**What are the biggest challenges and opportunities for AAEA?**
The biggest challenges for our Association is to continue to attract new members and to broadly communicate the research being done by members to inform public decision-making. The AAEA faces competition from new associations, both domestic and international, that are being established by sub-specialties in the agriculture and applied economics fields. The AAEA needs to continue to transform itself into a big tent that is inclusive of sub-specialties and that resonates with the interests of a diverse but synergistic mix of agricultural and applied economists. By broadening its member base, the AAEA has the opportunity to be the voice for a broad range of societally relevant issues. Enhancing efforts at publicizing the research of its membership and providing members opportunities for greater engagement in public discourse can benefit both the members and the Association.

**What actions would you initiate to address the challenges and opportunities described in your response to the previous question?**
I will work to improve AAEA offerings to draw in new members, particularly early career professionals in various sub-specialty areas, to the AAEA. Track sessions, pre- and post-conferences and mentoring programs can be designed to appeal to junior colleagues in related fields and engage them in the AAEA. I will support efforts to broaden the program of the annual meetings to be of greater interest to a more diverse mix of scholars who are drawn to the AAEA by the opportunities it offers for networking, gaining broader recognition for their research, recruitment and professional development. Additionally, I will work to strengthen the capacity of the CFARE to draw attention to research of members in the public discourse and to increase opportunities for communicating potentially impactful research by AAEA members to the media, public and policy makers.

**At the end of your three-year term, what changes/new initiatives would you have helped create?**
I would like to see the AAEA grow successfully into a representative association of various sub-specialties of applied and agricultural economics. I will also work to further strengthen the media outreach program to provide enhanced visibility for the societally relevant research by AAEA members. I expect that these changes would not only increase total AAEA membership but also draw attention from decision makers in the private, public and non-profit sectors.