

2017 AMSA Candidates for Board Positions

Revised 3/30/2017

Director Candidates

- Christy Bratcher, Auburn U.
- Chad Carr, U. Florida
- Jennie Hodgen, Merck
- Wes Schilling, Mississippi State U.
- Keith Underwood, SDSU
- Tommy Wheeler, USMARC

President Candidates

- Eric Berg, NDSU
- Steve Larsen, NPB

AMSA Leadership & Participation

Committee Experience

ICoMST 2020 -Host Committee, Student Programs Subcommittee
RMC Planning Committee (5 years)
RMC Host Committee (Auburn Chair)
Quiz Bowl Committee (3 years)
Web Site & Information Technology Committee (3 years)
Undergraduate Scholastic Achievement Award (1 year)
Membership Committee (3 years Chair)
Achievement Award Committee (1-year Chair)
Student Board of Directors (2016 - 2018)

Event Participation (since 2009)

2009, 11, 12, 13, 14, 16 RMC

Leadership Experience in Other Organizations

American Society of Animal Science,

Southern Region Secretary-Treasurer Elect (2017)
Southern Region Awards Committee (2014-present)
Southern Region Graduate Student Competition Committee (2013-present, Chair 2015-2016)
Southern Region Meats Committee (2012-present, Chair 2016-2017)

Alabama Cattlemen's Association Beef Check-Off Task Force (2008-2016)

Auburn University

Faculty Research Committee (2016-2019)
College of Agriculture
Research Advisory Committee (2016-2017)
Strategic Planning Committee (2016)
Scholarship of Teaching and Learning Committee (2016)
Budget Advisory Committee (2013-2019)
Marketing Committee (2013-2014)

Department of Animal Sciences

Curriculum Committee (2014-present)
Vehicle Committee (2015-2017)
Awards Committee (2011-2017, Chair 2012-2014)
Lambert-Powell Meats Laboratory Faculty Advisor (June 2010 - present)
Social Committee (2012-2014)
Webpage Committee (2009-2013) – launched a new departmental website in 2010
Seminar Committee (2009-present)
Quadrathlon (2008-present)

Thoughts on the Future of AMSA

If elected, during your tenure on the AMSA Board the association will be accelerating efforts on the new journal *Meat and Muscle Biology*, rolling out the new Meat Science Lexicon and hosting the 2020 ICoMST in addition to the ongoing RMCs, webinars and student programs. Also, the AMSA Educational Foundation is entering a phase of accelerated growth. What opportunities do you see to capitalize on these developments for our members and what ideas for additional new initiatives do you have?

It is the responsibility of the AMSA to respond to the wide range of needs of the members, advance scientific discovery and promote education of the public in a united manner. We must promote the use of animals in an ethical and responsible manner to provide for the benefit of food and fiber to humankind, promote the use of science-based knowledge for public policy decisions, and develop new lines of communication with funding agencies to support sound science and promote educational initiatives. The coming years will be filled with uncertainty as funds for federal research may be difficult to obtain. We need to continue to show that our research is needed and valuable to the nation and find opportunities to be visible in a positive manner to legislators. As a professional society, we need to continue building networking opportunities for researchers, educators, extension professionals, industry partners and students and provide a platform for dissemination of our research findings. We also need to provide a foundation for open discussions and collaborations with industry partners so that the research conducted is applicable to and needed by the meat industry. Continuing to build the relationships we have and presenting both academia and industry as a united front will be beneficial as we continue to promote our research interests.

Chad Carr, University of Florida

<http://animal.ifas.ufl.edu/faculty/carr/index.shtml>

AMSA Leadership & Participation

Committee Experience

Meat Science Lexicon Task Force (2016-present)
ICoMST 2020 - Main Committee
PORK 101 Curriculum and Host Committee (7 years to present, 2 years Chair)
Student Board RMC Scholarship Committee (1 year)
Student Board of Directors (1 year)
Intercollegiate Meat Coaches Association Executive Committee (5 years, 1 year President)
Award Selection - Extension-Industry Service Award Committee (2 years)
QA 101 Curriculum & Instructor (2 years)

Event Participation (since 2009)

2009-2015 RMC

Leadership Experience in Other Organizations

UF Chapter President of Gamma Sigma Delta (2016)

Committee membership- First United Methodist Church-Williston, FL

Thoughts on the Future of AMSA

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The release of the new journal, the Meat Science Lexicon, and hosting the 2020 ICoMST will put the AMSA in the international muscle foods spotlight more so than any time since I have been a professional AMSA member. It will be pivotal for the AMSA board to encourage domestic and international colleagues to submit manuscripts to Meat and Muscle Biology. The board will be accountable to engage human nutrition organizations to embrace the Lexicon to normalize human nutrition and health data in the future concerning meat in the diet. Florida is excited to be the host state for the ICoMST in 2020 and I am personally excited to serve as “boots on the ground” to facilitate hosting the world’s meat science community in the Sunshine State. Collectively, the future of the AMSA is very bright. Unprecedented growth in student programs and the Sustaining Partners program is now translating into increasing number of new professional members. The board must continue to stimulate synergy between academic and industry members, both domestically and internationally, to ensure continued growth of the organization.

Jennie Hodgen, Merck & Co.

<https://www.linkedin.com/in/jennie-hodgen-94947a12>

AMSA Leadership & Participation

Committee Experience

AMSA 2018 RMC Host Committee
Scientific Information Committee (5 years to present, 1 year Co-Chair, 1 year Chair)
ICoMST 2020 - Organizing Committee
Abstract and Student Research Competition Committee (3 years, 1 year Chair)
Serve as AMSA's liaison to NCBA's Scientific Task Force 2016-present

Event Participation (since 2009)

2009, 10, 11, 12, 13, 14, 15, 16 RMC
2009 Zilpaterol HCl Symposium

Leadership Experience in Other Organizations

US Roundtable for Sustainable Beef Board 2015-16;
Verification Co-Chair 2016- present

Animal Ag Alliance board representative 2014-16

Indiana Beef Council promotions chair 2016- present

Food Marketing Institute food safety & animal welfare committee

American National CattleWomen Region I Director 2016-2018

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American Meat Science Association has a rich history of providing members tools and knowledge which has led to innovative, safer, higher quality meat, meat products, and processes. In recent years the organization has expanded to not only focus on those pursuits but also proactively address differing member needs (student vs corporate vs academic and research). I would like the opportunity to continue to challenge the organization and its members to be forward thinking. Below are some possibilities the organization might want to explore to promote the activities we know are

approaching (ICoMST, RMC's, Lexicon launch). The list also includes a few activities our organization will need to be able to nimbly insert our members into the discussion:

Membership development & retention

Mentor program- continue to add levels to this program to promote year-round interaction such as providing participants with continual suggestions as conversation starters on a monthly basis.

Committee promotion- while some committees' work is targeted, with today's technology committee engagement can be a year-round activity. Awareness of each committee's goals, tasks, chairs, and how to start participating should be easily available to the members. There are also ways to leverage one-time commitments to engage a wider range of members on committees to accomplish tasks that would also let members get the feel for certain committees to find their best fit.

Social media- provide members with tools, trainings, and how tos for things like Facebook Live, videos, taking work published in Meat and Muscle Biology and transforming it understandable language for trade media and the public, etc.

Media- Start doing Media Training 2.0 for select members so over time we have built an army of ready-to promote, respond, and inform as needed. Additionally, the organization could focus more energy on finding opportunities for members to engage with the media so relationships are being developed.

Company outreach

Visits- Engagement by the board and staff to share the value and activities with companies. Many of our younger members will be employed by our industry partners so staying relevant to our sustaining partners and beyond will be increasingly important.

Public Facing Activities

www.themeatweeat.com platform: This platform is very underutilized and needs to be constantly maintained/updated with interesting and useful information. More strategic alignment needs to be focused in this area to make it a place that one naturally thinks of to send the general public to. Using the skills we develop through the development and retention activities we will likely identify people who can help translate the publications, the lexicon, and activities from our other programs into content pieces consumers want to have in their hands.

Blogger roundtable- many groups host bloggers. With the diversity of members, knowledge, proteins, and pieces of the food chain our organization covers we could attract influential food, mom, lifestyle bloggers to an event to develop relationships so to later serve as a group for them to do fact checking, dive deeper in to particular questions, and hopefully help promote the positive activities of the meat food supply chain.

Ideas can come from any place. Part of the role of a board member is to listen to others about how to best stay in a position to help educate, direct research, and promote of practices and products. All members have a role in focusing the direction of the organization. I feel I would be a good ambassador to the board to bring some of your even bigger and better ideas to fruition.

AMSA Leadership & Participation

Committee Experience

Meat and Muscle Biology Editorial Board
AMSA Journal Task Force (Chair)
AMSA Journal Committee (4 years, 1 year as Chair)
Quiz Bowl (2 years)
Scientific Information Committee (3 years)
Award Selection – Research Award Committee (3 years)

Event Participation (since 2009)

2011, 13, 14, 15, 16 RMC

Leadership Experience in Other Organizations

Institute of Food Technologists

Newsletter Editor, Food Chemistry Division (3 years)
Newsletter Editor, Muscle Foods Division (4 years)
Abstract Review for Papers submitted to the International Annual Meeting (Muscle Foods and Food Chemistry Divisions)
Graduate Student Research Competition Judge (2007)
Member-at-large, Muscle Foods Division (4 years)
Symposium Organizer (Food Chemistry Division, IFT Annual Meeting 2008).
Symposium Moderator for Food Chemistry and Muscle Foods Division Presentations (2 years)
Member of IFT Higher Education Review Board (2012-2017)
Disney IFT Product Development Competition Judge (2013)

Thoughts on the Future of AMSA

If elected, during your tenure on the AMSA Board the association will be accelerating efforts on the new journal Meat and Muscle Biology, rolling out the new Meat Science Lexicon and hosting the 2020 ICoMST in addition to the ongoing RMCs, webinars and student programs. Also, the AMSA Educational Foundation is entering a phase of accelerated growth. What opportunities do you see to capitalize on these developments for our members and what ideas for additional new initiatives do you have?

As an organization, I see tremendous opportunities for AMSA to be the world leader in meat research. The American Meat Science Association's definition of meat is inclusive of red meat (beef, pork, and lamb), poultry, fish/seafood, and meat from other managed species. This definition is very inclusive and opens the organization up to opportunities to grow in the areas of poultry, seafood, and aquaculture. My research group conducts research on beef, pork, chicken, catfish, prawns, and shrimp. This background provides me with a perspective on how the organization can grow in the areas of poultry and seafood/aquaculture. I would push for greater offerings with respect to programming at the RMC and webinars on topics related to all meat species. It should be a goal for The Meat and Muscle Biology journal to develop into the premier journal for publishing research pertaining to this broad definition of meat products. This will offer our members the opportunity to submit research to a journal that will publish high quality research on any topic related to meat science. As a Director, it would be one of my objectives to work with the editor and editorial board help facilitate this process as well as help facilitate the journal becoming the premier International Meat Science Journal in the world. I also see tremendous possibilities to facilitate graduate and undergraduate student development through industry and academic partnerships. Students become much more successful in the industry if they have worked on industry projects at the University either as an undergraduate or graduate student. The industry works at a much faster pace than the University, and our students are not as prepared as they should be if we do not engage companies in research. Anything we can do to help facilitate the development of our students so that they are more prepared would be very important such as coming up with recommendations for what it would look like to have industry projects incorporated into M.S. and PhD programs. Programs in which students work on research projects with companies as part of their degree program as well as internships with that same company would help better prepare students for work after graduation. This would also provide companies with students that are more prepared to begin work, and help future faculty become more relevant to their students.

AMSA Leadership & Participation

Committee Experience

RMC Program Planning Committee	3 Years
High Plains Intercollegiate Meat Judging Contest	1 Year
American Royal Intercollegiate Meat Judging Contest	1 Year
Quiz Bowl Committee	2 Years
American Royal Intercollegiate Meat Judging Contest Member	

Event Participation (since 2009)

2009, 10, 11, 12, 13, 14, 15, 16 RMC
Tyson Beyond Fresh Meat Short Course - 2017

Leadership Experience in Other Organizations

South Dakota Association of Meat Processors

Board of Directors President

Board of Directors Vice President

South Dakota State University

College of Agriculture and Biological Sciences Deans
Faculty Advisory Committee

Animal Science Department Faculty Advisory
Committee

Faculty Senate

Thoughts on the Future of AMSA

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I see the opportunity to involve our members in the process of building *Meat and Muscle Biology* as a premier journal for the publication of the best science in the field of meat science and applied muscle biology. This is a great opportunity to publish research from the RMC abstracts and proceedings as well as capitalize on the excellent scientists that are members of AMSA. The new Meat Science Lexicon offers a great chance for us to standardize how we conduct and present research so that the meat science community can garner the most information from research conducted across numerous species and locations by various groups throughout the world. The 2020 ICoMST offers AMSA the opportunity to display our greatest asset, the members of this association. This will allow AMSA to show what types of research our members are conducting, play host to meat scientist from around the globe to increase our impact, build new relationships and networks, as well as increase our international membership to strengthen our association. The AMSA educational foundation growth will provide AMSA the chance to strengthen the educational efforts such as the new Beyond Fresh Meats Short Course, Student Leadership Conference, and Intercollegiate Meat Judging that are large educational efforts.

AMSA Leadership & Participation

Committee Experience

ICoMST 2020 - Main Committee	
Meat and Muscle Biology Editorial Board	1 Year
RMC Program Planning Committee	8 Years
Research Protocol Committee	2 Years, 3 Years as Chair
Award Selection - Research Award Committee	1 Year as Chair
AMSA Journal Committee	3 Years

Event Participation (since 2009)

2009 - 2016 RMC

Leadership Experience in Other Organizations

- Research Leader for the Meat Safety and Quality Research Unit (12 scientists, 3 postdocs, 16 support personnel) at USMARC for 10 yrs
- School Board President for 8 yrs
- NAMI Foundation for Meat and Poultry Research And Education Research Advisory Committee 4 yrs
- USDA-FSIS National Advisory Committee on Microbiological Criteria for Foods to Address Purchase Requirements for the School Lunch Program 2 yrs

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As with most AMSA members, I consider AMSA extended family. Like many others I am passionate about meat science and over the years have tried to do my part to advance the efforts and goals of the organization by participating in a variety of its activities and committees. I was involved in the decision making process of what direction to go relative to the official scientific journal of AMSA and I am very excited about the new Meat and Muscle Biology journal. I think it provides our members with a better publication option and strengthens AMSA's credibility as a source of scientific information on meat. The Meat Science Lexicon also is a much-needed addition to help get some consistency and accuracy in terminology that will help us effectively convey information about meat. I feel obligated to help make sure the 2020 ICoMST we are hosting is an outstanding success and will do what I can to make that happen.

I think the RMC must continue to be our signature event but the advances we have made in the last several years with educational webinars, greater student involvement and a growing Foundation will help us tremendously to get where we need to go in the future. I think our future depends on continuing to reinforce our status as THE source of accurate, scientific information on meat and continuing to find innovative ways to partner with other organizations to improve our ability to get accurate information to the general public, legislators, medical community, dieticians, policy makers and others. Our greatest challenge is to continually find more effective ways to get factual information about meat production, its nutritional value, animal handling, antimicrobial resistance, and other hot button issues to the consumer so we can become more proactive in our approaches and not always defensive. Our Strategic Plan lists as one of the ways we can achieve our goals "AMSA will anticipate and respond in a timely fashion to industry issues". But I think we have to go beyond "responding" and pursue efforts to actively and continuously counter and replace the commonly accepted misinformation that is driving many away from routine meat consumption. We have to continually develop more effective, comprehensive strategies in social media, engage public relations and marketing experts to make the most of information such as Meat Mythcrushers, in order to turn the tide on all the negative press related to meat production and consumption. I think TheMeatWeEat.com is a good start, but somehow we need to get the message into the mainstream media. To not pursue these efforts means to continue to lose the public relations battle to the meat detractors and to fall short of our obligations as the primary source of factual, scientific information about meat. AMSA has many great programs and activities but I think this is an area where we have to do more and hopefully our growing Foundation can facilitate that. I would be honored to serve AMSA on its board of directors and help lead AMSA into what will certainly be a very bright future.

AMSA Leadership & Participation

Committee Experience

Teaching Award Committee	1 year as Chair
ICoMST 2020 - Main Committee	
RMC Program Planning Committee	4 Years
PORK 101 Curriculum and Host Committee	3 Years
Membership Committee	1 Year
Nominations & Recognition	2 Years
Board of Directors	3 Years
AMSA Journal Committee	3 Years
PORK 100 Planning	3 Years
RMC Chair, 61st RMC (Florida)	

Event Participation (since 2009)

2009 – 2016 RMC

Leadership Experience in Other Organizations

Associate Head, Department of Animal Sciences, NDSU (2012 – present)

Member. Pork Checkoff Pork Safety, Quality, and Human Nutrition Committee, National Pork Board. 2012 to present

Chair. Meat Science & Muscle Biology Program Committee, MW Sectional American Society of Animal Science, 2012.

President. Norman Evangelical Lutheran Church, Rural Kindred, ND (2010 – 2016)

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The members of AMSA are a constant source of information, collaboration, friendship, and support. It is indeed my honor and pleasure to be nominated to serve as President of an organization that is so much more than a “science” association. My platform as AMSA President is COMMUNICATION. The first critical objective of the AMSA is that the Association “will be recognized by the global meat science community to be the primary resource for assimilating and delivering relevant and timely knowledge.” For the next three years, this critical objective, and the AMSA, will be front and center as we prepare

to host the world at the 2020 International Congress of Meat Science and Technology and be a pro-active participant with regard to the development and roll-out of the 2020 – 2025 Dietary Guidelines for Americans. With regard to the Dietary Guidelines; every member should be prepared to be the voice of science and objectivity. I will push for AMSA to provide media talking points that every member can easily incorporate at the local level. Now is the time to turn the tide of public opinion with regard to the role of muscle foods in a nutrient dense, healthy diet. Having participated in 2015 oral testimony to the subcommittee of the Dietary Guidelines Advisory Committee, I heard many people testify in opposition to the inclusion of meat and processed meats in a healthy diet. The AMSA has been proactive with the development of the Meat Science Lexicon to allow the Advisory Committee to better understand the definition of meat and meat products.

We need to engage, address, and educate the public. Many of you have heard me repeatedly make that statement. And every time I say “we need to educate the public,” I hear the voice of Dr. Dell Allen from an RMC a few years back. Dr. Allen said “An industry that needs to educate its customers is an industry in trouble.” Sitting in the audience at that time, I definitely agreed with that comment. It was correct for the time. But look at the demographics of protein consumers today. They LOVE food and they LOVE to cook. Today’s customers are ACTIVELY seeking information about food from “farm gate to kitchen plate” or “conception to consumption” (pick your catchy metaphor). We aren’t defending an industry, we are presenting the objective science of modern meat-animal production, processing, and consumption. The scientists of meat have an opportunity to be on offence! I would be absolutely thrilled to be President during this time as AMSA steps into the spotlight as the “primary resource”, not just for the scientific community, but for the consuming public.

AMSA Records Information

Committee Experience

Award Selection - Achievement Award Committee	1 Year
Meat Science Lexicon Task Force	1 Year
ICoMST 2020 - Main Committee	
Foundation Board of Trustees	2 Years
Nominations & Recognition	2 Years
American Royal Intercollegiate Meat Judging Contest	1 Year
Intercollegiate Meat Coaches Assn Exec Committee	3 Years
Youth Programs Coordinator Search Committee	1 Year
PORK 101 Curriculum and Host Committee	2 Years
Board of Directors	3 Years
RMC Program Planning Committee	7 Years

Event Participation (since 2009)

2009 - 2010, 2012 – 2016 RMC

Leadership Experience in Other Organizations

Agriculture Sector Chief – Iowa InfraGard Chapter, 2012

Partnership for Food Safety Education – Board of Directors, 2012 – Present

North American Meat Institute Foundation – Research Advisory Committee, 2007-Present

SafePork 2013 – Organizing and Planning Committee - 2013

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I plan to use my deep passion and commitment to thought leadership and continuous improvement to make AMSA even better than it is today. My desire is to further elevate AMSA's status as the undisputed go-to source for authoritative information regarding all scientific and technical aspects of the meat industry. Much of the groundwork to reach this goal has been made, but I would like to build upon what this organization has already accomplished.

Looking ahead, to keep AMSA as the industry's go-to information source, the association must continue to build upon its solid base of subject matter experts at all levels of membership. This means further leveraging expertise from students up to seasoned professionals in academia and industry. AMSA must capitalize on new initiatives to build upon its base, while growing the membership and continually improving programs, meetings and offerings.

In a digital world, "big data" becomes very important to help guide decisions. A new initiative for AMSA would be to implement a digital-strategy approach. This approach requires the application of new technologies to existing or future activities. Using an overarching digital strategy will help locate opportunities or challenges where online resources can provide a solution. In addition, this approach can help identify the unmet needs of stakeholders that closely align with AMSA's strategic plan. Likewise, a comprehensive digital strategy can be used to pinpoint gaps in the needs, goals and opportunities of those who visit our website. Lastly, digital strategy will help prioritize online initiatives to deliver AMSA's strategic vision.

An example of a digital-strategy approach would be to conduct and synthesize web analytics. This information will help guide the user needs of AMSA's website, while also helping the organization reach its objectives more efficiently. For example, these analytics can help AMSA understand what are the most popular web pages, where are our web page visitors coming from and where they leave, how long are they on the site, and if are they finding what they need. This type of ongoing analysis is critical to improving the website and helping AMSA to meet the needs of current and future members and allied industry.