

BIF Names New Exec

Jane Parish takes on role with intent to expand organization's presence with new media.

by *Nicole Lane*, editorial intern

Jane Parish assumed the role of executive director of the Beef Improvement Federation (BIF) June 11 at the BIF Annual Convention in Biloxi, Miss.

A cattle extension specialist at Mississippi State University, Parish has research interests in forage systems for beef production and applied beef cattle management. While her background is in cattle nutrition, Parish got involved with BIF in graduate school, ecstatic to have the opportunity to learn more about the genetic side of the beef herd. She wanted to be able to better help the cattle producers who rely on her for information in all areas of beef cattle production.

Years of involvement and learning evolved into years of service and leadership on the BIF board of directors. Parish left the office of Eastern Region secretary when she was selected to take over as executive director.

Focused on progress, Parish said she looks forward to this new endeavor as executive director. In her new role, Parish will coordinate activities of the board and guarantee that its directives are accurately performed. She will be responsible for documenting the activities and finances of the federation and fostering its long-term vision by monitoring new technologies, staying informed of industry trends, and aiding the board in including the appropriate new technologies into its overall mission. She will spend her time working to advance not only the beef cattle industry, but also an organization that's all about improvement.

"The Beef Improvement Federation. That word improvement is not a destination, but a process," Parish said. "Improvement is something we continue year after year."

Today she manages a 2,500-acre cow-calf research operation at work while she and her husband manage a herd of registered Charolais at home. She said being involved in the cattle industry on a personal and a professional level has given her unique insight into the challenges that both seedstock and commercial producers face.



PHOTO BY KASEY BROWN

► Jane Parish was named executive director of the Beef Improvement Federation June 11 at the organization's annual convention in Biloxi, Miss. Parish is a beef cattle specialist in ruminant nutrition and forage systems in the Department of Animal and Dairy Sciences at Mississippi State University.

Expanding presence

As she looks toward the future, Parish said she is excited to plan a special event for the organization's quickly approaching 50th anniversary and expand BIF to events and activities beyond the annual convention.

"I think it's pretty exciting to see where

we can head with social media, webinars and the online presence," Parish said. "Communications is wide open, so we can continue to get a lot of information out about BIF and interact well beyond these face-to-face meetings."

Parish succeeds Joe Cassady as executive director for the federation. During his more than eight-year tenure with BIF, he oversaw new editions of the BIF guidelines, led the organization as it helped introduce producers to practical applications for emerging genetic technologies, and was involved in introducing the first-ever Young Producers Symposium to the convention. He was honored with the BIF Continuing Service award at the convention.

As an organization that thrives as a group of competitors working to better the industry, Parish hopes to increase cooperation, ideas and input from those involved.

"Lots of new challenges are out there," Parish said. "We want to be able to address those with the best and brightest ideas."

She conveyed that she and the board will be accessible to anyone interested in discussing beef improvement and encouraged phone calls and emails with input or inquiries for information.

BIF works to develop cooperation among all segments of the beef industry in the compilation and utilization of performance records to improve the efficiency, profitability and sustainability of beef production.



PHOTO BY TROY SMITH

► Beef Improvement Federation President Craig Bieber (left) presents a plaque recognizing his years of service to Joe Cassady, who retired as the organization's executive director. Cassady was honored during an awards luncheon in Biloxi, Miss., June 11 at the organization's 47th annual convention.

Editor's Note: The 2015 BIF Annual Convention was hosted by Mississippi State University and the Mississippi Extension Service June 9-12 at the Beau Rivage Casino and Hotel in Biloxi. The Angus Journal and LiveAuctions.tv provide comprehensive online coverage of the event at www.BIFconference.com. Visit the Newsroom for summaries, proceedings, PowerPoints and audio of the sessions; the Awards page for announcements of award winners; and the Photos page for photo galleries of the tour.