

NEC-63 Business Meeting
February 1, 2009
7:00-8:00am
Hotel Del Coronado

In attendance: Henneberry (presiding), Kaiser, Mengel, Armbruster, Chung, Hargreaves, Rossi

1. Henneberry reported that attendance at the current meeting was quite high (> 50), and that NEC-63 was on budget to make money on the conference. The group expressed general satisfaction with the venue, and noted that we should consider returning in future years if a good rate is available.

2. Discussion of site/dates/topics for next meeting (Fall 2009)

- a. Kaiser suggested Banff/Lake Louise as a potential site. Hargreaves agreed to inquire about hotel rates in then next several weeks. The backup location is Washington, D.C.
- b. General agreement that the topic should be something that returns us to our NEC-63 routes. Chung and Kaiser suggested presentations/discussions that address new promotion efforts by checkoff groups. In particular, we want to identify what types of programs they are funding, why, and how they are evaluating them. Balagtas suggested that we could expand this topic to include interaction between branded and generic promotion efforts. Kaiser recommended that we adopt a format that would allow for a lot of discussion, interaction. Alternative topics include COOL, Canada-specific topics, policy issues.
- c. Target dates include last week of September, first week of October.
- d. Kaiser would ask Tim Richards to take lead role in conference organization. Balagtas, Mengel, Kaiser, Chung would also contribute.

3. Rossi updated the group on CSREES and other USDA activities, including new funding opportunities managed through AFRI.

4. Rossi encouraged the group to start thinking about renewing the NEC-63 project starting next year. (We're currently in year 3 of a 5 year project).

5. General agreement that the joint effort with FAMPS to put on the current (Coronado Island) conference has worked well, broadening our reach to academics and industry people that we might not otherwise reach. We should look for future opportunities for cross-pollination. Kaiser noted also that the opportunity to publish conference papers in the ARER was helpful in drawing high-quality papers.

Submitted by Joe Balagtas
2/1/2009