

# Food Industry Group Board Meeting

Minutes

July 12, 2013

Food Science Building, Room 342

Attendees: Dr. Roberts, Heather Arentz, Larry Campbell, Tom Dimick, Steve Hepler, Andy Hirneisen, Bruce Kiefer, Steve Loeb, Ferlin Patrick, Doug Peck, Bruce Rosengrant, Judy Williams

- I. Welcome (Andy Hirneisen)
  - Andy opened up the meeting at 10:05 am
  - Around the room introductions
  
- II. Secretary's Report (Heather Arentz)
  - Heather Arentz reviewed the minutes from the April 18, 2013 meeting.
  - A motion was made to approve the minutes, and the motion was passed.
  
- III. Treasurer's Report (Bruce Kiefer)
  - Bruce Kiefer presented the Treasurer's report. See attached for more information.
  - Our current balance is \$6,176.43 as of June 30, 2013
  - There are 85 active dues paying members including Board members and Life members. It doesn't include the 35 recent grads.
  - A motion was made to approve the report, and the motion passed.
  
- IV. College of Agriculture Development Office
  - Bruce Rosengrant and Steve Loeb from the College of Agriculture Development Office stopped by
  - They mentioned the For the Future capital campaign
  - They explained that the Development Office is willing to help with endowments.
  - We gave them a general overview of FIG.
  
- V. Food Science Club Update (Tom Dimick)
  - Tom gave an update of the Food Science club.
  - The students were very successful in a number of competitions:
    - 1<sup>st</sup> place Product Development team in ADSA with Mooofins, a dairy-based breakfast muffin. They received \$8000. They gave some of the money for next year's competition. Dan Azzara worked with the team as an advisor and they are looking at developing and commercializing the product.

- See link:  
<http://news.psu.edu/story/282286/2013/07/19/academics/students-dairy-creation-mooofins-wins-national-competition>
- College Bowl team placed 2<sup>nd</sup> in the College Bowl
- Product Development team placed 3<sup>rd</sup> in the RCA Competition.

They were the only food science students in the competition.

- They participated in other activities including: a Food Tour of New York City, fundraising at Delgrosso's HarvestFest, and companies talking to students about opportunities for jobs and internships.
- They are arranging great events for the 2013-2014 school year.

## VI. Reoccurring Business Updates

### a. International Study Award

- FIG is making the yearly contribution
- The last contribution was September 25, 2012.
- Tom will looking into seeing who will let us know when the next payment is due.
- If it's not awarded, the money would be rolled over to the next year.
- Money will be allocated when there is a need.

### b. Committee Reviews

#### 1) Student Support

- Jerry Rundle will continue to work on setting up Food Industry Day tours
- We will be reaching out for donations for the silent auction.

#### 2) Awards and Recognition (Larry Campbell)

- Winners were selected for the Student Leadership Awards.
- This year we had the most applicants.
- Tom Dimick sent letters to winners and applicants
- Students and Faculty were notified.
- The undergraduate was Amanda Hofstaedter.
- The graduate student was Josh Scheinberg.
- Larry is looking for someone to run the Award and Recognition committee.
- Around February, there is an announcement about the award and the application is posted on the website.
- Tom emails the application to the committee members to review and the students are ranked based on a set of criteria.
- Judy will be the chair and Larry will work on the committee.

### 3) Membership and Communication (Ferlin Patrick)

- Andy asked if we could reach those who attend short course and send an invitation to them. Tom will check to see if there are any restrictions to get the list of them.
- Follow up needs to occur with grads once their 1 year free membership is up.
- There is difficulty in tracking grads unless they keep their information up-to-date.
- Could we reach out on social media to have them update their addresses?

#### c. Gifts for FDSC Graduates

- There were discussions on getting students leather coasters as a gift for the grads. It would have the Food Science logo and FIG's website.
- Discussion on the amount to order. It was decided to order 250@ \$1.33 plus a \$45 set-up charge for a total of \$377.50. The motion was approved to move forward.
- We would still give the FIG business card and remind students that their first year is free and about the upcoming tailgate.

#### d. Webinar

- It is a good way to connect the department and industry.
- Tom and Dr. Roberts will look at dates for an upcoming webinar
- It would be recorded and put on the website.

## VII. Social Media Presentation (Whittney Trueax)

- Whittney works in agriculture communication and marketing and specializes in social media. She gave a power point presentation on social media.
- A group needs to know what their goals (such as event promotion, job postings, volunteer recruitment) and how to promote (such as emailing listservs and alumni blogs)

### Key Learnings:

- We should use the Penn State Alumni Association LinkedIn group as a model.
- There should be a mix of fun posts and information
- Someone should be assigned to answer questions posted on the site
- New members should be personally welcomed.
- 2 Networks were recommended to use: LinkedIn and Facebook
- Postings should be made on both sites because they reach different people.

## VIII. Food Science Department Update (Dr. Roberts)

- Student Information
  - 225 undergrads
  - 36 grad students
  - Some classes have 3 sections. This is impacting how to optimize lab exercises.
  - Many students won awards and IFT scholarships.
- Faculty Information:
  - There were 2 new hires.
  - There is a position open for dairy.
  - Catherine Cutter and Joshua Lambert received promotions.
  - Catherine Cutter and Luke LaBorde are co-chairs on a food safety initiative that joins Penn State and PDA.
- Food Industry Day Tours
  - Need to be planned as soon as possible and Dr. Roberts will be the department contact.
  - There is an idea to possibly limit it to a particular year(s) because of the amount of students.
  - An idea to have faculty tour as well in particular places where Penn State can have relationships/partnerships with.
- Food Science Certificate Program
  - One could earn a certificate in a number of areas
  - They may or may not have an exam
  - They would receive CEU (continuing education units)
  - The program was launched in July.

<http://foodscience.psu.edu/workshops/certificate>

## IX. Tailgate Update (Tom Dimick)

- The tailgate will be October 12, 2013 (Michigan game).
- The FIG meeting will be at 12 and the tailgate will be at 1 pm.
- We will be going electronic with registration.
- This will be a good way to be able to keep track and get an updated email from the members. If you don't have an email address, you can call to register. Postcards will be sent out this year to mention that it will be online.
- At the tailgate, there will be research posters from the Product Development team, undergraduates and graduate.
- There will be a wine tasting from local wineries.

## X. New Business

- a. Election procedure and bylaw review
  - There is a potential to revise the bylaws.
  - There is no mention about business done online. i.e. voting through email if we should move forward with something.

The meeting was adjourned at 2:24 pm.

**The next meeting will be OCTOBER 12, 2013 at the tailgate**