

MINUTES

Organization: NEC 63 Business Meeting

Place: Hyatt Regency Monterey

Time and Date: 9:00 AM - 10:00 AM, Thursday, March 9, 2006.

The semi-annual business meeting of the NEC 63 was called to order at approximately 9:05 AM by chairman Richards.

- Secretary/treasurer's report / NEC credit card discussion (Crespi)

Richards read the treasurer's report that was submitted by Crespi. As of March 8, 2006, the NEC 63 bank account stood at \$10,151, which includes \$930 in receipts from attendees of the current conference. A subsequent report by Crespi places the total at \$11,315, before paying expenses of the current conference. Chung reports that the Monterey conference made a profit of ___ so the balance should remain approximately ___ until the next meeting.

- Administrative advisor's report (Rossi)

No administrative advisor's report. Richards reported on progress in submitting the re-authorization proposal for the NEC 63 (formally, the NECC 63). The reauthorization process should be completed by the Fall 2006 meeting.

- CSREES representative's report (Bailey)

No CSREES representative's report.

- Organization of Fall 2006 meeting

There was considerable discussion surrounding the location, theme and focus of the Fall 2006 meeting. Several members suggested partnering with the Food Distribution Research Society meeting. Chung mentioned that Rodney Holcomb is currently chair of the FDRS and is a colleague at Oklahoma State. Chung suggested that the FDRS practice of maintaining a "continuous organizing committee" on a year-round basis would be one option for the NEC 63. Several members expressed concern with the practice of meeting twice per year on specific themes and suggested that the NEC 63 may want to move to either one meeting per year, one academic meeting and one industry-focused meeting, two informal meetings per year or some partnering relationship with other organizations. Several industry members expressed their preference for combined academic / industry meetings. Nichols emphasized that NEC 63 meetings are not professional academic meetings, that they should have integrated agendas and that the venues should be accessible. Kinnucan offered to organize the Fall 2006 NEC 63 meeting. The meeting will be held at the Robert Trent Jones golf facility in Auburn, AB and the agenda will be determined by a general call for papers on commodity promotion, research and

marketing issues. The meeting will be primarily academic in nature, but industry members will be encouraged to attend. Richards and Henneberry are also members of the organizing committee.

Miller suggested that the NEC 63 needs to conduct a survey of its membership in order to determine the reasons behind declining attendance. Richards agreed and will draft a survey that will be sent to members and posted on the NEC 63 website.

- Status of re-authorization proposal (Rossi)

See above.

- Issues for open discussion session (John Nichols)

Nichols brought forward a number of issues to be discussed in the planning session to follow the business meeting. He distributed copies of the 1999 working document which laid out the objectives and priorities of the organization for the subsequent five years. At the session following the business meeting, the group will break into a number of sub-groups which will report back any significant changes in the priorities and issues facing researchers in the commodity promotion research field. Nichols will then compile the results of this session and post a new document on the NEC 63 website.