



Summary of the AMSA Student Memberships Fall 2010 Activities

Article written by Scott Howard, Student Board President, Colorado State University



Fall of 2010 has been an incredibly exciting, productive and busy time for the AMSA Student Board. Most notably, the group recently met in Wichita, Kansas at Cargill Meat Solutions to discuss programming for the coming year. At this meeting, substantial time was dedicated to planning for the second AMSA Student Leadership Conference, which will be held April, 12th immediately prior to the annual American Meat Institute's (AMI) International, Meat, Poultry & Seafood Industry Convention & Exposition in Chicago, Illinois. The board also began to actively plan student activities for the 2011 AMSA RMC to be held at Kansas State University. Finally, to address the new strategic plan which was approved by the general membership at the 2010 RMC, the current student board has targeted multiple short term goals which it hopes to accomplish by the end of their term.

For any of these activities to be successful, however, the most critical component is active involvement from the student membership. Please be on the lookout for a full description of the Student Leadership event, as well as the multiple activities which the board will be planning for the 2011 RMC. Most importantly, if you wish to become more involved with the student membership and planning for future events, please contact a current board member to learn about committee involvement. Also remember that student board elections are rapidly approaching, and that six director positions will be available. On behalf of the Student Board, happy holidays, and please feel free to contact myself or any board member regarding upcoming AMSA Student Membership events.

Upcoming Events for 2011!!

The AMSA Student Board is looking forward to engaging as many individuals as possible and make 2011 a year filled with leadership, networking and exciting opportunities for AMSA members, especially student members, below is just a glimpse of what is underway so far!

Taste of RMC Announcement

Article written by Ariel Winegar, West Region Director, California

Fundraising Committee Members:

Heather Duoss, Mississippi State University
Molly Field, Mississippi State University
Austen Germolus, North Dakota State University
Tracy Jennings, South Dakota State University
Amanda Stade, South Dakota State University
Marisa White, University of Florida
Matthew Woolfolk, Mississippi State University

Leadership Events Committee Members:

Travis Arp, Colorado State University
Mallory Emerson, Colorado State University
Lindsay Eurich, The Pennsylvania State University
Scott Howard, Colorado State University
Mary Hunt, Oklahoma State University
Samantha Lesniewski, Mississippi State University
Melissa Miller, University of Georgia
Nick Myers, Oklahoma State University
Curtis Pittman, Colorado State University
Amanda Smith, Texas A&M University
Garrett Steede, Mississippi State University
Alexandra Swain, University of Florida
Nathan Tapp, Texas Tech University
Mary Telle, Mississippi State University

Social Committee Members:

Nick Myers, Oklahoma State University – Chair
Amanda Gipe, The Pennsylvania State University
B. Lynn Gordon, University of Nebraska-Lincoln
David Hayden, Oklahoma State University
Jerilyn Hergenreder, University of Nebraska-Lincoln
Jennifer Martin, Texas Tech University
Heather Snyder, Iowa State University
Shanna Ward, Texas Tech University

Taste of RMC Committee Members:

Lindsay Bowers, Kansas State University
Melissa Daniel-Weber, Kansas State University
Carrie Highfill, Kansas State University
Filogomes Neto, Colorado State University
Ariel Winegar, California Polytechnic State University



Polytechnic State University

The AMSA Student Board of Directors is pleased to announce the theme for the 2011 Taste of RMC Product Development Competition: Product Development for Kids!

This year's theme will focus on product development targeting young consumers and their parents. We are encouraging teams develop products that can be consumed by children in a quick and easy manner while appealing to healthy lifestyles.

This year's scoring and guidelines will be released before the first of the year and available through the AMSA website. The Taste of RMC Committee will host a series conference calls starting in early April. Conference calls will provide clarification for competing teams and address any changes made to the participation guidelines. Conference calls will be mandatory in order to compete in the event in Manhattan, KS.

Iron Chef Challenge Announcement

Article written by Carrie Highfill, Midwest Region Director, Kansas State University



At this years' Reciprocal Meats Conference, the Iron Chef Challenge will take place at the Cargill Research and Development Pilot Plant in Wichita, Kansas. The student board is excited about the secret protein source that will be used and thinks it will provide a great challenge for students, undergraduate and graduate, who participate. Buses will be provided to take you to the event from Manhattan, during which time you will be able to meet with your groups, and then back to Manhattan. It will be a day filled with teamwork, creativity, great networking and above all FUN! There is more information to follow after the beginning of the year. Get excited and start planning on participating in this year's great Iron Chef Challenge.

Fundraising Report

Article written by Austen Germolus, At-Large Director, North Dakota State University

The SBOD recently convened for an annual fall meeting in Wichita, KS.

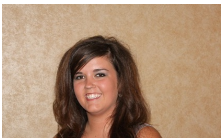


There were a lot of topics discussed during the meeting; the annual AMSA RMC, a student leadership conference, and fundraising. We have come up with a few new ideas for promotional items that will be available during RMC and a possible new AUCTION ITEM! We have not made any final decisions regarding any of these ideas. We hope that

a new auction item will make the fundraising auction more competitive between all schools and create more bidding competition between all schools and industry. We will keep everyone posted on a decision regarding the fundraising auction. The Student Board has also decided to make a donation to the Ann Hollingsworth AMSA Mentor Recognition Fund with money raised from the T-Shirt auction during 2010 RMC. Remember that there are still GO MEAT T-Shirts, aprons, and ball caps available for purchase online at <https://netforum.avectra.com/eWeb/Shopping/Shopping.aspx?Site=meatscience&WebCode=Shopping>.

Social Committee Summary

Article written by Shanna Ward, South Region Director, Texas Tech University

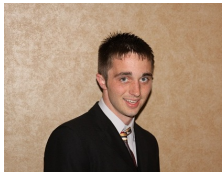


It was discussed at the fall Student Board of Directors meeting to look into using the Student Union on campus at Kansas State University for the main student social during RMC. At the Union there is bowling, pool and other arcade games as well as additional seating for socializing. This seems like a great venue seeing as there is food and beverages available to purchase there. As a committee we will plan other small student social events, for the other nights of RMC, as time gets closer. Questions or comments are welcome to be sent to, shanna.ward@ttu.edu.



AMSA RMC Career Fair

Article written by Nathan Tapp, At-Large Director, Texas Tech University



The AMSA student Board in conjunction with the RMC Host Committee are planning an awesome career fair this year that will take place on June 19 during the RMC Welcome Reception at the Kansas State University Alumni Center. The RMC Career Fair allows industry leaders to meet and interact with top students that are getting ready to enter their professional careers along with young professionals. This can be a great opportunity to form relationships with people in the industry that may be able to help you down the road.

So make sure to get your game face on and resumes ready. If you want to try and get your resume out before the rest, visit the AMSA career center (<http://careers.meatscience.org/>) to post your resume and let prospective employers get an early look!

AMSA Student Leadership Conference 2011

Article written by Travis Arp, East Region Director, Colorado State University



The AMSA Student Leadership Committee and Student Board of Directors are excited to announce the 2011 AMSA Student Leadership Conference! The conference is designed for AMSA student and young professional members, focusing on techniques to positively promote the meats industry to the public. This is an outstanding opportunity for students to learn more about the industry and network with professionals from all facets of meat production. For more information regarding the 2011 AMSA Student Leadership Conference please visit: <http://www.meatscience.org/Page.aspx?id=7214>.

Also registration is OPEN so click [here](#) to register today!!

AMSA Student Leadership Conference Keynote Speaker Biography

Dr. J. Scott Vernon has spent a lifetime in agriculture. He has farmed in the San Joaquin Valley, rustled cattle in Alabama (just kidding!), and sold livestock throughout the western United States as the country's slowest auctioneer. As a kid he rode bulls and roped in rodeos, but soon learned he was better at spreadin' bull than trying to ride and rope 'em.

Dr. Vernon received his Bachelor's and Master's Degrees from Cal Poly - San Luis Obispo and his Ph.D. at Texas A&M University. A veteran teacher, he has been honored as California's Young Agriculture Teacher of the Year, twice honored as the San Joaquin Valley Star FFA Advisor of the Year, selected as an Outstanding Teacher at Texas A&M University, awarded Club Advisor of the Year at Cal Poly, and bestowed the highest honorary degree of membership, the American FFA Degree, by the National FFA Organization. He has also been awarded honorary membership in five national fraternities and organizations.

Dr. Vernon served as Director of the Brock Center for Agricultural Communication from 1994 -2006 and has been teaching young people about agriculture for the past 25 years. He is a professor in the Agricultural Education and Communication Department at Cal Poly State University in San Luis Obispo, California. He was recently recognized by the California State Assembly for his leadership in communicating about agriculture.

Dr. Vernon is a pilot, a successful auctioneer and a business owner. He is a partner in an auction firm that conducts sales for corporations and governmental agencies in California. He writes a monthly column called "The Winner's Circle" for several national magazines.

Dr. Vernon delivers fun-filled speeches and seminars on communication, leadership and motivation to agricultural audiences throughout the nation! His positive message has helped thousands of people, young and old, lead more energetic lives.

He works with companies and organizations to improve communications and leadership to enhance teamwork, productivity and profit.

For more information regarding the AMSA Student Membership Board or Directors or AMSA Student Committees please visit: <http://www.meatscience.org/Page.aspx?ID=46>.

Happy Holidays from your AMSA Student Board!!

2441 Village Green Place | Champaign, IL U.S.A. 61822 | 800-517-AMSA • 217-356-5370

To ensure delivery of AMSA eNews, please add 'dmabry@meatscience.org' to your email address book or Safe Sender List. If you are still having problems receiving our communications, see our [white-listing page](#) for more details.

To safely unsubscribe, [click here](#).