

Monthly Teleconference
Extension Section
January 9, 2015
10:30 CST

MEETING MINUTES

Present: Corrine Alexander, David Anderson, Jon Biermacher, Laurence Crane, Karen Klonsky, Keri Jacobs, Gregg Ibendahl, Sarah Kenner (AAEA), Brian Mondragón Jones (AAEA)

- I. Minutes of the July 27, 2014 Extension Section Annual Business Meeting were approved.
- II. The section's financial report was summarized by David Anderson. The proposed budget for 2015 is based on prior-year experiences and reflects a membership base of 160 members.
 - a. Sponsorship during 2014 from the Farm Foundation, NCIS, CFFM, CCA, and FarmDoc helped offset the annual meeting costs and section members are encouraged to consider sponsors for 2015. The expectation is that meeting costs in San Francisco will be higher than those experienced in Minneapolis.
 - b. There was discussion of possible strategies for increasing membership including waiving membership fees or allowing dues reductions for graduate students. Dave is going to draft a proposal for consideration at the 2015 AAEA business meeting.
- III. Gregg Ibendahl provided a summary of the Extension Track Sessions during the 2015 AAEA annual meeting. The section was allocated 6 sessions and had 11 – 12 submission. We will have the following sessions:
 - Full session: Crop Outlook
 - Full Session: Livestock Outlook
 - Full Session: Farm and Ag Policy Outlook
 - Full Session: Protecting Agricultural Operations in the Current Legal Environment
 - Joint session with the GSS: Graduate Student Extension Competition Winners
 - Joint session with COSBAE: Nexus of local food systems, small farm agriculture and new farm legislation
 - Joint session with the Senior Section: GMO
 - Joint session with the Senior Section: Big Data and Implications for Ag Risk and Farm Management

It was noted that partnering with different sections on a session is not an easy process and seems inefficient. There was discussion of whether the AAEA is able to facilitate this exchange going forward.

- IV. The section's plans for the evening reception at the AAEA meeting in San Francisco were discussed. Options considered were: do not hold a reception, hold a reception as usual using the banquet facilities contracted by AAEA, hold a reception onsite in a room/suite separate from the other receptions but at the same time, or hold the section's reception offsite at a local establishment. Concerns about an offsite reception include costs and attendance. Members noted that an offsite reception makes it difficult to attend other receptions held at the same time and may hurt attendance.

Brian Mondragón Jones (AAEA) weighed in that though it is an option to hold a reception outside of the AAEA's standard offering, we are encouraged to keep it onsite because catering costs associated with the receptions enter into the overall catering budget and commitment of the AAEA. Keri Jacobs is going to gather costs associated with the reception options.

Other items related to the reception include:

- Members are encouraged to keep in mind sponsor options to help offset the extension reception costs.
- The reception timing relative to the early career networking reception may be problematic. Is there a possibility and desire to move the reception to a different time?

V. Karen Klonsky provided an update on the Extension Tour progress and options. Three non-mutually exclusive options were given:

1. Tour of the wine area, including Napa and Sonoma. This would be difficult on Saturday, but more likely on Wednesday due to crowd issues and traffic. Most members on the call had been to this area and may prefer a different tour. This option results in about 75 minutes on a bus, each way.
2. Tour of the port facilities – the tour could include facilities in Oakland and San Francisco Bay area. The benefit of this option is the shorter commute.
3. Tour of the wholesale flower and produce markets – South San Francisco area; this is a shorter drive and may require an earlier start time of the tour.

Exploration of the tour will be ongoing by Karen and others; they will correspond via email with the group on progress.

VI. The Extension luncheon was considered, most notably, there is concern about the high prices and the extent to which that may impact attendance. One option is to cancel the lunch, but it is noted that there is concern that this sends a bad signal. Also, the Graduate Student Extension Competition finalists are usually acknowledged during the luncheon.

Options for the luncheon speaker were discussed. Karen Klonsky is going to find a few options and report back.

VII. Nominating Committee

A committee consisting of Michael Langemeier (past chair), and David Anderson was formed to recruit section leadership.

VIII. Newsletter

David Anderson is working on the newsletter to include things like AAEA meeting notables, our track sessions, section activities, and other programmatic highlights. Once finalized, the extension section newsletter will be sent by email to all members and be posted on the AAEA's extension section website.

IX. New Business – none.

X. The next meeting will be by conference call on Friday, February 6. Details will be forthcoming from David Anderson.

Meeting adjourned 12:45 EST.

Submitted by Keri Jacobs