



Midwest Poultry Consortium

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2020 OUTSTANDING SERVICE AWARD

Greg Fraley of Purdue University was the recipient of the Midwest Poultry Consortium's 2020 Outstanding Service Award. The award is given to an individual who exemplifies outstanding service to the Consortium and the poultry industry.

Dr. Fraley has been an integral part of MPC's Center of Excellence Scholarship/Internship (COE) Program for many years, having served as a faculty member of the Avian Physiology Course since 2012. Even though he was not a faculty member at one of MPC's member institutions until recently (he was at Hope College prior to Purdue), he still volunteered his time and talents to the COE program due to his strong belief in its cause and mission. Students have appreciated his knack to relate course work to real world applications.



Greg Fraley

Dr. Fraley, the 19th recipient, joins past winners: Richard "Mick" Fulton, *Michigan State University* (2019); Ken Koelkebeck, *University of Illinois* (2018); Steve Jurek, *GNP* (2017); Mark Richards, *University of Wisconsin* (2016); Mike Lilburn, *The Ohio State University* (2015); Dan Schaefer, *University of Wisconsin* (2014); Patricia 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

MPC Members Participate in "Virtual" Annual Meeting. In addition to the acceptance of the treasurer's and secretary's reports via email ballot, acceptance of the nominating committee report resulted in the election of six board members. The board seats were filled by: Zachary Simons, *Nova-Tech Engineering* (Allied); Brad Rortvedt, *Alltech* (Allied); Janelle Heesch, *Pilgrim's* (Broiler); Julie Kelly, *Michael Foods* (Egg); Peter Sonstegard, *Sonstegard Foods Company* (Egg); Karen Taylor, *West Liberty Foods* (Turkey). Thanks to outgoing board members: David Leavell, *Farmer Automatic of America - Aggero*; Gregg Veldman, *Evonik Industries*; K. Joseph Swanson, *West Liberty Foods*; Carol Kratke, *Michael Foods*.

COE Students Honored at Year-End Banquet. The 25th year of COE classes ended Friday, June 26, and to celebrate, MPC hosted a virtual Graduation and Awards Party. With over 60 participants, the virtual party brought together 2020 COE students and their families, faculty members, past COE participants, and MPC sponsors for an awards ceremony, graduation, poultry trivia competition, a team scavenger hunt, and an opportunity to "mix and mingle." The awards ceremony recognized Reid Anema (SSI) and Michael Carroll (SSII) as the most intelligent students (*Egghead Award*), Lilianna Rodriguez (SSI) and Keaton Gibbs (SSII) as class clowns (*Yolkster Award*), and Adam Ripplinger (SSI) and Grace Taylor (SSII) as the most dedicated students (*Ducks in a Row Award*). Faculty members recognized with the coveted *Mark Cook Pullet-zer Prize*, were Michael Cressman, *The Ohio State University* (SSI) and Carl Parsons, *University of Illinois* (SSII). Runners-up: Dawn Koltes, *Iowa State University* (SSI) and Anup Johny, *University of Minnesota* (SSII). Awards are voted on by students. Elizabeth Bobeck presented diplomas to COE graduates completing both COE sessions. 2020 graduates (*pictured*): Michael Carroll (UMN); Keaton Gibbs (MU); Kaitlyn Hermansen (UWRF); Ashley Kuhlman (PU); Jessica Murawski (MSU); Madisyn Murphy (PU); Arianna Nasserjah (ISU); Jordyn Samper (PU); and Caitlyn Spencer (ISU).



Prize donations provided by: Aviagen; Cooper Farms; Henning Companies; Hy-Line North America; Jennie-O Turkey Store; Pilgrim's; Purina Animal Nutrition; Rose Acre Farms.

2020 COE – SCHOLARSHIPS, INDUSTRY VIEWS, FACULTY, LEADERSHIP, & INTERNSHIPS

MPC's COE Moves to Iowa State University (ISU). For the first time, ISU hosted the COE Program. This unique and very successful poultry education program was launched at UW-Madison in 1996 and has continued to educate undergraduates and place them in poultry positions for twenty-four years – thanks go to UW-Madison for their many years of dedication.

COE offers students the opportunity to earn up to 18 credits focused in poultry science and prepares them for future employment within the industry. Students who complete two six-week summer sessions earn an emphasis in poultry science. Credits can be transferred to the students' home universities and apply towards graduation.

ISU took on the challenging task of hosting the COE program, a major undertaking even in a typical year, and worked with MPC and COE faculty to accommodate distance learning for the 2020 session. MPC is thankful to ISU and the COE faculty for being adaptable so it could continue to offer students this amazing poultry education opportunity even in a pandemic year.

The new university host proposal aims to rotate the COE between Iowa State University and the University of Minnesota in future years.

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Scholarship Selection. Twenty-nine students participated in the 2020 COE program, representing all 13 MPC member states. Full scholarships were awarded to 22 students and partial scholarships to 7 students.

SUMMER SESSION I

Reid Anema - *South Dakota State University*

Emily Benton - *The Ohio State University*

Melanie Bergman - *University of Illinois*

Jennifer Gibbs - *Michigan State University*

Ashley Gibbs - *Michigan State University*

Grant Herfindahl - *University of Wisconsin-River Falls*

Sydney Holtforth - *Michigan State University*

Nicholas Jacobs - *Iowa State University*

Daniel Lenig - *Purdue University*

Arianna Nasserjah - *Iowa State University*

Adam Ripplinger - *North Dakota State University*

Liliana Rodriguez - *University of Florida*

Kaitlyn Roley - *University of Illinois*

Asha Scheideler - *University of Nebraska*

Brady Trimble - *Kansas State University*

Madison Willkomm - *Iowa State University*

SUMMER SESSION II

Michael Carroll - *University of Minnesota*

Keaton Gibbs - *University of Missouri*

Kaitlyn Hermansen - *University of Wisconsin-River Falls*

Mikayla Hicks - *The Ohio State University*

Ashley Kuhlman - *Purdue University*

Jared Liggert - *Michigan State University*

Andrea Mendoza - *University of Florida*

Jessica Murawski - *Michigan State University*

Madisyn Murphy - *Purdue University*

Dana Patterson - *University of Florida*

Jordyn Samper - *Purdue University*

Caitlyn Spencer - *Iowa State University*

Grace Taylor - *University of Minnesota*

Poultry Leadership Experience (PLE). Ken Koelkebeck, Poultry Enterprise Management (PEM) Course Coordinator; Beth Nelson and Chelsea Russell (MPC); and Ian Rubinoff (Hy-Line International) taught PLE, a three-day session incorporated into the PEM course. Prior to COE, students took an MBTI assessment to gauge personality type preferences. PLE uses interactive curriculum to present and reinforce concepts of leadership, emotional intelligence, communication, and teamwork.

Wednesday Night Forums. Among the many adaptations necessary to complete a successful 2020 COE was the need to use Zoom to hold *Wednesday Night Forums*, a popular weekly event offering students the opportunity to network with industry leaders, learn more about the poultry industry, and explore future career opportunities. Even in the age of social distancing, these forums have continued to be a vital component of the COE educational experience and give students a look at career opportunities and employment within the poultry industry.

Speakers: *Nick Alt, Ann Schulz, and Brad Rortvedt (*Alltech*); *Mike Banks (*Ridley Feed Ingredients*); *Dave Hasemann and *Manny Benitez (*Rose Acre Farms*); *Aaron Ripplinger and *Andrew Moser (*Pilgrim's*); *Jesseca Fantauzzi, *Emilee Copple, and Anita Smith (*Versova*). *COE graduate

Internships. Twenty-seven industry internships were awarded, allowing students to take classroom knowledge and apply it to real-world settings. Internship hosts:

Alltech

Case Farms

Cobb-Vantress

Daybreak Foods

Farm Crest Foods

Hendrix Genetics

Herbruck's Poultry Ranch

Hickman's Egg Ranch

Hy-Line North America

Iowa Cage Free

Jennie-O Turkey Store

Michael Foods

Miller Poultry

Pilgrim's

Prime Foods

Rose Acre Farms

Trillium Farms

2020 COE Faculty Members Go "Above and Beyond." The 2020 COE presented a number of challenges for faculty. Not only was it the first year they were required to plan for their involvement at a new location, it became the first year they had to adjust to distance learning. Neither of these proved to be too much to overcome as our distinguished and committed faculty demonstrated their ability to adapt to this new challenge and provide students with the high-quality poultry science education they have come to expect.

"Throughout this whole process, COE faculty was phenomenal," said Beth Nelson, MPC President. "They really went 'above and beyond' this year in terms of how they adapted to distance learning, while maintaining the continuity of the program." Each year, COE faculty take valuable time out of their summer schedule to teach at the COE and are integral to its success. While many of their counterparts are enjoying their summer break, COE faculty are busy preparing a curriculum, spending hours in a virtual classroom, and sharing valuable knowledge and expertise with COE students. These dedicated individuals include nationally recognized faculty from participating land grant institutions, experienced poultry industry representatives, and professionals from other universities and related agencies. Collectively, they serve as the foundation of the COE and provide students with the education they need to become valuable and contributing members of the poultry industry.

A strong commitment by these faculty members, who are dedicated not only to the poultry industry but to the students they educate, is the reason the poultry industry finds the COE so valuable. Each year, leading faculty members commit themselves to educating the next generation of poultry industry leaders, making sure students are well-prepared to face the future challenges the poultry industry presents. The enthusiasm they bring to their work is infectious and serves to generate excitement about future employment opportunities among COE students. Thanks to the following 2020 COE faculty members and guest speakers who shared their time and expertise; without them, COE would not exist:

SUMMER SESSION I

Avian Physiology

Dawn Koltes, *Iowa State University*
Zachary Williams, *Michigan State University*

Breeder Flock & Hatchery Management

Ron Kean, *University of Wisconsin*
Sally Noll, *University of Minnesota*
Mike Wineland, *North Carolina State University*
Justin Haats, *Hy-Line North America*
Brian Joyer, *Hy-Line North America*
Jeremy Lies, *Hy-Line North America*
Ian Rubinoff, *Hy-Line International*
Zachary Simons, *NovaTech Engineering*

Poultry Products Technology

Michael Cressman, *The Ohio State University*
Dianna Bourassa, *Auburn University*
Mark Richards, *University of Wisconsin*
Manpreet Singh, *University of Georgia*
Nathan Hanson, *Pilgrim's*
April Rose, *Cargill*
Katy Wolff, *Cargill*

Course coordinators; Guest Lecturers

SUMMER SESSION II

Avian Health

Mick Fulton, *Michigan State University*
Rob Porter, *University of Minnesota*
Yuko Sato, *Iowa State University*

Poultry Nutrition

Liz Bobeck, *Iowa State University*
Carl Parsons, *University of Illinois*
Caitlin Evans, *Kansas State University*
Kristjan Bregendahl, *Devenish Nutrition*
April Waguespack-Levy, *DSM Nutritional Products*

Poultry Enterprise Management

Ken Koelkebeck, *University of Illinois*
Anup Kollanoor Johny, *University of Minnesota*
Steven Corbitt, *Maple Leaf Farms*
Trudy DeRemer, *MacFarlane Pheasants*
Richard Gates, *Egg Industry Center*
Kelsey Held, *Pilgrim's*
Maro Ibarburu-Blanc, *Egg Industry Center*
Jeremy Lies, *Hy-Line North America*
Cody Lucero, *Iowa Cage Free*
Sam Merfield, *Henning Companies*
Beth Nelson, *MPC*
Mike Penningroth, *Henning Companies*
Brett Pickar, *Daybreak Foods*
Craig Rowles, *Iowa Cage Free*
Ian Rubinoff, *Hy-Line International*
Chelsea Russell, *MPC*
James Sparks, *Henning Companies*
Jillian Theiler, *Daybreak Foods*

STUDENT PLACEMENT

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

Kevin Bolek, a 2010 COE participant, accepted the position of Poultry Innovation Lead with Cargill in Los Angeles, CA. He earned a Bachelor's degree in Animal Sciences from Michigan State University and PhD from the University of California-Davis in Animal Biology.

Hannah Campbell, a 2019 COE graduate, accepted the position of Management Operation Associate with Cargill in Lake Odessa, MI. She graduated from Michigan State University in 2020 with a degree in Animal Science.

Jonathan Elissa, a 2015 COE graduate, accepted the position of Production Veterinarian with S&R Egg Farm in Whitewater, WI. He earned a Bachelor's degree in Animal Sciences from Michigan State University and DVM from the University of Wisconsin-Madison in May 2020.

Didier Jean, a 2019 COE participant, began a Supervisor Development position with Pilgrim's in Cold Spring, MN. He graduated from University of Florida-Gainesville in 2019 with a degree in Animal Science.

Meicen "Amy" Liu, a 2017 COE participant, accepted the position of Senior Research Associate with Kemin Animal Nutrition & Health in Des Moines, IA. She earned a Bachelor's degree in Animal Sciences from Purdue University and a Master of Science in Veterinary Microbiology and Preventive Medicine from Iowa State University.

Natan Plowman, a 2019 COE participant, accepted the position of Diagnostics Lab Technician with Select Genetics in Willmar, MN. He graduated from North Dakota State University in 2020 with a degree in Animal Science.

Kyle Reichard, a 2019 COE graduate, accepted the position of Management Trainee with Cal-Maine Foods in Rossburg, OH. He graduated from Purdue University in May 2020 with a degree in Animal Science.

Alexis Reily, a 2019 COE graduate, accepted the position of Pullet Lead with Daybreak Foods in Lake Mills, WI. She graduated from University of Wisconsin-Madison in 2020 with a degree in Animal Science.

Jonathan Suwarna, a 2019 COE participant, accepted the position of Production Manager Trainee with Rose Acre Farms in Brook, IN. He graduated from The Ohio State University in May 2020 with a degree in Animal Science.

Congratulations to COE Students Entering Graduate or Vet School. COE students accepted into graduate programs in areas important to the poultry industry: Victoria Ayres (*West Virginia University*), Paige Doklovic (*The Ohio State University*), Caroline Gregg (*Auburn University*), and Claudia Tellman (*The Ohio State University*).

COE students accepted into vet school: Caralee Stover (*University of Illinois*) and Miranda Painter (*Iowa State University*).

2019-2020 Sponsors cont.

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Michael Foods
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MPS Egg Farms
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Nelson Poultry Farms
North American Gamebird Assn.
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Ohio Poultry Association
Organic Valley
Oskaloosa Food Products
Pearl Valley Farms
Pilgrim's
Prime Foods
Purina Animal Nutrition
Rembrandt Foods
Ridley Feed Ingredients
River View Farms
Rose Acre Farms
SANOVO Technology USA
Select Genetics
Social Chicken
Sonstegard Foods
South Dakota Poultry Ind. Assn.
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Sunrise Acres Egg Farms
Sure Conveyors
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
Wabash Valley Produce
Weaver Brothers
West Liberty Foods
Wisconsin Poultry & Egg Ind. Assn.
Zoetis

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Dave Haesmann - Egg

Rose Acre Farms

Janelle Heesch - Broiler

Pilgrim's

Julie Kelly - Egg

Michael Foods

Scott Norling - Turkey

Life-Science Innovations (WPC)

Brad Rortvedt - Allied

Alltech

Beth Schnell - Egg

Sparboe Farms

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2021 COE RECRUITMENT WENT VIRTUAL

MPC participated in "virtual" career fairs in addition to arranging "virtual" classroom presentations, engaging with poultry clubs, and organizing "poultry panels" to raise awareness and discuss COE benefits with prospective applicants. The focus of these activities brought attention to the great opportunities in the poultry industry and how COE helps students gain skills valuable to the industry.

Career Fairs. MPC participated in the virtual career fairs of 13 member schools. A variety of platforms were used by member universities, but all allowed students to meet one-on-one with MPC staff to learn how COE could benefit them. In addition to using the career fair-provided tools to reach students, MPC also relied on faculty members and past COE participants to encourage students to visit the virtual MPC booth.

Class Visits. To maintain visibility directly in classes, MPC provided faculty with customized slide decks that were posted to the classes' virtual learning pages. MPC also spoke in classes synchronously over platforms like Zoom, and 2020 COE students were able to do in-person class talks.

Poultry Clubs. MPC virtually attended poultry club meetings, utilizing customized slide decks as well as having past COE students talk about their class and internship experiences. One advantage of the virtual format is it widens the pool of potential speakers. In addition to the COE talks, MPC helped our member school's poultry clubs arrange speakers who had never before met with the clubs.

Poultry Panels. In a normal year, MPC hosts two poultry panels, one with the NDSU Animal Science Department and one with the SDSU Animal Science Department. While COE is highlighted, the main focus is to allow students to learn about different career opportunities within the poultry industry. This year the poultry panels were held virtually. Instead of hosting two separate panels, MPC and the NDSU and SDSU Animal Science Departments pooled their efforts for one larger event. Since students were not required to attend in person, MPC also opened the event to other member universities. Several faculty members posted the panel opportunity for their students. In 2019, between the NDSU and SDSU panels, we had just over 220 participants, this year we had over 300. Students logged in from: Iowa State University; North Dakota State University; South Dakota State University; University of Florida – Gainesville; University of Illinois; University of Minnesota; University of Wisconsin River Falls; and University of Wisconsin – Madison.

Panelists spoke on areas of processing, live production, nutrition, and veterinary medicine. They gave tips on what experiences students should seek out to be successful in the poultry industry and shared information on what their jobs entailed. Panelists included: Abby Scott (*Jennie-O Turkey Store*); Aaron Ripplinger (*Pilgrim's*); Ben Wileman (*Select Genetics*); Chris Theisen (*MacFarlane Pheasants*); and Stacey Roberts (*Versova*). All panelists were from MPC sponsor companies and Abby and Aaron were past COE students.

Outreach by Faculty & Students. Understanding our unique recruitment challenges in 2020, many faculty who typically allow MPC an in-person presence in their classes emailed and posted information for their students to review. Several managers of university poultry farms talked to their student workers about the COE program. COE students from the 2020 class took action to share COE information in campus-related newsletters as well as reaching out to classmates directly.

Social Media Outreach. MPC encouraged those connected to COE to visit the COE Facebook page and share a recruitment post, tag students they thought should apply, or leave a comment about how the program benefited them.

Panelists



Abby Scott
Area Supervisor
Jennie-O Turkey Store



Aaron Ripplinger
Hatchery Manager Trainee
Pilgrim's



Stacey Roberts
Director of Nutrition
Versova



Chris Theisen
Production Manager
MacFarlane Pheasants



Ben Wileman
Director of Veterinary &
Avian Sciences
Select Genetics



Chelsea Russell
COE Student Director
MPC
Panel Moderator