

Creating a Twenty-First Century Association

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There has never been a more important time to be a member of the professional association that serves your needs. With the economy still in a fragile state, staying connected and updated on recent research and trends will definitely give you a competitive edge.

That being said, there may never be a more exciting time to be a member of AACC International. The year 2009 was one of revitalization for AACC Intl., and we will continue to transform the associa-

tion over the coming years to fit your needs and those of the changing industry.

Over the past year, the association has rededicated itself to our primary mission—the global advancement of grain science. AACC Intl. has chosen seven key initiatives on which to focus, encompassing many areas of grain science research. Through this focus, we are increasing the quality of research and working to satisfy the diverse needs of the membership. Last year, the annual meeting was structured around these concepts, and papers were accepted based on where they fit into each of these initiatives. In 2010, we will continue to develop these areas.

In addition, AACC Intl. was busy with many activities in 2009. Last January, the new Cereal Science Knowledge Database was launched to provide you with an innovative way to access grain science research. Throughout the year, a variety of important books were published, including the popular *Wheat: Chemistry and Technology* and *Principles of Cereal Science and Technology*. The second C&E Spring Meeting continued the conversation on the nutritional aspects of whole grain, and the 2009 annual meeting in Baltimore produced excellent science and renewed connections in the industry. The *AACC International Approved Methods of Analysis, 11th Edition* was successfully launched in its new online format, allowing all employees of a company easy access to this important resource. Committees are busy adding new methods to continually update the approved methods, offering the most recent innovations.

However, there is much more to accomplish in the coming years. Grain science, like many industries, is facing a number of issues. We will be asked to feed a growing population with less water, space, and other resources. Universities are receiving unprecedented cuts to their budgets, with fewer resource dollars. The traditional university grain/cereal science department has all but disappeared, creating a shortage of trained scientists to take the roles of retiring baby boomers.

AACC Intl. is in an important position to help create solutions to these issues by being the bridge connecting academia, industry, and government. By initiating and facilitating the conversation between these entities, we can ensure that students find their way into grain science roles. Scientific societies play an important role in bringing science to younger generations. By partnering with academic departments, we can further recruitment efforts and spark young people's interest in science. As an association, we can make students aware of career opportunities, and coordinate efforts among universities, corporations, and governments to create greater awareness of career possibilities within grain science. Through working with corporations, AACC Intl. can identify internships, scholarships, and employee recruitment opportunities, helping connect grain science students to the global job market. AACC Intl. also has the resources to link corporations with the latest research occurring at universities. With government relationships already in place, AACC Intl. is in a key position to bring the importance of grain science and research to governmental agencies.

For a scientific society to be successful in the 21st century, it must move beyond the traditional offerings. Simply publishing a journal and holding an annual meeting will no longer be sufficient. I am proud to say that I am part of an association that has already recognized its role in helping solve the societal issues discussed here. There really never has been a more important time to be part of AACC Intl. Together, we can create a strong association for this new year and many more to come.