

## **2010 Candidate 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.