KAREN DAVISON, Ph.D.

Dr. Karen Davison is the Manager of Equine Technical Services for the Horse Business Group. She received her Master of Science degree and Ph.D. in Equine Nutrition from Texas A&M University. Dr. Davison's research work includes the effects of fat-added diets on reproduction and lactation in broadmores and she has studied the effects of fat-added diets on growth, bone development, and thyroid hormones in weanling horses. She spent eight years with the Texas Agricultural Extension Service in the State Horse Specialist Office.

ROB ECHELE, MBA

Rob Echele is the Senior Marketing Manager for the Land O'Lakes Purina Feed Horse Business Group where he manages all marketing, advertising, public relations and promotions. He joined Land O'Lakes in 2002 where he has worked in horse, companion animal and pet food marketing. Prior to joining Land O'Lakes Purina Feed, Rob spent seven years in retail with Wal-Mart Stores, Inc and six years in the advance retail agency business.

LEO ELDRIEGE, DVM

Dr. Leo Eldridge is Manager of the Veterinary Diagnostic Laboratory. He is a graduate of the University of Missouri - Columbia College of Veterinary Medicine. He has served as Regional Marketing Manager for Cargill, Feed & Seed from where he served as a veterinary consultant and served in technical and strategic diagnostic laboratory management roles. Dr. Eldridge's interests include laboratory diagnostic technology, immunology and nutritionally influenced diseases. He is a member of the American Veterinary Medical Association, American Association of Equine Practitioners and the American Association of Zo Veterinarians.

CHRIS GOODWIN, MA

Chris Goodwin is an Associate Marketing Manager for the company's Equine Merit® line of horse feeds where he is responsible for all marketing, advertising, public relations and promotions. Mr. Goodwin earned his Bachelor's degree in Journalism and her Master of Art in Marketing, Communication and Advertising from the University of Nebraska.

MARY BETH GORDON, Ph.D.

Dr. Mary Beth Gordon is based in the Northeast as a Regional Equine Nutritionist for Land O'Lakes Purina Feed. She has served as an international editor, a speaker, as well as a consultant on nutrition and nutritionally influenced diseases. She has also co-authored chapters in textbooks such as Equine Sports Medicine and Surgery, as well as the new edition of The Athletic Horse. Her work was the first to characterize the appetite stimulating hormones, ghrelin, and orexin.

SCOTT KING, DVM

Dr. Scott King is a Marketing Manager for Equine Senior™ horse feed and Nature's Essentials™ equine supplements. He is also in charge of all veterinary, breeding, student and faner educational and marketing programs for Purina Mills. His responsibilities include technical consulting, training and veterinary care of horses at the Equine Research Facility.

JANET LANTER, MBA

Janet Lantner is the Manager of Process Research. She has a Bachelor of Science degree in Chemistry from the University of Illinois and a Master of Business Administration from Southern Illinois University. He is a member of the Institute of Food Technologists, the American Association of Cereal Chemists and the American Chemical Society.

BRAD SCHU, MBA

Brad Schu is the Director of Lifestyle Feed Marketing, which includes dogs, cats, rabbits, goats, show, deer, family flock and horses. He has overall responsibility for marketing, sales training, public relations and promotions for both the Purina Mills® and Land O'Lakes® horse feed business. Brad earned his Bachelor of Science degree in Agriculture Education from Southern Illinois University. He is a member of the Institute of Food Technologists, the American Association of Cereal Chemists and the American Chemical Society.

KENT LANTER, MBA

Kent Lantner is the Manager of Marketing and Brand Management for the horse feed division of Land O'Lakes Purina Feed LLC. Prior to joining Land O'Lakes Purina Feed, Mr. Lantner spent 20 years in the hospitality and retail industries, 15 of which were spent in the greater St. Louis area for 10 years, specializing in horses and retail operations.
Dear Equine Industry Professional,

In recognition of the important role you perform in the care and training of your horses, we are pleased to invite you to be our guest at the Land O’Lakes Purina Feed Equine Nutrition Education Program.

Highly respected equine nutritionists, veterinarians, researchers and industry professionals will be on hand to offer you practical applications and timely advice on the latest information on equine nutrition, health, management and performance. You will also tour the Equine Research Facility at the LongView Animal Nutrition Center in Gray Summit, Missouri just west of St. Louis. This state-of-the-art facility is unmatched by any other commercial feed company. You won’t want to miss it.

The Equine Nutrition Education Programs are well attended. If you can join us, please contact your Land O’Lakes Purina Feed representative soon about reserving your place. We look forward to seeing you this summer.

If you have questions or need more information, contact Rob Echele at (314) 317-5167 or email rechele@landolakes.com.

Sincerely,
Land O’Lakes Purina Feed Horse Business Group

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**EQUINE NUTRITION EDUCATION PROGRAMS**

**LAND O’LAKES PURINA FEED EQUINE NUTRITION EDUCATION PROGRAM AGENDA**

**MONDAY, JULY 31**

5:00 p.m. Social Mixer at hotel to Meet Purina Mills Equine Industry Professional Ambassadors

Dinner at hotel

Welcome and Introduction of Purina Mills Equine Industry Professional Ambassadors

By Brad Schu, Director, Lifestyle Feed Marketing

Special Speaker: Randel Raub, Ph.D., Director, Research and New Product Development

“Stupid Horse”—An entertaining and thought-provoking visit about why horses are so stupid

**TUESDAY, AUGUST 1**

Ingredients and Feed Development Research

Quality Control and Production Research Involved in Making Quality Horse Feed

Presented by Kent Lanter, MBA, Manager, Process Research

Equine Digestion

What Happens Between the Feed Scoop and Pitchfork

By Katie Young, Ph.D., Equine Nutritionist

Beyond the Feed Tag

What Feed Tags Don’t Tell You

By Randel Raub, Ph.D., Director, Research and New Product Development

Equine Sports Nutrition

Meeting Energy Needs and Dealing with Nutritionally Related Diseases

By Mary Beth Gordon, Ph.D., Equine Nutritionist

Purina Mills® and Equine Merit™ Horse Feed Products and Programs

Feeding the Right Feed for the Right Horse

By Scott King, DVM, Marketing Manager

**RESEARCH DEMONSTRATIONS**

Quality Ingredients and How They Taste

By Kent Lanter, MBA, Manager, Process Research

Measuring the Physiological Effects of Nutrition with the Treadmill

By Mary Beth Gordon, Ph.D., Equine Nutritionist

Veterinary Diagnostic Laboratory Research

By Leo Eldridge, DVM, Manager, Veterinary Diagnostic Lab

Body Condition Scoring

By Katie Young, Ph.D., Equine Nutritionist

Questions and Answers Session

Adjourn

LONGVIEW ANIMAL NUTRITION CENTER

A Proud Tradition of Research Yields Unparalleled Results

In 1926, Purina Mills made an impressive commitment to the health and welfare of the horse when it acquired an 1,188-acre farm in Gray Summit, Missouri. The Land O’Lakes Purina Feed LongView Animal Nutrition Center is the largest commercial feed research facility in the U.S. and one of the largest in the world. Today, the Equine Research Facility at LongView is home to more than 65 head of both quarter horses and thoroughbreds.

When visiting the Equine Research Facility, you will meet our team of equine nutritionists, researchers and veterinarians. They will walk you through our research barns, featuring state-of-the-art diagnostic labs and high-speed treadmill. Our equine experts will also explain how palatability, exercise physiology and foal growth and development are studied during our feed formulation process.

Innovative research is our proudest tradition at land O’Lakes Purina Feed, which is why consumers and equine professionals like you have come to rely on us for the latest in equine nutrition information. We value your trust in us, which is why we remain committed to continuing our unparalleled efforts and results in the field of equine health and nutrition.