later than early April. **Milligan** suggested that a sequence of email blasts should be used to alert our membership to the upcoming meetings and their content for Extension members. **Plain** asked for a volunteer to see that the blasts occur and **Milligan volunteered**.

V. Pre-conference Tour at Long Beach: Dave Miller reported that he has been working with the California Farm Bureau folks on tour ideas. The tour is likely to start at a downtown Los Angeles Farmer's Market (fruit and vegetable) and then go from there. Dave suggested that the trip be limited to one bus and the group agreed. D. Bailey suggested that we may want to look at some organic farming in the area. **Milligan** reminded us that we want time to discuss issues with the producers. **Dave** assured us that such discussions were key to the planning of the tour. **He** will be following up soon with more definite plans.

VI. Section Reception at Long Beach: No progress on this issue but we have plenty of time. We need to check on timing of this event. The AAEA Business Office knows that we plan to have this event.

VII. Extension Awards Committee: Doye reported that she has been active in helping to ensure nominations for the awards. AAEA has sent out a reminder. She has contacted the departments of those who were nominated last year. She encouraged each of us to contact our department heads or our award committees. The **deadline is February 1**. It was suggested that information about all nominees be placed on our web-site. Damona suggested that a short write-up about each nominee be posted on the web-site after the AAEA meeting and the winners are announced. No action was taken on this suggestion.

VIII. Other Section Activities

We discussed the idea of putting up papers or some information about the **organized symposia on our web-site**. Since organized symposia are not to be collections of papers, we would need presentation material e.g. their voice recorded with their power point. It is probably too late for this year since we did not notify presenters of this in advance. It was suggested that we could have a member of the Executive Committee assigned to each symposium. Their responsibility would be to record main ideas and key points which could then be placed on our web site. No action on these ideas was taken. **Damona reminded the committee members to review her e-mail** that contains information for the Section Directory from the Southern Extension Committee's directory. Milligan offered that there may be support for a more detailed directory from the Professional Activities Committee of which he is a member.

IX. Other Business

The meeting of the National Association of Ag County Agents is scheduled for the same date as

our meeting. Patrick suggested that we have members who do not attend the AAEEA meeting who may be willing to do something with that group. **Bob Milligan** agreed to follow up with that organization to see what we might do to further their economic education. There being no further business the meeting adjourned at 11:25 AM.

Future Meetings:

February 13, 2002 9:30 MST, 10:30 CST and 11:30 EST

March 13, 2002 9:30 MST, 10:30 CST and 11:30 EST

April 10, 2002 9:30 MDT, 10:30 CDT and 11:30 EDT

Minutes approved with one addition at the meeting on 2/13/2002.

RTC.

Minutes of Extension Section Executive Committee Meeting

February 13, 2002

Future Meetings:

April 10, 2002 9:30 MDT, 10:30 CDT and 11:30 EDT

May 8, 2002 9:30 MDT, 10:30 CDT and 11:30 EDT

Present: Doye, K. Bailey, Miller, Milligan, Patrick, Plain, Patterson, Clark, Norris, Edwards

Meeting was called to order by **President Plain** at 10:35 AM, CST.

I. Minutes of January 9, 2002 meeting. One change was introduced by **Doye** to clarify one of her suggestions. **Doye** then moved and **Patterson** seconded that minutes be approved as amended and the motion passed.

II. Tidbits of information. Plain reported hearing from Donna Dunn, Executive Director of AAEA that submissions for the Long Beach meetings were larger than for the Chicago meetings. Patrick reported that he finally received a response from Veneman's office about our invitation to speak at the luncheon. He received the response once he notified them that we had decided to invite someone else. She will be in Japan at the time of our meetings.

III. Long Beach business meeting. We agreed by consensus to hold the meeting on Sunday afternoon (July 28) from 1 to 5 p.m.

IV. Nominations for AAEA President and AAEA Directors. **DeeVon Bailey** had forwarded a report prior to the meeting since he was not able to attend. In essence his report indicated that the nominating committee is discussing regional and subject matter representation so the nominations are yet to be decided.

V. Nominations for Extension Section Executive Committee. **Milligan** reported that we need to have the nominations to the AAEA Business Office by March 1. He then asked for suggestions for the 5 open positions, which are President Elect, Secretary-Treasurer, Western Region, North Central Region and one At-Large representatives.

VI. Nominations to Editorial Council of RAE. The Review of Agricultural Economics is seeking nominations to the editorial council. If anyone is interested or would like to nominate someone, let President Plain know. **Damona will send** the notice to the Southern Extension Committee and **Milligan will do the same** for the North Central Farm Management Committee.

VII. Extension Track for Long Beach. Those in charge of the various parts of the track were reminded that the Business office will need the names of moderators, presenters, and discussants by **no later than mid-April**. Patrick informed us that **Dan Dooley** has agreed to be the speaker for the Extension Luncheon. Dan recently authored a guest editorial in Choices (3rd quarter, 2001). He is an attorney with the Visalia, CA firm of Dooley and Herr, a partner in Dooley Farms, former Deputy Director of the California Dept. of Food and Agriculture and former chairman of the California Water Commission.

VIII. Pre-conference Tour at Long Beach. **Miller** indicated that he had received feedback from Committee members and the majority is in favor of touring east of Long Beach. We will tour the Farmer's Market in Long Beach, go to Moravia Nursery and then proceed to the east side of the valley where we would tour a dairy farm and some vegetable operations. **Ken Bailey** stated that we need tour leaders or discussants who can discuss important issues in a scholarly manner. **Miller and Bailey asked for** suggested tour leaders. **Milligan** suggested that a discussion of workforce issues would be useful. **K. Bailey** stated that discussion of environmental and regulatory issues surrounding expansion of the dairy industry could be helpful to many of us since those issues seem to be widespread.

IX. Other Section Activities at Long Beach. Nothing was discussed under this heading.

X. Extension Awards Committee. **Damona** reported that the committee had received 5 individual and 6 group nominations for a total of 11, which was the same total as one year ago. We still need more nominations. Much discussion then ensued about offering other types of awards or recognition. Some of these could be from the Extension Section while others would need to go through the AAEA Awards Committee. Some of the ideas put forth were: a young professional award, awards for media e.g. fact sheets, bulletins, power point presentations. **Damona agreed to** discuss these ideas with the AAEA Extension Awards Committee. If she receives a favorable response from that committee we will put that on our Long Beach agenda. **Plain** suggested that the Section may want to recognize the department with the best Extension Home Page. We could do that at the Extension Luncheon. **Plain agreed to appoint** a section member from outside the executive committee **to serve with Milligan** as a committee to study special awards e.g. the Web page. They will have a report for Long Beach and possibly a preliminary report prior to Long Beach. To help that effort **Norris agreed to determine the awards** offered by some other ag organizations e.g. Society of Animal Science. **K. Bailey** will do the same for the Dairy Science Society. This information **will be sent to Damona** who will put together a list or grid of potential awards. At the last meeting we had discussed recognizing award nominees on the web site. We decided instead to display on the web-site a list of current and past winners of the AAEA Extension awards. **Milligan and Doye will develop** a format that all can use for entering this information on the web. The idea is to showcase some of the outstanding work conducted by Extension workers. We agreed that we would need the permission of the winners to place the information on the web-site.

XI. Other Section Activities. **Damona** reported that she had received some feedback on the directory categories. **She will contact** AAEA Business Office to see what will work. **Milligan is** working on a series of e-mail blasts to the members and a brochure about the Long Beach meetings and the things that should be of interest to Extension members. **Dave Miller and Ken Bailey** agreed to have an agenda for the Pre-conference tour soon. We decided that there was nothing urgent to require a March meeting so it was cancelled. The next meeting will be April 10. Being no further business, the meeting adjourned at 11:30 A.M.

Future Meetings:

April 10, 2002 9:30 MDT, 10:30 CDT and 11:30 EDT

May 8, 2002 9:30 MDT, 10:30 CDT and 11:30 EDT

Respectfully submitted: Dick Clark, Secretary-Treasurer, *Minutes approved 4/10/2002.*

Minutes of Extension Section Executive Committee Meeting

April 10, 2002

Future Meetings:

May 8, 2002 9:30 MDT, 10:30 CDT and 11:30 EDT

June 12, 2002 9:30 MDT, 10:30 CDT and 11:30 EDT

July 28, 2002 1:00 P.M.-5 P.M. Pacific Daylight Time

Present: Doye, K. Bailey, Miller, Milligan, Patrick, Plain, Clark, Edwards

Meeting was called to order by **President Plain** at 10:32 AM, CST.

I. Minutes of February 13, 2002 meeting. **Edwards** moved and **Doye** seconded that minutes be approved as distributed. Motion carried.

II. Pre-conference tour.

Miller introduced **Kathleen Burr**, Executive Manager

Los Angeles County Farm Bureau who has been assisting **Miller and Ken Bailey** with planning and organizing the educational tour. Some points Kathleen made about the planned educational tour: 1) Bus will hold about 55 people in a luxury coach setting including restroom; 2) someone from the California Ag Commissioners Office will be on the bus the entire day to help facilitate discussion; 3) there will be others on the bus and at tour stops to discuss important issues facing California agriculture; 4) lunch will be a catered barbeque at Dennis Groven Alfalfa Farm; 5) last stop will be Agua Dulce winery where we will have a cheese and wine tasting event. 6) On the return trip to Long Beach we will discuss environmental issues facing agriculture in California. Kathleen provided a menu choice for the noon lunch. **We decided** by consensus to have the ribs, chicken and tri-tips.

The **Committee confirmed** by consensus that we want the tour restricted to one bus to enhance discussion and interaction. This will provide room for about 50 participants after we make room for tour and discussion leaders. We discussed the appropriate registration fee necessary to cover expenses and if there are dollars remaining, who gets them. **Plain agreed to contact** the AAEA Business Office to find out disposition of any profits from the tour. It was decided that the minimum fee should be \$75 for the tour, which includes the meal and the bus. Final fee will depend on the answer Plain gets from the AAEA Business Office and their charge for handling registration etc.

Ken Bailey and David Miller agreed to develop a page long description of the tour that could be a part of the overall meetings brochure being developed by Milligan. In addition they will develop a one-paragraph description that could be included in other venues. It needs to be made clear that this tour is different from the Irvine Ranch tour, which is a post-conference event. We discussed whether or not we should reserve space on the bus for the executive committee. **It was decided** that we would **not** do that, but encourage committee members to register early. **We decided** that the section would pay for Kathleen Burr's meeting registration since she has been so helpful in putting together this educational tour package.

III. Track Events at Long Beach. **Miller** has all speakers confirmed for the Outlook events with the exception of wheat outlook. **William Edwards** is still confirming speakers for the

Organized Symposium (this one had originally been proposed as a Principal Papers section). The Organized Symposium on Risk Management led by Jim Novak and Don West still needs to have people confirmed. Otherwise it appears that most of the planning for the meetings is going well. We discussed trying to have the Reception on Tuesday versus Monday afternoon, due to less competition. **Patrick agreed** to check with the AAEA Business office for that change (George has let us know that he did check and the Reception will be Tuesday evening from 5:00 p.m. to 6:30 p.m.). **George** is also still looking for sponsors for the reception. **Clark** pointed out that we about \$200 left over from one-year ago. We also discussed using any extra funds from the tour to help cover the reception. The Business Meeting will be Sunday from 1-5 in Long Beach. We need to make sure that the meeting gets placed on the meeting schedule shown on the AAEA web-site. **Plain agreed to check** on this when he inquires about the disposition of any profits from the tour.

IV. Publicizing Events at Long Beach. Milligan has already sent one e-mail blast to members and at least one more is planned. He is also working on a brochure similar to that used last year. He asked members to provide any other ideas they may have about publicity.

V. Nominations for AAEA and Extension Section Offices. **DeeVon Bailey** was not able to participate in the meeting. He had informed us that the nominations had been developed and would soon be available. **Bruce Weber** has been nominated for a director position. Bruce has at least a partial extension appointment at Oregon State University. **Bob Milligan** reported that the Extension Section slate is complete and will come out at the same time as the AAEA offices for election. Bob reported that he received extremely positive response from those whom he contacted about running for office. All were supportive of the section and what we have been doing these past three years.

VI. Extension Awards Committee. **Damona** reported that the committee's recommendations had been forwarded to AAEA. We discussed the idea of creating more awards for Extension. There was much interest in a Young Professional award. Damona had discussed this with the Extension Awards Committee and found support there for such an award as well. The possibility of the Section presenting additional awards was put forward by **Plain**. We could make the award presentation at our Extension Section Luncheon. **Damona agreed to check** with Jon Brandt, General Awards Committee Chair for AAEA as to AAEA's view towards Sections granting additional awards.

VII. Other Section Activities. Damona reported on her discussions with the AAEA Business Office for adding a more detailed, searchable membership directory for the section. This would involve using a more detailed questionnaire for members similar to that used for the Southern Extension Directory. Ivy had asked four questions to which Damona had responded. 1) Who would have access? 2) How often would it be updated? 3) What types of information would you use as search criteria? and 4) Would there be members in each of the specialty areas or could some be combined? Damona had already responded to Ivy. The group endorsed all of Damona's responses with the exception of number (1). The Committee indicated through consensus that any AAEA member should have access to the database, but only Extension Section members would be listed with the expanded specialty areas. Responses to the other questions are: 2) Annually with membership renewal, 3) Similar to the current website only with the expanded

specialty areas and 4) We would expect that most section members would check a number of the specialty areas, perhaps even a dozen or more of them, and that there would be a section member in most of the specialty areas.

VIII. Other Business. **Milligan** requested ideas for "new products" which AAEEA could offer. He made that request as chair of a New Products subcommittee for AAEEA, which is part of the Professional Activities and New Products Committee. He stated that the committee is very eager to partner with Sections. **Patrick** suggested that the North Central Triennial conference could be worth considering. **Clark** added that we may be able to partner to offer in-service training or other programs to the National Association of County Agricultural Agents. Submit other ideas directly to Bob.

Clark reported that the Section's finances are healthy. We have a current balance of about \$6500, some of which will be used for the Long Beach meetings to purchase plaques for Executive Committee members who will be completing their terms.

There being no other business the meeting adjourned at about 11:30 A.M, CDT.

Future Meetings:

May 8, 2002 9:30 MDT, 10:30 CDT and 11:30 EDT

June 12, 2002 9:30 MDT, 10:30 CDT and 11:30 EDT

July 28, 2002 1:00 P.M.-5 P.M. Pacific Daylight Time

Respectfully submitted:

Dick Clark

Secretary-Treasurer

Approved at meeting

of May 8, 2002

Minutes of Extension Section Executive Committee Meeting

May 8, 2002

Next meetings:

June 26, 2002 9:30 MDT, 10:30 CDT AND 11:30 EDT

July 28, 2002 Long Beach, CA 1 to 5:00 p.m PDT

Meeting called to order about 10:40 CDT (late due to a snafu of the Secretary with the telephone number!!) by President Plain

Present: Clark, Plain, Doye, Patrick, Milligan, D. Bailey, Edwards, Patterson

I. Patrick moved and **Doye** seconded that the **minutes** of April 10 be approved as distributed. Motion carried.

II. Pre-Conference tour. We reaffirmed our desire to pay the registration fee for Kathleen Burr, CA Farm Bureau to attend the AAEA meetings in Long Beach. We also agreed that the section would pay for her attendance at the Extension Luncheon. **Clark agreed** to check with AAEA Business Office as to procedure to get that done and then to contact **David Miller** so that he could work with Kathleen.

The "tour" did not make it into the Meetings registration packet. We missed the deadline, which was late January. We did not find out until mid January that we needed to have everything in on the pre-conference workshops and tours by the end of January. We were still discussing with AAEA the procedures for doing a tour versus a pre-conference workshop at that time. **Milligan** suggested that the issue surrounding communication of dates for deadlines and related issues should be discussed with the AAEA at the meeting that includes the Section Presidents. The registration for the tour has now been sent out in a blast e-mail to Section members.

Plain stated that he **is trying to get the "tour"** (tour registration can now be accessed via the web-site), the reception and the Sunday meeting on the AAEA web page about the Long Beach meetings. He informed the committee that the AAEA Business Office has agreed that we can use any excess registration fees from the tour to help finance our reception in Long Beach. Information regarding the tour and other extension section activities will be included in the next AAEA newsletter.

III. Extension track at Long Beach. Plain agreed to contact the AAEA Business Office and let them know that the Section's Outlook sessions will need large rooms since they are highly attended. Edwards stated that normal sized rooms will work for the other sessions.

There was nothing new to report on the Reception or the Business Meeting other than to be sure to attend. **Patrick** pointed out that it may be more difficult to find reception sponsors at the meetings in Montreal in summer of 2003 and that funding may need to come out of the Section's funds. The implication of that discussion is that we may still need to look for sponsors for the reception in Long Beach.

Patrick agreed to take care of the ordering of plaques for outgoing Executive Committee members. These will be ordered through the AAEA Business Office.

IV. Other Section Activities at Long Beach. Nothing was discussed under this topic.

V. Publicizing Section Activities at Long Beach. The brochure has been developed and will be sent out. **Plain** asked for suggestions on topics other than the Extension Track information that should be included in the brochure. **Milligan, Doye and Clark** gave specific ideas. It was suggested that Ron should contact Ivy at AAEA and find out other germane issues.

VI. Nominations-AAEA President and Directors

Bruce Weber has been nominated as a Director and **DeeVon Bailey agreed to contact Bruce** and encourage him to join the Extension Section.

Dee Von described the nomination process. A list of those who have been nominated is given to the nomination committee members. They are asked to rank those nominated in each category. This process was used to arrive at the top 6 or 7 in each category. Regional representation was one of the items that was discussed with respect to potential nominees. The "specialty" coverage of the AAEA Director nominees was another issue discussed. It was during the specialty discussion that DeeVon felt he had the opportunity to most strongly argue for an Extension person as a director nominee. He believes that it is still very important that the Section nominate individuals for the AAEA positions. **Plain** asked if there is something that we (the section) need to do differently? The answer seemed to be, no, just keep nominating good individuals. **Milligan** asked DeeVon which term length on the Nominating Committee, the Section ended with.

DeeVon did not know but agreed to find out. Ron Plain thanked DeeVon for his good work on the nominating committee.

VII. Nominations-Extension Section Election. Milligan agreed to request a membership blast to remind members to vote since the deadline is soon.

VIII. Extension Awards Committee. Damona reported that she had requested input from the AAEA Board through Jon Brandt about two ideas for future Extension awards: 1) An award for a young professional that would be sanctioned as an AAEA award and 2) their reaction to the Section offering an award(s) e.g. best web page which would be presented at the Extension Luncheon. She had not received a response so **she will contact Jon** to see what has happened.

IX. Other Section Activities. Clark brought up the expanded directory for members. We agreed that the expanded directory should be made available for all AAEA members to fill out, not just Extension Section members. **Milligan** mentioned that the "New Products" committee is discussing a clearinghouse for consultants concept. Damona asked if the two could somehow be merged. How to finance the project was another topic. The AAEA Office has given us an estimate of about \$1300 development fee plus \$750 maintenance fee for annual updated.

Milligan agreed to bring the issues of combining the clearinghouse and directory concepts and financing these to the New Products Committee of AAEA. The AAEA Office has raised some concern about the amount of work this might create if all sections were to ask for a detailed directory. We agreed that this issue is not likely to be dealt with by the AAEA office until after the Long Beach meetings so we can work with them then on these issues.

Clark asked if we should keep all of our minutes accessible on the Web-site. It was agreed that we should do that. We also agreed that past years' minutes could be condensed into one web-button for each year as the 1999 minutes have been, but current year minutes should still show separately by month. Clark agreed to contact Ivy to condense the minutes in the above format.

X. Other business. Plain speculated that financial stress affecting many Universities may reduce participation at Long Beach. Patterson suggested that we need to start thinking about section activities after Long Beach. Clark reported that the most recent count for the Section is 210 members, down from the number we ended up with in 2001. It is expected that the number will grow as more people join AAEEA. Clark also suggested that after Long Beach the Section may want to follow up with those who did not re-join to learn why.

There being no further business the meeting adjourned at 11:40 A.M. CDT

Next meetings:

June 26, 2002 9:30 MDT, 10:30 CDT AND 11:30 EDT

July 28, 2002 Long Beach, CA 1 to 5:00 p.m PDT

Minutes approved at meeting on 6/26/2002