

## *MINUTES*

**Organization:** NEC 63 Executive Committee

**Place:** Andres Restaurant, Sheraton Mission Valley Lobby

**Time and Date:** 7:15 AM - 8:15 AM, Friday, March 18, 2005.

Present: Tim Richards (Chair), Chanjin Chung (Secretary), John Crespi (Treasurer), Walt Armbruster, Harry Kaiser, Henry Kinnucan, John Mengel, Lynn Morgan (Members). Jerry Siebert (invited).

The meeting was called to order at approximately 7:18 AM.

The following items were discussed at the Executive Committee meeting:

- Secretary/treasurer's report (Clary)
  - No report was given. Chairman Richards will report NEC 63 bank account balance once it becomes available. Richards informed the executive committee that the Fall 2004 meeting, which was held in Lake Louise, Canada and organized by Archie MacDonald, broke even on an operating basis.
- Administrative advisor's report (Rossi)
  - Administrative Advisor Rossi reported to Chairman Richards via email that the Northeast experiment station directors have changed the system of regional research nomenclature. The NEC-63, as it is currently known, will have to be referred to as the NECC-63 unless the executive committee feels strongly that the NEC-63 designation be retained for branding purposes. The executive committee believes that the NEC-63 brand is worth retaining, so voted unanimously to retain the existing designation.
- CSREES representative's report (Bailey)
  - There was no CSREES representative report.
- Dissemination of Fall 2004 meeting papers
  - Chairman Richards related positive comments from several potential speakers at the Fall 2005 conference regarding the new NEC 63 website. He urged members who presented at the current meeting, and last Fall's meeting, to send their Power Point presentations to Anita Vogel at Cornell University for inclusion on the NEC 63 website. He also urged authors to submit papers or abstracts to Louise Letnes at Ag Econ Search.
- Organization of Fall 2005 meeting (Richards, Patterson)

- Description of Meeting - Richards handed out copies of the Fall 2005 meeting proposal and described the theme, location and progress in contacting external speakers for the program. The theme is to be "Nutrition and Commodity Promotion," and the conference will be held Oct. 13 - 14, 2005 in Savannah, GA. He has tentative agreements to present from Barbara Berry (Public Policy director for the Produce for Better Health Foundation (PBH)), Pauline Ippolito (Federal Trade Commission), and Brian Roe (Ohio State University). Lisa Mancino (Economic Research Service, USDA) and Julie Caswell (U. Massachusetts) have also agreed to attend. Dennis Balint (California Walnut Commission) and Cathy Kopica (McDonalds Inc.) have been contacted regarding their potential participation in the program. Harry Kaiser also suggested David Just (Cornell University) and Melanie Mitchell (U.S. Sugar Association) as potential speakers. The call for papers will be sent out next month.

- Review of Legal Decisions - Morgan suggested that at least one slot be reserved for discussion of the Supreme Court's "LMA decision," which will most assuredly be rendered by then. As with Wileman and United Foods, the LMA decision will be a watershed in the history of commodity promotion, so it is essential to have this topic on the next agenda. Morgan suggested either Wayne Watkinson or Linda Berg as potential discussants.

- Cost - Richards reported per-person room rates of \$169.00 per person, but later corrected this figure to \$149.00 per room based on double occupancy. Meal rates appear to be comparable to those obtained in the recent past. The alternative venue, the Westin Savannah Resort and Spa, is significantly more expensive and not as well situated as the Hyatt.

- Ideas for Spring 2006 meeting

- Chanjin Chung volunteered to set up and chair the organizing committee for the Spring 2006 meeting. Various locations in the West were discussed. No definitive conclusion was reached on location or theme during initial discussions.

- Report of nominating committee.

- Kinnucan reported that the new slate of NEC-63 officers and Executive Committee members have accepted two-year appointments. The officers and Executive Committee members for the 2005-1007 period are as follows: Chair (Tim Richards), Vice Chair (Shida Henneberry), Treasurer (John Crespi), Secretary (Chanjin Chung), Executive Committee Members (Julian Alston, Walt Armbruster, Harry Kaiser, Henry Kinnucan, John Mengel, Steve Meyer, Lynn Morgan).

- Other business

- Timing of Fall Business Meeting / Executive Committee meeting - Richards suggested that the Executive Committee and Business meetings were becoming somewhat redundant. Kinnucan stressed the efficiencies inherent in having two separate meetings. Armbruster suggested holding a combined Business / Executive Committee meeting from 7:30 AM - 9:30 AM prior to the program at the next meeting. Breakfast would be served at this meeting so

members would be attracted to come.

- Speaker Registration - Kaiser expressed concern over the current practice of paying for some speakers (providing complementary registration) and not others. He suggested increasing the registration fee by \$25 for all attendees, but waiving the fee for all speakers in order to create a consistent policy. Others argued that this policy would cause the meetings to become too expensive for members who are not reimbursed out of travel funds. It was decided to continue the current ad hoc policy. Never mind.

- Workshop on Promotion Evaluation - Jerry Siebert, at the invitation of Armbruster, requested that the NEC-63 return to its former practice of offering practical workshop sessions for commodity board marketing personnel and executives at a future meeting. It was generally agreed that this would be a good idea as it has been successful in the past. Subsequent discussed indicated that the next “western” meeting would be an ideal place to hold this workshop, possibly in Monterey, CA again. Unlike previous workshops, however, Richards suggested that future workshops be designed more as “executive education” sessions, with significant additional fees and additional instructional materials. Siebert agreed to work on developing the workshop for the next meeting. This is a particularly good idea, given the concerns expressed by Blair Richardson of the California Agricultural Issues Forum that the NEC-63 had become somewhat out of touch regarding the more important issues of concern to commodity board members with regard to promotion evaluation and implementation. Siebert also suggested that the workshop could include material on the evaluation of non-promotion activities such as health and agronomic research. Underwriting scientific research, either within the U.C. system or without, has become a major focus of commodity boards such as CA Walnut and CA Strawberry. As a board member of IAMA, Siebert will promote the workshop within this organization. Sie

The meeting was adjourned at approximately 8:19 AM.