

**AAEA Extension Section News
May 2004**

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Vote now!

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Vote now!

Don't forget to vote for new board members and president-elect. Extension Section elections close June 15, 2004 at 5:00 p.m. CDT.

New AAEA Extension Award for professionals with less than 10 years experience

With leadership from Fritz Roka, the AAEA Extension Section Board and Extension Awards committee have won approval for a new AAEA award to recognize the outstanding extension program of a new professional with less than 10 years experience. The new award adds a clear intent to recognize nominees early in their extension/outreach career. Please plan now to apply or encourage qualifying colleagues to apply for this award. Beginning this year, a maximum of three Distinguished Extension/Outreach Program Awards will recognize achievement of excellence in agricultural economics extension and outreach programs:

- Individual – less than 10-years experience
- Individual – more than 10-years experience
- Group

Nominations for either individual award may recognize not only individual programs, but also significant contributions of an individual agricultural economist to a larger, group program. The Group award recognizes the overall effectiveness, impact and contributions of a single program. Characteristics of an award-winning program will be judged on the following criteria:

- Ability to clearly define an important problem and target audience;
- Proficiency in conceptualizing and applying educational approaches which utilize appropriate qualitative and quantitative analysis, primarily economics but with other relevant disciplines included if appropriate;
- Effective communication as measured by appropriateness of teaching materials to intended audience, quality of communication media, and innovation in communication methods;
- Evidence of accomplishment and impact through improved understanding, decision-making, or behavioral change in the target audience.

Any AAEA member(s) may make nominations and selection is made from among those nominated. The nominee(s) must have been active in extension education and/or outreach programs within one year of the nomination and the content of extension/outreach effort must be principally in the field of agricultural economics. Nominations for any extension/outreach awards would be open to any worthy candidate regardless of job title, employment institution, or academic appointment. These awards are meant to recognize individuals for their contributions to the agricultural economics profession through their extension and/or outreach programs. Re-nominations are invited if supporting materials are brought up to date and resubmitted.

Each nomination must include a letter of nomination (maximum of three single spaced pages) which should be a concise statement summarizing the reasons why the nominee is worthy of the award. The nomination letter is the centerpiece and should focus on hard evidence that the

nominee meets the criteria by which entrants are judged. Supporting materials are limited to not more than three items (publications, videos, computer programs, etc.) which are the nominee's best examples of quality work. No other material may be submitted. Nine copies of the nomination letter and supporting materials should be submitted.

Extension Section Activities at Denver AAEA meetings

Please plan to attend the Extension Section meeting on Sunday afternoon at 2:30 to 5:00 p.m., followed by a reception co-sponsored by the Center for Farm Financial Management. This is your chance to provide input on Section activities and plans. The Extension Luncheon on Monday at noon will feature Lowell Catlett, internationally known economist and futurist speaking on "New Frontiers That Change Everything." Details about Extension Track sessions are provided at the end of this newsletter. A summary of all the Extension Section activities planned for the AAEA meetings was sent to department heads. Did you receive that information??? Just checking to see if the Department heads are forwarding information...☺ Details were also included in your April newsletter, now posted at http://www.aaea.org/sections/extension/news/news_Apr_2004.pdf

Opportunity to help select outstanding departmental website

The Section will present an award at the Extension luncheon at the AAEA meetings for the departmental website that does the best job of providing access to and presenting Extension information from the perspective of an in-state farmer or agribusiness. Ron Plain (U of Missouri) is chairing a committee to select the outstanding website. Web sites from all the land grant universities will be evaluated according to a preliminary checklist by mid-May. The top ranked sites will then be scrutinized more closely. If you are interested in serving on this committee, please contact Ron at PlainR@missouri.edu.

If you have ideas for additional activities for the Extension section, please contact one of the board members listed below.

Extension Section Board Members

President - Damona Doye, Oklahoma State U., ddoye@okstate.edu

President-Elect - James Novak, Auburn U., jnovak@acesag.auburn.edu

Past-President - George Patrick, Purdue U., gpatrick@purdue.edu

Secretary/Treas.- William Edwards, Iowa State U., wedwards@iastate.edu

North-Central - Bernie Erven, Ohio State U., erven.1@osu.edu

Northeast - Ken Bailey, Penn. State U., baileyk@psu.edu

Southern - Dennis Fisher, Texas A&M U., d-fisher@tamu.edu

Western - Russell Tronstad, U. of Arizona, tronstad@ag.arizona.edu

1890/1994 Inst. - Albert Essel, Virginia State U., aessel@vsu.edu

At-Large - David Miller, Iowa Farm Bureau, damiiller@ifbf.org

At-Large - Claudia Parliament, U. of Minnesota, cparliam@dept.agecon.umn.edu

At-Large - Michael Sands, Sparks Co. Inc. msands@sparksco.com

AAEA Executive Board Representative and AAEA President, Jon Brandt, jon_brandt@ncsu.edu