

MINUTES

Organization: NEC 63 Executive Committee

Place: Windows Chop House, Hyatt Regency Savannah

Time and Date: 7:30 AM - 8:30 AM, Friday, Oct. 14, 2005.

Present: Tim Richards (Chair), Chanjin Chung (Secretary), Walt Armbruster, Henry Kinnucan, John Mengel, Lynn Morgan (Members).

The following items were discussed at the Executive Committee meeting:

- Secretary/treasurer's report (Crespi)

- Chairman Richards provided the executive committee a summary of Treasurer Crespi's report, which was sent by email on October 10, 2005. After transferring the bank account from New Mexico State to Kansas State, and depositing \$3,750 of initial receipts from the Fall 2005 meeting, the balance on Oct. 10 was \$10,253.38. Initial estimates of the surplus from the Fall 2005 meeting were \$498.61, contingent upon the receipt of two registration fees that were yet to be collected as of Oct. 14.

- Crespi also reported that the NEC 63 bank account is now online at <http://www.cfnbmanhattan.com/>. Access to the account is restricted to Crespi and the NEC 63 chair.

- Administrative advisor's report (Rossi)

- There was no administrative advisor's report. Richards, however, reported that he has been in communication with Rossi regarding the submission of a proposal for the continuance of the NEC 63 to CSREES. An application to file a proposal has been completed by Richards and submitted by Rossi. In early 2006, the final proposal will be submitted. The final deadline for the proposal will be confirmed by Richards after consulting with Rossi and then conveyed to the committee.

- CSREES representative's report (Bailey)

- There was no CSREES representative report.

- Dissemination of Fall 2005 meeting papers

- Chairman Richards urged authors of all papers presented at the Fall 2005 meetings to submit their papers or presentations to Anita Vogel at Cornell University so they may be uploaded to the NEC 63 website. We continue to receive positive responses from visitors to the site so this should be an effective means of distributing conference materials in the future.

- Kinnucan suggested that a link to the NEC 63 website be sent to other research

associations so that it may be posted on their websites. Richards will contact the FDRS (Phil Kaufmann), FAMPS (Joost Pennings), and any other groups committee members suggest.

- Organization of Spring 2006 meeting

- Organizing Committee - Chung and Henneberry have agreed to organize the Spring 2006 meeting of the NEC 63 research group.

- Location and Timing - The tentative location of the meeting is the Hyatt Regency Hotel in Monterey, CA. The NEC 63 has met at this venue in the past and has enjoyed good participation from California commodity groups. The tentative dates for the conference are March 8 - 10, 2006.

- Themes - The proposed theme of the conference is Distribution of Gains from Promotion. Richards suggested that the theme be broadened to include various topics in retail promotion and industrial organization. Chung and Henneberry will decide on a final theme prior to preparing a call for papers in late Fall 2005.

- Workshop - Following the suggestion made by Jerry Siebert at the Spring 2005 meeting, there will be a one day workshop prior to the Spring 2006 meeting for commodity organization marketing managers. This workshop will include various topics in the theoretical and empirical evaluation of program effectiveness. Possible workshop facilitators include Julian Alston, Jug Capps, Henry Kinnucan and John Nichols. Committee members will review the NEC 63 workshop manual to assess the need to add or update the material to reflect recent developments in commodity promotion. Workshop participants will also be given the option to stay for an additional half-day golf outing so that they may demonstrate their superiority in matters the real world deems more important than econometrics or cost benefit analysis.

- Ideas for Fall 2006 meeting

- There were no volunteers to organize a Fall 2006 meeting. Armbruster suggested that if we are to follow the pattern of holding an “academic” meeting following a “practitioner” meeting, then the Fall 2006 meeting should be academic in nature. Possible topics include Industrial Organization and Commodity Promotion, or Experimental Economics in Commodity Promotion. Auburn, Alabama was discussed as a possible site.