



Extension Section Newsletter

October 2010

From the Chair

I've been a member of the AAEA Extension Section since it was chartered. I've served on the Board and on several committees, and I've watched our section grow and thrive over the past 12 years. The Extension Section has consistently been one of the largest and most popular sections in AAEA. Our mission is to provide opportunities for professional growth and program enhancement for extension economists and other applied economists with major outreach and/or industry responsibilities in both the public and private sectors. The Section promotes excellence, facilitates professional development, and recognizes the significant professional contributions of its members. The rest of this newsletter is Bob Craven's comprehensive report to AAEA of the Sections 2010 activities. Take time to review it – you'll be impressed.

Our current paid membership (still a bargain at only \$10) is 197. We'd like to grow that number to 250 over the next year.

There are a number of exciting opportunities – and tribulations – facing extension economists. The issues we deal with are increasingly complex. Some are contentious, many lack profit maximizing solutions, and all are a burden on shrinking resources. One way to deal with the situation is to make better and more extensive use of new and existing resources. The AAEA Outreach Committee, under the able leadership of Walt Armbruster, has invested a lot of time and effort into increasing visibility and access to outreach materials (<http://www.aaea.org/outreach/>). One component is the *Shared Outreach Materials Library*. It shares billing with two prestigious siblings: *Choices Magazine* and *Policy Issues*. The latter is a series of online peer-reviewed articles. Each article presents a short analysis and discussion focusing on timely policy issues targeted for those in public and private sector decision-making roles that have a stake in the national issues addressed.

The *Shared Outreach Materials Library* is a collection of peer-reviewed bulletins, manuscripts, presentations, electronic spreadsheets, and web postings developed by agricultural and applied economists who are members of the AAEA. Materials are intended to be used to inform and educate various stakeholder groups, including farmers and ranchers, consumers, policy makers, educators, agribusiness persons, and other interested parties. Materials can be used for educational purposes, with proper attribution, or as resources for developing additional materials. Users have the opportunity to post comments about the materials and provide ratings of their usefulness. The library is easy to use, and the submission process is easy (<http://aaea.execinc.com/resources/index.php>), and William Edwards at Iowa State University does an excellent job of moving submissions through the review and acceptance process. Currently some 19 submissions are under review.

It is easy to make the argument that Extension Section members have a shared responsibility to populate the library with high quality, relevant information. The library has not yet, in my opinion, reached a critical mass of submitted materials, and thus it is not well utilized at this point in time. Please visit the site and take the time to submit useful materials. It's important that we all demonstrate commitment and effort to make the *Shared Outreach Materials Library* useful service to the membership. Thanks in advance for following up on this.

JH Bahn, Chairman

Call for Proposals – 2011 Extension Track Sessions

This is the call for proposals for the Extension Section track sessions for the 2011 AAEA meeting in Pittsburgh. Traditionally we have used several of our allocated slots for symposia on crop and livestock outlook, public policy update, and the graduate student competition presentations co-sponsored with the Graduate Student Section.

Joint proposals with other sections are always welcome as this expands the number of sessions we can sponsor or cosponsor. The Extension Section is interested in proposals that highlight extension outreach activities of interest to a broad audience within the AAEA.

The deadline for submission of Extension Track proposals is November 5, 2010

The Extension Section Executive Committee will make the selections for our AAEA tracks. In the event that a symposium proposal is not accepted as part of the Extension Track, submitters will be notified in sufficient time to forward their proposals for consideration in the general AAEA competition.

Guidelines for Proposals

At least one of the organizers must be a current member of the Extension Section, and if selected, all participants are required to be AAEA members in 2011. Of course, we recommend that participants also join the Extension Section. The symposia proposals must be extension or outreach related. The symposia are 90 minutes long with the formal presentation taking no more than 60 minutes allowing at least 30 minutes for audience participation. Please submit your proposals electronically by midnight Sunday November 7, 2010 to Rodney Jones at rodney.jones@okstate.edu.

Include:

1. Title
2. Name(s) of organizer(s) with address, email, and telephone number
3. Short abstract of about 50 words summarizing the symposium
4. An abstract of no more than 1,000 words giving detailed description of the symposium
5. The names and titles of the moderator and the suggested speakers
6. The possibility of a joint track session with another section

Extension Section Services

In addition to the scheduled activities at the AAEA annual meetings, your Extension Section has several services and tools available year round to the membership:

- The section website <http://www.aaea.org/sections/extension/> includes the vision, mission and objectives of the section, as well as information on section activities, awards, upcoming events, and the annual meeting;
- Our section listserver is a great way to communicate with your colleagues; simply send your message to extension@aaealist.org;
- The AAEA Shared Outreach Materials Library <http://aaea.execinc.com/resources/index.php> hosted by the Outreach Committee;
- Future section Webinars on important and timely topics;
- Other services that you, the membership, feel are valuable to the profession.

Please contact any of the section leaders (see p. 8, below) with your ideas and suggestions for additional section services.

2010 Extension Section Annual Report

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

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

Section Leadership 2009-2010

Executive Committee

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

Section Board

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

Liasons

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

New Members Elected

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

Section Membership and Event Attendance

Section membership as of July, 2010 was 192, a slight decrease from last year.

		Paid Membership	Agricultural Tour	Luncheon Attendance
2010	Denver	192	41	81
2009	Milwaukee	198	48	91
2008	Orlando	198	48	70
2007	Portland	195	64	93
2006	Long Beach	191	52	96
2005	Providence	201	44	96
2004	Denver	198	60	140
2003	Montreal	221	50	138
2002	Long Beach	230	32	112
2001	Chicago	256		134
2000	Tampa	258		132

Extension Track Sessions and Reception

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

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

Date/Time	Event	Co-sponsor
Sun., July 25		
8:00 am - 3:00 pm	Graduate Student Extension Competition	
1:30 - 3:00 pm	Extension Section Business Meeting	
3:00 - 4:30 pm	Track Session: USDA/Land Grant Extension Outlook Program and Role of Farm Management	Centennial Session
5:30 - 6:30 pm	Extension Section Reception	
Mon., July 26		
10:15 - 11:45 am	Track Session: Washington Policy Update by Chief Economists From the House and Senate Ag Committees and USDA's Farm Service Agency	
12:00 - 1:30 pm	Extension Speaker Series & Luncheon with Speaker Alan Barkema	
1:30 - 3:00 pm	Track Session: The Land Grant Vision of Extension's Future	Senior Section
4:00 - 5:30 pm	Track Session: Greenhouse Gas Markets and Agriculture	Senior Section
Tues., July 27		
8:00 - 9:30 am	Track Session: Risk Issues at the Interface of Extension and Research	ARA Section
9:45 - 11:15 am	Track Session: Graduate Student Competition in Extension-Winner's Presentations	Grad Student Section
1:30 - 3:00 pm	Track Session: Extension Section Crops Outlook	

4:00 - 5:30 pm	Track Session: Livestock Outlook
Wed., July 28	
7:00 am - 6:00 pm	Extension Agricultural Education Tour

Extension Graduate Student Competition

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

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

This year there were 12 applications. The judges selected 8 students to present at the Sunday competition at the meetings in Denver. From those presentations, the top three presenters were selected. They made their presentations again during one of the Extension track sessions. The students were invited to attend the Extension luncheon and were introduced. The announcement of the awards is now part of the overall AAEA awards ceremony. The winners were *Gretchen Nurse* from Colorado State University (mentored by Dr. Dawn Thilmany-McFadden), *Lee Schulz* from Kansas State University (mentored by Dr. Kevin Dhuyvetter and Dr. Glynn Tonsor) and *Mallory Vestal* from Oklahoma State University (mentored by Dr. Jayson Lusk. Congratulations to the winners and their hard working faculty mentors.

As a way of showing our appreciation to the students who participate in the competition, we will provide a one year free Extension Section membership to each applicant.

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

Extension Agricultural Education Tour

Wednesday, July 28, 2010 7:00 am – 6:00 pm

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

Extension Outstanding Electronic Media Education Awards

The Extension Section of the Agricultural & Applied Economics Association has in the past recognized outstanding institutional websites, electronic newsletters, and outstanding individual or team websites.

This year the Extension Section continued to promote excellence by focusing the Electronic Media Education award on the innovative use of electronic media to educate or deliver educational programs, tools and materials to extension educators, agency personnel or agricultural managers. John Hewlett led the call for nominations and promotion. There were 9 nominations. Gary Schmitke, together with Lynn Hoffman, JH Bahn and William Edwards were the judges. The winning programs, announced at the Extension luncheon were *Ag In Uncertain Times* (AgInUncertainTimes.FarmManagement.org), and *AgManager*, Kansas State University (www.AgManager.info). Congratulations to all involved.

Section Finances

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

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

Historic Extension Track Session Attendance

2009 – Milwaukee		
Time Block	Session	Attendance
Sun, 3:30 pm	The Outcome-based Approach to Quantifying Educational Project Results and Impacts	13
Mon, 9:30 am	Extension Section Crops Outlook	31
Mon, 1:00 pm	Washington Policy Update by Chief Economists from the House and Senate Ag Committees	65
Mon, 4:00 pm	Agriculture in Transition: The Impacts of a World Financial Crisis and Other Policy Changes	27
Tues, 9:30 am	Extension Section Livestock Outlook	37

Tues, 1:00 pm	Graduate Student Competition in Extension—Winners' Presentations	16
Total		189
Average		31.5
2008 – Orlando		
Time Block	Session	Attendance
Sun, 3:30 pm	Intersection of Agricultural Extension and Agricultural Innovations: the Case of Biofuels	40
Mon, 9:30 am	Extension Section Livestock Outlook	30
Mon, 4:00 pm	Managing Farm and Farm Household Financial Risk	19
Tues, 9:30 am	Extension Section Policy Outlook	43
Tues, 1:00 pm	Extension Section Crop Outlook	23
Tues, 4:00 pm	Graduate Student Extension Competition Finalist Presentations	20
Total		175
Average		29.17
2007 – Portland		
Time Block	Session	Attendance
Mon, 10:30 am	Extension Agricultural Policy Symposium: Congressional Economists Bring Attention to the Inside Workings	50
Mon, 1:30 pm	Outreach Efforts Focused on Sustaining Small & Mid-Sized Farms & Local Food Systems	12
Mon, 3:30 pm	Extension Livestock Outlook	28
Mon, 3:30 pm	Graduate Student Extension Competition Symposium	18
Tues, 10:30 am	Measuring the Impact of Extension Economics Programming	25
Tues, 1:30 pm	Changing Dynamics in Cooperative Extension & the Role of Extension Economists: Change or Changed Agents?	29
Tues, 3:30 pm	Extension Crops Outlook	34
Total		196
Average		28
2006 - Long Beach		
Time Block	Session	Attendance
Mon, 10:30AM	Policy Outlook-What's New on the Hill for 2006 and Beyond	120
Mon, 1:30PM	Livestock Outlook	24
Mon, 3:30PM	Crops Outlook	38
Tues, 10:30AM	Integration, Application, Learning and Teaching: Institutional Roles in Scholarship Development	18
Tues, 1:30PM	Evolutionary or Revolutionary: Changing the Social Contract on Agricultural Policy	12
Tues, 3:30PM	Research And Extension Responses To Farm And Rural Business Transition / Succession Planning Needs	18
Wed, 10:30AM	What Is the Ideal Extension Marketing Program?	21
Total		251
Average		35.86

Your 2011 AAEA Extension Section Leadership

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