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ADSA NEWSLETTER

October 1999



FROM THE ADSA PRESIDENT

by Harold E. Swaisgood

I am honored to serve as your President as we look forward to the new millennium. On behalf of ADSA, I gratefully acknowledge the year of dedicated service by Larry Muller as immediate Past President and Charles White (President 1998-1999) for his three years of service on the Executive Committee. Our special thanks are also offered to outgoing Board members, Mark Johnson and David Schingoethe. We will not be losing David, however, as we congratulate and welcome him as our new Vice President. Also, we extend our congratulations and welcome to newly elected members of the Board, William Crist and David Barbano.

We have a very active and dedicated Board of Directors and Executive Committee for the coming year that is determined to serve the interests of the members of ADSA. Although there are many challenging issues requiring important

decisions to be made as we develop our relationship with FASS and take advantage of opportunities in electronic publications, we shall conduct most of our business by conference calls or electronic communication in order to conserve funds.

Your ratings of the scientific program at the annual meeting in Memphis indicate that it was a huge success. All of the symposia received an excellent rating. I think we should be very proud of the scientific quality of our meetings. Nevertheless, the attendance (1,470) was slightly less than the previous ADSA-only meeting (1,805 registrants attended in 1997). I believe we can do better. Is a goal of an attendance of 2000 ADSA members in the year 2000 unreachable? I think not if we each encourage colleagues and/or their graduate students to attend and present their research.

As we approach the new millennium, we are considering some exciting new services for our membership. Some of these ideas were generated by our energetic new Executive Director, Kent Williamson, and some by our members. Interest in our Discover Conferences is growing and several new conferences are planned for this year. The Dairy Foods Division is planning to offer pre-meeting one-day courses in special topics for graduate students or other professionals that would provide a basis for symposia planned at the annual meeting. Experts in the field who will also participate in the symposium will teach these courses. Also being considered is a Special Report Series consisting of "bundled" symposia, reviews, and/or manuscripts that are part of the



electronic database of the Journal and offered as a print-on-demand book-type publication. We anticipate that such publications on special topics would be of interest both to members and non-members of ADSA. Another possible service to members would be the development of electronic forums on the ADSA website; for example, such forums could be very useful to graduate students and other researchers in a specific topic area. Finally, I encourage you to think innovatively about new areas in which ADSA could be of service to its members.



The ADSA Board of Directors, 1999 - 2000

Bottom row, left to right: H. H. (Jack) Van Horn, Treasurer; Lawrence D. Muller, Past President; Harold E. Swaisgood, President; David J. Schingoethe, Vice President; David M. Barbano, Director; Kent D. Williamson, Executive Director; Top row, left to right: John W. Fuquay, Editor-in-chief; David K. Beede, Director, R. Kenneth McGuffey, Director, Joseph A. O'Donnell, Director; Phillip S. Tong, Director; William L. Crist, Director;

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1998: A YEAR OF FINANCIAL ADJUSTMENT

H. H. (Jack) Van Horn, Treasurer

1998 was a year of fundamental transition for ADSA. We helped start the Federation of Animal Science Societies (FASS) that will offer us many advantages over the years ahead. In this process, we transformed from a society that offered management services to other societies for a fee to becoming a member of a federation that pays a fee for such services. We sold our building to FASS and retained partial equity in it through our founding-member share of FASS. We changed technical editors and supported additional editors temporarily as we worked through a manuscript backlog. Extra printing and postage expenses were incurred for producing journals and supplements released in two volume years and additionally we found that we needed to reduce manuscript processing and pre-production costs. Further, ADSA absorbed depreciation costs (a non-cash expense of \$19,100) during 1998 for the iMIS membership database, but by bearing the depreciation expense, we ensured that ADSA will receive any future fee income it may produce. Several prior-year expenses (roughly \$50,000 worth) were recorded in 1998 and a concerted effort was made to pay as many expenses as possible in 1998 in order to ease the transition to accrual accounting next year. Accrual accounting will help us recognize costs in the year that expensive activities actually take place, and this should greatly improve our planning and budgeting processes.

The bad news is that our books show a 1998 loss of \$274,693. A significant portion was for extra depreciation taken and expenses from previous years paid in 1998. It appears that more than a third of the deficit was attributed to extra costs associated with the Journal of Dairy Science, e.g., overlapping technical editors and handling procedures for manuscripts and publishing that have since been modified. There is evidence that these costs are dropping substantially in 1999, and may continue to drop further in the future. Finally, part of the 1998 deficit can be attributed to the elimination of income from Dairy Management Services, monies that now channel

Who's Who at HQ?

through FASS to cover core administrative functions and reduce costs to member societies. Most of the remaining part of the budget shortfall, however, cannot be corrected internally without major cutbacks in the journal and services to members. So despite the fact that we have reduced ADSA spending by more than \$100,000 this year and have earned more revenue, it appears that we will end 1999 with a budget deficit in excess of \$100,000.

Thus, during the 1999 annual meeting we were obligated to recommend dues increases to the ADSA Board in order to ensure that our organization remains strong financially into the future. The membership dues increases were made on two fronts: institutional and individual (professional members, not students). Our new Executive Director, Kent Williamson, shared a Cornell University study of institutional subscription rates for comparable journals and we decided that we could raise our rate to \$250 annually and still be less expensive to libraries than comparable scientific journals. Additionally, we decided to increase member dues \$20 annually. The combination of these two increases should raise somewhat more than \$130,000 annually and will correct foreseen budget needs for next year. Additionally, we will cut costs wherever possible and search vigorously for alternate (non-dues) income sources for ADSA. For example, there may be opportunities to prepare book-length publications for sale in addition to the *Journal of Dairy Science*.

Good news! The financial balance sheet for ADSA remains strong. The combined assets of the ADSA and its ADSA Foundation are more the \$1,000,000. About \$240,000 is held by the Foundation, and can be used to support ADSA long-term objectives, but cannot cover annual operating costs. Another \$263,000 is equity in FASS (our share of the building). The remaining sum (approximately \$500,000), held in investments and operating cash, is good to have but represents a minimal reserve when one considers it is little more than one-third of our annual expenses. This broader financial picture confirms that we have to increase our member dues for the short run and work to add additional sources of income for the future.

If any of you are interested in reviewing our financial status on an on-going basis, feel free to check our website for regular update reports. ADSA is adjusting to new economic realities, but we are confident that we have the resources and commitment to continue to serve the dairy science profession for many years into the future. You can do your part by continuing to support ADSA through membership, meeting attendance, and your generous contributions of time and creativity in advancing our profession.

Since ADSA formally joined the FASS alliance in January 1998, staff assignments have shifted. As we come through the transition period, it is important for members to know who they can rely upon at the headquarters office. Here are some answers to commonly asked questions about how the staff is organized to work for you, and a summary “who to call” list.

- Q. Is it true that everyone who works at the Headquarters office now works for FASS?*
- A. No. Kent Williamson began serving as our Executive Director on June 1, 1999 and he works full time for the ADSA Board of Directors. Jean Rice and Susan Pollock, the *Journal of Dairy Science* technical editors, and Joanna Wisniewski, the ADSA administrative assistant, spend 100% of their time on ADSA projects, and while they are paid through FASS, they consider themselves part of the core “Dairy Team”. The rest of the FASS staff, including those working with membership service, network administration, web and technical operations, meetings and marketing, journal production, accounting, and general clerical support, are all committed to serving ADSA as their time is needed.
- Q. Does Chuck Sapp, the FASS Executive Vice-President for Administration, supervise the ADSA staff and manage ADSA affairs?*
- A. No. Chuck does manage day-to-day operations at the FASS office, but does not supervise the ADSA Executive Director or attempt to guide the core “Dairy Team” of FASS staffers who devote themselves, full-time, to ADSA affairs.
- Q. How do the executive directors of the three founding FASS societies—ADSA, the American Society for Animal Science, and the Poultry Science Association—work together?*
- A. Very productively. There are numerous areas where the interests of our societies coincide, including joint annual meetings, representation in Washington D.C., the development of on-line resources, and many administrative matters. With regards to matters like these, there is frequent consultation among the executive directors, and a spirit of cooperation and collaboration. But there are also matters of policy and resource development where our societies operate independently, and each executive director pursues the best interests of their respective society.



Q. Aren't their times when the interests of FASS or its member societies come into conflict? How are staff resources allocated when conflicts of interest arise?

A. Of course there will always be divergences of interest when independent groups attempt to work together. The role of the executive directors and Sapp is to evaluate these situations openly and honestly, and negotiate fair compromises. There are times where one group's interests are placed above another, but there also is a conscious effort to balance the allocation of staff resources, anticipate bottlenecks, and ensure that no one society is placed at a disadvantage repeatedly. The efficiency we gain by sharing staff specialists, equipment, and facilities should, over the long-haul, outweigh the cost of managing their allocation.

Q. Where are the staff members who served ADSA through the past decade or more? Do they still contribute?

A. They are close by and do make many valuable contributions. Carl Johnson, retired executive director of ADSA, is still very active as an ex-officio member of the ADSA Foundation Board and serves as a valuable "institutional memory" booster. Others who volunteer on a regular basis to help keep ADSA practices in line with our institutional history are Brenda Carlson, former ADSA administrative aide who now serves as Executive Secretary for the Dairy Heifer Growers Association at the headquarters office, and Cheryl Nimz, former technical editor of the *Journal of Dairy Science*, who now works for the University of Illinois. Last but not least, Molly Kelly, who recently stepped down as full-time ADSA executive director, continues to consult on special projects including the Discover Conferences, the annual Foundation Auction, and other outreach activities. ADSA has a proud history, and with the help of these dedicated former staff members, it will be preserved.

Q. What are the qualifications of key ADSA and FASS staff?

A. The administrative staff at headquarters are experienced association management professionals, but are not trained as animal, food, or dairy scientists. They rely upon the volunteer leadership for scientific insights, and are paid to see that the organization remains solvent, that journals are printed and mailed correctly and on-time, that meeting facilities are adequate, that new resources and systems to meet members needs are developed, and that questions on administrative matters are answered promptly, correctly, and courteously. Kent Williamson has worked for non-

profit organizations for more than 15 years and has expertise in budgeting, marketing, publications management, fund-raising, and public relations. Joanna Wisniewski has served as an administrative aide for ASAS and as the first FASS customer service representative, and has earned a reputation for thorough, friendly service. Jean Rice has worked for more than a decade as a technical editor on scientific journals, and is extremely knowledgeable about technology as it relates to editing and print production processes. Susan Pollock has been a *JDS* technical editor for two years and is highly-respected by the science editors and authors who have come to know her work.

Who do I call with questions about...

Generally, you can call the ADSA number (217-356-3182), send an email (adsa@assochoq.org), or fax a question (217-398-4119) about any matter related to your membership or an ADSA activity and expect an answer by the close of the next business day. But if you want to go straight to the staff member who is best qualified to provide a specific answer in their areas of expertise, use this list:

Who to Call at ADSA

- Abstract submissionsJoanna Wisniewski (ext. 12)
- Board Activities, Policies.....Kent Williamson (ext.13)
- Annual Meeting Program Schedule,
Registration InformationJoanna Wisniewski (ext. 12)
- Annual Meeting A/V, exhibits, lodging, room
assignments, ticketed events ..Lorena Nicholas (ext. 27)
- Awards programsJoanna Wisniewski (ext. 12)
- Discover Conferences
registration, information Joanna Wisniewski (ext.12)
- Financial Matters Kent Williamson (ext. 13)
- Foundation auction, events .. Joanna Wisniewski (ext 12)
- Foundation bequests,
contributions, policiesKent Williamson (ext. 13)
- Journal of Dairy Science* manuscripts,
editorial matters..... Jean Rice (ext. 17)
- JDS* page charges, reprints, subscriptions, on-line
access, missing issues..... Joanna Wisniewski (ext 12)
- JDS* journal policies, expenses ...Kent Williamson (ext 13)
- Membership inquiries Joanna Wisniewski (ext 12)
- Publications orders Joanna Wisniewski (ext 12)
- Student division activities Janet Brown (ext 24)
- Suggestions/requests for ADSA .Kent Williamson (ext 13)
- Web site links, questions Kent Williamson (ext. 13)

CONTRIBUTIONS OF W. F. and AAGIE JENSEN TO THE DAIRY INDUSTRY IN THE UNITED STATES

contributed by Robert G. Jensen

In 1891, Wiggo F. (WF) Jensen and Aagie (pronounced awe-gie) Jensen, aged 20 and 18, immigrated to the US from Denmark. They were born and raised on a farm, Nygaard, near the village of Osterlinnet in North Slesvig (now Sonderland), which was then occupied by Prussia. They left because of Prussian oppression.

WF started a creamery in Beloit, Kansas and Aagie, one in Manhattan, Kansas. They merged several companies to form the Continental Creamery Co. in Topeka, Kansas, which in 1909, became the Mutual Creamery Co. WF Jensen moved to Chicago in 1927 to become Director of the American Association of Creamery Butter Manufacturers. He retired in 1936. Aagie, who had commenced inventing processing equipment, moved to California in 1904. Their accomplishments in few years were impressive because they did not have much money upon arrival in the US, and Aagie did not know English.

In that era, 1903, prior to the availability of the hand-operated cream separator, cream was obtained by allowing it to rise in a shotgun can, 2.5 ft. x 8.9 inches in diameter with a narrow strip of window glass set into the side marked off in inches. One inch of cream was supposed to provide one pound of butter. A driver of a team and wagon collected the cream, and a small sample was taken for a fat test. He recorded the inches of cream and poured it into a large tank for delivery to the creamer. With the Babcock test not yet available, the fat was determined by the oil test. The sample was churned, and the amount of butter oil was measured in a test bottle with a long narrow neck.

While in Kansas, the brothers started pasteurizing the cream they received. They used one of Aagie's first inventions, a vertical jacketed flash pasteurizer and another, a culture ripener. They were among the first to neutralize sour cream, test butter for water and other components to assist in attainment of maximum yield, determine the correct method for reading the Babcock cream test bottle, use cream grading, understand the relationship between exposed copper and iron surfaces and the development of oxidative rancidity-fishiness in butter, establish testing and research laboratories, and require cleanliness throughout the process. They distributed information to producers about feeding cattle and loaned them funds to purchase cows and hand-operated separators. From 1902 to 1906, 30,000 separators were distributed. The loans were repaid by deductions from checks for cream. The availability of separators enabled farmers to produce small

quantities of cream that were stored, usually without cooling, until enough had been gathered for shipment as sour cream to a creamery or a cream station. Thousands of cream stations were established where the weights and fat contents of the cream were determined, and a check was written for the producer. The cream was shipped to a central plant. Cream stations existed into the early 1950s.

Aagie started the Jensen Manufacturing Co. in Topeka (1901) to fill several hundred orders for his continuous vertical flash pasteurizers. The price of a pasteurizer was \$100. This and seven more patents were sold to the JC Cherry Co. in 1912. He moved to Eureka, California in 1904 and started the Jensen Creamery Co. in Ferndale, later named the Central Creamery Co and then the California Central Creamery, which included San Francisco. He participated in the successful effort to standardize the bottles for the Babcock Test (1905). He was joined by C. E. Gray (1908) who was coinventor of the Gray-Jensen Spray Dryer in 1909. They installed the first unit in the Ferndale plant. He also directed the Jensen Creamery Machinery Co. He retired as manager of the California Central Creamery Co. in 1918. During his career he obtained 26 patents on dairy processing equipment. After retirement he consulted, fished, and wrote his autobiography and enjoyed his family; wife Maude, three daughters, and three granddaughters. He passed away on May 21, 1936 as a result of injuries sustained while on a fishing trip in the California Sierra Nevada Mountains.

WF went to Utah in 1908 to start the Jensen Creamery Co. He left this and the Mutual Creamery Co. in 1927 and moved to Chicago where he became manager of the American Association of Creamery Butter Manufacturers. He was an effective lobbyist for the butter industry. The Association started a laboratory for analyses of butter and research. They introduced in Congress the bill clearly defining margarine, which was passed as the Norbeck-Haugen Act in 1930 and the Brigham-Townsend Act in 1931, which re-established the 10-cent per pound excise tax on margarine. They blocked a proposal by the US Treasury to impose a two-cent tax on each check received by producers of cream, eggs, and poultry. This was a tax on checks, which averaged only \$2.10 each. The Association initiated the levy of an excise tax of three cents per pound on imported oils, such as whale and coconut. In 1934, they were instrumental in distributing information about the newly developed test for sediment in cream. They also supported passage of The Agricultural Adjustment Act (1933). The purpose of the Act was to improve the status of the farmer and, as a result, the butter maker.

WF retired in 1935 and moved to West Hollywood, California where he died in 1950. He wrote his autobiogra-

phy, The Onward Trail, in California. He enjoyed fishing and did so at every opportunity. He believed that milk and its products were the best foods. I quote from page 140 in this book, "I have a sincere belief that babies and children especially should have all the milk that they can drink. There are qualities in milk that can be found in no other food."

These Danish dairymen's unstated goal was to coat the United States with butter and to some extent they succeeded.

The youngest of the family, my grandfather, Hjalmer W. Jensen, age 21, joined his brothers at the Continental (later Mutual) Creamery Co. in Topeka in 1901. He worked for his brothers until 1908, when he moved to Mountain Grove, Missouri to operate his own creamery. In 1922, he moved to Carthage, Missouri, where with his eldest son, Wiggo E., my father, he started, the Carthage Creamery Co. They made butter and sweetened condensed and evaporated milks. When Hjalmer W. Jensen passed on in 1951, my father stopped making dairy products and started producing margarine. He sold the creamery on Sept. 8, 1972.

A special thanks to...

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Send Your Historical Notes To...

Dr. Joseph Tobias, ADSA Historian
c/o ADSA Headquarters
1111 N. Dunlap
Savoy, IL 61874
or e-mail your contributions to
adsa@assoqhq.org.

1999 ADSA Meeting A Team Success

Host Committee, Award Donors, Program Committees and Exhibitors
Team Up to Make the Memphis Meeting Memorable



What makes an ADSA Meeting worthwhile? Open exchange of scientific information? Networking with colleagues and recognizing the achievements of award winners? Touring the exhibits and learning about the latest products and services for dairy and food scientists? Perhaps its just the company of good friends and the sense that we are contributing to progress in our industry. All were present in abundance during the Memphis meeting, thanks to the collective efforts of the host committee and the Mississippi State staff, our generous donors and supporters, hard-working program committees, and more than 1,400 dedicated registrants. Here are a few of the outstanding individuals and groups whose efforts should be recognized:

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