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Block and Bridle

Industry Tour

[AMES, IOWA, November 3, 2023] - The Block and Bridle Club at Iowa State University has concluded its annual Swine Interest Group industry tour. This year it took Indiana from October 13th to October 15th, providing an educational experience for 23 student members.

Block and Bridle is the largest club at Iowa State University in the College of Agriculture and Life Sciences (CALs) with 272 members. It is dedicated to promoting and supporting the livestock and meat industries. It serves as a hub for Iowa State students interested in agriculture, animal science, and related fields. Within this large club, they also have seven interest groups for various diverse species that its members can be a part of. Each interest group has an officer team and Nicole Wardenburg is President of the Swine Interest Group.

“This three-day industry tour for the Swine Interest Group was aimed to broaden students’ knowledge of the swine industry and create lasting connections with industry professionals,” said Wardenburg. “It also provided 23 students with a unique opportunity to bond, share experiences, and learn about all aspects of the diverse swine industry firsthand.”

Within this three-day time period, the group did a total of nine tours. Through all these different stops students witnessed diverse aspects of swine production. During the drive

to Indiana, they visited various operations involving the swine industry. They stopped at Cedar County Co-Op in Tipton, Iowa, where students engaged with industry experts. Along with stopping at Thrushwood Farms in Illinois to see firsthand a farrow to finish operation. Once arriving in Indiana they explored Purdue University and gained insights into cutting-edge animal science research. The tour continued with visits to United Animal Health, the Indiana State Fair Swine Barn, TRU Genetics, Purple Power, Danner Livestock, and Fair Oaks.

“We were able to see how swine operations differ between Iowa’s through this trip and also gain real-world exposure to swine that we cannot get in a classroom,” expressed Alex Hoffman, a member who attended the industry tour. “My favorite part was touring Purdue because we got to learn and watch professors conduct Swine Research and that is what I want to do with my career.”

The Block and Bridle Club at Iowa State University is committed to promoting and educating students about all aspects of the animal science industry. The Swine Interest Group within this club continues to create opportunities for members, like this industry tour, to help reach that mission. For additional information about the Swine Interest Group Industry Tour, the Block and Bridle Club, or the Swine Interest Group within the club, please contact Nicole Wardenburg at 319-530-1247 or at nw21@iastate.edu.

CONTACT LIST

SWINE INTEREST GROUP EXECUTIVE TEAM:

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FACTS

1. The mission posted is: The Block and Bridle Club is a student-led organization that aims to provide industry knowledge and experience to students interested in pursuing the various phases of Animal Science as a future career while promoting professionalism and a higher scholastic standard.
2. The club has a total of 272 members.
3. Block and Bridle have seven total interest groups ranging from a diverse range of species.
4. They are the largest club in the College of Agriculture and Life Science(CALS) at Iowa State University.
5. Membership Qualifications include: All undergraduate students, regardless of major, with a general interest in animal agriculture are welcome to join the Block and Bridle Club. Interested students must attend a new initiate meeting at the beginning of the semester and will be given instructions on how to join.
6. Membership Restrictions include: Must attend a new initiate meeting at the beginning of the semester and will be told how they can become a member of the Iowa State Block and Bridle Club. New Initiates must create a "B" that represents themselves, along with collecting 10 signatures from any current Block and Bridle members and Animal Science faculty/staff, and present it at the second meeting of the semester where they will be initiated.
7. The club has meetings on specified Wednesdays of every month at 7:00 p.m. and members are required to attend if they have more than three unexcused absences you are no longer a member.

STRATEGY STATEMENT

The Block and Bridle Club at Iowa State University is a well-known club and the largest in CALS. However, not a lot of people know that within this club there are also interest groups. This is a crucial part of the club because it allows members to focus on the species they are most passionate about. Block and Bridle Club should enhance the visibility and engagement of their various interest groups within the club. To achieve this objective, I propose a PR strategy that revolves around the creation of tailored apparel for these interest groups. This initiative will not only showcase the numerous interest groups in Block and Bridle it will also help generate funds for the club and act as a powerful recruitment and retention tool.

Our strategy involves designing and producing customized apparel for each group. This could include t-shirts, hoodies, caps, and more, featuring unique logos, slogans, or designs that resonate with the particular interest group's identity. The apparel will be designed within each group to ensure it accurately represents their values and objectives.

These customized apparel items will not only serve as a badge of pride for our interest group members but also as a fundraising opportunity. We will offer these items for sale to both members and supporters of the Block and Bridle Club. The revenue generated from apparel sales will help cover club expenses, fund future events, and more.

The tailored apparel will act as a form of free advertising for our various interest groups and the Block and Bridle Club as a whole. When members proudly wear their group's apparel, it will spark conversations and generate curiosity among their peers. Potential new members will be drawn to the club, eager to learn more about the vibrant interest groups and opportunities they offer. For current members, wearing their group's apparel is a symbol of their commitment and enthusiasm for their chosen interest area. This sense of belonging and identity will encourage active participation and long-term engagement with the club.