

MINUTES

- Organization:** NEC 63 Business Meeting
- Place:** The "Tasting Room" at the Academia Barilla, Parma, Italy
- Time and Date:** 5:30 PM - 6:00 PM, Friday, June 22, 2007

Present: Tim Richards (Chair), John Nichols, Walt Armbruster, Hoy Carman, Jerry Siebert, Peter Goldsmith, Neal Hooker, Julie Pennington

The following items were discussed at the Business Meeting:

- Secretary/treasurer's report (Crespi)
 - Chairman Richards provided a summary of Treasurer Crespi's report, which was sent by email on June 12, 2007. IAMA handled the registration and payments for the current meeting, so as of June 22, the NEC 63 bank account was not impacted by this meeting. The balance in the NEC 63 bank account is over \$9,080.11.
 - Armbruster suggested that the NEC 63 continue its policy of subsidizing graduate student attendance at future meetings with the cumulative surplus.
- Administrative advisor's report (Rossi)
 - There was no administrative advisor's report.
- CSREES representative's report (Bailey)
 - There was no CSREES representative report.
- Organization of Fall 2007 meeting
 - Organizing Committee - Kaiser, Richards and Hargreaves. Richards reported that the meeting will be held Sept. 27 - 28, 2007 at the Westin Bayshore in Vancouver, B.C., Canada. The Call for Papers has been sent to the AAEA for publication in the Exchange newsletter.
 - Theme - Richards suggested a generic theme similar to the Fall 2006 meeting, but Armbruster and others thought that a more substantive theme would be more attractive to potential attendees. Discussion ensued surrounding the appropriate role for the NEC 63 as a coordinating committee between industry and researchers at various universities. One of the most important issues facing commodity promotion boards and commissions currently is communicating rates of return to promotion to their members on a timely and relevant basis. Therefore, a practical theme of "how to" do promotion evaluation was put forth. It was generally agreed that this would be appropriate.

- Spring 2008 Meeting - However, after talking about the Spring 2008 meeting, which will tentatively be held jointly with the IAMAs in Monterey, CA, it was agreed that this theme would be more relevant for a California location. Another theme will be found for Vancouver, likely focusing on the number of dairy papers that have been submitted.

- Executive Nominating Committee

- Richards reported that Kinnucan has agreed to assemble a nominating committee for the next executive committee of the NEC 63. No progress has been reported as yet, but given that we did not have a quorum at the Spring 2007 meeting, no formal action could be taken this spring. A new executive committee will be in place for the Fall 2007 meeting in Vancouver.