

MINUTES

Organization: NEC 63 Executive Committee

Place: McKenna's Restaurant, Holiday Inn - Inner Harbor, Baltimore, MD

Time and Date: 7:00 AM - 8:00 AM, Thursday, March 25, 2004.

Present: Tim Richards (Chair), Chanjin Chung (Secretary), Julian Alston, Harry Kaiser, Henry Kinnucan, John Mengel, Lynn Morgan (Members), Mark Bailey (CSREES rep.)

The meeting was called to order at 8:15 AM by Chairman Richards.

- Secretary/treasurer's report (Clary). Clary reported by email that the current NEC 63 account balance is \$4,060.19. Richards will obtain a detailed accounting of the receipts / disbursements from the Fall 2003 meeting to determine the amount of the surplus / deficit from that meeting and the previous two.
- Administrative advisor's report (Rossi). There was no administrative advisor's report.
- CSREES representative's report (Bailey). Mark Bailey discussed several joint-appointment opportunities for interested faculty members at CSREES. Under the Intergovernmental Personnel Act (IPA), faculty members could work with CSREES to develop CSREES' agricultural policy program with splitting their appointment between USDA and their home institution. Mark reported an urgent need for several positions, including the Chief Science Advisor (a social scientist!), Deputy Administrator for the Economic and Community Systems Unit, two IPA positions, a National Program Leader (Agricultural Economist) position, and a number of other IPAs to "...assist the Office of Planning and Accountability..." Richards promised to announce these openings at the NEC 63 Business Meeting.
- Proceedings / dissemination of Fall 2003 (and subsequent) meeting papers. Alternative methods of disseminating NEC 63 Meeting papers were discussed. The consensus favored returning to *Agribusiness: An International Journal* once every two years for a special issue of papers on generic commodity promotion. Kaiser said that he would talk to Ron Cotterill, editor of *Agribusiness*, regarding this proposal. Other alternatives include the *Journal of Agribusiness* (University of Georgia), the *Journal of Food Distribution Research*, or the *Journal of Food and Agricultural Industrial Organization*. Abstracts will continue to be published on the NEC 63 website, but management of the website will be moved to Cornell University.
- Organization of Fall 2004 meeting (MacDonald). Richards reported on plans regarding the Fall 2004 NEC 63 meeting. Archie MacDonald, chair of the organizing committee, has contacted the Chateau Lake Louise as a possible venue. Concerns were expressed

regarding the required \$5,000 and \$10,000 interim deposits. It was suggested that an alternative location be found if the Chateau does not reduce these deposits. Potential themes include “Advertising and Promotion by Canadian Agricultural Cooperatives,” or “New Approaches to the Econometric Estimation of Dairy Advertising Effectiveness.” Other ideas are welcome. Bailey reported that the USDA has some competitive funds available for future meetings.

- Ideas for Spring 2005 meeting. Kaiser proposed a theme based on the forthcoming book “The Economics of Commodity Promotion Programs: Lessons from California” edited by H. Kaiser, J. Alston, J. Crespi and R. Sexton. Alston suggested that issues of checkoff allocation also be included on the agenda. San Diego was suggested as a possible location. The proposed organizing committee is H. Kaiser, J. Alston and J. Crespi.
- Discussion of California Ag Issues Forum agenda suggestions. Richards reported receiving a document from the CAIF from Blair Richardson outlining their suggestions for future agenda items. Richardson was invited to present these to the NEC 63 membership at the Business Meeting.
- NEC 63 Website issues. Richards reported complaints from NEC 63 members regarding the quality of the website. Kaiser agreed to host the website at Cornell, which would then be managed by Anita Vogel. There was general agreement that this was a good idea.

The meeting was adjourned at approximately 8:30 AM.