

## 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

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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)

### Thoughts on the Future of AMSA

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*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?*

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.