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 AAEA/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 AAEA Agribusiness section
3) What did we do to help implement suggestions from this strategy session