Summary of AMSA Student Memberships Fall 2012 Activities

Article written by Rebecca Acheson, Student Board President, Colorado State University

This fall has been an incredibly exciting, productive and busy time for the AMSA Student Board. As highlighted in our October 2012 Student Newsletter, the AMSA Student Board of Directors met earlier this fall to discuss programming for the coming year. Since that meeting, the Student Board has dedicated a substantial amount of time planning for the fourth AMSA Student Leadership Conference. This conference will be held April 27th in Kansas City, MO. An optional day of tours is currently being planned for April 26th. In addition, the board has been actively planning the student activities for the 2013 AMSA RMC to be held at Auburn University.

To help ensure the success of these events, the involvement from you, the student membership, is critical. Be sure to watch the AMSA website over the next few weeks as information about different RMC events and SLC is released. If you wish to become more involved with the student membership and planning for future events, please contact a current student board member to learn about committee involvement. On behalf of the Student Board, Happy Holidays, and please feel free to contact myself or any board member regarding upcoming AMSA Student Membership events.

ENGAGE: 2013 AMSA Student Leadership Conference

Article written by Amanda King, At-Large Director, University of Wisconsin and Jace Hollenbeck, South Region Director, University of Arkansas

The public dialogue surrounding our food system has changed and consumers are increasingly concerned that our farms and their food no longer meet their values and expectations. While animal agriculture and our food system have changed, the values that have guided farmers and food producers for generations have not.
Science, food technology and on-farm innovations have given us the tools necessary to feed more people using fewer resources while ensuring quality care of livestock through every stage of life. Your role in meat science provides you the opportunity to connect directly with consumers to help them understand the values that guide your work and the science that assures our food is safe, wholesome and raised responsibly.

Join us on April 27, 2013 during the Student Leadership Conference for a full-day of interactive spokesperson training provided by the Center for Food Integrity (CFI), a leader in research and programs designed to build consumer trust and confidence in today’s food system. At this session you will learn the information you need to join the public discussion about our food system and build consumer trust in the values, science and innovations that help us feed the world.

Once completing this training, you will have the tools to:
- Understand why communicating shared values is important
- Know how to communicate your values and your role in grassroots engagement
- Create compelling messages and deliver them effectively to key audiences
- Engage in media, social media and critical conversations about meat science and the meat community

The 2013 Student Leadership Conference will be held on Saturday, April 27th, at the Clarion Sports Complex Conference Center in Kansas City. The ENGAGE workshop will be held from 8 am to 5 pm on Saturday. AMSA has a block of rooms reserved for the event at a cost of $85 per night plus tax, with a maximum occupancy of 4 per room.

**Registration fees:**
- $100 for current AMSA students by February 1st
- $150 for young AMSA professionals (under 30) by February 1st
- $125 for current AMSA students between February 1st and March 22nd
- $175 for young AMSA professionals (under 30) between February 1st and March 22nd

For more information and to register click here!

The student board will also be coordinating some optional industry tours on Friday, April 26th, that will start as early as 10 am. Watch eNews for more details on tours. Plans are also in the works for students and young professionals to meet up with old friends and network with new ones at a Kansas City Royals baseball game on Friday evening before getting down to business for the ENGAGE program on Saturday morning. The upcoming SLC is certainly not to be missed, and will not only be a memorable and fun experience, but will also provide you with essential tools to be a leader in the meat industry.
The AMSA Student Board of Directors is pleased to announce that the 2013 Taste of RMC theme is “Southern Comfort Foods.” Work with your team to develop a product that is fit for the South. The scoring and guidelines will be available at the AMSA website after the first of the year. Each team will be paired with an advisor to help with aspects of the product development.

Taste of RMC Committee members – watch for e-mails in the upcoming months.

***NEW THIS YEAR – “People’s Choice Award”***

---

**AMSA RMC Iron Chef**

*Article written by Staci DeGeer, South Region Director, Auburn University*

The Lambert-Powell Meat Laboratory at Auburn University will host the 2013 Iron Chef Competition. The student board is pleased to announce the addition of a processed meats workshop to the Iron Chef schedule. This workshop will be held Saturday morning and will allow students participating to learn more about ingredients and processes. Each group will be paired with an industry AMSA member who will help facilitate the product development process.

Iron Chef is sure to be a day filled with learning opportunities, networking, and fun. Keep your eyes out for more information coming to the AMSA website after the first of the year.

---

**2013 AMSA 66th Reciprocal Meat Conference Career Fair**

*Jace Hollenbeck, South Region Director, University of Arkansas*

The 2013 Reciprocal Meat Conference Career Fair will be held on June 16th in conjunction with the AMSA 66th RMC Welcome Reception at the Auburn University Beef Teaching Unit, in Auburn, AL. The RMC Career Fair will allow AMSA members an opportunity to interact and network with industry leaders and universities from around the country. Be sure to take time to sit down with your advisor to update and revise your resume. As always don’t forget to regularly check out the AMSA Career Center to upload and update your resume for potential internship and employment opportunities. Hope to see everyone there!

---

**2nd Annual AMSA Calendar Fundraiser**

*Article written by Dustin Mohrhauser, Central Region Director, South Dakota State University*

Thank you to everyone for your interest and participation in this student fundraiser! After the calendar survey was sent out to AMSA members, all 12 spots in the calendar were filled within 40 minutes.
With that in mind, a big thank you and congratulations to the following 12 institutions for getting a month on the 2nd annual AMSA calendar! In no particular order: Texas Tech University, Purdue University, Iowa State University, Tarleton State University, Oklahoma State University, McNeese State University, Michigan State University, North Dakota State University, Colorado State University, University of Nebraska, Auburn University, and Texas A&M University. Each of these institutions will be notified of their respective month in the coming days.

At this time we will also be taking requests for individual days. A donation of $25 will be required for a single day event and $50 for a multiple day event. If you are interested in reserving specific dates, please e-mail Dustin Mohrhauser (dustin.mohrhauser@sdstate.edu) and a form will be sent to you. The last day we will be accepting requests will be January 31st. All payments must be made in full by January 31st.

Proceeds from this fundraiser will help support AMSA student activities and AMSA mentor recognitions benefiting student activities.

Calendars will be available for purchase at the AMSA 2013 RMC in Auburn, AL!

---

**AMSA RMC Mentoring Program**  
*Article written by Rebecca Acheson, Student Board President, Colorado State University*

The Student Board of Directors will be coordinating the student/professional mentor program at RMC again this year. The program is designed to match up students with professional members and for students and mentors to follow up with each other during RMC and throughout the year. Professional members will be matched with student members that express similar interests and career goals. The mentoring breakfast will be held on Monday, June 17th. Information sheets for prospective mentors and mentees will be sent out in late April 2013.

---

**AMSA RMC Social**  
*Article written by Leslie Frenzel, At-Large Director, Texas A&M University*

The social committee is planning several exciting events for the AMSA 2013 Reciprocal Meat Conference. Our main focus for the week is planning venues for each night to encourage networking amongst students and professional members. Each “Hot Spot” will be publicized with daily flyers that highlight the location and menu items. The social committee is still in the planning stages and will reveal the official social events closer to RMC. The social committee would like to host the official student mixer at Skybar on Monday night. Skybar is known for its dance floors and good ol’ southern music. If you would like to participate in the planning of the AMSA 2013 RMC social events, please contact me at lesliefrenzel@gmail.com
Student Leadership Conference is right around the corner! Jace and Amanda have a fun-filled conference planned to include a night at the baseball field watching the Kansas City Royals.

**AMSA Promotional Items**

*Article written by Dustin Mohrhauser, Central Region Director, South Dakota State University*

The Student Board of Directors and fundraising committee have some great new items to bring to this year’s RMC. This year we are offering AMSA Coozies, “I Survived RMC” t-shirts and we are excited to bring back the AMSA caps (with beef carcass on the front) from previous years. The “I Survived RMC” t-shirts will only be offered through online RMC registration and can be picked up at this year’s RMC. The coozies and caps will be available to purchase during the AMSA 2013 Reciprocal Meat Conference and will be available on the AMSA website after this year’s RMC. Additionally, AMSA t-shirts, coffee tumblers, and Therm-O totes are still available for purchase at the AMSA 2013 Reciprocal Meat Conference.

**New Items This Year:**

<table>
<thead>
<tr>
<th>“I Survived RMC”</th>
<th>AMSA Coozies</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="I Survived RMC 2013" /></td>
<td><img src="image2" alt="AMSA Coozies" /></td>
</tr>
</tbody>
</table>

**Items Carried Over From 2012 RMC:**

<table>
<thead>
<tr>
<th>AMSA Therm-O Totes</th>
<th>AMSA Tumblers</th>
<th>AMSA T-shirts</th>
</tr>
</thead>
</table>
To ensure delivery of AMSA eNews, please add 'timabry@meatscience.org' to your email address book or Safe Sender List. If you are still having problems receiving our communications, see our white-listing page for more details.

To safely unsubscribe, click here.