President American Dairy Science Association, 1965–1966. This address was inadvertently omitted from the September, 1966, Journal where it should have been published. The Editor-in-Chief apologizes for this omission.
marked splintering of effort. We need to consolidate many of these groups so we can have fewer specific demands on time and effort, fewer meetings to attend and fewer areas in which we must try to keep informed.

Academically we find Dairy Production is being placed in an Animal Science Department and Dairy Manufacturing in a Food Science Department. This certainly poses many problems of maintenance of identity, a problem to which we must give careful thought.

Recruiting is another area of importance. Pay scales and working conditions of those already in the industry are important here. One frequently hears that profit margins in both production and processing are so narrow in the dairy industry that good pay and good working conditions are not financially practical. I feel that just the opposite is more nearly true. If margins are small, the best possible talent is needed to protect those margins. The man who has the knowledge and the ability to protect the small margin must be recruited, educated and held in the industry. To do this the dairy industry should be providing above average salaries and working conditions to obtain above average men to protect below average margins.

What is the American Dairy Science Association doing to compete? A full-time Executive Secretary has been employed to handle the affairs of the Association. Claude J. Cruse, who has been serving as Treasurer on a part-time basis, has agreed to assume this position. His appointment will give the officers and Board more time for policy determinations and more background for use in making policy determinations. A gradual expansion of membership services also will be possible as the affairs of the Association become routinized and more time thus becomes available in the central office. All of us must cooperate in this new development. We must not get into the pitfall of saying, “Let the Executive Secretary do it.” Rather we must help the central office to do what is necessary, or, better yet, we should ourselves do what is necessary, seeking the assistance of the Executive Secretary only as needed.

Several steps have been taken to bring closer ties with industry. A year ago an Industry and Business section was approved. This new Section is now an active segment of our Association and its total program. This year for the first time in recent years, the membership has elected an industry man to the Board. Next year one of the new Board members is scheduled to be elected from the Industry and Business Section. As mentioned earlier, the National Dairy Council has provided planning and financial support for a major symposium on our program. An ad hoc group from our Association has met with industry representatives to explore the setting up of a group to discuss research and development needs.

Some other pertinent facets of the Association program will be discussed at the Business Meeting on Wednesday at 11:00 a.m. All of you are invited to attend.

With the continued cooperation of the members and friends of the American Dairy Science Association, we can continue to maintain a position of leadership, not only in this country but also in the international scene.