In all things, the only certainty is change; however, this past year can be characterized as one that brought an unusual number of changes to our Association. Most importantly, we have a very competent new staff serving us at Association Headquarters. Kent Williamson has completed his first full year as our Executive Director with the initiation of a number of new member services. Joanna Wisniewski is providing outstanding service as our Administrative Assistant. Also, Jean Rice, with the part-time help of Susan Pollock, has done an excellent job as the Managing Editor of the Journal of Dairy Science. We all are very proud of the excellent service and dedication of our team in the ADSA office.

We began the year with an intensive strategic planning session at the October Board meeting. As with many scientific societies, we are faced with many new challenges resulting from the revolution in electronic communication. We are determined to take advantage of these new technologies and capabilities to increase the speed and access of scientific communication among all of our members. Our vision is one of increasing international membership made possible by enhanced electronic communication services. In the future, perhaps information services tailored to the needs of specific member groups will become available. Your suggestions on how we can improve exchange of information and what services would be most useful are always welcome. Let me call to your attention some of the progress we have made towards the goals set in our strategic plan:

- The Journal of Dairy Science is provided on-line for members and institutional members with integrated links to the PubMed search engine and database. This allows more rapid access to the most recent volume and should be especially attractive to international members. A three-year journal archive is now available on CD ROM with early indications that it is very popular. We anticipate adding more years to this archive in the future.
- An ADSA Scientific Reader Series was initiated using new “print-on-demand” technology. This allows us to bundle publications in our electronic database to provide books on special topics that are of particular interest to nonmembers or even members that would like articles bundled in a selected topic. The first publication in this series was entitled Dairy Management Practices, Housing, and Cattle Health and the second, offered at the National Mastitis Council Meeting, was entitled Mastitis Control and Milk Quality.
- Another first for this year was the premeeting workshop on “Development of Cheese Flavor” initiated by the Dairy Foods Division to increase interest of graduate students and industry personnel in the National Meeting. The intent was to provide instruction by leading experts in a topic area of a symposium planned for the regular meeting. We anticipate growth in this approach to fulfillment of our education mission and service to students and industry. Another premeeting workshop, organized by the FASS Contemporary Issues Committee, was held in the hot topic area “Agricultural Biotechnology in the Global Marketplace,” thus offering our membership a timely update on the state of this technology.
- Our Discover Conferences continue to be a huge success with increasing numbers of them being planned for the future. These conferences, held in a Gordon Conference-like atmosphere, provide for exchange and discussion of the latest information on specific topics. This past year a Discover Conference on Transition Cows proved to be enormously popular and another, Preserving Animal Germplasm Diversity had 74 registered participants from around the world. A Fourth Conference on Probiotics for Food Animals (September 10–13, 2000) is filling up fast.
- The services on the website continue to be enhanced. An on-line monthly Newsletter with links to services, research reports and news stories has replaced the quarterly print Newsletter. Members who peruse the website will also find timely information about ADSA activities and programs, online ordering support, and links to many other dairy-related sites. In the future, we intend this to become the site for enhanced com-
munications; for example, with the development of chat rooms for discussion of specific topics.

- This year contributions to symposia at the National Meeting will be published on-line soon after acceptance. In addition, interpretative summaries of the symposia articles provided by the author were available on-line prior to the meeting. With the increasing number of symposia held at our National Meetings, we believe that this method of publication will be the most effective means of providing this information to our members.

As you know, ADSA has had two consecutive difficult years with a sizable budget deficit. I am pleased to report that this year we anticipate a budget surplus and we intend to build back our reserve fund. With the very capable budgeting help of Kent Williamson, your Officers and the Board have made decisions resulting in substantial savings, especially in the area of Journal expenses. I believe this has been accomplished without sacrificing the quality of the Journal. In addition, new sources of income have been developed, including the ADSA Scientific Reader Series and CD-ROM sales of Journal archives.

I believe that we can look to the future with confidence that ADSA will continue to evolve to best serve the needs of professionals and scientists in the dairy industry. Because of our holistic view of the industry from genomics, production, processing and development of dairy foods, we are uniquely positioned to communicate advances at every level. From this position, we are certain to make progress in pursuit of our mission to advance the frontiers of knowledge in dairy science.