

**AAEA Extension Section Teleconference Minutes  
January 12, 2007**

President William Edwards convened the teleconference at 10:35 a.m. central time and called the roll. Participating in the call were:

William Edwards

Laurence Crane

Karen Klonsky

Ken Bailey

Sam Funk

Duncan Chembezi

Steve Halbrook

Bob Craven

Larry Sanders

Patricia McAleer (substituting for Henry Bahn)

Otto Doering

Terri Haffner, AAEA

**Absent**

Trent Teegerstrom

Wes Musser

**Guests**

Bill Jaeger

**I. Minutes—Laurence Crane**

Minutes for the December 8, 2006 AAEA Extension Section Board teleconference were reviewed with no corrections. Motion (by Funk, second by Halbrook) to approve was unanimous.

**II. Ag-Study Tour—William Edwards and Bill Jaeger**

William Edwards introduced Bill Jaeger who has volunteered to help organize the ag-study tour. He presented several interesting possibilities that, after considerable discussion, were summarized into the following two possible options:

**Option One.** Visit commercial nurseries, vineyards, hazelnut orchards, and field crops southwest of Portland. There could be discussion of land use conflicts with sand & gravel mining, and, depending upon length of tour, a possible visit to the Stahlbush Island Farm near Corvallis. Travel time to Corvallis is about 90 minutes. This farm is a very innovative commercial operation with organic crops, GPS and other marketing innovations. The tour could also include a possible visit to a Corvallis farmers market.

**Option Two.** Visit fruit production (apples, pears, cherries) in the Hood River area east of Portland up the Columbia Gorge. This option could also include stops at the Bonneville dam (salmon issues) and cross into Washington and visit wheat production on the plateau and the wind turbines in the Wasco area.

After further discussion it was determined to have Bill sketch out preliminary itineraries, including driving times, for the two options and send them to William who will forward them to the Extension Board. The Board expressed appreciation to Bill Jaeger for his work on this and the exciting possibilities he presented.

**VIII. Luncheon Speaker—William Edwards**

The Board determined it would prefer a potential speaker who could address the issue of competing resource use. One possibility would be a speaker from the group called “1000

Friends of Oregon”. This group is an NGO that works on a range of issues, including promoting open space and protecting farmland from development, conservation of natural and scenic areas, and other land use conflicts. Bill Jaeger will make a contact with the group (1000 Friends of Oregon) to determine if they have a speaker that would meet our interests for a twenty-minute presentation followed by ten minutes of questions. He will report back to William Edwards.

#### **IV. Report from AAEA Board—Otto Doering**

Otto reported that the AAEA Board did not reverse its previous decision to stop funding the publication *Choices*. He will be chairing a new committee on outreach logistics with the charge to determine the most effective way of reaching the association’s audience. His committee is to provide the BOD with 3-4 options at the July Board meeting. Whatever vehicle is used to fill the void must be budget neutral. He also reported that he will be spending time with important policymakers and other persons of influence who were consumers of Choices (many of whom had provided strong letters of support for Choices to the AAEA Board after their initial decision to stop funding, and encouraging the Board to reconsider) to mend relationships and receive their input on a viable replacement.

The Extension Board expressed support of Otto in his leadership efforts to maintain the vital outreach function of the association and the creation of effective tools to reach our audience.

#### **V. Report from the AAEA Business Office—Terri Haffner**

Yvonne Bennett is no longer employed by the AAEA and Terri Haffner is now serving as the Interim Director. Terri reported that the AAEA staff is working closely with the EDI staff on the office transition. EDI will be hiring a meeting planner soon. The current association staff will be reduced by one at the end of January.

#### **VI. Graduate Student Award—Larry Sanders**

Larry reported that the brochure has been distributed as planned. We were encouraged to continue promoting the award through personal contacts as appropriate.

#### **VII. Web Award—Ken Bailey**

A brief discussion was held concerning the focus of this year’s award. Suggestions for award categories or other thoughts on the award are to be sent to either Ken or William.

#### **VIII. Extension Track Proposal—William Edwards**

William reported that the track proposal was submitted on time and expressed appreciation to Chris Davis for working to solve the joint submission issue discussed during the December meeting.

#### **IX. Nominations—William Edwards**

##### **A. 2007 Section Board Officers.**

No new information to report.

##### **B 2007 Extension Awards.**

Nominations need to be sent to the AAEA Office by February 1, 2007. Deserving persons were encouraged to apply.

**X. Newsletter—William Edwards**

After the focus of the web award is determined, and the decision on the ag-tour has been made, William will prepare a newsletter to be sent out informing the members of these opportunities and encouraging those not yet members of the Extension section to join the section.

Meeting adjourned at 12:05 p.m.

The next meeting will be at 10:30 a.m. (Central Time), Friday, February 9, 2007.

Respectfully submitted,  
Laurence Crane  
Secretary-Treasurer

**AAEA Extension Section Executive Committee Teleconference Minutes  
February 9, 2007**

President William Edwards convened the teleconference at 10:35 a.m. central time and called the roll. Participating in the call were:

William Edwards

Laurence Crane

Karen Klonsky

Ken Bailey

Sam Funk

Duncan Chembezi

Trent Teegerstrom

Wes Musser

Bob Craven

Patricia McAleer (substituting for Henry Bahn)

Otto Doering

Terri Haffner, AAEA

**Absent**

Steve Halbrook

Larry Sanders

**I. Minutes**

Minutes for the January 12, 2007 AAEA Extension Section Board teleconference were reviewed with no corrections. Motion (by Klonsky, second by Teegerstrom) to approve was unanimous.

**II. Financial Report—William Edwards**

William Edwards reviewed the financial report from the AAEA business office that includes dues and expenses through the last quarter of 2006. The current balance on hand is \$10,803. There is an expectation for more dues to come in through the current quarter with few additional expenses.

**III. Report from AAEA Board—Otto Doering**

Otto Doering and Terri Haffner attended the first day of the Southern Agricultural Economics Association (SAEA) to visit with their board regarding the changes being made by the AAEA. The SAEA Board expressed concern regarding the need for an outlet such as *Choices* and potential for disruption of operations during the move of the AAEA business operations to EDI in Milwaukee, WI. Otto discussed with them current plans to address the loss of *Choices* in its current format and outlined steps being taken to make the transition of the AAEA business office functions as seamless as possible.

Otto plans to send an e-mail outlining some options and soliciting input from some influential groups represented in the AAEA regarding the future of a *Choices*-type outreach tool for the organization. The leadership of the Extension Section; the Western, Southern, and Northeastern Associations; and other larger AAEA Sections will be included in this feedback loop. Some Extension Section Executive Committee members mentioned potential concepts for consideration and Otto encouraged this feedback to be provided in his formal venue to begin soon. It was also highlighted that C-FARE has been and will continue to be included in future *Choices* discussions.

Otto will also be preparing a proposal outlining a three-year funding package for a *Choices* outlet for the AAEA Board to consider. Plans are to have this proposal ready to present to the AAEA Executive Board during a telephone conference call during the third week of March.

Otto also reported that Terri is investigating the format for the SAEA meetings and the general agricultural sciences meetings that occur following the agricultural economics meetings. AAEA will explore the potential for cross discipline meetings with agronomists, animal scientists, etc.

#### **IV. Report from the AAEA Business Office—Terri Haffner**

Terri reported that the AAEA staff is working closely with the EDI staff on the office transition and duplicate electronic files are being created currently. While the current AAEA office staff has started the phased departures, EDI has hired and assigned a number of staff to AAEA functions. The new staff assigned to current AAEA projects are:

- Kristin Agard (Meetings Manager)
- Anne Rushing (Assisting Kristin with our meeting for the time being)
- Julia Fryk (Project Manager)
- Darryl Nitsch (Communications Manager).

Darryl was previously an AAEA employee and moved to EDI on February 1.

#### **V. Graduate Student Award**

In the absence of Larry Sanders who is providing leadership for the award and who was unable to be on the conference call, William Edwards reported that the deadline for submissions had been extended to March 1, 2007. Everyone was encouraged to persuade deserving students to apply for the award.

#### **VI. Ag-Study Tour—William Edwards**

William reported that of the two excellent options discussed at the last meeting the tour to visit commercial farms and nurseries in the Willamette Valley, about an hour south of Portland, had been selected. This tour involves less driving time than the other option and also includes a tour of a farmers market, field crops, hazelnut orchards, a commercial nursery, a vineyard and winery, and Stahlbush Island Farm (an innovative commercial operation with organic crops). There will also be an opportunity to hear about land use issues between commercial farming and sand and gravel mining in the area.

William has forwarded this information to the AAEA office to be included in meeting registration materials being sent to the membership.

The Executive Committee expressed appreciation for the fine work of Bill Jaeger and Bart Eleveld in arranging the study tour and for the luncheon speaker.

#### **VII. Luncheon Speaker—William Edwards**

William reported that Bob Stacey, Executive Director of “1000 Friends of Oregon”, a 30-year old public interest group that promotes rational land use planning in Oregon, has

committed to be our luncheon speaker. He has provided information on Mr. Stacey to the AAEA office for use in promoting the luncheon in the meeting registration materials.

The Executive Committee discussed the merits of providing an honorarium to Mr. Stacey. A decision on providing an honorarium will be considered in the future.

#### **VIII. Web Award—Ken Bailey**

The Committee discussed at length the focus for this year's award and how to measure the effectiveness of the sites that are nominated. A subcommittee of Ken Bailey, Trent Teegerstrom, and Sam Funk was charged with the assignment to review what we have done previous years and come with a recommendation for this years' award at the March 9<sup>th</sup> conference call.

#### **IX. Nominations for Section Officers—Karen Klonsky**

Karen reported that the following had agreed to stand for election:

President-Elect: Sam Funk and Doug Jose

NE Region: Loretta Lynch

At-large: Dave Miller (Farm Bureau)

1890 Institution: ??

The Committee discussed the need to have two candidates for each position to be consistent with Extension Section bylaws. Moreover, the Section bylaws are silent on identifying the states comprising each region. It is assumed that the regions for nominees are the same as regions defined by the CSREES. The practice of having one of the three at-large officers from industry, and the inherent difficulty of getting industry nominees, was discussed. Potential names were provided to Karen who will follow up with them and complete the slate of nominees.

The slate of candidates needs to be sent to the AAEA business office by March 1<sup>st</sup>, and their bio information needs to be sent to the AAEA office by March 15<sup>th</sup>.

#### **X. Nominations for Extension Awards—William Edwards**

William reported that he had been informed by Art Barnaby who is chairing the award selection committee that there were two nominations for the Individual—Less than 10 Years' Experience category, five nominations for the Individual—More than 10 Years' Experience category, and eight nominations for the Group Award.

#### **XI. Newsletter—William Edwards**

William will prepare a newsletter to be sent out informing the members of the opportunities to participate in the annual meeting activities (study tour and luncheon) and other Extension Section activities.

Meeting adjourned at 11:40 am.

The next meeting will be at 10:30 a.m. (Central Time), Friday, March 9, 2007.

Respectfully submitted,  
Laurence Crane  
Secretary-Treasurer

**AAEA Extension Section Executive Committee Teleconference Minutes  
March 16, 2007**

President William Edwards convened the teleconference at 10:35 a.m. central time and called the roll. Participating in the call were:

William Edwards  
Steve Halbrook  
Karen Klonsky  
Larry Sanders  
Sam Funk  
Duncan Chembezi  
Henry Bahn  
Terri Haffner, AAEA

**Absent**  
Laurence Crane  
Ken Bailey  
Trent Teegerstrom  
Bob Craven  
Otto Doering  
Wes Musser

**I. Minutes**

Minutes for the February 9, 2007 AAEA Extension Section Board teleconference were reviewed with minor corrections. In section IX we currently have one nominee for the 1890 Institutions position on the executive committee, Stephan Tubene with the University of Maryland. In section X that there were 8 nominations for the Extension Group Award and 2 nominations for the Individual Award for those with less than 10 years experience. Motion (by Klonsky, second by Sanders) to approve the minutes as corrected was unanimous.

**II. AAEA Report—Terri Haffner**

Kristin Agard is to get all logistics questions regarding the upcoming AAEA Annual Meeting. There will be additional staff on board soon with EDI in Milwaukee to handle AAEA responsibilities.

**III. Report on Grad Student Award—Larry Sanders**

There are an impressive 11 solid applicants for the Extension Section Graduate Student Award. The evaluation team will be working to have the first round of applications narrowed down to the top 8 by the first week of April. These 8 will be invited to make 20-30 minute presentations on Sunday at the AAEA Annual Meeting where they will be judged with awards being made to the top 3.

We will try to have a staging area (room) available at the meeting as well as the presentation room. The winners will be announced at the Extension Section Luncheon at the Meeting. The top 3 will make their presentations at the Graduate Student Competition Symposium.

**IV. Extension Section Website Award—William Edwards**

Extensive discussion took place regarding the Section's Website Award. Should the award recognize an official Extension effort, or should an outreach effort be considered as well. Should we consider entries from a Federal Agency, Department, or Group; or from a private organization? Should at least one primary author or contributor be a member of the Extension Section? Should the nomination come from an Extension Section member?

Extensive discussion on the purpose of the Section's website award followed. Should the award be considered as a marketing tool to attract new members by potentially recognizing their efforts or as a professional recognition of the efforts of current members.

Motion (by Funk, seconded by Klonsky) that one of the persons responsible for the website should be an Extension Section member was passed.

A report from the Section Website Award working group will be considered during the next conference call. The working group is comprised of Ken Bailey (chair), Sam Funk, and Trent Teegerstrom.

#### **V. AAEA Annual Meeting Symposia—William Edwards**

The AAEA identified that we may have a conflict regarding the time slots available for symposia at the Annual Meeting. Only 6 time slots are available and the Section has 7 symposia scheduled. Due to the nature and expected interest level of the sessions, the Executive Committee agreed to have the Livestock Outlook and Graduate Student Competition symposia at the same time if we need to overlap two sessions.

#### **VI. Ag Policy Symposium—Sam Funk**

Due to the timing and location of the Annual Meeting, the Economists of the U.S. House and Senate Agriculture Committees felt that it would be inappropriate for them to commit to travel to the meetings while debate around the 2007 Farm Bill may be finalizing. It was determined that the best available alternative may be to seek a presentation with virtual-conference technologies. Sam Funk will coordinate this activity with Kristin Agard and the Economists in DC. The Executive Committee felt it appropriate to utilize section funds to move forward with this symposium as it has a strong track record of participation.

Should the distance-based presentation not be available, a backup panel presentation will be pursued.

#### **VII. Nominating Committee—Karen Klonsky**

There are currently some Section Executive Committee member seats with only one nominee. Karen has been working diligently to find candidates and will continue to do so until the deadline for submitting finalized nominations to the AAEA.

#### **VIII. Extension Section Bylaws Changes—William Edwards**

Proposed methodology to present changes to the Section Bylaws were discussed. Motion (by Klonsky, seconded by Halbrog) to present the changes on the Extension Section ballot as an up or down vote with all of the changes was approved. William Edwards agreed to supply Terri Haffner with a summary of the by-laws changes to send out with the section ballot.

Meeting adjourned at 11:45 am.

The next meeting will be at 10:30 a.m. (Central Time), Friday, April 13, 2007.

Respectfully submitted,  
Sam Funk  
Executive Committee Member

**AAEA Extension Section Executive Committee Teleconference Minutes**  
**April 13, 2007**

President William Edwards convened the teleconference at 10:35 a.m. central time and called the roll. Participating in the call were:

William Edwards  
Laurence Crane  
Karen Klonsky  
Larry Sanders  
Trent Teegerstrom  
Bob Craven  
Duncan Chembezi  
Patricia McAleer (substituting for Henry Bahn)  
Otto Doering  
Terri Haffner, AAEA

**Absent**  
Steve Halbrook  
Ken Bailey  
Wes Musser  
Sam Funk

**I. Minutes**

Minutes for the March 16, 2007 AAEA Extension Section Executive Committee teleconference were approved with no corrections (motion by Sanders, second by Klonsky).

**II. AAEA Report—Otto Doering and Terri Haffner**

Otto provided an update on activities with respect to association outreach. He reported that within a week a working committee of five to six members would be preparing specific cost proposals for Board consideration. They will be preparing a package of pieces, covering a range of outcomes, over which the Board will vote on the specific pieces. He expects some positive outcome on some of the individual pieces.

He also noted, AAEA Express is on the Choices website. All of Choices articles that are available will be archived.

For next years meeting in Florida, the association is planning on offering a training session on outreach taught by first class communications experts.

Until the Board approves a defined outreach effort, he is working with CFARE and the American Association of Agronomists to get some of our outlook information in their distribution networks that goes to policymakers, congressional staffers, etc. He is also working with the agronomists and other agricultural and natural science groups we can collaborate with on a mutually beneficial basis.

He complimented William on the letter he drafted to encourage extension economists to join the Extension Section and the Association and encouraged William to send his letter soon. [A brief discussion followed concerning membership trends in the Section and the Association. It was noted that there are some very strong feelings across the association membership with respect to the Board's decision to stop funding Choices and the discussions regarding changing the Association's name. It appears some members are not renewing their Association membership as a protest vote to these actions by the Board. This behavior is not encouraged or endorsed by the Extension Section Executive

Committee, but was mentioned only to make sure Otto was aware of this reaction to recent Board decisions.]

Otto is already involved in the planning for the 2008 meeting in Orlando. He reported that the AAEA is looking to partner with the American Council on Consumer Interests (AACI) and hold a joint meeting in 2008 similar to our joint meeting in Portland with the Western Agricultural Economics Association. AACI membership is comprised mostly of economists from NGO's, the public sector, and academics. It is an organization that focuses primarily on consumer groups and issues. Many of these food and consumer issues are of joint interest with the AAEA. Moreover, there is some discussion of an amalgamation with them, long-term. They face many of the same issues of declining membership, etc., as the AAEA, and there would be some mutual benefits in economies of scale for meetings, joint administrative offices (as we do for the Western and NE Associations) etc.

He also reported that the transition of administrative functions to EDI in Milwaukee was gaining steam and was on schedule to be completed as planned. The association is already benefiting from the institutional experience of EDI staff, and long-term we will benefit from the consistency of full time staff dedicated to meeting planning and association administration.

Terri Haffner reported that the ballot for Extension Section Officers will be sent to Section members in the next few days. Changes in the Section bylaws will also be on the ballot.

### **III. Report on Grad Student Award—Larry Sanders**

Larry reported on a successful first stage of the selection process. The eleven applications had been reduced to eight finalists. These individuals will receive a letter of instructions for their Portland presentations. The evaluation process will need to be refined over time so that equitable evaluations can be made between PhD's and Masters level applicants, and between planned vs in process programs.

He also noted that the award was not listed on the registration brochure received by members. Terri reported that the information had not been received in time to be included in the registration brochure, but would be included in the registration materials available online.

### **IV. Extension Section Website Award—William Edwards and Trent Teegerstrom**

Brief discussion took place regarding the Section's Website Award. They will be sending out language for the award soon. The nomination needs to include the names of the individuals responsible for the site, and the primary person needs to be an Extension Section member.

### **V. AAEA Annual Meeting Update—William Edwards**

No new information to report.

## **VI. Extension Awards—Karen Klonsky**

Karen reported that the awards committee concluded there were two equally qualified candidates for the under-ten years category, and that this is the last year both would be eligible to be considered within the ten year time frame. The committee recommended granting two awards, due to these unusual circumstances, but were denied by President Buccola. The committee is asking that we petition the AAEA Board to reconsider President Buccola's decision, and allow the Section to grant two awards. It was decided that William will write a letter so requesting. Karen will help draft the letter.

Meeting adjourned at 11:25 am.

The next meeting will be at 10:30 a.m. (Central Time), Friday, May 11, 2007.

Respectfully submitted,

Laurence M. Crane  
Secretary/Treasurer

**AAEA Extension Section Executive Committee Teleconference Minutes  
May 11, 2007**

President William Edwards convened the teleconference at 10:35 a.m. central time and called the roll. Participating in the call were:

William Edwards  
Laurence Crane  
Karen Klonsky  
Ken Bailey  
Larry Sanders  
Wes Musser  
Trent Teegerstrom  
Sam Funk  
Bob Craven  
Duncan Chembezi  
Steve Halbrook  
Terri Haffner, AAEA

**Absent**  
Henry Bahn  
Otto Doering

**I. Minutes**

Minutes for the April 13, 2007 AAEA Extension Section Executive Committee teleconference were approved with no corrections (motion by Sanders, second by Craven).

**II. Outreach Task Force Report—Steve Halbrook**

Otto Doering has asked Steve Halbrook to chair an Outreach Task Force to look at outreach for the AAEA. Other committee members are: Henry Bahn, Julie Caswell, Damona Doye, Stan Johnson, Jayson Lusk, Steve Turner and Christine Wilson. Steve provided us with the following report on their activities:

They have begun their work and had their first conference call last week. There is strong consensus of the group to develop a concrete plan to put before the AAEA Board articulating the outreach goal, products, and implementation plan. He reported they would like to maintain the “Choices” brand name, though the product may be different. Most likely a range of new products will be developed under the Choices name. They believe the core function of outreach for the AAEA has not changed—to translate research into outreach. They plan to be proactive in soliciting material on topical issues and to take advantage of the web. Steve will be visiting with EDI and get their wisdom on how other associations do outreach, how the fund outreach, etc. The Task Force is seeking immediate input and will report back to the AAEA Board on June 22<sup>nd</sup>.

**II. AAEA Business Office Report—Terri Haffner**

Terri reported that the transfer of office functions to EDI is going smoothly and is on schedule with only three remaining staff from the Ames office. The Extension election is currently going on and the name change survey had generated over 700 responses.

**III Extension Section Website Award—Ken Bailey**

Ken reported that the notice for the award had been sent out and the committee has received five submissions to date. The deadline for submissions is June 30. Darryl in the

business office will send out the notice again and Julia in the business office will prepare the plaque for the winner.

**IV. Ag Tour Update—William Edwards**

William reported on the progress of the ag tour arrangements. He will work with Bill Jaeger to select the best bus option, and complete the remaining logistical issues. Bob Craven will develop and post a promotional piece about the tour opportunity on the Section web page, including photos of the area Bill provided.

**V. Policy Outlook Symposium Update—Sam Funk**

Sam reported that due to the congressional rewrite of the Farm Bill, key committee staff who have participated in the past on-site at the AAEA meeting are unable to commit to attend this year in Portland. The symposium will use video conferencing to accommodate them. There is no charge on the originating end for the video conference, however there will be a charge likely to exceed \$1,000 on the receiving end at the conference center. The Farm Foundation has generously offered to sponsor the conference up to \$1,000. The Extension Section will pay any remaining amount. Terri will work with the Farm Foundation to complete the invoicing for their sponsorship.

**VI. Extension Section Membership Update—William Edwards**

William reported that last year there were 191 members of the Extension Section. At the last conference call (April 13) there were only 174 members of the section. He sent out a letter encouraging individuals to join the section. Currently there are now 186 registered members of the Extension Section. He noted that with the expected on-site registration in Portland, we should meet or exceed last year's membership.

**VI. Miscellaneous—William Edwards**

William reported he had sent a letter to President Buccola requesting the granting of two awards as discussed at last months call. William received a letter back politely declining our request.

Meeting adjourned at 11:45 am.

There will not be a conference call in June.

The next meeting will be at 10:30 a.m. (Central Time), Friday, July 6, 2007.

Respectfully submitted,

Laurence M. Crane  
Secretary/Treasurer

**AAEA Extension Section Executive Committee Teleconference Minutes  
July 6, 2007**

President William Edwards convened the teleconference at 10:35 a.m. central time and called the roll. Participating in the call were:

William Edwards

Laurence Crane

Otto Doering

Ken Bailey

Larry Sanders

Trent Teegerstrom (joined late)

Bob Craven

Terri Haffner, AAEA

**Absent**

Henry Bahn

Karen Klonsky

Wes Musser

Sam Funk

Duncan Chembezi

Steve Halbrook

**I. Minutes**

Minutes for the May 11, 2007 AAEA Extension Section Executive Committee teleconference were approved with no corrections (motion by Sanders, second by Bailey).

**II. AAEA Board Report—Otto Doering**

There has been strong registration for the Portland meeting and preparations for the meeting are progressing on schedule. Steve Halbrook (Chair of the Outreach Task Force) will be making a report to the Board in Portland and delivering a series of recommendations from the Task Force.

The transition from Ames to EDI in Milwaukee is in good shape. Terri will continue her relationship with AAEA from Ames. She will not be an employee of AAEA but will provide services on an as needed basis.

Name change survey results are straightforward and will be reported by Steve Buccola in Portland.

Fees for services to Sections will stay the same with EDI. If changes are made, there will be time allowed to adjust.

**III. AAEA Business Office Report—Terri Haffner**

Terri reported that the transfer of office functions to EDI is on schedule and essentially complete.

There are approximately 1400 registrations to date for the Portland meeting indicating there will be good attendance at the meeting.

Julia Fryk will work with William to get the plaques prepared for the four retiring members of the Extension Section Executive Committee (Wes Musser, Karen Klonsky, Sam Funk, Duncan Chembezi).

**IV. Election Results—William Edwards**

William reported the following had been elected as Extension Section officers and Executive Committee members. They will take office on July 29.

President-elect

Doug Jose, University of Nebraska

At-large Director

David A. Miller, Iowa Farm Bureau Federation

1890s Institutions Director    Mary Mafuyai-Ekanem, North Carolina A&T Univ.  
Northeast Region Director    Lori Lynch, University of Maryland

**V. Graduate Student Award—Larry Sanders**

Larry reported that seven of the eight finalists will be participating in Portland. The three winners will participate in the symposium Monday afternoon and will be recognized at the luncheon on Tuesday. He noted that the evaluation team has done an outstanding job.

**VI. Website Award—Ken Bailey**

Ken reported that there had been eight high quality applications and the evaluation committee will complete their review next week and select the winner.

**VII. Extension Section Website—Bob Craven**

Bob sought input on the section website. He will contact Darryl in the AAEA Business office to get a history of how much traffic the site receives.

**VIII. Ag Tour Update—William Edwards**

William reported that the response to the ag tour was very strong. Preliminary report is that it is sold out with several individuals on the waiting list.

**IX. Policy Outlook Symposium Update—William Edwards**

Sam was unable to attend the call but had reported to William that all is in order for the session. Terri is going to check with Kristin to ensure that a room large enough to accommodate the expected attendees will be secured. With the current status of the congressional rewrite of the Farm Bill this should be an especially attractive session.

**X. Outreach Task Force Update—Otto Doering**

Steve Halbrook, Task Force Chairman, was unable to be on the call. Otto reported that Steve will be making a presentation to the AAEA Board in Portland recommending the association make a formal commitment to outreach, expand the current outreach audience, and maintain the *Choices* brand name.

It was noted by Extension Section Committee members that the Southern Extension Economists discussed this issue at their meeting last week in San Antonio. They (Southern Extension Economists) have prepared a formal resolution supporting the recommendations of the Outreach Task Force. They will present the resolution at the association business meeting in the event the BOD reacts negatively to the Task Force recommendations.

Meeting adjourned at 11:15 am. (Motion by Teegerstrom, second by Craven)

Respectfully submitted,

Laurence M. Crane  
Secretary/Treasurer

**AAEA Extension Section Executive Committee Teleconference Minutes  
September 14, 2007**

President Ken Bailey convened the teleconference at 10:35 a.m. central time and called the roll. Participating in the call were:

Ken Bailey  
Laurence Crane  
William Edwards  
Doug Jose  
Henry Bahn  
Larry Sanders  
Mary Mafuyai-Ekanem  
Richard Just  
Terri Haffner, AAEA

**Absent**  
David Miller  
Bob Craven  
Trent Teegerstrom  
Lori Lynch  
Steve Halbbrook

**I. Minutes**

Minutes for the July 6, 2007 AAEA Extension Section Executive Committee teleconference were approved with no corrections (motion by Edwards, second by Sanders).

**II. AAEA Board Report—Richard Just**

Richard Just reported that Steve Halbbrook, Chair of the Outreach Taskforce, had presented an excellent report to the AAEA Board. He noted that Outreach was one of the Board's top priorities and were taking steps to address the following:

1. Adopt a vision for outreach
2. Focus on national issues
3. Create materials to support C-FARE
4. Implement a proactive, multi-product strategy.
  - a. Choices Brand – Reading function (Digest form of Choices)
  - b. Choices Speaks – promote blogs, or webcasts
  - c. Choices Academy
5. Create an AAEA Outreach Management Team: combination of staff and volunteer leadership
6. Financial resources: AJAE, AAEA, outside funding
7. Walt Armbruster is the Chair of the Outreach Committee
8. The Board would like to produce something quickly in order to retain the Choices brand. The encouraged the involvement of the Extension Section.

Richard additionally discussed the possibility of moving the Choices website from Missouri to EDI. Currently the cost of placing items online is fairly high. The switch to EDI could potentially reduce those costs.

Concern was raised over how to use a blog as a means of professional exposure. Richard concurred that there should be a discussion about the tradeoffs of doing an outreach themed blog with no professional recognition.

### **AAEA Business Office Report—Kristin Agard**

Assistant Executive Director Kristen Agard discussed the 2008 Annual Meeting in Orlando. There was a teleconference with the Section Leaders the day before that discussed Track Session, Pre- and Post-Conference submission deadlines of December 3. Otto will be sending the Section allocations for track sessions in early October. Space at the Orlando meeting will be less than in Portland, but it should have a nicer feel since AAEA will have the whole property. With the smaller space there is a possibility that there will be fewer sessions allocated to the Sections.

### **Other Annual Meeting topics discussed:**

Discussion took place regarding the attendance at the Policy session. Issues brought up include how to draw more people to the session, what other policy issues could be discussed other than the Farm Bill, and who could be invited in order to foster more discussion. Ken suggested the appointment of a committee to come up with a proposal for the Policy Track Session. The electronic distribution of the Extension newsletter to request proposals was also suggested.

There was discussion over the Pre- and Post-Conference Workshops, especially the tour, and how the location of this year's meeting might affect the quality and attendance at those sessions. Kristin assured those in attendance that there is usually not an issue with quality sessions being proposed. She suggested contacting John Van Sickle for guidance. Kristin also has asked the Caribe Royale Hotel for suggestions in the area. One important detail to take care of in advance will be transportation for the tour. Ken suggested John Van Sickle report on the next conference call.

ACCI has expressed interest in working with the Extension section at the Annual Meeting. Ken expressed the sections interest in this as well. There are many areas of common interest between the two groups, especially in policy issues. Kristin will forward the ACCI contact information to Ken. Ken will pass it onto other Ext Section members.

### **Other Agenda Items:**

Bob Craven was not able to make the call to give a report on Web site updates. If there are any updates to the Web site that need to be made, Laurence will contact Bob directly.

Ken announced that the next conference call will be held on the 2<sup>nd</sup> Friday of October based on a survey of the executive committee. The next call is scheduled for October 12<sup>th</sup> at 10:30.

Meeting adjourned at 11:30 am.

Respectfully submitted,

Laurence M. Crane  
Secretary/Treasurer

**AAEA Extension Section Executive Committee Teleconference Minutes  
October 12, 2007**

President Ken Bailey convened the teleconference at 10:35 a.m. central time and called the roll. Participating in the call were:

Ken Bailey	<b><u>Absent</u></b>
Laurence Crane	David Miller
William Edwards	J. Henry Bahn
Doug Jose	Trent Teegerstrom
Bob Craven	Lori Lynch
Larry Sanders	Steve Halbbrook
Mary Mafuyai-Ekanem	
Richard Just	
Brian Mondragon Jones for Terri Haffner, AAEA	

### **I. Minutes**

Minutes for the September 14, 2007 AAEA Extension Section Executive Committee teleconference were approved with no corrections (motion by Jose, second by Crane).

### **II. AAEA Board Report—Richard Just**

Richard Just reported that the Outreach Committee continues to meet by phone and is committed to keep *Choices* going in a new form. The *Choices* site has moved to EDI to save money and the editors are looking for topics to cover. Ideas can be sent to Walt Armbruster ASAP. The next issue is scheduled to be out in January.

Richard also reported that in the future, attendance at the sessions will influence the number of tracks a Section will be allowed to fill at the annual meeting.

### **III. Section Track Proposals—Ken Bailey**

Ken led a discussion on planning for section proposals. December 3<sup>rd</sup> is the deadline to get proposals to the AAEA Board. There will be one less track this year and co-sponsored sessions will count as only ½ to the section total. We decided to continue with the format of sponsoring a policy session, grain outlook, and livestock outlook. Larry Sanders will take the lead in finding someone to prepare a policy session proposal. Doug Jose will make some contacts to identify individuals to take the lead in preparing the two outlook proposals.

William Edwards will contact Cindy Fletcher, President of ACCI, to work on preparing a co-sponsored session on farm and family financial management.

Mary Mafuyai-Ekanem will contact COSBAE and report back their interest in co-sponsoring another session this year. Last year 29 individuals attended the session with COSBAE.

We will share a session with the Graduate Student Section as we did last year where the award winners present their programs. Larry Sanders will take the lead in preparing the proposal with the Graduate Student Section. Larry will also finalize the brochure used to advertise this activity associated with the Graduate Student Award.

**IV. Pre-Meeting Tour—William Edwards**

John Van Sickle, University of Florida, has volunteered to take the lead in organizing the tour. John has been traveling internationally and was unavailable for a report. William will contact John and attempt to have him join the call on November 9<sup>th</sup>.

**V. Section Website—Bob Craven**

The presentations and other information from the Portland meeting were posted in early September. Some additional information has been received and will be on the site soon. The site is running out of space and a decision needs to be made regarding achieving material. They are attempting to track traffic because there is not a lot of activity on the site. Bob welcomed comments. The Section expressed appreciation to Bob for his generous work in managing and hosting the site.

**VI. Section Newsletter and Plan of Work**

Ken will prepare the newsletter with help from William and Doug.

Ken will also work with William, Doug, and Kristin to prepare the Section Plan of Work.

**VII. Additional Issues**

The next call is scheduled for November 9th at 10:30.

Meeting adjourned at 11:30 am.

Respectfully submitted,

Laurence M. Crane  
Secretary/Treasurer

## **AAEA Extension Section Teleconference**

**December 10, 2007**

In attendance:

Steve Holbrook

Kristin Agard & Brian Mondragon Jones, AAEA

Larry Sanders

Henry Bahn

Lori Lynch

William Edwards

Richard Just

The date for the next meeting was approved: January 11, 2008

### **I. Minutes**

Minutes for the November 9, 2007, AAEA Extension Section Executive Committee teleconference were approved (motion by Sanders, second by Henry Bahn).

### **II. Reviewed the Extension Track Proposals**

We discussed the submissions to ScholarOne of the Extension Section Track Proposals. There were a total of 4.5 submissions out of a possible 5 (Policy, Crop and Livestock Outlook, and three shared proposals -- Grad Student Competition, COSBAE, and ACCI).

### **III. Report from the AAEA**

Richard Just reported that the AAEA Outreach Committee discussion is continuing. There has been lots of progress in making refinements. The extension section will likely be called on to organize the materials exchange. We should expect an official letter from the AAEA board to ask us to provide suggestions and reactions.

### **IV. Budget Items**

We should send a blast to the AAEA membership to remind them to check the extension section for membership when they sign up for the AAEA. Also, Ken should be prepared to review the section's financials and prepare a newsletter. Larry Sanders noted that we need to talk about covering the lunches at the judging for the Grad Student Contest (boxed lunches for judges) and consider paying the meal costs for winning students at the Extension Section luncheon (up to 8 people).

### **V. Farm Bill Issues**

Larry Sanders reported that the Farm Bill is moving in the Senate. The timing is such that it could move to the Congress by Christmas. Therefore we may have a new Farm Bill by Spring. FSA has tentatively agreed to provide training of specialists on a national

DRAFT

DRAFT

DRAFT

scale on the elements of the Farm Bill. This will be particularly useful for the Revenue Assurance Program. Please let our associates know about this.

Meeting adjourned at 11:00 am Central time.

Respectfully submitted,

Kenneth Bailey  
Extension Section President