



<http://www.aaea.org/sections/extension>

Extension Section Newsletter

June 2010

Denver Extension Section Schedule

It's not too late to take advantage of the early registration rates for the AAEA annual meetings in Denver. The early registration deadline is June 22, with the hotel deadline on June 30. The Extension section has a great track session and a number of activities planned for Denver. We encourage your involvement in the Extension Section business meeting on Sunday. We have several drawings planned to provide added economic incentives for attendance at the business meeting.

Extension Section Schedule

<u>Date/Time</u>	<u>Event</u>	<u>Room Number (Building)</u>
Sun., July 25		
8:00 am - 3:00 pm	Graduate Student Extension Competition	Tower Court D
1:30 - 3:00 pm	Extension Section Business Meeting	Plaza Court 6
3:00 - 4:30 pm	Track Session: USDA/Land Grant Extension Outlook Program and Role of Farm Management	Plaza Court 6
5:30 - 6:30 pm	Extension Section Reception	Century
Mon., July 26		
10:15 - 11:45 am	Track Session: Washington Policy Update by Chief Economists From the House and Senate Ag Committees and USDA's Farm Service Agency	Tower Silver
12:00 - 1:30 pm	Extension Speaker Series & Luncheon with Speaker Alan Barkema	Columbine
1:30 - 3:00 pm	Track Session: The Land Grant Vision of Extension's Future	Plaza Court 2
4:00 - 5:30 pm	Track Session: Greenhouse Gas Markets and Agriculture	Plaza Court 5
Tues., July 27		
8:00 - 9:30 am	Track Session: Risk Issues at the Interface of Extension and Research	Governor's Square 14
9:45 - 11:15 am	Track Session: Graduate Student Competition in Extension-Winner's Presentations	Plaza Court 1
1:30 - 3:00 pm	Track Session: Extension Section Crops Outlook	Governor's Square 17
4:00 - 5:30 pm	Track Session: Livestock Outlook	Governor's Square 17
Wed., July 28		
7:00 am - 7:00 pm	Extension Agricultural Education Tour	

Section Elections – Please Vote

Elections are now open for the Extension section leadership. You have until June 30 to cast your ballot. The nominating committee has put forward an excellent field of candidates. This year we are voting for president elect, NE region representative, and an 1890's representative. Please take time to log in, view the candidate statements, and vote.

New Sponsor – National Crop Insurance Services (NCIS)

We welcome a new sponsor to the Extension Section activities at the Denver meetings. National Crop Insurance Services (NCIS) join FarmDoc and the Center for Farm Financial Management in sponsoring the Extension Reception at the meetings. NCIS has a number of industry economists on staff, that are active members of the section. We thank them for their support of the section and our activities.

From the Dugout

William and Damona have been checking the baseball schedule. The Rockies have home games on Tuesday and Wednesday nights of the AAEEA meeting. Should we organize an informal outing? As they recall from the last time we were in Denver, you can catch the trolley from the hotel to the ball park, and you don't need tickets in advance.

Extension Agricultural Education Tour

Wednesday, July 28, 7:00 am – 7:00 pm

Since 2002, the Extension Section has organized an agricultural education tour as part of Annual Meeting. This year the tour will be offered as a post-conference event on Wednesday, July 28. There was discussion during the tour and at the annual meeting last year about the possible advantages of switching to a post-conference event. After much discussion and contemplation, the board voted to give it a try.

This bus tour, accompanied by area Extension economists, will visit several agricultural attractions in the Denver area. Stops include the modern ConAgra Flour Mill in Commerce City; a visit to large multi-generational family wheat farm; a stop at an innovative, small, intensively-managed organic vegetable farm near Boulder; and lunch in the Boulder City Park, with a presentation from Boulder officials on their unique Open Space Ag Initiative. We finish the tour with a visit to the MillerCoors Brewery in Golden, including a special tour and discussion with procurement staff. Free time will be provided to visit the tasting room and gift shop. Don't miss this opportunity to learn more about the food and agricultural production in the Denver area. Space is limited, so register for this tour soon!

A big round of thanks to Jim Robb, Dawn Thilmany, and Jeff Tranel for a great job putting this tour together.

2010 Extension Luncheon

What's Next – Prospects for the Economy and Agriculture Monday, July 26, Noon – 1:30 pm

Please join us for our Extension Luncheon. Our speaker will be Alan Barkema, senior vice president and director of research at the Federal Reserve Bank of Kansas City. In this role, he leads the Bank's research activities in macroeconomics and monetary policy, the payments system, banking studies, and regional economics.

Since joining the Bank as a research economist in 1986, Alan has written and spoken widely on developments in the U.S. economy, with a particular focus on regional and agricultural economics. In addition to his research activities, he has also served in a number of leadership positions, including a three-year term as professor and head of the Agricultural Economics Department at Oklahoma State University.

In addition to our speaker, we will recognize the winner of the Extension Section Outstanding Media Education Award, and the participants in our grad student competition.

From the Centennial Archives

Origin of the Extension Luncheon Contributed by Hal Harris

In 1981, Clemson University hosted the AAEA annual meetings. I served on the Conference Steering Committee and was Chair of the Committee on Information, Hospitality, Promotion, Exhibits and Private Events.

By way of background, in the years prior to 1981, Extension economists by and large felt like they were given short shrift by the Association. There was an ad hoc Extension Committee of which I was a member. Committee members were appointed by the Board with little input from Extension economists. There was no autonomy granted to the committee. There were no special events or automatic program slots aimed at Extension members. Many of us feared that AAEA extension members would "walk with their feet" and disassociate with our umbrella Association in pursuit of professionalism in organizations with more focus on extension education.

John Ikerd of the University of Missouri was Chair of the Extension Committee and had turned out to be a firebrand advocate of changes in the organization to better represent extension members. Some members of the Board resented proposals for change.

I opted for a more subtle, camouflaged approach. After securing the blessings of Clemson Department Head, Ed Faris, and Conference Chair, Bob Robinson, we resolved to hold an Extension Luncheon at the 1981 meeting. It can be argued that our approach was devious at best.

There was, to the best of my knowledge, no communication with the Board about the event. Drafts of the program and meeting announcements listed the Extension luncheon, and nobody raised an eyebrow even though it was not an approved program event by the Board.

About seventy people attended the Extension luncheon in 1981. The highlight of the meeting was a spirited discussion with AAEA President-Elect Ed Schuh. Everybody seemed pleased with the event.

Thus, the Extension luncheon became an institutional fixture at the annual meeting. Ultimately, the AAEA Extension Committee was strengthened, and the Extension Policy session and Outlook sessions became standardized events. The Extension section was eventually created, further broadening the presence of extension members.

Perhaps we were lucky. Perhaps the timing was just right. In any event, I am proud to have been a key player in instigating these changes.

2010 Extension Section Executive Committee

Your 2009-2010 Extension Section Executive Committee members are listed below. Feel free to contact any of them if you have questions or suggestions about AAEA Extension Section activities.

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