

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

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?

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.