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## AMSA Leadership & Participation

### *Committee Experience*

AMSA 2018 RMC Host Committee  
Scientific Information Committee (5 years to present, 1 year Co-Chair, 1 year Chair)  
ICoMST 2020 - Organizing Committee  
Abstract and Student Research Competition Committee (3 years, 1 year Chair)  
Serve as AMSA's liaison to NCBA's Scientific Task Force 2016-present

### *Event Participation (since 2009)*

2009, 10, 11, 12, 13, 14, 15, 16 RMC  
2009 Zilpaterol HCl Symposium

## Leadership Experience in Other Organizations

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US Roundtable for Sustainable Beef Board 2015-16;  
Verification Co-Chair 2016- present

Animal Ag Alliance board representative 2014-16

Indiana Beef Council promotions chair 2016- present

Food Marketing Institute food safety & animal welfare committee

American National CattleWomen Region I Director 2016-2018

## Thoughts on the Future of AMSA

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*If elected, during your tenure on the AMSA Board the association will be accelerating efforts on the new journal Meat and Muscle Biology, rolling out the new Meat Science Lexicon and hosting the 2020 ICoMST in addition to the ongoing RMCs, webinars and student programs. Also, the AMSA Educational Foundation is entering a phase of accelerated growth. What opportunities do you see to capitalize on these developments for our members and what ideas for additional new initiatives do you have?*

American Meat Science Association has a rich history of providing members tools and knowledge which has led to innovative, safer, higher quality meat, meat products, and processes. In recent years the organization has expanded to not only focus on those pursuits but also proactively address differing member needs (student vs corporate vs academic and research). I would like the opportunity to continue to challenge the organization and its members to be forward thinking. Below are some possibilities the organization might want to explore to promote the activities we know are

approaching (ICoMST, RMC's, Lexicon launch). The list also includes a few activities our organization will need to be able to nimbly insert our members into the discussion:

### Membership development & retention

*Mentor program-* continue to add levels to this program to promote year-round interaction such as providing participants with continual suggestions as conversation starters on a monthly basis.

*Committee promotion-* while some committees' work is targeted, with today's technology committee engagement can be a year-round activity. Awareness of each committee's goals, tasks, chairs, and how to start participating should be easily available to the members. There are also ways to leverage one-time commitments to engage a wider range of members on committees to accomplish tasks that would also let members get the feel for certain committees to find their best fit.

*Social media-* provide members with tools, trainings, and how tos for things like Facebook Live, videos, taking work published in Meat and Muscle Biology and transforming it understandable language for trade media and the public, etc.

*Media-* Start doing Media Training 2.0 for select members so over time we have built an army of ready-to promote, respond, and inform as needed. Additionally, the organization could focus more energy on finding opportunities for members to engage with the media so relationships are being developed.

### Company outreach

Visits- Engagement by the board and staff to share the value and activities with companies. Many of our younger members will be employed by our industry partners so staying relevant to our sustaining partners and beyond will be increasingly important.

### Public Facing Activities

*www.themeatweat.com* platform: This platform is very underutilized and needs to be constantly maintained/updated with interesting and useful information. More strategic alignment needs to be focused in this area to make it a place that one naturally thinks of to send the general public to. Using the skills we develop through the development and retention activities we will likely identify people who can help translate the publications, the lexicon, and activities from our other programs into content pieces consumers want to have in their hands.

*Blogger roundtable*- many groups host bloggers. With the diversity of members, knowledge, proteins, and pieces of the food chain our organization covers we could attract influential food, mom, lifestyle bloggers to an event to develop relationships so to later serve as a group for them to do fact checking, dive deeper in to particular questions, and hopefully help promote the positive activities of the meat food supply chain.

Ideas can come from any place. Part of the role of a board member is to listen to others about how to best stay in a position to help educate, direct research, and promote of practices and products. All members have a role in focusing the direction of the organization. I feel I would be a good ambassador to the board to bring some of your even bigger and better ideas to fruition.