Countless Opportunities...

Debi Rogers, AACC International President

I really am at a loss for words when asked to describe how I feel upon becoming AACC International president. And, I am rarely at a loss for words! This organization has been an extremely important part of my career since I held my first “real” job. AACC International has been my primary professional association, and I am proud to be part of the current Board of Directors.

The Seven Key Scientific Initiatives, which were introduced at the 2009 annual meeting, continue to encompass the diverse interests of our members in academia, industry, and government. They guide the planning of the annual meeting, the focus of Cereal Foods World, symposia offerings, and much more. How many of the key initiatives can you name (without reading ahead)? They are Quality and Analytical Methods, Ingredients and Innovations, Health and Nutrition, Food Safety and Regulatory, Engineering and Process--and Analytical Methods, Ingredients and Innovations, Health and Nutritional symposia offerings, and much more. How many of the key initiatives can you name (without reading ahead)? They are Quality and Analytical Methods, Ingredients and Innovations, Health and Nutrition, Food Safety and Regulatory, Engineering and Processing, Chemistry and Interactions, and Biotechnology and Sustainability. Which one(s) best describe your interests?

As a strong believer in lifelong learning, I have found that AACC International offers countless opportunities to gain and share knowledge. Included in this issue of Cereal Foods World are reports from the 2011 annual meeting held in Palm Springs, CA. More than 1,100 of us from 40 countries gathered to share current research and discuss issues with colleagues. We realize that, for a variety of reasons, many members are unable to attend the annual meetings. This does not exclude you from participating in the exchange of knowledge, however. New tools from AACC International will provide solutions for our everyday and unique grain science issues.

I am excited to share with you the news that AACC International is expanding and adding opportunities for learning, with many innovative changes planned for the coming year through a comprehensive publications strategy. This will be an integrated approach that will coordinate efforts among Cereal Foods World, Cereal Chemistry, AACC book publishing, and AACCnet to invigorate our publications and better meet the needs of our members with customizable products and innovative dissemination techniques.

In early 2012 AACC International will launch the new CFW Plexus, an online suite of materials designed to deliver research and information in a more integrated way. Included will be the electronic delivery of the Cereal Foods World print issue and peer-reviewed application-based research papers on grains and grain-based foods. Subscribers to CFW Plexus will also have access to additional information presented in a myriad of forms, such as webcasts, voiceover slide presentations, and video demonstrations of methodologies or processing techniques. More information is available in CFW Executive Editor Jody Grider’s editorial published in the September–October issue of Cereal Foods World.

Cereal Chemistry, our flagship journal, will soon launch a series of focus issues that feature topics of particular interest. Articles will both invited and submitted. Rejection rates for manuscripts submitted to Cereal Chemistry have increased as our citation index has increased every year for the past four. You will also notice a new look to the cover and more color illustrations in the articles.

Electronic books are here! Currently, we have four eBooks available: Wheat: Chemistry and Technology and Oats: Chemistry and Technology from the grain science series and Principles of Cereal Science and Technology and Carbohydrate Chemistry for Food Scientists from our most popular textbooks and industry references. Our online books are built on the same platform as Cereal Chemistry online, so you have integrated cross-site search functionalities and access directly through your institution. Other mobile platform tools are in the works.

The new online job center is a big hit. We recently launched an online platform for connecting the best in the grain-based food industry and cereal science fields with targeted professional opportunities through a comprehensive AACCnet Job Center (www.aaccnet.org/jobcenter), and already several jobs have been posted. We encourage you to check it out and post your resume anonymously. Keep in mind, AACC Intl. members receive a 20% discount on all job postings.

This is just the first step in the transformation of AACCnet. This transformation, when complete, will provide a new infrastructure, full site searchability, simplified navigation, and a fresh, clean look that puts science at the forefront to make AACCnet your portal to key grain science information.

All this, and more, will be available to you as a member of AACC International because we are investing in ourselves and in our future. This is not a matter to be taken lightly in the current economic environment. We also need you, as members, to invest yourselves in our future. Become active in a technical committee, offer to be a chair or co-chair at a meeting session, participate in a section or division meeting, suggest a focus topic for Cereal Chemistry, or even ask a current board member how they first got involved with AACC International—perhaps you will be inspired.

The 2011–2012 Board of Director members are Lydia Tooker Midness, Rodney Booth, Art Bettge, Bruce Hamaker, Marta Izidorczyk, Don Sullins, Laura Hansen (Treasurer), Barry McCleary (Chair of the Board), David Hahn (President-Elect), and Debi Rogers (President). Contact information for board members is available at www.aaccnet.org/about/directors.asp. We’d love to hear from you throughout the year; send us your ideas and become engaged in your association—the opportunities really are countless.

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