



This week's issue of AMSA eNews features

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AMSA 68th RMC Opening Keynote Speaker Announced

AMSA is pleased to announce that Kelly McDonald with McDonald Marketing will be the opening keynote speaker at the AMSA 68th Reciprocal Meat Conference (RMC) this June. Kelly, a marketing and advertising expert, is considered one of the nation's top experts in multicultural marketing and consumer trends.



Now more than ever, it's critical to form a connection with customers, whether that's a rational, emotional or cultural connection. But how do you form a connection with someone who is completely different from you? Break through barriers to connect in a meaningful way, whether it's gender, age, life-stage, race, ethnicity or communication preferences, you need to build trust and differentiate yourself from your competition. So make sure to join us June 15th in Lincoln, Nebraska for this high energy session as Kelly engages attendees, and helps them to better understand the consumers they are trying to reach and how to craft the information they are trying to share.

Kelly's client experience includes brands such as Toyota, Kimberly-Clark, Nike, Harley-Davidson, Miller-Coors, and Sherwin-Williams. She was named #1 on the list of "26 Hot Speakers" by Successful Meetings Magazine. Advertising Age has twice named her company one of the top ad agencies in the United States. Kelly has been featured on CNBC, in Forbes, Bloomberg BusinessWeek, Fast

AMSA Membership Information:

To update your AMSA membership information please [click here](#):

AMSA's Sustaining Partners

Diamond Sustaining Partner:

Cargill
Elanco Animal Health

Platinum Sustaining Partner:

Smithfield Foods
Zoetis

Gold Sustaining Partners:

Hormel Foods, Inc.
Merck Animal Health
National Pork Board
Tyson Foods, Inc.

Silver Sustaining Partners:

ADM
ConAgra Foods
Corbion Purac
DuPont Nutrition & Health
Hawkins Food
Ingredients Group
Hillshire Brands Company
Iowa State University
Kraft Foods Inc./Oscar Mayer
JBS, USA
Johnsonville Sausage Company

Company, on CNNMoney.com and on Sirius/XM Radio.

Kelly is the author of two bestselling books. Her first, "How to Market to People Not Like You", was #7 on the list of Bestselling Business Books of 2011 and her latest book, titled "Crafting the Customer Experience for People Not Like You", was #5 on the bestseller list for 2013. She was named one of the "10 Most Booked Speakers in 2014".

The AMSA 68th RMC, hosted by the University of Nebraska and ConAgra Foods, will be held June 14-17, 2015, at University of Nebraska in Lincoln, Neb. For more information regarding the AMSA 68th RMC or to register please visit:
<http://www.meatscience.org/rmc>.

Get Ready for Nebraska

Yes, RMC registration has officially launched and signups are well on the way but are you eligible to receive the discounted member rate? Have you

received an email or hardcopy reminder that your AMSA dues payment is due and was the notice placed to the backburner to be dealt with at a later time? Don't feel bad, but later is now. Show your support of your organization by paying your dues and participate at RMC at the special member cost, [click here to pay your dues renewal today!](#) Register now for RMC and take advantage of the additional discount with "Early Bird" rate.



Our rooms at the Cornhusker Marriott is quickly filling up. Book your room now before our block is sold out. If you need to book a block of rooms, contact Kelly Knight at Connections Housing (404) 842-0000 Kelly@connectionshousing.com and she'll assist you with your needs.

Questions with your membership status or if you want assistance in paying your membership dues, contact Jen Persons at the AMSA office (217) 689-2440 jpersons@meatscience.org.

Don't miss out! Nebraska awaits...be part of the 2015 RMC experience.

Student Membership Update

2015 AMSA Taste of RMC Competition

The AMSA Student Board of Directors are pleased to announce the 2015 Taste of RMC competition on Monday June 15, 2015. This year's theme is "Food with a Story (Farm to Fork)," details are below:

Every day the meat industry is tasked with the consumers need to know where their food comes from. This product showcase is looking to provide transparency to the consumer by giving a story as to how it was raised all the way to how it got to the plate being served at RMC. This product should be created with a family type atmosphere in mind, where the meal fits with what parents are comfortable feeding their children. This includes making it

Kemin Food
Technologies
Sealed Air's Cryovac®
brand
Texas Tech University
International Center for
Food Industry Excellence

Bronze Sustaining Partners:

Certified Angus Beef
ICL Food Specialties
IEH Laboratories &
Consulting Group
Kerry Ingredients
Land O'Frost Inc.
Maple Leaf Foods
Oklahoma State
University
Perdue Foods
Seaboard Foods
USDA, AMS, Livestock,
Poultry and Seed
Program
U.S. Meat Export
Federation



To make a donation to the AMSA Educational Foundation please click below!

**AMSA Educational
Foundation General
Fund - used in the area
of greatest need**

**AMSA Meat Judging
Fund**

**Mentor Recognition
Funds**

- *Melvin "Hunter" Hunt (supports student travel to international meetings)*
- *Robert G. Kauffman (support meat science student development)*
- *William Moody (supports meat science students)*
- *Robert Rust (supports meat*

taste good and affordable while also keeping healthiness in mind.

There are many new additions and changes to this year's Taste of RMC that include reducing some HACCP requirements and adding a new "sales pitch" to the beginning of your presentation to the judges. The concept board idea from last year will still be included and complete details as to what will be required on the board are all included in the new update located at meatscience.org.

If you have any questions please go [online](#) or contact Tanner Adams at tanner.adams@colostate.edu or Bo Hutto at bo.hutto@ttu.edu.

2015 AMSA Student Scholarship Opportunity

The AMSA Student Board is excited to announce that we will be awarding two undergraduate and two graduate students each a \$500 travel scholarship to attend the 2015 SLC. Each recipient will receive \$500 to offset travel costs associated with attending the Student Leadership Conference. The objective of this scholarship is to assist undergraduate and graduate students with interests in meat science by providing a travel scholarship to the AMSA Student Leadership Conference March 13-14, 2015 in Springdale, Arkansas. As a student association, it is important to create opportunities to benefit those interested in the meat industry by providing them with educational and networking opportunities. Sponsored by the AMSA Student Membership, recipients of this scholarship will have a unique opportunity to attend the Student Leadership Conference.

Applications for the Student Leadership Conference must be postmarked no later than February 23rd. [Click here for more information and to apply!](#)

Texas Tech and Clarendon College Take Top Honors

Congratulations to Texas Tech University and Clarendon College for taking top honors at the 2015 Southwestern Intercollegiate Meat Judging Contest which was held February 1st at Frontier Meats in Fort Worth, Texas.

In total, 98 contestants representing 12 teams participated in the Senior division contest with Texas Tech University, coached by Bo Hutto, Dan Crownover and Dr. Mark Miller, placing first. Texas Tech's team members include: Sean Morrow, Darby Gonzales, Clay Bendele, Erin Beyer, Melani Howell, Cody Shannon, Landon French, Morgan Boyer, Michaela Pinder, Liz Burgess, Kyle Lambert, Zena Doty, Bebe Clark, Scotta Faulkenberry, Hallie Hutto, Erin Klein, and Madison Langemeier. Texas Tech was followed by Colorado State University, University of Wyoming, Oklahoma State University, and Texas A&M University.

Texas Tech University

- science students)*
- *H. Russell Cross (supports meat judging and student activities)*
- *Robert Cassens (support PhD students)*
- *C. Boyd Ramsey (supports undergraduate students)*
- *Jimmy Wise (support meat judging activities)*
- *F. C. Parrish (support will endow AMSA student activities)*
- *Dell Allen (supports meat judging)*
- *John Forrest (supports AMSA programs)*
- *Dale Huffman (supports AMSA programs)*
- *Robert Bray (supports R.C. Pollock Award)*
- *Vern Cahill (supports R.C. Pollock Award)*
- *C. Ann Hollingsworth (supports student scholarships)*
- *Donald Kinsman (supports student international program)*
- *Roger Mandigo (supports RMC)*
- *Robert Merkel (supports RMC)*
- *Gary Smith (supports meat judging program)*
- *R. C. Pollock (supports R.C. Pollock Award)*



Clay Bendele (Texas Tech University) was high individual and BW Ochsner (University of Wyoming) was second. Scotta Faulkenberry (Texas Tech University) won the alternates contest.

Clay Bendele



In total, 42 contestants from 7 universities and colleges participated in the A-Division contest. Clarendon College won the division, coached by Tate Corliss. Team members include Talen Crist, Kenna Faulkenberry, Dustin Jones, Mario Olivio, Jess Nighswonger, and Lauren Rush. Clarendon was followed by Garden City Community College, Fort Scott Community College, Australian National, and Cisco College.

Clarendon College



Kaylee Hill (Fort Scott Community College) was high individual and Talen Crist (Clarendon College) was second. Lauren Rush (Clarendon College) won the alternates contests.

Kaylee Hill



This year's committee consisted of: Dr. Gary Smith, Chair, Texas A&M; Dr. Travis O'Quinn, Kansas State University; Crystal Waters, Texas A&M University; Kassie Jo Winn, CEV Multimedia; Aaron Tapan, Kansas State University; Collin Corbin, Tyson Foods; and Darrell Dowd, USDA.

AMSA Educational Webinar ~ Health and Wellness: Update on *Dietary Guidelines* and the *International Agency for Research on Cancer* Activities

February 12, 2015
11:30 am – 12:30 pm CDT

Overview:

Dr. Betsy Booren will be providing a briefing on the current health and wellness issues facing the meat and poultry industry. Specific updates will be given on the development of the *2015 Dietary Guidelines for Americans* nutrition policy report expected later this year as well as the International Agency for Research on Cancer's evaluation of red and processed meats as a human carcinogen.



Speaker:

Dr. Betsy Booren serves as North American Meat Institute's vice president of scientific affairs, previously serving in the same role at the American Meat Institute, which she joined in January 2009. Booren's responsibilities include responding to the technical and scientific needs of the Institute's members and coordinating the scientific efforts to support other Institute initiatives. She is also the staff liaison to the NAMI Scientific Affairs Committee. In January 2015, Dr. Booren was named as the president of NAMI Foundation overseeing the research and technical functions of the Institute's Foundation. Booren currently sits on the USDA's National Advisory Committee on Meat and Poultry Inspection. She is an active member of the American Meat Science Association, International Association for Food Protection, Institute of Food Technologists and the American Society for Nutrition. Booren received her Ph.D. in food science and technology from Texas A&M University, M.S. in animal science from the University of Nebraska, and a B.S. in food science from Michigan State University.

Register:

This AMSA Educational webinar is interactive and will last approximately 60 minutes including Q&A. Registration is complimentary but you must first register by clicking on the enrollment link:

<https://attendee.gotowebinar.com/register/6541865851174841602>.

Once you have registered you will receive an e-mail message confirming your enrollment status and information that you need to join the webinar. For more information please contact Deidrea Mabry at dmabry@meatscience.org.

Upcoming Meetings

PORK 101. AMSA is excited to announce that the 2015 PORK 101 courses will be held May 19-21 at Texas A&M University in College Station, Texas and October 19-21 at Iowa State University, in Ames, Iowa. PORK 101 is hosted by AMSA in cooperation with the National Pork Board and is sponsored by Elanco Animal Health. PORK 101 is co-sponsored by the American Association of Meat Processors (AAMP), American Society of Animal Science (ASAS), North American Meat Institute Foundation (NAMIF) and the Southwest Meat Association (SMA). Registration for AMSA members and other partnering organizations is \$800. Non-member registration is \$950. A special thank you goes out to Elanco Animal Health, a company dedicated to enhancing animal health through science and innovation. For more information or questions regarding PORK 101 please visit:

<http://www.meatscience.org/events-education/pork-101> or contact **Deidrea Mabry**.

AMSA Student Membership 2015 Leadership Conference

March 13-14. The 2015 SLC conference will be held in Springdale, Arkansas at the Tyson Discovery Center. We will bring in Dale Carnegie training and concentrate on two main modules: handling mistakes and communicating to lead. In addition, Tyson R&D professionals will be sharing their knowledge in a workshop on Friday where students will then be able to utilize this information in an Iron Chef style event Saturday morning. This training will be sure to impress industry professionals and provide you with a competitive lead on internship and career opportunities! Registration is open and closes February 28th. [Click here to register for the 2015 SLC!](#)

2015 Beef Industry Safety Summit March 3-5. The Beef Industry Safety Summit brings industry leaders and safety professionals together from all sectors of the beef chain. Registration for the 2015 event is NOW OPEN. The Summit will be held in Dallas, TX at the Hyatt Regency DFW. You must book your room by February 11, 2015 to receive a discounted rate. Click on the following links for **REGISTRATION** and **HOTEL** home reservations. For general event information, [click here](#).

International Livestock Congress Set for March 4-5. The 2015 International Livestock Congress - USA will bring together an elite group of livestock and meat industry international leaders to discuss a variety of proactive strategies that address the ever-changing beef industry. The ILC-USA will be held March 4-5, 2015, at the Houston Livestock Show and Rodeo in Houston, Texas. All segments of the beef industry, both domestic and international, should plan on attending. The ILC in Houston will offer tremendous opportunity to interface with industry and government leaders worldwide, said Russell Cross, Ph.D, ISEF board member. Cost to

attend is \$150. Student registration is \$50. Register online at <https://agrilliferegister.tamu.edu/ILC>. A complete schedule of events can be found online at <http://www.theisef.com>.

AMSA Meat Science Career Center

Current Job Postings:

- Food Safety Analyst ~ Smithfield Farmland
- Senior Food Scientist ~ Cargill, Inc.
- Quality Control ~ Ohio Farms Packing
- Quality Assurance Manager ~ Sadler's Smokehouse, LTD
- Quality Assurance Supervisor - 1ST & 2ND Shift~ Sadler's Smokehouse, LTD
- Manager of Research & Development ~ Sadler's Smokehouse, LTD
- Regulatory & Specification Manager ~ Cargill, Inc.
- Food Safety, Quality and Regulatory Manager ~ Cargill
- Outreach Specialist (Meat Science) ~ University of Wisconsin
- Sanitation Supervisor ~ Kraft Foods/Oscar Mayer
- Assistant Professor in Animal Science ~ Western Kentucky University
- Sr. Food Scientist ~ Cargill
- Industry Director Meat North America ~ Corbion



**Meat Industry
CareerLink**

To view all the job postings please go to the [AMSA Career Center](#), if you have any question please contact Deidrea Mabry, dmabry@meatscience.org.

Got news? Send information and news items to Deidrea Mabry for inclusion in a future edition of AMSA eNews.

2015 AMSA Calendar of Events

- February 21 - Iowa State University Meat Judging Contest**
Iowa State University - Ames, IA
- March 3-5 - Beef Safety Summit** - Dallas, TX
- March 4-5 - International Livestock Congress-USA** – Houston, TX
- March 7 - HLSR Intercollegiate Meat Judging Contest** - Houston, TX
- March 29 - April 1 - Meat Animal Evaluation Contest**
Oklahoma State University - Stillwater, OK
- May 15-16 - North Carolina State BBQ Camp** - Raleigh, NC
- May 19 - 21 - AMSA PORK 101 - Texas A&M University** - College Station, TX
- June 14-17 - AMSA 68th RMC University of Nebraska** - Lincoln, NE
- October 19 - 21 - AMSA PORK 101 - Iowa State University** - Ames, IA

Reciprocal Meat Conference 2015-2017

- June 14-17, 2015 - University of Nebraska** - Lincoln, Nebraska
- June 19-22, 2016 - Angelo State University** - San Angelo, Texas

June TBD, 2017 - Texas A&M University - College Station,
Texas

International Congress of Meat Science and Technology

August 23-28, 2015 – Clermont-Ferrand, France

2016 – Bangkok, Thailand

2017 – Cork, Ireland

2018 – Australia

2019 – Germany

2020 – USA (joint meeting with the Reciprocal Meat Conference)

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