

MINUTES

Organization: NEC 63 Executive Committee

Place: Chateau Lake Louise, Lake Louise, AB, Canada

Time and Date: 7:30 AM - 8:30 AM, Friday, October 1, 2004.

Present: Tim Richards (Chair), Shida Henneberry (Vice Chair), Walt Armbruster, Harry Kaiser, Henry Kinnucan, John Mengel, Steve Meyer, Lynn Morgan (Members), Dan Rossi (Admin. Advisor)

The meeting was called to order at 8:35 AM by Chairman Richards.

- Secretary/treasurer's report (Clary). Richards reported an email exchange with Treasurer Clary in which she indicated the NEC 63 has a bank balance of \$6,024.51. Financial statements submitted by John Nichols showed the Baltimore (Spring 2004) meeting made a surplus of \$985.35. Richards reiterated the NEC 63's commitment to pay a stipend of \$500.00 (US) to help Ryan Cardwell (Ph.D. student from the University of Saskatchewan) attend the meeting. There was a brief discussion regarding the email stream forwarded by Clary in which she cautions against agreeing to hotel contracts for future meetings that contain onerous attendance-guaranteed clauses. Several members suggested that such clauses are often standard and hence, non-negotiable, particularly in Washington, D.C. and other high-demand sites.
- Administrative advisor's report (Rossi). Rossi provided a report of the status of the NEC 63 committee. He reminded the Committee that the NEC 63 is in the third year of a five year extension and that a further extension would be aided with the preparation of a document summarizing the activities and contribution of the NEC 63 in recent years. Rossi agreed to draft the outline of the document, which would be populated with examples and input from NEC 63 members, particularly industry participants such as Steve Meyer and Lynn Morgan. Rossi described a change in Federal nomenclature in which the NEC 63 would become a "coordinating committee" instead of the current "Northeast committee." This would require a change in acronyms from NEC 63 to NECC 63, but Rossi then suggested that we could likely keep the current NEC 63 for brand-recognition purposes. Rossi then reported on the status of the current Federal agricultural budget legislation, describing small increases for NRI and other programs. Progress on passing the ag budget, however, likely would not proceed until the new year.
- CSREES representative's report (Bailey). Bailey was not in attendance, but Rossi provided some information (contained in the above paragraph) on USDA activities.
- Proceedings / dissemination of Spring 2004 meeting papers. Richards asked Kaiser to relate the outcome of his request to Ron Cotterill, editor of *Agribusiness*, regarding the

possibility of publishing NEC 63 papers in a special issue of the Journal. Cotterill feels that one special issue of NEC 63 papers every three years is sufficient, so it is too soon after the previous issue. He did, however, express his satisfaction with the previous issue. Richards will contact Azzedine Azzam regarding the possibility of publishing future NEC 63 papers in the *Journal of Food and Agricultural Industrial Organization*. Richards told the committee of the new NEC 63 link on “Ag Econ Search” and urged members to submit current and past papers to Louise Letnes for posting to this website. Richards also asked members to go to the new NEC 63 website, hosted by Cornell University, and will ask all future presenters, both academic and professional, to submit Powerpoint presentations and papers for posting to the new NEC 63 website.

- Organization of Spring 2005 meeting. Kaiser presented a proposal for the Spring 2005 meeting to be held in San Diego, CA on March 17-18, 2005. The theme of the proposed meeting is 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. The program will consist of papers and presentations on California mandated marketing programs (60%), alternatives to current types of mandated programs (25%) and an update on status of legal issues (15%). Kaiser emphasized that a Call for Papers will be made to elicit papers beyond those that appear in the edited volume. Possible locations were discussed and there was general agreement that the “Gaslamp” area be considered due to its proximity to favorable extracurricular venues. Morgan said that she would contact Blair Richardson of the California Ag Issues Forum (CAIF) regarding participation by CAIF members or sponsorship of a reception. Richards said that he would contact the American Marketing Association regarding the potential to promote the meeting to its members. The proposed organizing committee is H. Kaiser, J. Alston and L. Morgan.
- Proposal for Fall 2005 meeting. Various locations and themes were discussed. It was generally agreed that an Eastern site would be preferred given that the past two meetings have been in the West. Possible themes include Research and Promotion, the Status of the Constitutionality of Mandatory Programs and various other topics. Subsequent to the EC meeting, Richards and Paul Patterson agreed to form an organizing committee for a meeting to be held tentatively in Auburn, GA with a theme of Nutrition and Commodity Promotion. They will prepare a detailed proposal for the Spring 2005 meeting.
- Nominating Committee. Kinnucan agreed to form a nominating committee that will report back to the Executive Committee at the Spring 2005 meeting. The nominating committee will put forward a slate of NEC 63 officers who will take office following the Spring 2005 meeting. There was a general discussion regarding the eligibility of industry members for the chairmanship. Richards thinks that would be a good idea - right Lynn?
- NEC 63 Website. Richards will check to ensure that the old NEC 63 website, which was to be maintained by a private contractor retained by Clary at New Mexico State University, is taken down and that the new website contains all of the links envisioned for the original site.

- Attendance. Archie MacDonald estimated the attendance at the Lake Louise meeting to be approximately 45 paid registrants. Nichols reported 34 total registrants (32 at \$125 and 2 at \$150) for the Spring 2004 meeting.

The meeting was adjourned at approximately 8:33 AM.