

## ADSA Presidential Report

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*ADSA Vision: Science, education and service for the dairy industry*

*ADSA Mission Statement: The American Dairy Science Association provides leadership in scientific and technical support to sustain and grow the global dairy industry through generation, dissemination, and exchange of information and services.*

I want to thank the ADSA membership for allowing me the opportunity to serve as your elected president. I was honored to serve ADSA with a dedicated, hard-working board of directors and a talented executive director, Peter Studney. I have seen such a passion and desire among ADSA's membership to make our vision of providing science, education, and service to the dairy industry a reality. You are to be commended.

### **Leadership**

I was blessed to be surrounded by people who have a vision for and dedication to ADSA's future, and who



can sense changes in the wind and make course adjustments for achieving ADSA's mission and vision. A sincere thanks to the ADSA Board (Tom Greutzmacher, Don Beitz, Bob Roberts, Jim Drackley, Eric Bastian, and Al Kertz), ADSA Foundation Chair Les Hansen, *Journal of Dairy Science* Editor-in-Chief Gary Rogers, Past President Dave Barbano, Vice President MaryAnne Drake, Treasurer

Bill Aimutis, Executive Director Peter Studney, ADSA Program Representative Maurice Eastridge, Dairy Foods Division Council and Program Chair Kayanush (Kai) Aryana, Production Division Chair Ronald Pearson, ADSA support staff (Cara Tharp and Vicki Paden), and the FASS staff. I applaud their commitment in time and service. The amount of work, new

initiatives, and relationships that must be successfully managed by our executive director is complex and voluminous. I especially appreciate his efforts.

I want to say thanks to members who have stepped forward and are taking an active role in the numerous committees and offices within the association (for a complete listing of all of the members involved in offices, committees, and ADSA representatives, I refer you to the ADSA Web site). For members that are not currently involved, I challenge you to look within ADSA and consider how you can contribute to the success of ADSA.

The Discover Conferences have been a successful venture for ADSA through Bill Baumgardt's leadership. Bill devoted a lot of time and energy to the Discover Conference and his passion and exuberance will be missed. We are excited that Larry R. Miller is the new Discover Conference director. We know he will be a great asset along with the current Discover Conference coordinator, Molly Kelley. We look forward to their future contributions.

The ADSA Foundation, chaired by Les Hansen, had an active year. There were many deserving nominees for the Foundation-sponsored Scholar Awards for Dairy Foods and Production and the Genevieve Christen Distinguished Undergraduate Award again this year. The ADSA Foundation Auction and Raffle (chaired by Ken Cummings) was again a very successful event. S-PAC (Searchable Proceedings of Animal Conferences) is growing with more conferences and conference proceedings being added each year. This product is an excellent resource for quickly accessing information on a particular topic of interest that has been previously published in animal nutrition and health conferences. Al Kertz's leadership in this endeavor is to be commended.

The ADSA Awards Committee, chaired by Past President Dave Barbano and Cara Tharp (program administrator), provided some outstanding contributions. Through their diligent efforts the procedures were thoroughly reviewed and revised to improve the efficiency and reduce the complexity of this important program. I appreciate their devotion and commitment to ADSA. On behalf on ADSA, I want to express our sincere gratitude to the sponsors who make these awards possible.

I participated in the Midwest ADSA/ASAS meetings in March. Richard Pursley, the president of the ADSA Midwest Branch, and the officers, directors, and committee members developed an excellent dairy program. A special focus was on young dairy scholars and recent or finishing PhDs from universities in the Midwest.

### **Publications**

The *Journal of Dairy Science* (JDS) is having another stellar year under the leadership of Gary Rogers (editor-in-chief). ADSA achieved a milestone with JDS being the top-ranked journal of 44 journals in its category by the Institute for Scientific Information (ISI) for 2006, with an impact factor of 2.28. The journal published just fewer than 5,000 pages in 2006 with over 60% of paper submissions coming from outside North America. In 2007, the journal is on pace to publish almost 6,000 pages, making five years in a row in which the journal has published more than 400 manuscripts and more than 4,000 pages. The Journal Management Committee, Editorial Board, reviewers, and FASS staff are to be commended. I appreciate the efforts of the hundreds of ADSA members who continually devote time and energy to enhancing the quality and value of JDS to its readership worldwide. The incorporation of both dairy foods and dairy production papers contributes to a truly integrated approach in communicating dairy science to the subscriber.

The journal is very important in meeting the ADSA vision as well as contributing to the financial wellness of our organization. Within the last two years, ADSA's name and JDS's name were copyrighted. Last fall, a new journal with "Journal of Dairy Science" in the title was launched. We were successful in protecting ADSA assets (the name of ADSA's journal), and the new journal's management agreed to change their journal's name.

We are continuing to look at opportunities to enhance the value of the journal to the members. First, all JDS issues through the very first issue in 1917 were archived this year and are now available for searching electronically. Second, at the direction of ADSA's leadership, more review articles will be published in the journal. This should help enhance the impact factor of the journal and thus, increase the value of the journal to the scientific community.

One area of concern for the journal is open access. Wide adoption of open access could be economically detrimental to publishers of journals. The ADSA Board adopted a new model for publication fees and policies under open access. An additional \$1,000 will be added to the current page charges for those authors wanting their article to be published as open access immediate-

ly, instead of JDS's standard one-year delay before an article becomes available under open access (i.e., freely available without subscription).

### **Communication**

Communication is paramount in the growth of any relationship. As the leadership of this organization, we want to keep you informed and provide services to you that are of value. The ADSA Web site is one of those areas that undergoes continual enhancement to be more current and user friendly. We want the membership renewal and meeting registration processes to be easy to navigate and member friendly.

### **Membership**

Membership is the foundation of the association. Without members, our organization cannot be fiscally sound, provide quality meetings, or produce a platinum-standard journal. We need to continue to look for ways to meet the needs of all of our members and identify ways to retain and recruit new members. I appointed Jean Bertrand to chair an ad hoc committee to develop recommendations on how ADSA can utilize its diversity and achieve better inclusivity throughout the organization. A report was presented to the Board at the annual meetings in July. Efforts are underway to better understand the needs of specific membership segments. One focus will be on current and potential corporate sustaining members.

### **Financial Status**

ADSA is in a sound fiscal state. Our cash reserves have met and exceeded the target set forth by the Board of Directors. Because of the success of the journal and joint annual meeting and the maintenance of membership numbers, no price increases in membership dues or page charges were required. However, increasing expenses for management services, staff, journal, annual meetings, having a voice in Washington, DC, open access to JDS, and the declining membership pose significant financial challenges for ADSA in the near future. The Board of Directors is focusing on strategies to keep the association on a solid financial track in the near and long term while continuing to enhance benefits to its members.

### **Federation of Animal Science Societies**

The Federation of Animal Science Societies (FASS) focuses on providing membership, publication, accounting, information technology, and meeting services

to its clients as well as a unified science-based voice for ADSA, ASAS, and PSA. FASS, under the leadership of CEO Jerry Baker and Treasurer Catherine Ricks, is in good financial standing. ADSA's loan to FASS has been completely paid back ahead of schedule. Other significant highlights from FASS: 1) FASS has completed an upgrade to the membership database software system; 2) FASS has taken the initial steps in upgrading the composition software to an XML-based platform; 3) FASS is actively promoting sound science policy in Washington, DC; and 4) FASS is sponsoring Congressional Science Fellows.

### ***Student Affiliate Division***

The Student Affiliate Division (SAD) was very active again this year according to SAD President Mark Konzelman. SAD officers in collaboration with the ADSA Board developed a code of conduct for their members. The code of conduct was adopted and SAD members attending the regional meetings were asked to sign the code and submit it with their registration. SAD officers took the lead in creating a positive, educational, and fun atmosphere for all attendees. The hard work of the SAD officers culminated a very successful meeting in San Antonio with several new clubs being recruited to participate.

I had the awesome experience of participating in the ADSA SAD Midwest meeting hosted by Kansas State University in February. About 400 students from clubs all over the Midwest attended. This experience reinforced the need to give even greater focus to the needs of our future members and leaders. I applaud all of you who are engaged in developing these leaders of tomorrow with a special thanks to the advisors.

### ***Joint Annual Meeting***

The joint annual meeting with ADSA, AMPA, ASAS, and PSA in San Antonio, Texas, was outstanding. Enhancing the value of this world-class meeting is critical to the vision and mission of ADSA. The presidents of ADSA, ASAS, and PSA appointed an ad hoc committee co-chaired by Dave Beede and Dave Anderson and composed of former and current overall program chairs to review and discuss past joint scientific/education programs and make recommendations to the Board about future programs, formats, and programming strategies for the joint meetings. Their comprehensive report with recommendations was presented to the Board at the July meeting. The ADSA Board has already acted on some of the recommendations and is assessing what further actions should be implemented.

### ***Strategic Plan***

The Board of Directors is actively engaged in six core initiatives of the approved Strategic Plan. These initiatives, ranked in order of importance by the membership, with the name of the accountable Board member and significant accomplishments for the past year are as follows:

**1. Improve and enhance the *Journal of Dairy Science* such that it remains the premier dairy science journal, sought after by scientists worldwide for publishing their scholarly findings and citing the high-quality work of others** (Tom Greutzmacher).

Significant accomplishments: 1) 10 review articles have been submitted for publication; 2) all JDS issues since issue 1 in 1917 have been digitized and are available for electronic searching; 3) Journal Management Committee is addressing the need to have more international reviewers and editors (of the 13 section editors and 59 editorial board members, 2 and 12 are international members, respectively); and 4) an open access pricing policy has been developed and approved.

**2. Provide a world-class annual meeting for the dissemination of dairy science information, networking, exhibits, training, recruitment, continuing education, and professional development, as well as innovative educational opportunities through the establishment of workshops, Discover Conferences, professional development seminars, and other creative means** (Don Beitz).

Significant accomplishments: 1) Presented report from ad hoc committee of current and former overall program chairs to the Board in July; 2) initiated efforts to provide a Welcome Center adjacent to registration area to allow for interaction of senior members with the general membership; 3) encouraged receptions for honored scientists, retirees, and awardees for alumni and friends of specific institutions and companies; and 4) had 5 ADSA pioneers lead off sessions at the annual meeting.

**3. Strengthen ADSA's current membership and develop creative and innovative ways to attract new members, with an emphasis on the integration of dairy disciplines from the farm to the table** (Jim Drackley).

Significant accomplishments: 1) An ADSA membership brochure (tri-fold) was developed for distribution; 2) surveys were developed and conducted for members who terminated their membership to gain a better understanding as to why they did not renew their membership; 3) an ADSA PowerPoint presentation was developed for use with dairy clubs, SAD, and other

student meetings to inform the undergraduate student of the benefits of ADSA; 4) S-PAC was opened to corporate and institutional subscribers to enhance member services; 5) ADSA Web site continues to be enhanced and updated; and 6) plans were developed to enhance Dairy Foods and International membership.

**4. Identify, develop, and foster key relationships between ADSA and allied groups and enhance ADSA's value to scientific organizations, government agencies, and animal industries through the establishment and maintenance of scientific liaisons** (Al Kertz).

Significant accomplishments: 1) Dairy Foods and Dairy Production committees formed to develop lists of key allied associations and groups that have compatible goals with ADSA; and 2) liaisons have been established with some key associations.

**5. Strengthen ADSA's presence in the international scientific community** (Eric Bastian).

Actions have been initiated to identify key scientific associations, meetings or needs and encourage ADSA member participation and identify prominent scientific societies for member exchange with ADSA.

**6. Develop ADSA's current and future leaders** (Bob Roberts).

Actions have been initiated to establish an ADSA officer leadership development/educational program.

**7. Finance/Administration and Governance** (Gary Hartnell).

Significant accomplishments: 1) Larry Miller named director of Discover Conferences; 2) Personnel Policy

Compliance Review completed; 3) open access policy established; 3) staff evaluation system developed and implemented based on SMART goals; 4) ADSA Operations Manual created; 5) financial health of ADSA enhanced; 6) 2006 Strategic Plan implemented with periodic reviews; 7) dairy foods consumption and health articles prominently posted on ADSA home page; 8) all procedures reviewed and modified appropriately to assure legal compliance; 9) Foundation and Division private pages created as central repositories; 10) working relationships developed with Institute of Food Technologists, International Dairy Foods Association, National Milk Producers Federation, and Dairy Management Inc. for areas of mutual interest to leverage ADSA's strengths and help meet ADSA's goals; 11) Board private page developed as central repository for ADSA policies/financials/minutes/meeting materials; and 12) budgets developed and approved for the current year and draft budgets projected for future years.

#### ***Final Comments***

This has been an exciting and rewarding year. We have accomplished much, yet many opportunities still await us. With everyone's involvement, we can accomplish great things and make ADSA an even better association. Thanks again for electing me to serve as your president. I look forward to seeing you in Indianapolis in 2008.