

**Minutes of NEC-63 Meeting  
March 14-15, 2008  
Hilton Oceanfront Resort, Hilton Head Island, SC**

The following items were discussed at the NEC 63 business meeting held 10:45 AM to 11:15 AM, Saturday, March 15, 2008.

Fall 2008 Meeting: the Fall 2008 meeting will be held in Ghent, Belgium. The planning committee is: Julian Alston, John Cranfield, and Henry Kinnucan.

Spring 2009 Meeting: A suggestion was accepted that the Spring 2009 meeting be held in Washington, DC. The organizing committee consists of Shida Henneberry and Melanie Miller. Shida Henneberry suggested a theme of country of origin. Harry Kaiser suggested a theme of state branding. Chanjin Chung suggested having an industry-oriented workshop on what data are needed to conduct promotion evaluations. Walter Armbruster suggested that some policy analysis be incorporated in the Spring meeting.

Other Business: At the beginning of the first day's meeting, Harry Kaiser, on behalf of the NEC-63 members, presented a Scotty Cameron putter to Walter Armbruster, as a gift to recognize his dedicated service to NEC-63. During the two-day conference, several conference attendants suggested that the presented powerpoints (or the companion papers) be posted on the NEC-63 website.

Secretary/Treasurer's Report: A balance of \$6,489.22 was transferred from the outgoing NEC-63 treasurer, John Crespi at Kansas State University, to Cornell University on January 14, 2008.

Administrative Advisor's Report: No administrative advisor's report was presented.

CSREES Representative's Report: No CSREES representative's Report was presented.