

# Midwest Poultry Federation

## NEWS RELEASE

*For immediate release*

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### MPF Fellowship Breakfast

#### *MPF Welcomes Dave Horsager as Featured Speaker: “The Trust Edge”*

(Buffalo, MN) ... Midwest Poultry Federation (MPF) is excited to announce that Dave Horsager will be the 2013 MPF Fellowship Breakfast speaker.

“The poultry industry - and agriculture in general - knows a thing or two about trust. We have seen consumer trust erode in our farmers, food companies and our products over the past decade, due in part to animal activist groups who constantly bombard consumers with myths, mistruths and outright lies,” said MPF President Allen Behl, Behl Turkey Farm, Watertown, WI. “Mr. Horsager is an author, business strategist and keynote speaker who also knows about trust. He will share with us the secrets of using trust to impact the bottom line.”

Combining humor, illustrations and memorable stories with research and insight, Dave sheds light on the confusion and misconceptions surrounding the cornerstone of personal and professional success.

Through his Master’s research, experience as Director of K-Life Inc., and founding partner of Special Delivery Productions, Dave learned firsthand how the world’s most successful people gain and keep the trust of their customers and colleagues. He’s taken that knowledge and broken it down into tangible steps that audiences and readers can incorporate into their own lives right away.

As a Certified Speaking Professional, Dave has delivered life-changing presentations on four continents, with audiences ranging from Fortune 500 executives to the armed forces and even professional sports teams. He’s built his reputation on two things – being easy to work with and delivering engaging, high-energy speeches every time. When he’s not speaking or writing, Dave continues to research and consult through Horsager Leadership. He also serves as an Adjunct Professor of Organizational Leadership for Bethel University’s graduate program. He lives in St. Paul, MN with his wife, Lisa, and their four children.

The Fellowship Breakfast is scheduled for March 14, 2013 at the Saint Paul RiverCentre. Tickets are \$20 (if purchased by February 15) and \$25 onsite and include a full breakfast. Preregistration is available online at <http://midwestpoultry.com>.

In addition to Mr. Horsager, the Fellowship Breakfast Program also includes the recognition of many exhibiting companies as MPF Longevity Honorees. (Exhibitors are recognized every 5 consecutive years.)

The MPF Convention runs March 12-14, 2013 at the Saint Paul RiverCentre in St. Paul, MN. For more information on the MPF Convention or to receive registration and hotel reservation information, please visit <http://midwestpoultry.com>. Or contact the MPF at (763) 682-2171; fax (763) 682-5546; or e-mail, [ldurben@midwestpoultry.com](mailto:ldurben@midwestpoultry.com). You can also find MPF on Facebook ([www.facebook.com/MPFConvention](http://www.facebook.com/MPFConvention)) and Twitter ([www.twitter.com/MPFConvention](http://www.twitter.com/MPFConvention)). The Twitter hashtag for the show is #mpf13.

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## **About MPF**

Midwest Poultry Federation's (MPF) primary purpose is to host an annual regional convention emphasizing on-farm poultry production. The convention's goal is to offer innovative and compelling information to attendees through a balanced offering of exhibits and educational workshops.

MPF's mission is to conduct and support those educational, promotional and policy advocacy issues that will enhance the viability and growth of the poultry industry. Revenue generated by the convention goes back to MPF's members and to support various poultry programs.

*Editor's Note: Photo available upon request.*