

William J. Hoover

As president of the American Institute of Baking for 18 years, Dr. William J. Hoover helped oversee the organization's move from Chicago to Manhattan, Kas. With this singular action, Dr. Hoover helped bring synergy in Manhattan among the A.I.B., Kansas State University, and the Grain Marketing and Production Research Center of the U.S. Department of Agriculture.

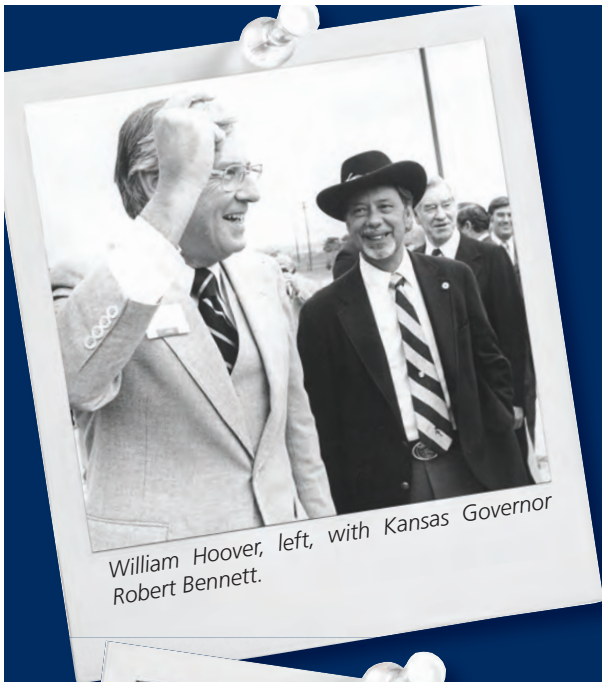
Elected to the head A.I.B. position in 1976, his leadership helped facilitate the move in 1977 and oversee the opening of the new location in 1978. Before the facility opened its doors, Dr. Hoover hired three vice-presidents: Dr. James Vetter, Dr. Darrell Brensing and Paul Klover.

As president, Dr. Hoover was responsible to the board of trustees and membership for the operation of the Institute's programs, which included education, research, food product safety, nutrition education, safety, communications and library.

"He revitalized and made the programs more relevant to the industry," said Mr. Klover, vice-president of administration.

The number of seminars and short courses the A.I.B. offered grew from a handful in 1977 to more than 100 every year by 1994.

Other accomplishments during Dr. Hoover's time at the A.I.B. included raising revenue from operations from \$1.4 million to \$8.8 million a year. Additionally, an



William Hoover, left, with Kansas Governor Robert Bennett.



William Hoover, left, with Kansas Governor Robert Bennett and Ernest Hueter.



William Hoover, far right, gives a tour of the American Institute of Baking's cake and sweet goods lab to visiting dignitaries.

office was opened in Leatherhead, England, in 1993 and markets in Mexico also were opened under his leadership.

During his tenure, Dr. Hoover helped set up an endowment fund through which the A.I.B. could fund scholarships and fellowships. The fund rose to \$2.2 million in his final year at the A.I.B. from \$150,000 at its outset.

Another focus of his tenure at the A.I.B. was the development of an occupational safety program to help the food industry deal with requirements of the Occupational Safety and Health Administration.

When elected president in 1976, Dr. Hoover told *Milling & Baking News* that his goal was to devote attention to long-range program development and planning, acquisition of personnel and acquisition and identification of fund resources to support training and research programs.

"His leadership style was to identify good program leaders and let them run with the program," Mr. Klover said.

After being elected president, Dr. Hoover also told *Milling & Baking News* he wanted the A.I.B. to have a role in offering a common means for the industry to meet the impact of changes from new technology. Additionally, he said he wanted to expand the Institute's research base so the A.I.B. could be immediately responsive to industry needs, develop the A.I.B. into a scientific reservoir, create new programs in conjunction with Kansas State, develop the Institute as a resource center for vocational programs in baking, and form programs to aid milling, baking and allied companies in the development of international market programs.

In recognition of all his work, the campus was named the William J. Hoover campus in 1995.

Prior to heading up the A.I.B., Dr.

Hoover was the director of the Food and Feed Grain Institute and head of the Department of Grain Science and Industry at Kansas State.

As director of the Institute, he was responsible for the development of an interdisciplinary research program. He also oversaw the acquisition of funding, recruitment of personnel and research. He taught, did research and was responsible for the extension program as the head of the Department of Grain Science and Industry.

Prior to joining Kansas State, he worked for the Corn Industries Research Foundation in Washington in the capacities of director of technical services and administrative vice-president.

Dr. Hoover's international experience includes conducting studies on food industries such as canning, feed manufacture, dairy processing, grain milling, bakery products and general vertical integration of large-scale farming enterprises into food processing and marketing systems. He did such work in Yugoslavia, Hungary, Bulgaria, Turkey, Iran, Pakistan, India, Morocco, El Salvador, Colombia, Ecuador, Peru and Brazil. He also was an adviser and consultant to different food research institutes in Brazil, Colombia, Pakistan, Guatemala and China.

Other international experience also includes administrating the worldwide K.S.U. and U.S. Agency for International Development technical assistance contract for research and service in agribusiness and grain marketing. This included technical assistance or feasibility studies in more than 40 countries.

Dr. Hoover was born on March 26, 1928, in Champaign, Ill. He married Ellen Louise Kesler in 1950, and has three children. 🍞