



October 31, 2020

Vol. 36, No. 32

KEVIN ROSS, Pres. National Corn Growers



Kevin Ross, Underwood, Iowa farmer, is President of the National Corn Growers Association. He represents 40,000 dues-paying members and 300,000 check-off farmers in the US and anyone who raises corn.

The Optimists enjoyed hearing the story about the 2019 Super Bowl ad about Bud Light attacking high fructose corn syrup. Ross was watching the game in John Tiarks' shed while his kids were in the house for a 4-H meeting. When the Bud Light ad ran, suddenly his phone "blew up" with texts and emails from around the country. This led to a response on Twitter of him pouring a Bud Light down the sink, stating that, "The farmers are not staying with you, Bud Light." It went viral with a million views in a matter of hours.

The next morning competitor Coors Beer delivered a truckload of beer to a 200-person Corn Growers Conference Kevin was attending in Denver. Kevin was invited to appear on Fox News and Good Morning America to talk about the issue. Kevin noted that now over the last year, Anheuser Busch has their branding all around corn which is used in about every other beer they make. They realized they stepped into a very bad spot.

A second interesting story Kevin shared was being asked to speak when President Trump spoke at an E-15 celebration/rally at SIRE in Council Bluffs in the spring of 2019. The White House called Kevin the week before to ask if he would be interested in speaking. When confirmed a few days later, he wrote his speech while raking hay.

It hit Ross the morning of the event what an amazing privilege this was to be asked and to be on the stage with the President and to represent his neighbors, community, and the

Association. The day itself was long, waiting in the unload area, then all of a sudden there were Secret Service guys and then one hour before, the snipers came in, got out and immediately took their positions (on ladders and tanks).

After he spoke, the President shook his hand and said, "That was really good. You obviously have done this before." Kevin was thinking, "No".

Kevin farms 700 acres row crop and does custom work on 1200-1400 acres, and has 150 cows. He says he couldn't serve in this leadership role without good help- his family, including his ten year old son, and others. Kevin's days are not routine with day to day conference calls, zoom meetings, hosting foreign visitors to the farm, representatives from seed companies, legislative groups, etc.

Other subjects Kevin discussed were foreign trade agreements, what the check-off fund is, his family, and the election.

In conclusion, Ross thanked the Treynor Optimists for what we do to support kids and the community. "Kids participating makes such a difference in creating leaders! You don't know where somebody is going to end up in the things we help build."

Meeting Minutes

Dale Willenborg, club president, called the meeting to order at the Treynor Community Building. There were sixteen members, plus two virtually, and two guests present (Lynell Vorthmann and Kevin Ross). Dale led the Pledge of Allegiance and Dee Gutttau gave the opening prayer.

Gary Funkhouser and Keith Denton provided humor.

Dale Willenborg won the 50/50 drawing. Dee Gutttau won the attendance drawing.

Bragging Rights: (\$ to fund youth activities)

1) Bill Vorthmann recognized his Mother-in-Law's 98th Birthday – Bonnie Bolte. She is in Risen Son, which is shut down at this time.

Birthday: Bill Vorthmann celebrated by bringing breakfast for the group.

Anniversary: None recognized

Can Kennel: John Klein and Gary Guttau helped with the can kennel this week. Can kennel sorting will be for the Boy Scouts in 2 weeks.

Other business: The President reminded the group to sign up for Programs for 2021 and also the Dime a Day program.

Next week we will pass the hat to collect for the "Shop with a Sheriff" program. Last year \$200 was collected.

The club approved donating \$100 to the Metro Area Youth Foundation to help with childhood cancer.

The JOI Club is requesting donations of a dozen Cookies for the Troops. Cookies should not have peanuts in them and be no wider than 2.5". They do not need to be individually wrapped. They need to be delivered to the high school by 8:30 AM Mon. morning, Nov. 9.

Kevin Ross purchased for \$11 the auction item of sweet potatoes and a pumpkin, donated by Dee Guttau.

HUMOR

A recent study has shown
that women who carry a
little extra weight live longer
than men who mention it.

Calendar

Nov 6-7, Iowa District Optimist meeting at Holiday Inn and Suites Hotel on Merle Hay Road in Des Moines.
Nov 9 – 8:30 AM Cookies for Troops due at high school
Nov 11 – Treynor Optimist Dinner, Silo's, 7 PM

Birthdays

Nov 8 – Mick Guttau
Nov 18 – Phil Waggoner
Nov 18 – Dianne Willenborg

Anniversaries

Nov 2 – Kirk & Lynell Vorthmann
Nov 6 – Ken & Linda Graham
Nov 22 – John & Carol Klein

Programs

November - Jerry Hempel
December 6, 13 -Ken Graham
December 19, 26- Chad Guttau

Speakers

Nov 7 - Travis Castle, Vision Treynor Group
Nov 14- Kara Huisman
Nov 21- Jeff Casey
Nov 28- Meeting, but no Speaker

Dale Willenborg and Dee Guttau contributors

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Dues/Donations/Flag Money: Mail to Optimist Club of Treynor, PO Box 354, Treynor, IA 51575