A New Year

Susan Kohn, AACC International

In 2010, AACC International had an extremely successful year. The annual meeting was viewed by members as the best in years, bringing together nearly 1,200 attendees and guests from 37 countries, representing 74 universities and 328 companies worldwide. The excitement and enthusiasm was pervasive. The sessions were well attended, interaction among members was high, and the outstanding scientific program contributed to each member’s annual meeting experience.

At the annual meeting and throughout the year, the association works to connect members from academia, industry, and government across the globe, keeping members informed of the most relevant research and trends as well as providing continued opportunities for professional development. The association continues to evolve and adapt to the changing needs of our members. Our mission, the global advancement of grain science, has driven many initiatives and remains the primary focus of AACC Intl.

The year 2010 saw many successes, including the continued development and growth of Interest Groups, which provide a new, dynamic model for building connections with other members who hold more focused areas of interest. The Scientific Advisory Panel (SAP) continued to evaluate the cereal science environment to identify emerging issues of importance to cereal-related industries. Currently, SAP has compiled a list of more than 100 issues on which to focus in the year ahead. AACC International maintained and developed its focus on the key scientific initiatives, which have been significant in moving the association forward. These initiatives embrace many areas of grain science research and guide the association in providing members with relevant information, strong scientific communities, and significant opportunities for disseminating research findings. By embracing what is the core of AACC Intl., both the association and the science are being advanced.

May the new year bring many new opportunities for continued growth and advancement as our members continue to create a strong association for 2011 and beyond. Lastly, with the new year, I am changing focus and shifting my responsibilities to other priority areas of the association. AACC Intl. and Cereal Foods World have aggressive plans for the year and will continue to bring you, our readers and members, the highest quality science and information on cereal grains and products.

Susan Kohn, CAE
Executive Editor
Cereal Foods World