October 14, 2011

Fellow Block and Bridle Club Members:

On behalf of the Middle Tennessee State University Block and Bridle Club, we would like to invite you to attend the 92nd National Block and Bridle Convention! Convention will be held January 31 - February 3, 2012 in Murfreesboro, the fastest growing city in Tennessee. We have been working hard to plan a convention that shows every aspect Tennessee has to offer. We hope you can join us for an exciting 3-day event as we will be *Moovin’ to the Music* at the 92nd Block and Bridle Convention!

For the first time ever, the Block & Bridle Convention will be held in conjunction with the 2012 Cattle Industry Convention & NCBA Trade Show. The Cattle Industry Convention will be held in Nashville at the Gaylord Opryland Convention Center. We will be spending one full day at the Cattle Industry Convention, and you will have the option to attend additional events on Friday, Feb. 3 for an additional fee. You will have trade show access on Friday with your name badge. Information on additional Friday events will be emailed to you at a later date and posted on our website. For a full listing of NCBA events on Friday, Feb. 3, please refer to their website: [http://www.beefusa.org/cattleindustryannualconvention.aspx](http://www.beefusa.org/cattleindustryannualconvention.aspx)

The host hotel for the Block & Bridle Convention is the Embassy Suites in Murfreesboro, TN. The room block will be available until January 10, 2012. Please make your reservations as soon as possible. Members will enjoy exciting tours to various locations around middle Tennessee ranging from livestock operations to distilleries. Enclosed is a registration packet with details about the 92nd National Block & Bridle Convention including a registration form, hotel information, tour descriptions, and a schedule of events. Information will also be posted on our website: [http://mtweb.mtsu.edu.bandb](http://mtweb.mtsu.edu.bandb). We are busy raising funds so that we can make this a great convention. The cost of registration is $175 per person if postmarked by December 15, 2011. After December 15, registration will increase to $200. The final deadline for registration is January 10, 2012 (postmark).

If you have any questions regarding the 92nd National Block and Bridle Convention, feel free to contact us: Julie Ozburn at julieozburn11@gmail.com, Abby Burger at alb8x@mtmail.mtsu.edu, or Dr. Jessica Carter at jgcarter@mtsu.edu; (615)898-2419. We are excited about the upcoming convention and hope that you will make plans to join us for a week of *Moovin’ to the Music* at the 92nd National Block and Bridle Convention.

Sincerely,

Julie Ozburn          Abby Burger          Jessica Carter, Ph.D.
Convention co-chair  Convention co-chair  Block & Bridle club advisor
Hosted by the
Middle Tennessee State University Block & Bridle Chapter

**Schedule of Events:**

**Tuesday, Jan. 31, 2012**

All events on Tuesday will be held at the Embassy Suites, Murfreesboro, TN

- 2:00 – 9:00 pm  Convention registration, 1 advisor must be present at registration
- 7:00 – 9:00 pm  Opening session & reception – Trent Loos, Keynote speaker  
   (dress is business casual)
- 9:00 pm  National business meeting for chapter delegates and advisors

**Wednesday, Feb. 1, 2012**

- 5:30 – 6:30 am  Continental breakfast available at the Embassy Suites
- 6:30 am  Busses depart for Opryland/Cattle Industry Convention  
   (dress is business casual)
- 7:30 am – 2:30 pm  NCBA Cattlemen’s College
- 3:00 - 5:00 pm  Cattle Industry Convention general session – “Lone Survivor”
   For more information: [http://www.beefusa.org/featuredevents.aspx](http://www.beefusa.org/featuredevents.aspx)
- 5:00 – 8:00 pm  NCBA Trade show - Country Music Festival Welcome Reception
- 8:00 pm  Return to Murfreesboro

**Thursday, Feb. 2, 2012**

- 6:00 – 8:00 am  Continental breakfast available at the Embassy Suites
- 6:30 am – 5:00 pm  Tennessee Agriculture Industry tours (dress is casual)
- 7:00 – 9:00 pm  Banquet and awards ceremony (dress is business professional)
- 9:30 pm – 12:00 am  Dance

**Friday, Feb. 3, 2012**

All day  Participate in NCBA cattle judging contest, CattleFax Outlook Seminar,  
NCBA Trade Show, Cowboy’s Night at the Grand Ole Opry and Barn Dance  
(*featuring Montgomery Gentry, Charley Pride, Eden’s Edge and comedian  
Henry Cho*), and/or travel home
**Convention Dress Code**

**Casual:** Includes comfortable, appropriate clothing that excludes plummeting necklines, midriff exposure, and clothing that is too short. Long pants and closed-toe shoes or boots will be required for tours. It may be cold during convention, so please bring winter attire for the 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.

*Name tags should be worn at all times during Convention*

**Code of Conduct**

Members attending the National Block and Bridle Convention must recognize and take responsibility for 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 interest to present themselves positively as they represent not only their college or university, but National Block and Bridle and the chapter hosting the event.

**Our Keynote Speaker...**

Trent Loos, a well-known speaker, writer and radio/television personality in the agriculture world, will be the the 92nd Block and Bridle Convention keynote speaker. In 2001, Loos began to share his knowledge and experience of production agriculture with the world, when he launched "Loos Tales", a radio talk show on KMZU in Missouri. Loos travels the country to unearth stories about the people involved in the many different facets of agriculture and to spread the word about food producers in the United States. Loos emphasizes bridging the gap between food producers and consumers. His presentations may be moving and motivational or designed to teach farmers, ranchers and commodity groups how to deal with the media. For more information: [www.loostales.com](http://www.loostales.com)
The 92\textsuperscript{nd} Annual Block and Bridle Convention will be headquartered at the Embassy Suites Hotel in Murfreesboro, Tennessee.

**Address:**
Embassy Suites
1200 Conference Center Blvd.
Murfreesboro, TN 37129
Tel: 1-615-890-4464   Fax: 1-615-890-4465

- Reservations can be made by calling 1-800-EMBASSY or online at www.murfreesboro.embassysuites.com
- Our group rate is $115 per night for up to four guests; all rooms are suites
- Please refer to our Group listing for the room block: **MTSU Block & Bridle**
- If making an online reservation, our Reservation Code is: **MBB**
- We will provide transportation to and from Opryland for the Cattle Industry Convention
- If you need an airport shuttle, here are some options:
  - Airport transportation to/and from Embassy Suites will be available for a rate of $40 per person one-way or $60 round-trip. More information will be posted on our website: [http://mtweb.mtsu.edu/bandb](http://mtweb.mtsu.edu/bandb)
Tour #1: “BEER FOR MY HORSES” TOUR

Join in as we travel about an hour south of Nashville to beautiful Shelbyville, Tennessee to get some “whiskey for my men, and beer for my horses!” Shelbyville is known as the Tennessee Walking Horse Capital of the World. To show you some of the best the Tennessee Walking Horse industry has to offer, we will be visiting two operational farms as well as the breed’s premier show grounds.

Waterfall Farms is one of the breed’s leading breeding facilities. The farm is over 1,000 acres total and currently stands 12 stallions at stud. Rising Star Ranch is both a breeding and training operation. Rising Star also stands 12 stallions and is home to some of the Tennessee Walking Horse breed's top show horses. We will also be touring the Tennessee Walking Horse National Celebration show grounds where the breed’s World Grand Champion is crowned each year during the 11-day show. Lunch will be hosted at The Celebration grounds in the fancy Blue Ribbon Room.

To provide agricultural diversity, we will also be touring a Tyson broiler grow out facility and visiting George Dickel Distillery. The Tyson-Shelbyville complex encompasses all facets of broiler production and processing and contributes significantly to the economy of Bedford County and the surrounding areas. George Dickel Distillery was established in 1870 to produce Scottish-style whisky. So be ready to see some beautiful Tennessee Walking Horses, learn how tasty Tyson chicken is raised, and see why George Dickel dropped the “e” from his whisky line!

http://www.waterfallfarms.com
http://www.attherisingstar.com
http://www.twhnc.com
http://www.tyson.com
http://www.dickel.com

Tour #2: “RAIN IS A GOOD THING” TOUR

“Rain makes corn and corn makes whiskey”- and there is nothing better than the best selling whiskey in the world- Jack Daniel’s Tennessee Whiskey. But before we visit Gentleman Jack, we will head south to Fayetteville, Tennessee to tour Deer Valley Farm.

Located just north of the Alabama state line, in the beautiful rolling hills of south central Tennessee, Deer Valley Farm is a premier Angus and Limousin cattle farm. They have an extensive embryo transfer program and host many cattle sales each year. Their nutrition is a high roughage based diet, with 100% of the roughage being produced right at Deer Valley. Lunch will also be provided by Deer Valley Farm. This stop will be a treat for any cattle lover, as Deer Valley Farm loves to talk cows!

Heading back north to the quiet little town of Lynchburg, Tennessee, you will find Jack Daniel’s Distillery. Located in the heart of Moore County, this dry county won’t let you consume any sour mash, but they will show you how it’s made. Founded in 1866, Jack Daniel’s whiskey has had its ups and downs with prohibition and corn rationing during World War II, but after this tour you will understand the difference between “Jack” and other bourbon whiskeys.

We will also stop for a tour of MTSU’s brand new, state of the art Dairy facility, which just opened in September 2011. The tour will continue to MTSU’s Horse Science Center—a complete equine facility that is home to both the undergraduate and graduate Horse Science programs offered by Middle Tennessee State University.

“If it clouds up in the city, the weatherman complains, but where we’re headed, rain is a good thing.” So, jump on the bus and head south as we tour some of Tennessee’s purest products!

http://www.deervalleynfarm.net
http://www.jackdaniels.com
http://frank.mtsu.edu/~horsesci
http://www.mtsu.edu/abas
Tour #3: “DOWN ON THE FARM” TOUR

“Don’t mess with the bull-he can get real mean. Don’t forget to shut the gate, stay out of the beans. And if it starts to rain, we’ll just head to the barn. We’re just country boys and girls getting down on the farm!”- in northern Tennessee. Our first stop will include a tour of MTSU’s brand new, state of the art dairy facility, which just opened in September 2011. The tour will continue to MTSU’s Horse Science Center. This complete equine facility is home to both the undergraduate and graduate Horse Science programs offered by Middle Tennessee State University.

Next, we will head north to Red Hill Farms, which is a family farm located in Lafayette, Tennessee that specializes in a variety of agricultural products. They raise Red Angus and Simmental cattle, purebred and commercial swine, and grow 140 acres of Burley tobacco. Red Hill Farms is unique because they also market and sell their Duroc pork and grain-fed Red Angus beef products online or by visiting the farm.

Our next stop will be the Macon County Fairgrounds, also located in Lafayette, to enjoy a picnic lunch. Next, we will travel further north into southern Kentucky, where we will tour CPC Commodities. CPC is a provider of complete feeds, commodities, mineral products, and farm hardware. CPC has perfected their feed rations by testing it on their own cattle and now they service the local farmer, as well as larger markets across North America. They produce a line of feed for all livestock, dogs, and cats.

“You can have a lot of fun in a New York minute, but there’s some things you just can’t do inside those city limits,”-so come along on a fun filled day of farms, feed, and fairgrounds!

http://www.redhillfarms.net
http://www.cpccommodities.com
http://frank.mtsu.edu/~horsesci
http://www.mtsu.edu/abas

Tour #4: “HARD WORKIN’ MAN” TOUR

Let’s ride, rope, hammer and paint on our tour of farms and state of the art equine facilities in Williamson County, Tennessee. Our first stop is the Tennessee Equine Center, a hospital devoted to all equine veterinary needs. This center boasts 22 stalls, 24-hour service, 8 veterinarians, and the best diagnostic and therapeutic equipment available. The TN Equine Center services the entire Middle Tennessee, Southern Kentucky, and Northern Alabama area.

On down the road, the Hatcher Family Dairy is an all-natural dairy cattle facility that has been in operation since 1831. Located in College Grove, Tennessee, this 5th generation dairy processes and pasteurizes their own milk and they even opened their own store in 2007 for the products they produce.

Next, we will visit Noble Springs Dairy- but this isn’t your average dairy! Noble Springs is a fully operational goat diary. They process Grade A goat milk and cheese on a 230 acre farm. In 2009, they were fully licensed to sell their cheese to the public. Maybe we will get lucky enough to get a sample!

The next stop will be a horse facility called Saddle Up! Saddle Up! is a recreational therapeutic riding program. Saddle Up! is the region’s oldest and largest recreational therapeutic riding program, and it is the only one exclusively serving children and youth with documented disabilities. We will then tour Arrington Vineyards, which is a beautiful Tennessee vineyard founded by Kix Brooks, member of the famous country music duo “Brooks and Dunn.” These hard workin’ men and women have put their hearts and souls into making each of these stops a must see for any agricultural enthusiast.

http://www.tnequinehospital.com
http://www.hatcherfamilydairy.com
http://www.saddleupnashville.org
http://www.arringtonvineyards.com
http://www.noble-springs.com
Tour #5: “CRAZY TOWN” TOUR

“Roll into town, step off the bus, shake off the where you came from dust”- Welcome to Nashville! Nashville is the state capital of Tennessee, the home of former President Andrew Jackson- and of course, the country music capital of the world! Just outside the city limits is Lavergne, Tennessee, home of the Tennessee Farmer’s Cooperative. There are 57 individual member cooperatives, which operate in 83 of the 95 counties in the state of Tennessee. Lavergne has served as the center of operations for the Tennessee Farmer’s Co-Op since 1945. Facilities at TFC’s headquarters include a state-of-the-art feed mill, metal fabrication plant, fertilizer and distribution warehouse.

Next, we will be visiting Ellington Agricultural Center, a 207 acre former estate which is now the headquarters for the Tennessee Department of Agriculture. The antebellum home on the land is a replica of “The Hermitage,” Andrew Jackson’s residence. Lunch will be provided at the Ellington Agricultural Center.

“3…2…1…stand by”- as we get a look behind the scenes at RFD-TV, the ONLY television station devoted 100% to agriculture and rural living. Who knows? Maybe you will even get to “star” in the next episode of “Ag Day!”

“Everybody plays, everybody sings in this crazy town”- so grab your guitar, walk down the street, and visit downtown Nashville, home of some of country music’s iconic locations, which include: The Ryman Auditorium, The Country Music Hall of Fame, Tootsie’s, The Wildhorse Saloon, plus many more! “Hollywood with a touch of twang”...that’s Nashville!

http://www.ourcoop.com
http://www.tn.gov/agriculture/general/agcenter.shtml
http://www.rfdtv.com
http://countrymusichalloffame.org
http://www.ryman.com