

ADSA Presidential Report

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During my term as ADSA president, science headlines have been rife with the good, the bad, and the ugly. Through it all, dairy science has been at the forefront of the discussion, from pointing out dairy's role in weight management, to responding to the first case of BSE on American soil, to reassuring the public of the safety of dairy foods, and even providing scientific support for dairy products in the ongoing battle to establish dietary guidelines for Americans.

In the last few years new industry pressures have developed where production practices and consumer interests must cohabitate. Animal health and food safety, animal welfare, and environmental stewardship influence production as well as consumer attitudes and acceptance of products. ADSA members eagerly approach these fields and provide professional responses and solutions for producers, the media, and consumer groups.

This is what the ADSA continues to offer its members—a forum for discussion and a place to learn from your peers—free exchange of information not only for the betterment of each member but also for the world as a whole as we strive to improve the nutritional status of the global population.

Following a very successful joint annual meeting with the American Society of Animal Science and the Poultry Science Association and transitioning to a new board team is the perfect time to reflect on the past year.

Professional Development

ADSA has a long history of responding to key market drivers by arming industry professionals with the best tools and tactics. From feedlot profitability to agricultural biosecurity, ADSA's 2004 Annual Meeting program reflected the critical issues facing the industry. Attendance at the meeting in St. Louis reached 3,500 attendees with 35 symposia and almost 2,000 presenta-

tions. The success of this program is due to the organization of chair Larry Benyshek and his committee—John Carey, Joe Ford, and Chuck Schwab—along with the countless individuals and groups that put in a lot of time and effort. The 2005 ADSA-ASAS-CSAS Joint Meeting will be held July 24–28, 2005 in Cincinnati, Ohio.

Looking ahead, work progresses on putting some regional nutritional conference proceedings into an online, searchable database. This would allow ADSA members to access information from presentations made at previous meetings. For details, look for Al Kertz's ADSA Foundation Report in the Spring and Fall 2004 Animal & Dairy News newsletters on the ADSA web site.

As times change so do our roles as dairy scientists, and ADSA works to stay ahead of your needs by addressing new areas of development. The DISCOVER Conference series, now in its seventh year, is one way we stay ahead of the trends. This year we presented two outstanding DISCOVER Conferences, one on reducing cow culling rates and the other on protecting and managing animal genetic resources for future generations. Next April, the 10th DISCOVER Conference, which will be held in Georgia, will address important new research, technologies, and directions in improving health through dairy foods. Stay tuned for details.

Outside of annual meetings, DISCOVER conferences, and regional meetings, ADSA makes a point of supporting and attending the events important to our members. This year that meant exhibits at the World Dairy Expo in Madison, Wisconsin, and the American Association of Bovine Practitioners in Fort Worth, Texas.

Journal of Dairy Science

The Journal of Dairy Science (JDS) remains the premier journal of its kind—again recognized by the Institute for Scientific Information (ISI) as the number-one ranked journal in the Agriculture, Dairy, and Animal Sciences category. The journal stands as the peer-reviewed vehicle for definitive communication. In 2003, for the first time, more than 4000 pages were published. That's quite an accomplishment, and it helps attract a strong and growing international participation. Last year alone, papers from outside North America accounted for more than 50% of submissions to JDS. The

Internet has allowed scientists from around the world to communicate with each other instantly, and JDS is part of this communication. As ADSA membership grows internationally, the benefits of the science can be applied globally.

Looking Ahead

Strategic planning plays a critical role in ADSA's operation and in ensuring a productive future. Over the past two years the ad hoc committee and board developed working Vision and Mission statements as well as five long-term working objectives for the organization and five key principles for the information-gathering phase. These were highlighted in Past President Dave Beede's JDS article last year [86:4187–4191]. Many thanks to members of the committee, especially Dave who has not only shepherded the process, but has also agreed to remain as a non-voting board member until it is complete. Keep an eye out for news and outreach—this is the roadmap for where ADSA will be tomorrow, and members will play an important role in shaping our direction.

One of the biggest items on our future agenda is the 2006 Centennial Celebration. Crowned by the joint summer meeting in Minneapolis, the celebration will get underway early with a special issue of the JDS as well as an historic coffee table book highlighting the history of the Association and its contribution to the dairy industry. Soon you'll start seeing a Centennial logo designed by Pennsylvania State University, winners of a Student Affiliate Division competition, and information about how you can be part of the festivities.

Signing Off

As with all professional associations, ADSA is always challenged not only to provide the very best benefits

to its members, but also to keep operations running smoothly and efficiently. The ADSA membership can be confident that not only are the books in order but that ADSA is smart about the way it handles its financial resources to maximize effectiveness. The Board and ADSA management work together continually to identify ways to be more efficient with the resources we have—from changing printing companies to maximizing electronic resources—and this work will continue.

Serving as President of this organization and in such distinguished company has been a great honor. I must commend and express my gratitude to outgoing Past President, Dave Beede, for the guidance and support he provided during my term. I can only hope to do as much for President Mike Hutjens. Outgoing Treasurer, Ron Richter, filled an especially important position and did so with great perception. I appreciated his straight talk! Fortunately, Ron turned the reins over to another able Texan, Ellen Jordan, who is joining us from her role as Production Director. Thank you, Ellen, for your work as Director, and I'm sure you'll do a great job as Treasurer. Thanks also to outgoing Foods Director, Dave Henning, for his able participation and service over the past three years.

It has been a sincere pleasure working with such a highly organized and efficient executive director as Brenda Carlson. The high competency of Brenda's office directly affects the productivity of the Board and the ADSA operation as a whole. Brenda is always responsive, informed, knowledgeable, and pleasant—a real asset to the Association.

Thank you again for entrusting my leadership over the past year. I look forward to working with ADSA and you in the future.