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MESSAGE FROM THE PRESIDENT

by

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Every so often, I feel that it is necessary to rummage through the attic and dust the cobwebs off some of the old family trash and treasure. My objective is not to live in the past, but to draw a sense of purpose and renewed inspiration from those who have gone before. The "attic" that I explored recently was my own collection of FDRS materials that date back only eleven years. The materials contain an amazing amount of treasure, and surprisingly little trash. The journals, newsletters, and annual meeting programs reflect an organization with an impressive array of accomplishments.

I am concerned, however, that the Society's accomplishments have gone unnoticed by many in the food distribution industry and in academia that could benefit. Our membership currently numbers about 250. Obviously, there is a large untapped market among industry executives, researchers, and educators. I feel that the Food Distribution Research Society is one of the best kept secrets in the United States. While many of our members are marketing experts, I feel that we have applied little of our expertise toward "marketing" the Society.

My objective as President is to create a new, vibrant image for FDRS which will propel the Society into the 1990s. Creation of the new image will require teamwork, and an excellent team has been assembled for this task. Charles Handy, Vice President for Programs,

is organizing an exciting annual meeting to be held in Williamsburg, Virginia, October 11-14. Jarvis Cain, President Elect, is busily promoting the meeting. Edward McLaughlin, Vice President for Education, is developing new printed materials. The materials are intended primarily for promoting the new William Applebaum Scholarships (\$1,000 for Ph.D. dissertations and \$500 for M.S. theses), but the new art work will also be used on other FDRS materials. Frank Panyko, Vice President of Membership, will head up the effort to attract new members. His affiliation with the Food Institute will undoubtedly foster a synergistic relationship between FDRS and FI which will be beneficial to both organizations. James Epperson, Vice President for Research, will guide special research efforts of the Society; and Carl Toensmeyer, Vice President for Publications, will continue to serve as Editor of the *Journal of Food Distribution Research*. Douglas Richardson will serve as Vice President of Finance, a key position which manages the Society's Applebaum Scholarship investment portfolio. John VanSickle will continue to serve as Secretary-Treasurer.

This management team will require one additional element to be successful. That element is *you*. How long has it been since you mentioned FDRS to one of your colleagues? Please take a few minutes to tell a new co-worker about FDRS. Tell them that our journal is an excellent outlet for articles. Tell them about the newsletter. Tell them

about the annual meeting and the professional contacts it affords. You will certainly be doing them a favor. Also, please let me know how the Society can better serve your needs. Call me at 904/392-1846 or write to me at 1083 McCarty Hall, University of Florida, Gainesville, FL 32611. I hope to see you in Williamsburg in October at our biggest and best meeting ever.