

Midwest Poultry Federation

NEWS RELEASE

For immediate release

Contact: Lara Durben
Phone: (763) 682-2171
E-mail: lara@midwestpoultry.com
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MPF Fellowship Breakfast *MPF Welcomes Matthew Lohr as Featured Speaker*

(Buffalo, MN) ... MPF is excited to announce that Matthew Lohr of Broadway, Virginia will be the 2010 Fellowship Breakfast speaker.

In the world today, there are those who simply make an impression and those who are truly leaving their mark. According to Lohr, in order to be our best and live life to the fullest, we must strive to make an IMPACT on those around us. Matt's presentation will inspire and challenge all of us involved in today's agricultural industry to preserve and protect our great heritage. If we can stand strong for our beliefs, communicate the good news about the agricultural industry, and live life with tremendous determination, we will make an impact on the world and soar to new heights!

Matt loves living life to the fullest. In 36 years, he has personally visited with former President George W. Bush four times, ridden a bull, hiked the Grand Canyon, flown a plane, climbed Mt. Fuji, been elected to political office, won a new Dodge truck, and witnessed the amazing birth of his two children, Caroline and Carson.

Matt has traveled over one million miles across all 50 states and eight countries entertaining both students and adults. His childhood adventures, interactive skits, and inspirational words have been a crowd favorite at over 2,000 schools, banquets, training sessions, and leadership conferences.

Matt first developed a passion for speaking as a young FFA member in high school and went on to serve as state FFA president and national FFA vice president. After graduating from Virginia Tech in 1995, he and his wife Andrea founded the company "New Directions" Communications to spread their positive message. Matt is a former middle school teacher and an active partner in his family's beef, poultry, and pumpkin operation. He has chaired his county School Board, Planning Commission, and Farm Bureau and currently serves in the Virginia State Legislature (www.delegatelohr.com).

The Fellowship Breakfast is scheduled for March 18, 2010 at the Saint Paul RiverCentre. Tickets are \$18 (if purchased by February 26) and \$25 onsite and include a full breakfast. Preregistration is available online at www.midwestpoultry.com.

The MPF Convention runs March 16-18, 2010 at the Saint Paul RiverCentre in St. Paul, MN. For more information or to receive registration and hotel reservation information, please visit www.midwestpoultry.com. Or contact the MPF at (763) 682-2171; fax (763) 682-5546; or e-mail, lara@midwestpoultry.com.

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Editor's Note: Photo available upon request.