



Midwest Poultry Consortium

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2016 OUTSTANDING SERVICE AWARD

Mark Richards of the University of Wisconsin-Madison was awarded the Midwest Poultry Consortium's highest honor - the Outstanding Service Award. MPC's Outstanding Service Award is given annually and recognizes and rewards significant contributions to the poultry industry.

Mark has been an instrumental part of MPC activities for many years. He has served as the course coordinator for the Center of Excellence (COE) Poultry Products Technology course since 2002. Most importantly, Mark has served as the COE's on-site coordinator, a position which is integral to the ultimate success of the program. Mark also plays an important role in the COE scholarship selection process. In recognition of his dedication to and support of the Midwest Poultry Consortium's COE, and the poultry industry as a whole, it is with great thanks and appreciation that he was honored with MPC's Outstanding Service Award.



Dr. Mark Richards
2016 Recipient

Dr. Richards, the 15th recipient of MPC's Outstanding Service Award, joins past winners: Mike Lilburn, *The Ohio State University* (2015), 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

2016 Annual Meeting. MPC held its Annual Meeting March 15 in St. Paul, MN, in conjunction with the Midwest Poultry Federation's Annual Convention. Beth Nelson, MPC President, provided updates regarding MPC's board of directors and sponsors, as well as an overview of the COE Scholarship/Internship Program. Beth also reviewed the goals and curriculum of the COE's Poultry Leadership Experience, a new component of the COE which teaches and reinforces concepts of leadership, emotional intelligence, communication, and teamwork. MPC Student Director Chelsea Russell reported on student recruitment activities, internships, and placement. Former COE student Jessica Ernest, employed with Maple Leaf Farms, gave a testimonial regarding her COE experience and what graduating from the program meant for her career. Ron Kean of the University of Wisconsin-Madison provided a unique perspective that comes with his long-standing affiliation with the program. Ron is the Breeder Flock and Hatchery Management course coordinator and was also on-site coordinator prior to Mark Richards. The meeting concluded with Chair Steve Jurek recognizing Dr. Richards of the University of Wisconsin-Madison as the recipient of MPC's Outstanding Service Award.

Six board seats were up for election and filled by: Dennis Casey, *Hy-Line North America* (Allied); Steve George, *Fremont Farms of Iowa* (Egg); David Hurd, *Rose Acre Farms* (Egg); Bill MacFarlane, *MacFarlane Pheasants* (Other Species); Tim Johnson, *Life Sciences Innovations* (Turkey); Terry Wehrkamp, *Cooper Farms* (Turkey). The MPC board of directors also appointed Brian Joyer, *Sparboe Farms*, and Robin Kopel, *Jennie-O Turkey Store*, to complete the remaining terms of outgoing board members Nita Nurmi and Pat Solheid respectively.

Banquet Celebrates COE's 21st Year of Educating the Future of the Poultry Industry. MPC held its COE Banquet and Awards Ceremony June 22 in Madison, WI. Celebrating the 21st year of providing students the opportunity to earn a poultry science emphasis, students, family members, faculty, MPC board members, staff, and industry representatives recognized students and faculty for their investment in the industry. The intense 12-week poultry science curriculum, spread over the course of two summers, is intended to better prepare students for employment within the poultry industry upon graduation. While demanding, the COE gives students the opportunity to earn up to 18 credits in poultry science, participate in internship opportunities which pave the way for future employment, and develop lifelong friendships.

Students took advantage of their time with industry representatives during the Banquet to network about potential employment opportunities and career paths. The banquet included a social hour, dinner, and an awards ceremony recognizing Valeria Johnson as most dedicated student (*Ducks in a Row Award*), Trenton Goering as class clown (*Yolkster Award*), and Sara Cloft as most intelligent student (*Egghead Award*).

The *Pullet-zer Prize*, recognizing faculty members of the year as determined by the students, went to Dr. Mark Richards for Session I and Dr. Mark Cook for Session II, both of the University of Wisconsin-Madison. Others nominated for the *Pullet-zer Prize* included: Murray Bakst, *USDA*; Greg Fraley, *Hope College*; Scotti Hester, *Purdue University*; Ron Kean, *University of Wisconsin-Madison*; Mike Lilburn, *The Ohio State University*; and Mike Wineland, *North Carolina State University*.

Mark Richards presented diplomas to 2016 COE graduates, recognizing students completing both years of COE. 2016 graduates include: Kaicie Chasteen, Sara Cloft, Logan Hulst, Caleb Kemnitz, Michaela Olson, Megan Orth, Shania Ray, Rebecca Ries, James Whalin, and Matt Yost.

Thanks banquet sponsors! Evonik Industries, GNP Company, Hy-Line North America, Jennie-O Turkey Store, Maple Leaf Farms, Naturally Recycled Proteins, Purina Animal Nutrition, Rose Acre Farms, & Sparboe Farms.



2016 COE Class

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2016 COE – SCHOLARSHIPS, INDUSTRY VIEWS, FACULTY, LEADERSHIP, & INTERNSHIPS

Scholarship Selections. MPC awarded scholarships to 27 students in 2016, representing all 13 affiliated universities. Ten students earned their poultry science emphasis at the completion of their second year of courses. The 2016 COE scholarship recipients included Daniel Borash, *University of Wisconsin-River Falls*; Jennifer Braden, *The Ohio State University*; Brianna Britton, *University of Minnesota*; Kaicie Chasteen, *University of Florida*; Sara Cloft, *Michigan State University*; Libby Cook, *Michigan State University*; Trenton Goering, *Kansas State University*; Logan Hulst, *North Dakota State University*; Julianna Jespersen, *Iowa State University*; Valeria Johnson, *Michigan State University*; Caleb Kemnitz, *University of Nebraska*; Caitlin Link, *Purdue University*; Dannielle McCorkel, *Iowa State University*; Sarah Munzer, *University of Missouri*; Grant Neilley, *The Ohio State University*; Michaela Olson, *University of Minnesota*; Megan Orth, *Purdue University*; Mitchell Ramuta, *University of Wisconsin-Madison*; Shania Ray, *Purdue University*; Rebecca Ries, *University of Illinois*; Jerri Rowell, *University of Florida*; Gabrielle Ryan, *South Dakota State University*; Zachary Simons, *University of Wisconsin-Madison*; Andrea Sorensen, *University of Wisconsin-Green Bay*; Elizabeth Theis, *University of Minnesota*; Lauren Urbanowski, *University of Illinois*; and James Whalin, *The 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: Jake Anderson*, *GNP Company*; Lou Arrington, *Wisconsin Poultry & Egg Association*; Joe Dart*, *Rose Acre Farms*; Steve George, *Fremont Farms of Iowa*; Terrie Hanson, *GNP Company*; Angela Johnson*, *GNP Company*; Lee Klug, *Daybreak Foods*; Barry Koppen, *Purina Animal Nutrition*; and Liz Martin*, *Jennie-O Turkey Store* (*COE graduate).

Faculty is Key to COE Success. Skilled faculty members are key to the success of COE. Thanks to the following 2016 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

Scotti Hester, *Purdue University*
John Parrish, *University of Wisconsin*
Murray Bakst, *USDA-ARS*
Greg Fraley, *Hope College*

Breeder Flock & Hatchery Management

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

Poultry Products Technology

Mark Richards, *University of Wisconsin*
Adam Borger, *UW Food Research Institute*
Dianna Bourassa, *USDA-ARS*
John Brunnquell, *Egg Innovations*
Beth Button, *University of Wisconsin*
Andy Milkowski, *University of Wisconsin*
Manpreet Singh, *Purdue University*



Mark Cook at the Poultry Lab with Avian Health class.

SUMMER SESSION II

Avian Health

Mark Cook, *University of Wisconsin*
Mick Fulton, *Michigan State University*
Rob Porter, *University of Minnesota*

Poultry Nutrition

Mike Lilburn, *The Ohio State University*
Carl Parsons, *University of Illinois*
Caitlin Evans, *Kansas State University*
April Waguespack-Levy, *DSM Nutritional Products*

Poultry Enterprise Management

Ken Koelkebeck, *University of Illinois*
Trudy DeRemer, *MacFarlane Pheasants*
Kelsey Held, *GNP Company*
Keith Kulow, *Daybreak Foods*
Nick Levendoski, *Organic Valley Co-op*
Tom Lohr, *Henning Companies*
Beth Nelson, *MPC*
Megan O'Rourke, *University of Wisconsin*
Ian Rubinoff, *Hy-Line International*
Chelsea Russell, *MPC*
Jillian Theiler, *Daybreak Foods*
Bob Thompson, *Herbruck's Poultry Ranch*
Zachary Tucker, *Maple Leaf Farms*
Amy VanDeBrake, *MPC*

Poultry Leadership Experience Taught by Staff, COE Faculty, and Sponsors. Ken Koelkebeck - PEM Course Coordinator, Beth Nelson - MPC President, Chelsea Russell - MPC Student Director, Amy VanDeBrake - MPC Student Recruiter, and Ian Rubinoff - Hy-Line International taught 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.

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. MPC, with the help of Dr. Koelkebeck and Dr. Rubinoff, is now equipped to facilitate PLE, relating 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 2016, 26 internships were awarded, allowing students to take their classroom knowledge and apply it to real-world experiences. Internship hosts included Alltech, Cobb Vantress, Cooper Farms, Daybreak Foods, Farmers' Hen House, GNP Company, Herbruck's Poultry Ranch, Hy-Line North America, Jennie-O Turkey Store, MacFarlane Pheasants, Maple Leaf Farms, Michael Foods, Michigan Allied Poultry Industries, Nelson Poultry Farms, Rembrandt Foods, Rose Acre Farms, Sparboe Farms, and Trillium Farm Holdings.

STUDENT 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!

Elizabeth Beilke, a 2011 COE graduate, accepted the position of Staff Veterinarian with Cooper Farms in Oakwood, OH. Elizabeth earned her bachelor's degree from Kansas State University in May 2016 with a degree in Animal Science and her DVM from Iowa State University.

Manuel Benitez, a 2009 COE graduate, accepted the position of Corporate Live Production Lab Specialist at Rose Acre Farms in Seymour, IN. Manuel graduated from Purdue University in December 2010 with a degree in Animal Sciences – Pre Veterinary Medicine, and a minor in Biological Sciences.

Kevin Bolek, a 2010 COE participant, accepted the position of Research Scientist at Elanco Animal Health in Greenfield, IN. Kevin earned his bachelor's degree from Michigan State University in Animal Science, his master's degree from Iowa State University in Nutritional Sciences, and his Ph.D. in Animal Biology from the University of California-Davis.

Landon Brehm, a 2015 COE participant, accepted the position of Field Tech – Breeder for Maple Leaf Farms in Berne, IN. Landon graduated from The Ohio State University in December 2015 with a degree in Animal Science.

Sarah (Stevens) Collins, a 2015 COE graduate, accepted the position of Poultry Unit Manager at the University of Nebraska-Lincoln. Sarah graduated from Iowa State University in May 2015 with a degree in Animal Sciences.

Jonathan Elissa, a 2015 COE graduate, accepted the position of Manager Trainee at Herbruck's Poultry Ranch. Jonathan graduated from Michigan State University in December 2015 with a degree in Animal Science.

Quentin Ford, a 2011 COE graduate, accepted the position of Food Safety & Quality Technician II for Daybreak Foods in Vincent, IA. Quentin graduated from Purdue University in May 2012 with a degree in Animal Science.

Caroline Galloway, a 2015 COE graduate, accepted a position at Trillium Farm Holdings in Ohio. Caroline graduated from The Ohio State University in December 2015 with a degree in Animal Science.

Emily Hayes, a 2015 COE graduate, accepted the position of Field Tech at Maple Leaf Farms in Berne, IN. Emily graduated from Michigan State University in May 2015 with a degree in Animal Science.

John Hopp, a 2015 COE graduate, accepted the position of Assistant Manager at Iowa Cage Free in Johnston, IA. John graduated from Iowa State University in May 2016 with a degree in Animal Science.

Rebecca Ries, a 2016 COE graduate, accepted the position of Management Trainee for Pilgrim's in Mayfield, KY. Rebecca graduated from the University of Illinois in May 2016 with a degree in Animal Science.

Dion Scott, a 2014 COE graduate, accepted the position of Assistant Layer Manager at Rembrandt Foods in Thompson, IA. Dion graduated from Purdue University in May 2015 with a degree in Animal Science.

Ryan Simmermeyer, a 2015 COE graduate, accepted the position of Assistant Manager at Rose Acre Farms' White County Egg Farm in Monon, IN. Ryan graduated from Purdue University in May 2016 with a degree in Animal Production.

Matt Yost, a 2016 COE graduate, accepted the position of Farm Division Operations Coordinator for Gerber's Poultry in Kidron, OH. Matt graduated from The Ohio State University in December 2015 with a degree in Agricultural Systems Management and a minor in Agribusiness.

Students in the News. In an effort to bring additional graduates into the poultry industry, MPC has implemented a new process for recruiting graduates who may have a skill set valuable to the industry even though they have not participated in COE classes. The goal of this new tracking system is to help place graduates in full-time positions within MPC member companies. Congratulations to the following students on their poultry employment!

Rachel Schroeder, accepted a position with Sonstegard Foods. Rachel graduated from North Dakota State University in May 2016 with a degree in Animal Science.

Pamela Eusebio-Balcazar, accepted the position of Quality Assurance & Food Safety Management Trainee with Case Farms in Canton, OH. Pamela earned her Ph.D. in Animal Science and Nutrition from the University of Nebraska-Lincoln in April 2015.

2015-2016 Sponsors *cont.*

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COE STUDENT RECRUITMENT

Promoting COE and the Poultry Industry While Recruiting for the 2016 COE. Throughout September and October, MPC was busy at the campuses of our affiliated universities to spread awareness of COE, encourage students to apply, and increase interest in the poultry industry. MPC staff attends career fairs, visits classes, and creates opportunities to connect students with the poultry industry.

Poultry Panels. MPC conducted two large poultry networking events - North Dakota State University (NDSU) and South Dakota State University (SDSU) Poultry Panels.

Almost 120 students attended North Dakota State University's 4th Annual Poultry Panel Networking Event on September 26. The event was coordinated by MPC in cooperation with NDSU's Animal Science Department and the Minnesota Turkey Research & Promotion Council.

NDSU panelists (L to R in photo): Dr. Evan VanBeusekom, *Jennie-O Turkey Store*; Mike Schmidt*, *Elanco Animal Health*; Morgan Baumchen*, *Willmar Poultry*; and Katie Davis, *GNP*.

South Dakota State University's 2nd Annual Poultry Networking Event attracted close to 130 students on September 27. The event was coordinated by MPC in collaboration with SDSU's Animal Science Department. The South Dakota Poultry Industries Association sponsored the event.

SDSU panelists (L to R in photo): Gabby Ryan*, *SDSU student*; Melissa VanDerWerff, *Jennie-O Turkey Store*; Dr. Kevin Roberson, *Michael Foods*; Dr. Ben Wileman, *AgForte*; Ty Eschenbaum, *Rembrandt Foods*; and Peter Sonstegard*, *Sonstegard Foods* (*COE graduate).

These events have become strong drivers in piquing student interest in careers in the poultry industry. Both panels were held the night before each university's respective Ag Career Fairs, driving increased traffic to MPC sponsor booths.

New Initiatives. The animal science departments at both universities, encouraged by the high attendance at their poultry panels, have worked to incorporate more on-campus opportunities for students to learn about poultry, including adding poultry labs to classes and the newly created SDSU Poultry Short-course (AS 491-S10) which debuted in 2016.

Poultry Clubs. At affiliated universities fortunate enough to have active poultry clubs, MPC has worked to strengthen club involvement and give students a better idea of the job opportunities existing in the industry. MPC spoke at 7 poultry club meetings and was able to invite guest speakers from our sponsor companies to highlight employment opportunities in the industry. In Ohio, the club convened a special meeting to hear presentations from MPC staff, 2016 COE students, and Trillium Farm Holdings. At Purdue, MPC organized a meeting of both the Poultry Science and Meat Science Clubs for students to hear presentations from MPC staff, 2016 COE students, and Zach Tucker, a COE graduate, with Maple Leaf Farms. MPC also convened a special meeting with the Iowa Poultry Interest Group, hearing from MPC staff, 2016 COE students, and Hy-Line International.

All meetings were open to members and non-members of the clubs, which not only helped increase attendance but also gave new students exposure to the poultry clubs in an effort to increase enrollment.

Industry involvement in reaching out to students at our affiliated universities is appreciated and valuable. If your company would like to be involved with campus visits, please let us know at mpc@mw poultry.org.

COE Information at National FFA Poultry Evaluation Career Development Event. Pam Utterback of the University of Illinois helped MPC reach potential new recruits at the national FFA convention. COE materials were included in the team packets for the National FFA Poultry Evaluation Career Development Event (CDE) Banquet at the 89th National FFA Convention & Expo. This is a competitive event testing participants' ability to select top quality poultry and poultry products. Event participants complete a written exam on poultry management, evaluate classes of live birds for eggs and meat production, evaluate quality of eggs, and evaluate and identify parts and products. Thirty-nine teams competed in the Poultry Evaluation event with teams coming from 11 of our member states.



NDSU 4th Annual Poultry Panel Networking Event.



SDSU 2nd Annual Poultry Panel Networking Event.



Shania Ray sharing her COE experience at the Purdue Poultry Club meeting.