

Trent Loos To Speak At Illinois Beef Association Summer Tour

SPRINGFIELD, ILL.

“Reclaiming Our Legacy as Stewards of the Environment and Animals” will be the theme of the 2009 Illinois Beef Summer Conference, which will be held at the Collinsville DoubleTree June 25-26.

Kicking off the event on Thursday will be a tour of Land O'Lakes Purina Feed's LongView Animal Nutrition Center in Gray Summit, Mo. LongView is the premier animal nutrition R&D facility in North America. The tour will provide information about the facility and offer visitors a glimpse into the research that takes place on-site. Tour participants have an opportunity to see the many different research buildings within LongView's 1,188 acres, talk to scientists and staff, and receive training and guidance on the day-to-day operation of their own farms.

Trent Loos, will be the keynote speaker at the Awards Dinner Thursday evening. Loos is a well-known radio personality and voice for agriculture. He produces “Loos Lips”, a weekly radio and television program broadcast across the nation. Loos looks at the people and places in rural America, bridging rural and urban Americans and has been an advocate for agriculture for years.

The Friday seminar will focus on acknowledging the challenges that face agriculture and reclaiming our legacy by various forms of

communication. Loos will share his experiences as an advocate before leading a panel discussion with several agriculture leaders including NCBA President-Elect Steve Foglesong and Bob Krouse, Midwest Poultry Services.

Daren Williams, Executive Director of Communications for NCBA, will introduce the newly crafted Masters of Beef Advocacy (MBA) program. The MBA program is a self-directed online training program designed to equip beef producers and industry allies with the information they need to be everyday advocates for the beef industry.

Williams will also explore the different social networking devices that have taken the world by storm. Twitter, Facebook, and blogging can be extremely useful tools, if you know how to use them!

A trip to the Grizzlies ballgame Friday evening will provide an opportunity to relax and enjoy an old fashioned night at the stadium with baseball and fellow cattlemen.

For more information go to www.illinoisbeef.com or call the IBA office at 217-787-4280 for a complete schedule. Hotel reservations should be made directly to Collinsville DoubleTree Inn, 618-345-2800. Be sure to request IL Beef Assoc. rooms for special, discounted rate. Δ