Reaffirming the AACC International Vision

Bernie Bruinsma, AACC International President

During the annual meeting in San Antonio the Board of Directors attended nearly every committee, panel, and division meeting. We listened and participated in the ongoing dialogue on how we should move our organization forward to serve the membership. Clearly enthusiasm and belief in the organization has never been higher. As we enter a new year, I feel it is an appropriate time to reiterate some important values of AACC International.

A core strength of AACC International is our earned reputation for providing scientific integrity to the grains industry. It is essential for the cereal industry that we continue to attract the very best science. We also need to increase opportunities for scientists to have dialogue on key issues. The cooperative working relationship of academia, government, and industry in AACC International is essential to maintain our scientific integrity.

What makes AACC International valuable is that we are truly a diverse cross section of individuals interested in all aspects of cereal science. We have different training and work for a wide variety of employers. While we are not all grain scientists, many members represent a cross section of our industry, which facilitates a cross fertilization of ideas and knowledge transfer. We are interested in basic research as well as the applications it ultimately makes possible. Aligning this broad expertise on the issues that face us brings great value. This infusion of members, converging together, creates our collective knowledge center.

We strive to have diverse representation on all committees, panels, and task forces. This includes areas of expertise as well as employment and geographic location. As individual members, the greater our participation, the greater value we receive.

The annual meeting and AACC International journals are the very best place to present and publish scientific research. The Program Planning Committee is dedicated to attracting high quality papers. The committee is also working on a new outstanding paper and poster award that would be presented starting with the 2008 annual meeting. We are investing in Cereal Chemistry and Cereal Foods World to provide the very best electronic peer review and fast, broad dissemination. Open access will be available to the entire back volumes of Cereal Chemistry and members can now create custom journals to match their areas of interest. AACC International Press continues to update cereal-related monographs and publish books of importance to cereal science.

Our student members are our future industry and association leaders. As such, AACC International intends to grow the number of students attending, presenting, and actively participating at our meetings. A vigorous campaign is underway to dramatically increase funding for students to attend the annual meeting in Hawaii next year. The goal is to at least double the funds each student will receive. The Foundation has increased the number of scholarships available and Kellogg’s recently established a new scholarship. The Board is supporting the organization of a student meeting in the United States patterned after the successful European student meeting. Several major companies have pledged to increase interviews of students during the annual meeting.

Throughout 2008 we will continue to focus on building member value, aligning member expertise to provide science-based solutions, and focusing on our niche. The Membership Task Force is currently reviewing the results of our member survey and will submit a set of proposals to the Board with the aim at further improving member benefits. As part of this goal, we are working to review and revitalize several current committees and have developed three new task forces: the Fortification Task Force, the Dietary Fiber Definition Task Force, the New Products Task Force, and the Annual Meeting Task Force.

I am immensely proud to serve as president of this organization and I look forward to working with you this year. The Board of Directors invites you to contact us with any questions, suggestions, or concerns. Through your involvement and participation we can continue to move forward and build a stronger association that is relevant to every member.

Sincerely,

Bernard L. Bruinsma
AACC International President

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