



## President's Message

# Envision the Future—Change Is Underway!

Laura Hansen  
AACC International President

It's 2018, and we have a year of exciting new changes for AACC International ahead of us! First, I would like to thank all of you for the opportunity to be the president of this wonderful organization. It's a true privilege, and my goal is to exceed your expectations.

The start of a new year is always a good time to reflect on the accomplishments of the past year and build a vision for the coming year. To that end, I have picked a few areas from 2017 to highlight:

- Members of the technical committees advanced many new methods and completed four new methods for publication.
- We continued to collaborate with the International Association for Cereal Science and Technology (ICC), and we will be holding a joint symposium on ancient grains in Cape Town, South Africa, in April 2018 during Sorghum in the 21st Century.
- We transitioned our *Cereal Chemistry* journal to Wiley Publishing, which should increase our visibility and extend our global reach.
- We completed an exciting revamp of *Cereal Foods World* (CFW). We have transitioned the editorial process and updated our issue notifications. Each issue now has two volunteer guest editors working with Jon Faubion, newly appointed editor-in-chief, to develop content and enlist authors. In 2018, CFW will migrate to a new technology platform that will further enhance readers' experience with the addition of mobile-friendly reading options.

Strengthened by our many recent accomplishments, we must also resolve to think about our organization differently as we head into 2018. We find ourselves in the middle of a transformation across the food sector. Although we have all experienced the challenges of the food industry's changing dynamics, many of us have found that we must approach problems from different angles and try new ideas without fear of failure or setback. Embracing changes can be difficult, but opportunities to evolve and grow can also be invigorating. I am excited by the bright future that lies ahead for AACC International.

Our growing global membership presents both challenges and expanded opportunities. Most of you are aware that over

the past year we have been evaluating whether the name of our organization continues to reflect our membership. Although our name has served us well for more than 100 years, our membership is much broader than an association of American cereal chemists. Over the last year we have been working on a rebranding effort to more effectively reach our community. We have received feedback from members concerning the value of the organization and what it means to them. I am energized when I hear members speak with passion about AACC International. Several key themes have risen to the top from member input: connections, networking, science, grains, nutrition, and innovation. Our challenge will be to build on these themes and weave them into a new name and future-focused brand for membership consideration. A name change will be put forth for membership approval this year. Stay tuned and look for communications on the rebranding effort over the coming year!

As an international organization, we have finally taken the monumental step to hold an annual meeting outside North America. October 21–23, 2018, we will be in London, England, for Cereals & Grains 18! We envision a meeting that will be new and different from past annual meetings, but I can assure you that the scientific and technical content of the meeting will still be top-notch. Check the AACC website frequently for travel tips, links to travel sites for more information about traveling within and around England, hotel information, and registration details. We pledge to be transparent about the cost of the meeting so that members understand all that is included. We are looking forward to expanded participation from our members on the European and Asian continents, and we look forward to our members in North America crossing the ocean for the event!

Finally, AACC International is an organization for and of its members, and we cannot survive without member participation and engagement. I encourage all of you to stay involved and share with your colleagues the benefits of being a member. Help us envision the future and change the organization to reflect that vision.

Never hesitate to reach out with questions or to share your concerns. I look forward to meeting many of you in London! Until then, may you all have a happy, healthy, and successful 2018!

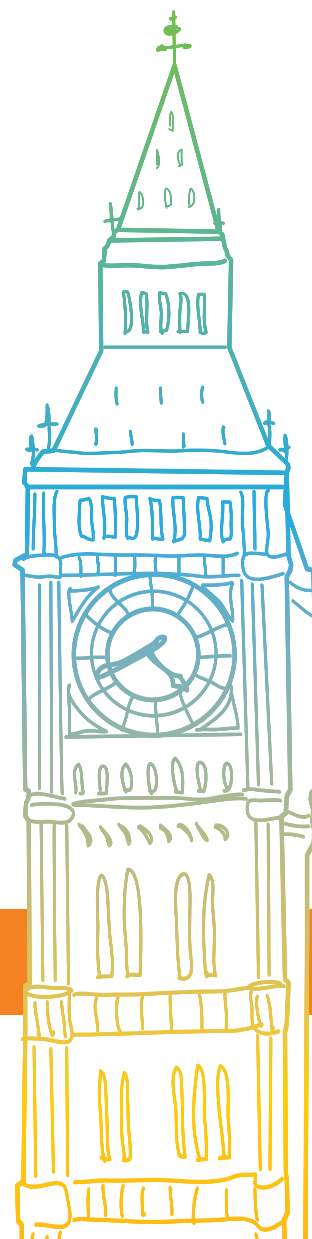
# CEREALS & GRAINS 18

The 2018 AACCI Annual Meeting is crossing the pond!

Join us in London to discuss the latest research and trends in cereal grain science.

## SAVE THE DATE

October 21–23, 2018  
Hilton London Metropole  
London, United Kingdom



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