



## Eastern North Carolina Section

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### Meeting Announcement

#### Tour of the “Howling Cow” Dairy Production Facility

Location: NC State University, Schaub Hall, 400 Dan Allen Dr, Room 12.  
Pre-paid parking available at the Schaub lot.  
When: Tuesday, April 22, 2014  
Time: 3-5 PM

Join us for a tour of the NC State dairy production facility, known as the “Howling cow”. The modern production facility produces and packages the delicious Howling Cow brand milk and ice cream.

The tour will be led by Carl Hollifield. Carl oversees the production management team at the dairy processing facility and is the financial manager for the vertically integrated "farm-to-fork" dairy system. At Carl’s direction, the NCSU dairy program branded its milk and ice cream as "Howling Cow." Serving over ten years as the finance manager for the Food Science Dairy, Carl has been at the forefront of the transition of NC State University dairy programs. He assisted in implementing a strategy that allowed an exemption to a state law; this opened up the opportunity to sell dairy products to the wider NCSU community.

Carl is a longtime fan, graduate, and employee of NC State University. His knowledge continues to grow as NCSU implements a total dairy system of agriculture education.

The tour is free with the purchase of a parking permit. A parking permit is required to park on campus. If you RSVP a pre-paid \$2 parking permit for the Schaub lot will be emailed to you on the Monday prior to the meeting. The parking permits are prepaid based on your RSVP and payment in the form of cash, check, or charge is accepted at the tour. An alternative to the pre-paid parking is purchasing parking at a pay lot.

An optional dinner meeting will be held afterwards at Sammy’s Tap and Grill. Members and guests will be responsible for their own orders. Sammy’s is located at 2235 Avent Ferry Rd.

#### **Please RSVP by February 16, 2013**

RSVP to: Tim Wallace (timwallace@embarqmail.com) or call 919-552-6330.

Your parking pass will be send by Monday April 21<sup>st</sup>.

Name (s): \_\_\_\_\_

Email address to send the parking pass \_\_\_\_\_

Member \_\_\_\_\_ Prospective Member or Guest \_\_\_\_\_ Student \_\_\_\_\_