

2010 Candidates for ASAS Southern Section National Director

Brian J. Rude

Brian J. Rude was born in Pasadena, Texas, and moved several times to different cities in Texas, Florida, and California. He also lived in Germany for a year. In 1984, Rude graduated from Upland High School in Upland, California. After receiving his BS degree in animal science from California State Polytechnic University, Pomona, in 1989, he accepted a position as the manager of a feed mill in Indiana. After a year, he moved to Auburn, Alabama, and began pursuing his MS followed by PhD degrees in ruminant nutrition. In August of 1991, Rude married Jennifer Anese Lovell. He graduated in 1995 and remained at Auburn working in a postdoc position for the Poultry Science Department until accepting a position in the Agricultural Sciences Department at Louisiana Tech University in August 1996. His daughter, Ashley Nicole, was born in May 1997. In August 1997, he accepted a position as assistant professor at Mississippi State University in the Department of Animal and Dairy Sciences, and he became associate professor in 2003 and professor in 2009. His research interest focuses on supplementation strategies for beef cattle consuming forage-based diets, and he has been invited to give presentations throughout the United States and China.

Vision Statement

Serving and learning would best summarize my motivations for serving as the Southern Section director. I have been involved with the National and Southern Section of ASAS since entering graduate school in 1990. Assisting with committees, editorial endeavors, and sectional groups have been very rewarding experiences. I have benefitted from being a member of ASAS and now would like to take this opportunity to give back to the society. The society has been through difficult periods, programmatically and economically, and there are difficult decisions facing the society in the near future. Other scientific and professional societies compete for membership, and the traditional membership has become more diverse, ranging from very applied to very basic interests. This diversity is coupled with the scope of the membership branching from traditional livestock species to companion, wildlife, and exotic species. All of these matters require the society to make challenging decisions but will allow for enhanced benefits to the membership. I look forward to this opportunity to learn more about the society and serve the membership in the capacity of the Southern Section director.

Joel V. Yelich

Joel V. Yelich was born and raised in Montana, where he received his BS in animal science from Montana State University in 1986. While an undergraduate at Montana State University, Yelich developed an appreciation for teaching by assisting with the Artificial Insemination and Pregnancy Palpation courses and for research by participating in a range nutrition and reproductive physiology internship at the USDA-ARS Livestock and Range Research

Laboratory at Miles City, Montana. Yelich received his MS in reproductive physiology from Colorado State University in 1989 and his PhD in reproductive physiology from Oklahoma State University in 1994. He remained at Oklahoma State University for two years with a postdoctoral and lecturer appointment where he taught an undergraduate Animal Breeding course and team taught the undergraduate Applied Biotechniques in Animal Sciences course concurrent with conducting his research. Yelich joined the University of Florida Department of Animal Sciences faculty in 1996, and he taught several undergraduate courses including Growth and Development, Reproductive Physiology, Careers in Animal Sciences, and Beef Production. Yelich was promoted to associate professor in 2002 and currently has a 60% teaching and 40% research appointment and teaches the undergraduate Reproductive Physiology courses and a graduate Applied Ruminant Reproductive Management course. Yelich was recognized for his teaching efforts and received the American Society of Animal Science Southern Section Outstanding Young Educator Award in 2002. Yelich has served as the Block and Bridle Club advisor for the last five years and was recently elected National Block and Bridle Editor in 2009. Yelich has been actively involved with the Southern Section Academic Quadrathlon Committee 2001–2010 (chair 2006), has served on the Southern Section Young Scientist Educator Awards Committee 2003–2006 (chair 2006), and has participated in the Southern Regional Reproductive Information Exchange group. Yelich maintains an active beef cattle reproductive physiology research program that combines the talents of his graduate students and allows undergraduates the opportunity to gain valuable experience conducting research as well as teaching. His research focuses on developing effective estrous synchronization systems in cattle of *Bos indicus* breeding and evaluation of nutritional strategies to enhance reproductive performance in prepubertal heifers and lactating postpartum cows. Yelich has graduated nine MS students and two PhD students and has served as a committee member on nine additional MS and PhD committees. Yelich has authored or coauthored 28 referred journal articles, more than 60 abstracts, and numerous other scientific proceedings.

Vision Statement

As an undergraduate at Montana State University, I became a member of ASAS after exposure to teaching and research opportunities offered to me by mentors who were also society members. Throughout my graduate career, I was active in the society while attending national and regional meetings, and I have been associated with the Southern Section of ASAS for the last 20 years. During this time I have had the opportunity to grow as a scientist and teacher, develop an appreciation for animal agriculture outside the realm of animal production, become an active member of the society, and discover what role the society has not only in animal agriculture but in how animal agriculture is perceived by the public. The society has a rich history, with members raised with an animal agriculture background who eventually became members, leaders, and officers within the society. The change that animal agriculture is going through today relative to issues such as animal production practices, humane treatment of animals, effects of animal agriculture on the environment, and food safety is well documented. What sometimes gets lost in translation is the importance of recruitment and development of young animal scientists during their formative years of undergraduate and graduate education, whether they are training to be researchers, teachers, extension educators, or industry and government employees. With more of our population having an urban background and being disconnected from animal agriculture, there are fewer people who have been raised with an animal agriculture background.

A significant challenge for the next 100 years will be the recruitment, education, training, and development of young members who will lead our society into the future. Continued recruitment and retention of new members will be critical to our society's advancement and continued excellence during the constant demographic and societal shifts. It will be critical for our society to reach out to these students through innovative recruitment, career, education, and leadership development programs and to use new communication technologies to bring more students into our society. There is no doubt this can be accomplished while still maintaining the excellence of the society relative to its membership, journal, meetings, educational programs, and mission statement—"The American Society of Animal Science fosters the discovery, sharing, and application of scientific knowledge concerning the responsible use of animals to enhance human life and well-being." However, it will take a strong commitment from current and future members, and I would like to be part of that commitment. It is an honor to be nominated and placed on the ballot to serve as the Southern Section director on the ASAS board. If given the opportunity, I will be committed to working diligently to represent the Southern Section, to make sure our collective voice is an active one, and to facilitate communication with the national ASAS board. It will be equally important to be committed to ASAS's Seven-Year Strategic Plan (FY 2008–2014) that has been developed to meet the future challenges that our society and its membership will encounter.