



I have a range of experience as a faculty affiliate (Colorado State University, 2024) and full-professor emerita (University of Vermont, 2024), coupled with a expertise spanning nutrition and business administration (B.S., MBA Kent State University) and demand economics (Ph.D. Cornell University). Leadership roles include department chair, center director, and associate dean of research. My research and teaching expertise links public health, food systems, the economics of information, and novel crops. I have P.I.'d 100+ grants totaling \$8+ million from 40 funders and published 175 articles/chapters in 70 different journals/books (including AETR, JAAEA and Choices), review(ed) for 50, and communicate broadly (e.g., NPR and ABC/CBS News). Board experience includes NAREEE (National

Research, Education and Extension-USDA), CFARE (Council on Food, Agriculture and Resource Economics) and ACCI (American Council on Consumer Interests). It has been an honor to chair 5 AAEA sections, CWAE's 40th celebration event, serve on the communications award committee, and judge the student policy competition.

I would like to flip the AAEA conversation from challenges toward opportunities. AAEA serves current and future professionals in Agricultural and Applied Economics fields spanning academic research, teaching, and extension, as well as professionals in government, and for-and not-for profit organizations. As our reach and relevance is broad, we must find ways to provide an unmatched welcome and service across our breadth. As a board member, I will foster a culture of collaboration and continuous improvement across that breadth. Strengthening our organization may not mean *new* initiatives, but rather strengthening opportunities we offer members, including publication, teaching and outreach resources, conferences and workshops, networking opportunities, and mentoring. Documenting impact is critical for maintaining organizational strength and growing our base. At my term end, I hope we see identified areas for increased investment. This is relevant across the board, but increasingly for mentoring, DEI, conference/workshops and publication initiatives. Understanding impact provides guidance for where to expend energy and seek resources, while addressing professional organization work/life balance at a time when it appears impossible to “do it all” by our members and leadership.