



Midwest Poultry Consortium

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2015 OUTSTANDING SERVICE AWARD

At the Annual Meeting, Dr. Michael Lilburn of The Ohio State University was named the recipient of the Midwest Poultry Consortium's (MPC) highest honor - the 2015 Outstanding Service Award. MPC's Outstanding Service Award recognizes and rewards significant contributions to the poultry industry.

Mike Lilburn has been an integral part of MPC activities for many years. Mike has been very active in the Center of Excellence's (COE) Poultry Nutrition class, serving as an instructor, as well as its course coordinator. Mike is very active in COE recruitment of Ohio State students, greatly increasing the number of applicants and accepted students over the years. He also recruited new MPC sponsors and internship hosts. Mike was an active and regular participant in MPC's Midwest Poultry Research Program having received funding for a total of 5 projects for more than \$215,000.



Dr. Michael Lilburn
2015 Recipient

Dr. Lilburn, the 14th recipient of MPC's Outstanding Service Award, joins past winners: Dan Schaefer, *University of Wisconsin* (2014); Patricia (Scotti) Hester, *Purdue University* (2013); Mark Cook, *University of Wisconsin-Madison* (2012); Hongwei Xin, *Iowa State University* (2011); Bernie Wentworth, *University of Wisconsin* (2010); Lou Arrington, *WI Poultry & Egg Association* (2009); Senator Tom Harkin (2008); Wendy Wintersteen, *Iowa State University* (2007); Dennis Casey, *Hy-Line North America* (2006); Sue Lamont, *Iowa State University* (2005); Ron Kean, *University of Wisconsin* (2004); Bob Sparboe, *Sparboe Companies* (2003); and Congressman Tom Latham (2002).

MEETINGS & EVENTS

2015 Annual Meeting. MPC held its Annual Meeting March 17 in St. Paul, MN in conjunction with the Midwest Poultry Federation's Annual Convention. MPC President Beth Nelson presented MPC's financial position, COE faculty, students, and the recent Memorandum of Understanding with the University of Wisconsin. Former COE student Megan Dole, Area Supervisor – Live Production with Jennie-O Turkey Store, gave a testimonial regarding her experience in the COE Scholarship/Internship Program. Ken Koelkebeck of the University of Illinois offered a 'faculty perspective', sharing his responsibilities as the course coordinator and faculty member of the Poultry Enterprise Management (PEM) course. The meeting concluded with Chair Steve Jurek recognizing Dr. Michael Lilburn of The Ohio State University as the recipient of MPC's 2015 Outstanding Service Award.

Five board seats were up for election and filled by: Alan Koch, *Henning Construction* (Allied); Steve Anders, *Hy-Line North America LLC* (Egg); Nita Nurmi, *Sparboe Farms* (Egg); Jim Jarvis, *Purina Animal Nutrition* (Turkey); Pat Solheid, *Jennie-O Turkey Store* (Turkey).

Banquet Celebrates COE's 20th Year. MPC held its COE yearend "Game-Nite" Banquet and Awards Ceremony at The Madison Concourse Hotel to honor its 2015 COE class. Celebrating the 20th year of providing the opportunity to earn a poultry science emphasis through poultry intensive classes, students, family members, faculty, MPC board members, staff, and industry representatives gathered to recognize students and faculty for their investment in the future of the poultry industry.

COE provides students interested in careers in poultry with an intense, twelve-week poultry science curriculum over the course of two summers to prepare them for employment within the industry. Students receive poultry science credits delivered by leading poultry faculty, internship opportunities paving the way for future employment, and the opportunity to develop lifelong friendships.

The "Game-Nite" Banquet gave both students and industry representatives the opportunity to network about potential employment opportunities and career paths within the poultry industry. The banquet included a social hour, dinner, and an awards ceremony which recognized Landon Brehm as class clown (Yolkster Award), Zeb Skow as the most dedicated student (Ducks in a Row Award), and James Whalin as the most intelligent student (Egghead Award).

The coveted Pullet-zer Prize recognizing faculty members of the year, as determined by the students, went to Dr. Mark Berres for Summer Session I and Dr. Mark Cook for Summer Session II, both of the University of Wisconsin-Madison. Others nominated for the award included:

Todd Applegate, *Purdue University*; Greg Fraley, *Hope College*; Scotti Hester, *Purdue University*; Ken Koelkebeck, *University of Illinois*; Mark Richards, *UW-Madison*; and Mike Wineland, *North Carolina State University*.

On-site COE Coordinator Mark Richards presented diplomas to 2015 COE graduates, recognizing the students who have completed both years of COE. 2015 graduates include: Kathryn Borders, Sara Devitt, Jonathan Elissa, Caroline Galloway, Morgan Geer, Emily Hayes, John Hopp, Rebecca Orchel, Holly Renner, Ryan Simmermeyer, Zeb Skow, Natalie Smith, Stephanie Solberg, Sarah Stevens, Garrett Stevenson, and Dou Vang. After the awards ceremony and presentation of diplomas, the "Game-Nite" fun continued with participants forming teams and competing in games of trivia and 'musical bingo'.



2015 COE Class

2014-2015 Sponsors

Adisseo
AgStar Financial Services
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Alltech
Anderson Chemical Co.
Arrington, Lou
Aviagen
Aviagen Turkeys
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Big Dutchman
Butterfield Foods
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Cedar Valley Egg Farm
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Centrum Valley Farms
Centurion Poultry
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Chore-Time, Egg Prod. Sys.
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DuPont
Egg Innovations
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Florida Poultry Federation
Fremont Farms of Iowa
Frost, PLLC
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Herbruck's Poultry Ranch
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Hillshire Brands
Hybrid Turkeys
Hy-Line North America
ILC Resources
Iowa Egg Council
Iowa Turkey Marketing Council
ISA
IsoNova Technology
Jennie-O Turkey Store
Jones-Hamilton Co.

2015 COE – SCHOLARSHIPS, INDUSTRY VIEWS, FACULTY, LEADERSHIP, & INTERNSHIPS

Scholarship Selections. MPC awarded scholarships to 27 students in 2015, representing 13 of our 14 affiliated universities. Thirteen students earned their Poultry Science emphasis at the completion of their second year of courses. The 2015 COE scholarship recipients included Grace Benton, *South Dakota State University*; Landon Brehm, *Ohio State University*; Chou Chang, *University of Minnesota*; Kaicie Chasteen, *University of Florida*; Sara Cloft, *Michigan State University*; Jonathan Elissa, *Michigan State University*; Caroline Galloway, *Ohio State University*; Emily Hayes, *Michigan State University*; John Hopp, *Iowa State University*; Logan Hulst, *North Dakota State University*; Brittany Isidore, *University of Florida*; Caleb Kemnitz, *University of Nebraska*; Michaela Olson, *University of Minnesota*; Rebecca Orchel, *University of Wisconsin-Madison*; Megan Orth, *Purdue University*; Shania Ray, *Purdue University*; Holly Renner, *Purdue University*; Rebecca Ries, *University of Illinois*; Ryan Simmermeyer, *Purdue University*; Zeb Skow, *Iowa State University*; Natalie Smith, *Michigan State University*; Stephanie Solberg, *University of Wisconsin-River Falls*; Sarah Stevens, *Iowa State University*; Garrett Stevenson, *Kansas State University*; Lisa Tenny, *Kansas State University*; James Whalin, *Ohio State University*; and Matthew Yost, *Ohio State University*.

Wednesday Night Forums Offer Industry Views. Wednesday Night Forums are a COE staple, offering students the opportunity to network with industry leaders, learn more about the poultry industry, and explore future career opportunities. Wednesday Night Forum presenters included: Kelsey Campbell*, *GNP Company*; Nancy Kothrade*, *Jennie-O Turkey Store*; Rocky Lisowski, *GNP Company*; Kristin Merriman*, *MacFarlane Pheasants*; Nita Nurmi, *Sparboe Farms*; Krystal Price*, *MacFarlane Pheasants*; Chris Roedl, *Daybreak Foods*; and Brad Rortvedt, *Alltech* (*COE graduate).

Faculty is Key to COE Success. Skilled faculty members are key to the success of COE. Thanks to the following 2015 COE faculty members and guest speakers who shared their time and expertise with the students; without them, COE would not exist (*Course coordinators*):

SUMMER SESSION I

Avian Physiology

Mark Berres, *University of Wisconsin*
Scotti Hester, *Purdue University*
Greg Fraley, *Hope College*

Breeder Flock & Hatchery Management

Ron Kean, *University of Wisconsin*
Bernie Beckman, *Hy-Line International*
Sally Noll, *University of Minnesota*
Mike Wineland, *North Carolina State University*

Poultry Products Technology

Mark Richards, *University of Wisconsin*
John Brunnquell, *Egg Innovations*
Beth Button, *University of Wisconsin*
Andy Milkowski, *University of Wisconsin*
Casey Owens, *University of Arkansas*
Manpreet Singh, *Purdue University*



Ian Rubinoff & Ken Koelkebeck preparing a PEM activity.

SUMMER SESSION II

Avian Health

Mark Cook, *University of Wisconsin*
Mick Fulton, *Michigan State University*
Keith Honeggar, *Intervet*

Poultry Nutrition

Todd Applegate, *Purdue University*
Mike Lilburn, *The Ohio State University*
Carl Parsons, *University of Illinois*
Mamduh Sifri, *ADM*
Charles Stark, *Kansas State University*
April Waguespack-Levy, *Kemin Industries*

Poultry Enterprise Management

Ken Koelkebeck, *University of Illinois*
Kelsey Campbell, *GNP Company*
Trudy DeRemer, *MacFarlane Pheasants*
Keith Kulow, *Daybreak Foods*
Chad Larson, *Larson Agri-Services*
Nick Levendoski, *Organic Valley Co-op*
Tom Lohr, *Henning Construction*
Beth Nelson, *MPC*
Megan O'Rourke, *University of Wisconsin*
Chris Roedl, *Daybreak Foods*
Ian Rubinoff, *Hy-Line International*
Chelsea Russell, *MPC*
Morgan Tschida, *MPC*
Zachary Tucker, *Maple Leaf Farms*
Chet Utterback, *University of Illinois*

Poultry Leadership Experience Taught by Staff, COE Faculty, and Sponsors. Ken Koelkebeck - PEM Course Coordinator, Beth Nelson - MPC President, Chelsea Russell - MPC Student Director, Morgan Tschida - MPC Student Recruiter, and Ian Rubinoff - Hy-Line International guided the Poultry Leadership Experience (PLE).

PLE is a three-day session incorporated into the PEM course. Prior to the session's start, students took an MBTI assessment to gauge their personality type preferences. PLE uses interactive curriculum to present and reinforce concepts of leadership, emotional intelligence, communication, and teamwork.



Carrie Galloway, Kate Borders, & Morgan Geer completing a PLE exercise.

PLE was started when MPC member companies expressed an interest in having leadership skills training incorporated into COE. MPC hired staff from the Veterinary Leadership Institute to develop curriculum for PLE and be facilitators in the 2014 COE PEM course. MPC is now equipped to facilitate PLE on its own and is able to relate it more closely to the needs of the poultry industry.

Internships. There is greater success in COE student retention in the poultry workforce when they have participated in a hands-on industry internship. In 2015, 24 internships were awarded, allowing students to take their classroom knowledge and apply it to real-world experiences. Internship hosts included Cooper Farms, Gerber Poultry, GNP Company, Hy-Line NA, Jennie-O Turkey Store, Life-Science Innovations, MacFarlane Pheasants, Maple Leaf Farms, Naturally Recycled Proteins, Nelson Poultry Farms, Pilgrim's, Rose Acre Farms, and University of Nebraska/ILC.

COE GRADUATE PLACEMENT

COE Students in the News. MPC student tracking and database system follows COE graduates not only through their graduation, but also through full-time employment. The goal of this tracking system is to help place COE graduates in full-time positions within MPC member companies and to retain as many students in the poultry industry as possible. Congratulations to the following students on their poultry employment!

Kathryn Borders, a 2015 COE graduate, accepted the position of Hatchery Supervisor at Maple Leaf Farms in Kansasville, WI. Kathryn graduated from Purdue University in August 2015 with a degree in Animal Science.

Morgan Geer, a 2015 COE graduate, accepted the position of Hatchery Specialist Trainee at Willmar Poultry Company in Willmar, MN. Morgan graduated from North Dakota State University in December 2014 with a degree in Animal Science.

Matthew Gorski, a 2012 COE participant, accepted the position of Management Trainee at Pilgrim's in Athens, GA. Matthew earned his bachelors degree from the University of Illinois at Urbana-Champaign and his masters in Animal Sciences, Poultry Nutrition.

Colleen Grafton, a 2013 COE graduate, accepted the position of Complex Manager at Cedar Valley Egg Farm in Mt. Auburn, IA. Colleen graduated from Purdue University in May 2014 with a degree in Animal Agribusiness.

Cameron Hall, a 2014 COE graduate, accepted the position of Assistant Farm Manager at Iowa State University. Cameron graduated from Iowa State University in May 2015 with a degree in Global Resource Systems.

Alex Hohenstein, a 2013 COE participant, accepted the position of Flock Manager at Rembrandt Enterprises in Spencer, IA. Alex graduated from the University of Wisconsin-River Falls in December 2013 with a degree in Animal Science.

Amelia Lawhorn, a 2014 COE participant, accepted the position of Processing Supervisor in Evisceration at Pilgrim's in Live Oak, FL. Amelia graduated from the University of Florida in December 2014 with a degree in Animal Science, Food Animal Industry.

Miranda Lemke, a 2014 COE graduate, accepted the position of State Program Administrator of the Avian Influenza Permitting Team with the Minnesota Board of Animal Health. Miranda graduated from the University of Minnesota in August 2014 with a degree in Animal Science - Poultry Business and Industry Emphasis.

Landon Lewis, a 2011 COE graduate, accepted the position of Formulation Development Research Scientist at Phibro Animal Health in Alta Vista, KS. Landon earned his bachelors degree from Kansas State University and his masters in Grain Science.

Stephanie Schwieterman, a 2014 COE graduate, accepted the position of Breeder Manager with Hy-Line North America in Warren, IN. Stephanie graduated from Purdue University in May 2015 with a degree in Animal Science.

Natalie Smith, a 2015 COE graduate, accepted the position of Manager Trainee at Herbruck's Poultry Ranch in Saranac, MI. Natalie graduated from Michigan State University in May 2015 with a degree in Animal Science.

Stephanie Solberg, a 2015 COE graduate, accepted the position of Assistant Manager in Training at Rose Acre Farms in Francesville, IN. Stephanie graduated from the University of Wisconsin - River Falls in May 2015 with a degree in Animal Science - Meat Animal.

Sarah Stevens, a 2015 COE graduate, accepted the position of Broiler Flock Manager at Bevans Enterprises in Waverly, NE. Sarah graduated from Iowa State University in June 2015 with a degree in Animal Science.

Kelsey Ward, a 2014 COE graduate, accepted the position of Field Service Technician at Egg Innovations in Warsaw, IN. Kelsey graduated from Michigan State University in May 2015 with a degree in Animal Science.

2014-2015 Sponsors *cont.*

- Kemin Industries
- Kindstrom-Schmoll
- Koechner Manufacturing
- Kreher's Farm Fresh Eggs
- Life-Science Innovations (WPC)**
- MacFarlane Pheasants
- Maple Leaf Farms**
- Merial Select
- Michael Foods**
- Michigan Allied Poultry Ind.
- Midwest Livestock Systems
- Midwest Poultry Federation**
- Midwest Poultry Services
- Miller Poultry
- Minnesota Turkey Council**
- Moba
- Naturally Recycled Proteins
- Nebraska Eggs
- Nebraska Poultry Industries
- Nelson Poultry Farms
- North American Gamebird Assn.
- Novus International
- Ohio Poultry Association
- Pearl Valley Farms
- Phibro Animal Health
- Pilgrim's
- Purina Animal Nutrition**
- Rembrandt Foods
- Ridley Feed Ingredients
- Rose Acre Farms**
- S & R Egg Farm
- Sonstegard Foods**
- South Dakota Poultry Ind. Assn.
- Sparboe Farms**
- Sunrise Acres Egg Farms
- Tecumseh Poultry
- Tigges, Kent
- Trillium Farm Holdings**
- Turkey Valley Farms
- United Egg Producers**
- University of Florida**
- University of Minnesota
- University of Nebraska-Lincoln
- VAL-CO
- VALO BioMedia North America
- Value-Added Science & Tech.
- Vencomatic
- Wabash Valley Produce
- Wayward Acres
- Wells Fargo Bank
- West Liberty Foods
- Wisconsin Poultry & Egg Ind. Assn.
- Zoetis

\$5,000 • \$10,000 • \$20,000

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David Hurd - Egg
Rose Acre Farms

Tim Johnson - Turkey
Life-Science Innovations (WPC)

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Alan Koch - Allied
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Carol Kratke - Egg
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Gerald Lessard - Turkey
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COE STUDENT RECRUITMENT

Promoting COE and the Poultry Industry While Recruiting for the 2016 COE. MPC staff spent most of September and October traveling to universities for career fairs, events, and classroom visits in an effort to heighten awareness of the poultry industry and recruit students for the 2016 COE class. MPC staff visited 14 universities talking about poultry careers and the benefits COE has to offer students.

In addition to attending career fairs, MPC staff networked with faculty members, both those familiar with COE and those not so familiar. Through these faculty connections, MPC staff was able to coordinate classroom presentations at every school providing the opportunity to educate students about possible career paths in the poultry industry and encouraging them to apply for the 2016 COE class.

At the request of MPC members and Dordt College faculty, MPC staff visited with agriculture faculty members at Dordt College in Sioux Center Iowa to explore options for students to gain more exposure to poultry science. In addition to meeting with faculty, MPC staff gave classroom presentations and had one-on-one discussions with students.

Poultry Panels. Tied to the North Dakota State University career fair, MPC coordinated the 3rd Annual Poultry Panel Networking Event which was attended by over 110 students. The panel is held in collaboration with NDSU's Animal Science Department and the Minnesota Turkey Research & Promotion Council. The panel has been successful in generating COE interest, increasing traffic to MPC and other poultry company career fair booths, and building overall awareness of the industry for NDSU students who otherwise have little exposure to poultry. Speakers at the poultry panel included COE student Logan Hulst, Purina poultry nutritionist Dr. Mahoud Masa'deh, COE graduate and GNP employee Andrew Moser, Jennie-O Turkey Store poultry veterinarian Dr. Evan VanBeusekom, and COE graduate and Sparboe employee Myah Walker.



NDSU panelists (from L to R) Logan Hulst, Dr. Mahoud Masa'deh, Andrew Moser, Dr. Evan VanBeusekom, & Myah Walker.



NDSU students gather to learn what the poultry industry has to offer.

attended by over 100 students. After the panel, all poultry related companies reported an increase in traffic to their career fair booths, including MPC.

As a stand-alone informational and recruitment event, a Poultry Panel was also held at the University of Nebraska hosted by the UNL Department of Animal Science, Nebraska Poultry Industries, and MPC. Panelists included COE student Caleb Kemnitz, Tecumseh poultry nutritionist Dr. Dana Didde, Michael Foods employee Dave Meirerdierks, poultry veterinarian Joan Schrader, and COE graduate and Bevans Enterprises employee Sarah Stevens.

Minnesota State Fair Poultry Building Educational Opportunities. The poultry exhibition at the Minnesota State Fair was cancelled due to Avian Influenza. This created a unique platform for educational outreach in the Poultry Building. Instead of live birds, the poultry building hosted educational displays and poultry presentations from 4-H'ers and other poultry groups.

MPC had a display promoting COE for the duration of the fair. MPC also gave two presentations in the poultry barn. MPC Student Director Chelsea Russell talked about COE and what it has to offer those interested in exploring careers in the poultry industry. In an effort to appeal to the general public and share information on what students can do in the poultry industry, Michaela Olson, a current COE student talked about her interest in poultry, her experiences with COE, and her internship with Life-Science Innovations.



Current student Michaela Olson talking about her experience with COE at the Minnesota State Fair.