



IFEEDER Trustees Host Lunch

By Richard Sellers

The Board of Trustees of the Institute for Feed Education and Research hosted a major fundraising event in Atlanta, Ga., in conjunction with the International Feed Expo/International Poultry Expo. IFEEDER, a non-profit foundation, was established by the American Feed Industry Association last year to support research and education that benefits the total feed industry.

The Jan. 27 event acquainted feed-industry executives with IFEEDER's purpose and goals. The IFEEDER Board hopes to raise \$2 million in three years; current pledges and donations exceed \$140,000.

After welcoming remarks by IFEEDER President Joel G. Newman and IFEEDER Chair Al Gunderson of the Vita Plus Corporation, approximately 65 executives watched IFEEDER's new, six-minute film that lays out the foundation's vision and purpose. Dean Warras of Prince Agri Products Inc, who

is IFEEDER vice chair and chair of the IFEEDER Marketing and Fundraising Committee, said he was pleased with attendance and executives' on-site commitments. Three pledges were received at the event, and trustees are following up with others.

In addition, Robert Tramburg, president of the Vita Plus Corporation, presented a generous check of \$75,000, which represents his firm's five-year pledge of support.

The IFEEDER Board encourages companies and individuals to make five-year pledges so that the organization forms the base it needs to be sustainable. Gifts may be made in honor of living individuals, in appreciation of employees, for example, or in memory of the deceased.

To pledge or learn more about IFEEDER, visit www.IFEEDER.org (Web site currently under construction) or contact IFEEDER Corporate Secretary Richard Sellers at (703) 650-0142. ♦



IFEEDER

INSTITUTE FOR FEED EDUCATION & RESEARCH

Corporate Donor

(paid over five years, 20 percent each year)*

LEVEL	PRICE
PLATINUM	\$75,000
GOLD	\$50,000
Silver	\$25,000
Bronze	\$5,000

Individual Donor

(paid over five years, 20 percent each year)*

LEVEL	PRICE
PLATINUM	\$7,500
GOLD	\$5,000
Silver	\$2,500
Bronze	\$500

The exclusive Founding Donor Club is available to anyone paying a total pledge by Jan. 31, 2011.



Jeff Miller of 'Grain Journal' reviews the IFEEDER packet.



Bill Barr (from l.), Dr. James Usry and Alan Gunderson, all AFIA members, visit prior to the start of the luncheon.



AFIA members Patrick Whidden (from l.), Joyce Cacho and Jeff Adkisson confer at the IFEEDER event on Jan. 27.



Dean Warras, IFEEDER vice chair and a committee chair, shares the IFEEDER mission.



IFEEDER Chair Alan Gunderson urges activity and contributions.



IFEEDER President Joel G. Newman (l.) accepts a \$75,000 donation by Vita Plus Corporation from Robert Tramburg, the firm's president and CEO.