

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

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 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.