

Letter from the ADSA President

From time to time, the ADSA President is afforded the opportunity to connect with the membership on matters that go beyond the usual reporting that takes place through the ADSA newsletter. I am thrilled to announce that this letter marks one of those rare occasions when we find ourselves at a watershed moment in the life of our association. On February 5, at the 2022 midyear meeting in Louisville, Kentucky, the ADSA Board of Directors approved a new three-year strategic plan that I believe will brilliantly position ADSA to support and strengthen the global dairy science community as we move forward through the 21st century. The plan is the result of a painstaking, data-driven process that was initiated by the board more than a year and a half ago and guided by an outside consulting firm that specialized in strategic planning. The planning process commenced under the administrative leadership of the previous ADSA executive director, Catharine Perry, and was completed under the watch of our current executive director, Jerry Bowman, who provided critical additional insights that enabled the board to carry out its charge admirably. I am proud to be a member of this ADSA Board.

The new strategic plan, which lays out five initiatives, is built upon a foundation of survey data collected from current and former ADSA members and non-member dairy science stakeholders from the United States and internationally. The data offer an intriguing snapshot of where ADSA stands today as an association that is international in breadth and North American-based in areas of greatest depth. It is clear from the results that we have much work to do to position the association so that it can nimbly respond to the challenges of the rapidly changing world of dairy science and serve as a trusted and impactful partner globally. It is also clear that tremendous opportunities lie before us, and the new plan aims to provide a detailed roadmap, tactical assignments of resources and personnel, and an accountable timetable to move the association forward under the watchful eye of the ADSA Board. The board has already approved funding for the first year of the plan in the 2022 annual budget. In short, all the elements are in place to catapult the association forward in ways that are new, visionary, and carefully thought out. I am excited for the future of ADSA.

The five initiatives that we are now embarking upon are as follows: (1) Champion Dairy Science Outcomes; (2) Unite the Dairy Science Community; (3) Grow Membership and Advance Dairy Science; (4) Create Partnerships Throughout the Dairy Science Sector; and (5) Optimize Association Administration and Governance. Each of these initiatives is multi-faceted and we will be releasing a suite of communications resources that will help to unpack the strategic plan and what the plan will mean for ADSA members and the dairy science community globally—so please stay tuned! In the meantime, let's all get ready for the best IN-PERSON ADSA Annual Meeting ever ... see you in Kansas City!

Paul Kindstedt
ADSA President