

A Summary of the Comments Made During the WCC-72 Strategic Planning Panel Discussion, 2001

Objectives

Charlie Hall commented that based on these objectives, meeting them is not too tough as they are not very active objectives.

Comments by Tom Sporleder:

Purpose of WCC-72

- a) Long Term get to know people, networking
- b) Way of testing ideas- feedback
- c) Teaching Agribusiness (AB) historically was important component because 15 years ago curricula in AB were just being developed.

Accomplishments: WCC-72 lead to the formation of IAMA

WCC-72 is supply driven, what are you currently working on. There are ways to change that mix, shifty away from supply driven

such as:

- Themed conferences
- Recurring sessions
 - Cutting edge methods in AB research
 - Supply chain management
 - Teaching
- Invited presentations
- Outside presenters
 - Scholars
 - Industry
- Responders
 - Senior faculty

Comments by Steve Sonka

Question 1

- Not a lot of passion in the objectives
- Do we want to have a big impact
- Need to have some passion about what we are doing
- For example: Agribusiness and competitiveness

Question 2

- Senior faculty are burdened by administrative roles
- Lost is the role of developer and mentor
- Welcomes the exploration of concepts/ not necessarily empirics
 - Trying to understand structural change
 - Looking for concepts
- Travel schedule is burdensome

Comments by Chris Peterson

Handout

We are struggling to become a sub-discipline

Ag econ values conflict with outreach of AB

We need a voice for legitimacy

Who speaks for AB?

Is our voice fragmented with AAEEA/IAMA/ARF

Contributions:

Nurture our young

 Stage for younger faculty

Facilitate the legitimacy process

Max

Handout

Sponsorship extremely important

Sponsor a 2-day forum on a selected topic. i.e. entrepreneurship

Comments by Dennis Conley:

Wcc-72 important in MAB programs

Broader call and proceedings needed

Examples of what was presented and then make a broader call to management: Business schools

Group Action Based on Special Panel Discussion

1) Revisit this topic again in 2002

2) Find out status of AAEEA Agribusiness section

3) What did we do to help implement suggestions from this strategy session