

Michigan State University Block and Bridle
1290 Anthony Hall
East Lansing, Michigan 48824



Fellow Block and Bridle Club Members:

On behalf of the Michigan State University Block and Bridle Club, we would like to invite you to attend the 91st National Block and Bridle Convention to be held October 14-16, 2010 in Lansing, Michigan's state capital. We have been working hard to plan an unforgettable convention and we hope you will join us in "Bringing the Cream of the Crop to the Top!" The 91st National Convention will be held in conjunction with the Michigan Great Lakes International Draft Horse Show and Pull.

With over 1,200 draft horses from the U.S. and Canada, The Michigan Great Lakes International Draft Horse Show and Pull (MGLI) is the largest annual draft horse event in North America. MGLI's annual mid-October 4-day event features some of the finest Belgians, Clydesdales, Shires, Percherons and Mules that have ever performed in an arena or in the field – anywhere! MGLI is the only event in the world to feature halter classes, hitching, plowing, pulling and riding for draft horse breeds and mules at the same time and location. These elegant and massive horses which weigh over a ton compete in single horse hitch through the entire range of eight-horse hitch classes. These "big boys" will also demonstrate their raw power in the light and heavyweight pulling contests during which they pull a truck-mounted dynamometer, and during the "barnyard pull" teams test their horse power with a weighted sled. To see these heavy horses perform the tasks that they were bred for, be sure to visit the plowing matches and field events. English and western saddle classes demonstrate that these gentle giants can be ridden as well. Commercial exhibits jam-pack the pavilion offering thousands of unique equine items, and the major breed associations are on hand to promote their breeds and answer questions.

We will be kicking off convention on Thursday night at the Lexington Lansing with a keynote address by Mr. David Martosko. As some of you may know, Mr. Martosko works with HumaneWatch, a group dedicated to keeping an eye on the Humane Society of the United States (HSUS). Following Mr. Martosko's address, we will have a student mixer featuring Michigan State's very own Dairy Store ice cream. On Friday, delegates will be spending the day experiencing Michigan's diversity in agriculture. Upon returning from the tours, we will be spending an evening at the Michigan State University Horse Teaching and Research Facility and getting a true taste of Michigan with a dinner featuring Michigan products. Following dinner, delegates will get to experience numerous activities as well as have the chance to hear music from Gunnar and the Grizzly Boys. Saturday morning will begin with a light breakfast followed by a keynote address from Dr. Justin Ransom. Dr. Ransom works for OSI Industries in Chicago, Illinois. The OSI Group is a world leader in providing quality products and custom solutions to the food industry. Following the keynote address will be 3 breakout session speakers focused on "Becoming someone not just being someone". Breakout session speakers include Mr. Mark McCully, Certified Angus Beef Supply Development Director as well as Mr. Mike Moseley,

Associate Director of Pfizer. At the conclusion of the breakout sessions we will have the honor to listen to Ms. Patsy Houghton give an address sponsored by Purdue University Block and Bridle Club. Ms. Houghton is the owner and general manager of Heartland Cattle Company. Heartland Cattle Company is a professional heifer development company out of McCook, Nebraska. Saturday afternoon will be jam packed with activities to participate in. You will have the opportunity to attend the 2010 MGLI. At the MGLI you will be able to experience numerous venues of the draft horse industry as well as meet with draft horse enthusiasts. In addition, you will have the opportunity to experience the heart of our campus by touring Michigan State University's Agriculture Teaching and Research Centers. Upon returning to the Lexington Lansing, clubs will be gathering for group pictures and following this will be the Awards Banquet in the Royale Ballroom. To wrap up this year's convention we will be hosting a farewell dance, also located in the Royale Ballroom.

Enclosed is specific information about the 91st National Convention, including registration forms, hotel information, tour descriptions, schedule of events, and a promotional brochure about the MGLI. The cost of registration for the 91st National Convention is **\$150 per person**. Your registration will include the student mixer on Thursday night, breakfast, lunch and snacks on Friday and breakfast and the formal banquet on Saturday, all tour costs, admission tickets for the MGLI Saturday afternoon, transportation to and from all events, National Convention memorabilia and a long-sleeved convention t-shirt. **The deadline for registration is September 14, 2010.** Please remember, National Block and Bridle requires at least one advisor to attend convention and pay a registration fee. Chapters will not be able to pick up registration packets at the convention site unless they are accompanied by an advisor.

If you have any questions regarding the 91st National Block and Bridle Convention, you may contact Jillian at holdwi13@msu.edu or Kelli at raukelli@msu.edu. We are excited about the upcoming convention and hope that you will join us for a great weekend in the North.

Sincerely,

Jillian Holdwick and Kelli Rau
91st Block and Bridle Convention Co-chairs



Hotel Information

The 91st National Block and Bridle Convention will be headquartered at the Lexington Lansing in Lansing, Michigan. Guest room costs are \$130/night for up to four people. When making reservations please say you are with the Block and Bridle National Convention.

The deadline for the convention rate is September 14, 2010.

Lexington Lansing Hotel

925 South Creyts Road
Lansing, Michigan 48917
(517) 323-7100
<http://www.lexingtonlansing.com>



Convention Dress code

Casual

Includes comfortable, appropriate clothing that excludes plummeting necklines, midriff exposure, and clothing that is too short. Please wear clothes that are representative of the classy students who are members of Block and Bridle. Long pants, appropriate tops, and closed-toed shoes or boots will be required for all tours.

Business Casual

Nicer than jeans but not as nice as business professional clothing. This could include khakis and a nice shirt or sweater and nice shoes or boots.

Business Professional

Implies something you would feel comfortable wearing to a job interview. Men should wear blazers with a tie and women should wear slacks or a skirt. No jeans should be worn to business professional events.

Banquet Attire

Business professional for men and business professional or dresses for women.



Convention Schedule

Thursday, October 14, 2010

- 3:00-9:00 pm Registration
- 7:00 pm Opening Session held in the Royale Ballroom (*Dress is business casual*)
- 7:30 pm Keynote address from Mr. David Martosko
- 8:30 pm Student Mixer with MSU Dairy Store Ice Cream
- 8:30 pm Advisor and Delegate Meeting in the Reo Room (*one advisor must attend*)

Friday, October 15, 2010

- 7:00-8:00 am Depart for tours (*Dress is casual*)
- 5:00-5:30 pm Tours Return to the Lexington Lansing Hotel
- 6:00 pm Buses Depart for the MSU Horse Farm
- 6:30 pm "True Taste of Michigan": Michigan Products Dinner
- 7:30 pm Entertainment Provided by Gunnar and the Grizzly Boys
- 11:00 pm Return to Lexington Lansing
- Shuttles will run from MSU Horse Farm to the Lexington Lansing starting at 9:30 pm*

Saturday, October 16, 2010

- 7:00-8:00 am Breakfast
- 8:30 am Professional Program in the Royale Ballroom (*Dress is business casual*)
- 12:30 pm Depart to lunch locations
- 1:30 pm Depart for MGLI and MSU Farm Tours
- 6:00 pm Return to Lexington Lansing
- 5:00 - 7:00 pm Group Pictures (Lexington Lansing)
- 7:30 pm Awards Banquet in the Royale Ballroom (*Dress is business professional*)
- 9:00 pm-1:00 am Farewell Dance



Code of Conduct

Members attending the National Block and Bridle Convention must recognize and take responsibility for conducting themselves as professionals at all times. In doing so, members will follow the dress code, participate in all scheduled Block and Bridle events, including but not limited to the opening session, tours, the speaker sessions, and the Awards Banquet. Members are expected to arrive on time for all Block and Bridle events. Furthermore, members are expected to maintain a reasonable noise level when socializing and to have the utmost respect for the hotel and its guests at all times. Members must realize it is truly in their best interests to present themselves positively as they represent not only their college or university but National Block and Bridle and the chapter hosting the event.



Tour Options

Choose your tour from the five described below. Be sure to indicate your *1st, 2nd and 3rd choices on the Registration Form.*

1. “STAR OF THE NORTH” TOUR

The “Star of the North” tour will begin with a light breakfast on the bus as you travel up to Alma, Michigan. While in Alma you will have the opportunity visit Cary Pioneer Farm. Cary Pioneer Farm is a feedlot in northern Michigan that was established in 1970. This feedlot along with others in Michigan is unique because of their large focus on feeding out Holstein steers.

Your next stop will take you to Michigan’s “Little Bavaria”. Frankenmuth, Michigan, is the home of Bronner's Christmas Wonderland. Bronner's, a fascinating year-round attraction for all ages, was founded in 1945 by Wally Bronner. It has grown to be the world's largest Christmas store and welcomes more than 2 million visitors annually from throughout the United States, Canada, and the world. Bronner's impressive Alpine-design building, which is the size of 5.5 football fields, is nestled on 27 acres of beautifully landscaped grounds featuring delightful Christmas displays. The amazing shopping wonderland inside the building is the size of 1.7 football fields. Bronner's is an adventure in shopping, featuring over 50,000 trims and gifts for all seasons and reasons.

After spending time exploring Bronner’s Christmas Wonderland, you will travel down the road to Downtown Frankenmuth. While strolling downtown taking in the Bavarian hospitality, be sure to visit the Frankenmuth Brewery, Fudge Kitchen, Cheese House, Rau’s Country Store and more! For lunch you will stay in Frankenmuth. At the Bavarian Inn you will have the pleasure of experiencing what Frankenmuth is truly known for, its Chicken Dinners! The William (Tiny) Zehnder, Jr. family owns the Bavarian Inn of Frankenmuth. Tiny and his wife Dorothy purchased the restaurant in 1950 from the Fischer family. Tiny had a passion for transforming the restaurant so that the authentic German heritage would be reflected in the buildings and costuming of the staff. He spent nearly 50 years of his life assisting and encouraging other Frankenmuth businesses to either build or remodel their buildings in the Bavarian style. Three generations of the Zehnder family now are actively involved in the day-to-day operations. After your delicious lunch, you will be able to take a brief tour of the restaurant and gift shop on the main level.

With a lunch like that we didn’t want to give you too much time to fall asleep on the bus so you will be heading right around the corner to Zeilinger Wool Company. This is a fourth generation family owned business that has been in operation for over 100 years. The company processes sheep wool, angora goat hair, rabbit hair, llama, alpaca, dog hair, and other exotic animal fibers. They turn simple fibers, such as wool, into comforters, mattress pads, bed pillows, quilts, as well as batting for felting and crafting. All additional fibers can be processed for spinning, weaving and custom yarns. They also have a retail shop which features all the products their talented staff has handcrafted.

The final stop before returning to the Lexington Lansing Hotel will be to Green Meadow Farms. Green Meadow Farms consists of 6,500 acres of land and 9,500 head of cattle, many of which are registered. The majority of the herd is Holsteins with a few Brown Swiss, Ayrshires, and Dutch Belted. Merle H. Green founded Green Meadow Farms in 1922. The farm is now owned and managed by Velmar and Margaret Green and their children. Today, Green Meadow Farms is one of the largest dairy operations in Michigan and has the largest herd of registered Holsteins in North America. In 1998 the farm expanded to increase the milking herd size to 3,200. This included 4-550 cow barns, a double 30 herringbone parlor, and an overhead visitor observation center. The latest major expansion to the farm was completed in July 2001 around the corner from the original facilities; it includes 4 barns with a total capacity for 1500 cows, a double 20 herringbone parlor, maternity barn, and a state of the art treatment barn.



2. “EAST BOUND AND DOWN” TOUR

The, The “East Bound and Down” tour will begin with traveling to Michigan State University’s campus. On campus you will have the opportunity to tour the MSU Horticulture Gardens while also enjoying a light breakfast in the conservatory. The 14 acres of garden are a superb retreat and resource for gardeners, plant lovers and children of all ages! During the tour you will view various displays in a beautiful and refreshing garden setting. Learn of new annuals, perennials, ornamental grasses, shrubs and trees and their uses in the landscape.

The buses will travel together to Webberville, Michigan and then split up. One group will have a chance to tour Michigan Brewing Company while the other is touring The Andersons, Inc. While at Michigan Brewing Company you have the opportunity to tour the distillery and learn of the history of the company while also viewing the production of the hand-crafted, smoothest beers. Michigan Brewing Company makes everything from Wheatland Wheat Beet to Superior Stout and sells their products throughout the state of Michigan and surrounding states. In addition to beer, Michigan Brewing Company is also known for its Gin and Vodka which are both hand crafted with only Michigan grains. At the end of your plant tour you will have a chance to taste some of Michigan’s finest in the pub. Your tour of the Andersons, Inc. will give you the opportunity to view the facilities of both the grain and the ethanol divisions. The grain division operates grain terminals in Ohio, Michigan, Indiana, and Illinois with storage capacity of 101 million bushels. The division trades and merchandises more than 385 million bushels of grain in the Eastern Corn Belt and Canada. The Grain Division also offers a number of unique grain marketing and risk management services to its customers including the Crop Revenue Profiler® and Agri-Partners®. The Ethanol Division is operating three ethanol plants for respective LLCs in Indiana, Michigan and Ohio that are collectively capable of producing 300 million gallons of ethanol.

After both groups have had the opportunity to tour both Michigan Brewing Company and The Andersons Inc., you will travel to Northville, Michigan, home of Northville Downs. Here you will have an opportunity to enjoy lunch in the Clubhouse Restaurant. After lunch, you will tour Northville Downs and learn about how unique horse racing is in Michigan. You will go behind the scenes, viewing the barns, horses, and learn of the unique way Northville Down attracts most of their clientele.

For your final stop of the day on the “East Bound and Down” tour you will travel to Armada, Michigan. Here you experience one of Michigan’s top commodities...APPLES! Westview Orchards is 188 acre of fruit trees and crops including apples, peaches, cherries, pears, plums, nectarines, grapes and fall vegetables. Throughout the years, Westview Orchards has evolved from a simple farm to a place of family fun and entertainment for all ages. Here you will take a hayride through the orchard where you will learn what it takes to maintain the orchard and how the business operates. Following the tour of the orchard you can stock up on homegrown fruits and vegetables from the farm market, sample fresh apple cider from the state-of-the-art cider mill, enjoy homemade confections in K's Kitchen Bakery, visit and pet the farm animals, challenge yourself in the 5-acre corn maze.



3. “BEST OF THE WEST” TOUR

The “Best of the West” tour will kick off with a light breakfast on the bus as you travel to Lakeview, Michigan. While in Lakeview you will tour Farm Country Cheese House. Since the beginning the Amish communities in and around Lakeview have supplied the milk and most of the labor required to process the cheese that they sell. They currently receive milk from approximately 97 Amish farmers who have an average of 6 to 15 cows per herd. People have come to know them for their specialty cheeses such as dill, hot pepper, vegetable and cheese curds, as well as the milk, medium, sharp, and extra sharp cheddars. While at the Farm Country Cheese House you will see all of the steps of cheese making from start to finish. Before heading off to your next stop you will have the chance to sample a variety of their specialty cheeses.

The second stop of the day will take you to the family owned and operated Sietsema Farm. Sietsema Farms located in Howard City, Michigan raises 1.3 million head of heavy toms per year for Michigan Turkey Producers LLC and also operates a 10,000 sow, farrow-to-finish multiplier operation, producing 600,000 finished hogs annually. Sietsema’s feed mill produces around 2,500 tons per week of pelleted feed for the turkeys and the sows. While touring the feed mill you will learn about the creative steps they have taken to be environmentally friendly by utilizing the poultry litter that their toms produce.

The third stop on the “Best of the West” tour will land you in Fremont, Michigan. Here you will have the opportunity to meet with a Michigan seedstock producer while enjoying a light lunch. PCR Herefords was founded in 1962 by Phil and Chris Rottman. The Rottman Family raises and sells purebred polled Herefords. PCR Herefords is a prime example of how the seedstock industry is a very valuable asset to Michigan. While at PCR Herefords you will be able to meet with a producer, tour facilities and learn the importance of small family owned operations.

The fourth stop of the day will take you to Grand Rapids, Michigan where you will tour Robinette’s Apple Haus. The Robinette family opened the Apple Haus in 1973. The Apple Haus is home to the bakery, lunch counter & eating area, cider mill, home-grown fresh fruits in season and a variety of other tasty treats and gift boxes. Breads, donuts, pastries and pies are made fresh daily in the bakery. In the apple room, you can get a taste of many different apple varieties, while watching them make cider. Also in the cider room you will be able to see how they produce their own hard cider. Robinette Cellars began serving hard cider to the public in January of 2006. Bill Robinette makes the cider on site and it has been named Barzilla’s Brew after the founder of the Robinette farm, Barzilla Robinette. At Robinette’s you will enjoy a light lunch before traveling down the road to your next stop.

Your final stop on the “Best of the West” tour will be Frederik Meijer Gardens & Sculpture Park. Here you will have time to stroll through the gardens. Be sure to explore the tropical conservatory that houses over 500 tropical species from five continents of the world, stroll through the arid garden and visit the Victorian garden while also exploring one of the finest carnivorous plant exhibitions in the country. Outdoors, the plant presentation ranges from planned and manicured, such as in the English Perennial and Bulb Garden, to natural and native, such as in the Sculpture Park, Woodland shade gardens, boardwalks and trail areas. Amid the sculptures of lifelike farm animals, the Michigan’s Farm Garden focuses on gardening and horticulture as it would have appeared in the 1930’s during the Depression era.



5. “GO GREEN, GO WHITE” TOUR

The “Go Green, Go White” tour starts off with a light breakfast on the bus. The first stop will take you to Alto, Michigan where you will learn the steps one family is taking to ensure everyone understand what dairy farming is really about. Dairy Discovery is committed to educating the non-farming public of West Michigan about life on a large, modern, family farm by engaging them in interactive and enjoyable experiences at SwissLane Farms. SwissLane farms, founded by Fredrick Oesch took root in 1915. It was not until 2001 that the farm began “Dairy Discovery” and expanded to allow the herd to grow to 1,300 milking cows with a herd total of 2,700 cattle. In addition to tour the farm you will have the chance to see the farm’s anaerobic digester at work.

Next you will be traveling to the Kellogg Biological Station in Hickory Corners, Michigan. The Kellogg Biological Station (KBS) is a Michigan State University research field station with a focus on fundamental and applied research in ecology and agriculture. While at KBS you will have the opportunity to view their robotic milking parlor at work while also touring their unique pasture-based systems. Robotic milking systems, or Automatic Milking Systems (AMS), allow cows to be milked on a voluntary basis anytime throughout the day. The Kellogg Biological Station is the second dairy in Michigan to adopt robotic milking technology. The presence of AMS technology at the KBS dairy and converting to a pasture-based dairy system allows MSU researchers to evaluate these new technologies and demonstrate its use to Michigan dairy producers while also allowing MSU to inform a small but growing number of pasture-based dairy producers in the state.

The third stop of the day on the “Go Green, Go White” will take attendees to the Kalamazoo Nature Center. While at the Nature Center you will have the opportunity to stroll through the 1,100 acres of wooded, rolling countryside and watch native animals in their habitats. After exploring, you will enjoy a light lunch in the picnic area of the Nature Center before going down the road to St. Julian Winery.

Next you will go down to Paw Paw, the heart of Michigan’s grape country. Here you will have the opportunity to tour Michigan’s oldest and largest winery, St. Julian Winery. The family-owned winery, founded by Mariano Meconi in 1921, is nestled in the picturesque fruit-growing region along the southern shore of Lake Michigan. Today, grandson, David Braganini, has adopted the family tradition of wine making while turning St. Julian into Michigan’s most renowned winery. After touring the winery you will have the opportunity to sample some of St. Julian’s famous wines.

The last stop of the day for the “Go Green, Go White” tour will take you to Wolf Lake State Fish Hatchery. Wolf Lake State Fish Hatchery located in the village of Mattawan, Michigan. The hatchery was established in 1927 and completely renovated in 1983. The facility produces a wide range of fish species for both inland and Great Lakes waters. Coldwater species produced for Great Lakes waters include steelhead trout and Chinook salmon. Coolwater species produced at this facility include lake sturgeon (the only facility to rear this species), walleye, northern pike, channel catfish (obtained from other states) and northern muskellunge.



For Your Information

Time Zone

Lansing, Michigan is in the Eastern Time Zone

Airports

Lansing, MI

Capital Region International Airport
4100 Capital City Boulevard Lansing, MI 48905
(517) 321-6121
www.flylansing.com

Flint, MI

Bishop International Airport
G-3425 West Bristol Road Flint, MI 48507
(810) 235-6560
www.bishopairport.org

Grand Rapids, MI

Gerald R. Ford International Airport
5500 44th Street SE, Grand Rapids, MI 49512
www.grr.org

Detroit, MI

Detroit Metro Airport
Detroit, Michigan 48242
(734) AIRPORT
www.metroairport.com