

ADSA® Presidential Report

MaryAnne Drake

North Carolina State University



I was honored and privileged to serve as president of ADSA this past year, both for the opportunity to lead our highly regarded association, and to work with so many wonderful and dedicated volunteer and dedicated leaders. My goal was to leave the association in better shape than I found it, and I think I may have achieved that goal, but only with the help and support of all of you! Thank you, board members, committee members, professional, life, corporate sustaining, student members, and staff, for your help in moving ADSA forward this past year—and for a great experience. A special thanks to our executive director, Peter Studney, and our executive assistant, Cara Tharp, for all of the work they do behind the scenes.

Journal of Dairy Science®

The journal continues as the highest-ranked general dairy science journal in the world! Here's a summary of the fantastic work our editor-in-chief, Gary Rogers, his senior and section editors, Journal Management Committee members, editorial board, and staff carried out:

The *Journal of Dairy Science* achieved an impact factor of 2.361 in 2007, third highest of 47 agriculture, dairy, and animal science journals, and ninth highest of 103 food science and technology journals, as ranked by ISI. In addition, JDS is ranked no. 1 by Eigenfactor for cost effectiveness. JDS published 619 articles in 5,849 pages in 2007, and is on track to publish close to 5,000 pages in 2008. Last year, 17,000 articles dating back to 1917 went online and are now fully searchable.

Can we do even better? Yes we can, and we are hard at work on getting more from the journal on two fronts. To maximize revenue and reach, the ADSA board has hired a highly specialized journal consultant, Kaufman-Wills Group. Kaufman-Wills brings an unbiased, outside point of view and tremendous knowledge and expertise. We are excited to have this new partner, who

we have introduced to FASS. On the subject of FASS, the editorial and production department has successfully migrated to a cutting-edge publishing platform based on XML. This change will lead to significant increases in efficiency, reduce expenses, and add new flexibility. Increasing journal revenue, while simultaneously reducing expense, will bring forth a much larger financial contribution in the next couple of years. This larger contribution will be used to accelerate achievement of the \$8 million JDS Super Fund goal, which, once reached, will allow ADSA to reduce member page charges to *zero*. Zero page charges will make publishing in JDS even more attractive, which will serve to raise our impact factor and rank, and that will make JDS even more desirable to our institutional subscribers, as well! We expect this change will result in more new members, too.

Membership

The decline in membership has stabilized. To make it easy for anyone anywhere in the world to join ADSA or renew their membership at any time, fully automated online processes are now in place. In addition, ADSA launched Affiliate Membership in 2008. Available only through ADSA partner organizations, this electronic membership was designed for members of organizations who have an interest in dairy science, but may not have the time or budget to attend ADSA's annual meeting, or cost-justify full membership in ADSA because of a different area of specialization.

At a 50% discount from ADSA professional membership dues, an *Affiliate Member* receives:

- Electronic access to the *Journal of Dairy Science*, (and a paper copy, if desired, for an additional fee);
- Access to a treasure trove of synchronized symposia recordings (currently 61 recorded symposia from 2003–2008, with more added each year);
- Access to searchable joint annual meeting abstracts for 1998–2007, with more added each year, plus ADSA annual meeting abstracts from 1935–1997, as well as ADSA divisional meeting abstracts;
- The opportunity to subscribe to S-PAC™ (Searchable Proceedings of Animal Conferences) at the ADSA member rate.

If an affiliate member elects to attend the ADSA annual meeting, the affiliate member must pay additional dues of \$55 (to reach full professional member dues) in order to then pay the ADSA member registration rate. Affiliate members are *not* eligible for ADSA member page charge rates and are not eligible to run for ADSA board positions, or vote in ADSA elections. Becoming an affiliate member is accomplished online and the membership year runs for 365 days from date of sign-up.

Joint Annual Meeting

The 2008 Joint Annual Meeting was a great success, as we set a record for attendance for a two-society meeting. The meeting featured new initiatives, including late-breaking abstracts and a new networking lunch feature, and provided a great place and time for us to help ASAS celebrate their centennial. The vital statistics: 43 symposia; 835 oral presentations; 887 posters, 3,090 attendees from 42 countries. Great job to our volunteers and staff, one and all! Special thanks to our members who presented and all of our conference and award sponsors, exhibitors, and attendees. Make plans now to join us in Montréal in 2009.

ADSA Discover ConferencesSM

Thanks to the man who had the vision, our very good friend Bill Baumgardt, and our good fortune in finding Larry Miller to succeed Bill, the Discover Conferences are doing very well. Under Larry's leadership, the pipeline is full as we move to two Discover Conferences per year, to help us all stay on the cutting edge.

ADSA Strategic Plan

If you attended the town hall meeting in Indianapolis, you received a full briefing on the progress we have made on our strategic plan over the past two years. If not, following are some of the 2007–2008 accomplishments not covered earlier in this letter:

- ADSA hosted its first-ever leadership development workshop this past January, in conjunction with the mid-year board meetings. The board and chair and vice chair of each division and branch were in attendance. It was a fantastic experience!
- Under the leadership of Al Kertz, and with excellent support provided by Ken Olson, we have grown S-PACTM to include 31 conferences and 258 sets of proceedings (as of late August). We need

your help in building awareness of this uniquely powerful tool. Please help us spread the good word about S-PAC wherever you go!

- We have partnered with DAIREXNET to reach farmers (as in *farm to table*) and the huge, worldwide Spanish-speaking audience. Many ADSA members provide direct support for this powerful resource.
- We've also brought back the Presidential reception, to thank the many volunteers who make ADSA possible.

Financial Status

I am happy to report that the audit letter for 2007 was unqualified. ADSA turned in a strong performance for 2007. As a result, the association now has net assets equal to 1.8 years of operating expense, substantially more than our goal of 1 year. As discussed above, ADSA will move the majority of net assets into the JDS Super Fund to generate a future benefit for members who submit manuscripts, and a benefit for all who read JDS that will come from attracting more of the best papers. As a small measure of the board's appreciation for the sustained support the members have shown, a dues discount was approved for all professional members who renewed online before September 1, 2008.

Federation of Animal Science Societies

As many of you know, ADSA is both a customer and an owner of FASS, which acts as an association management company for ADSA, ASAS, and the Poultry Science Association, and as the voice of science as well. FASS continues to do well, having produced a positive change in net assets again for 2007. Gary Hartnell served as FASS president this past year, and Don Beitz and I were the other two ADSA representatives sitting on the FASS board, with the three of us working on various FASS committees. Effective July 2008, the ADSA board decided to assign the ADSA president, past president, and past-past president as ADSA representatives, to allow the president-elect to focus on learning and preparing for his/her year as president. Under the leadership of Dave Barbano, ADSA Foundation chair, the ADSA Foundation produced a positive change in net assets last year.

Final Thoughts

ASDA has a lot to offer, and a lot of momentum, too. But we still need help from you, our members around the world. You can help us in two ways. First, if you have not provided your demographic informa-

tion, please do so today. Without this vitally important information, we cannot effectively plan to meet your needs. Second, we all need to contribute to the ASDA Foundation. Recently, we completed work on making it easier to make a general contribution or a contribution to the ADSA Discover Conferences Scholarship Fund

(for graduate student travel to Discover Conferences). New members can contribute when they join ADSA for the first time online, as can members who renew online. Or, you can go to the Foundation page of the web site (under About ADSA on the home page) any time and make a donation under the "Make a Donation" tab.