



For Immediate Release U.S. Poultry & Egg Association

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IPE's Egg Mascot Has Been Officially Named – EggMeister!

ATLANTA, GA – The International Poultry Expo's egg mascot has been officially named Eggmeister! After receiving over 1,350 name submissions, the list was narrowed down to five names. On Thursday, January 26, the name with the most votes was announced during the 2012 International Poultry Expo in Atlanta, GA. The event was sponsored by the U.S. Poultry & Egg Association (USPOULTRY) and the Atlanta Convention & Visitors Bureau (ACVB).

Dave Roets, Prime Equipment Company, submitted the winning entry. Roets was presented with an iPad by John Starkey, president of USPOULTRY. The remaining four participants will receive a 2012 souvenir t-shirt.

For those who may not know Eggmeister's story before he joined the International Poultry Expo, following is a brief history of Eggmeister's life:

Eggmeister is a rebel. Don't mess with him or you will get egg on your face. But in spite of the appearance of having a hard shell, he is really a softie inside. He has dry sense of humor that will crack you up. He is also a contradiction in terms. On the one hand, he will weep when watching a sad movie; but when he gets hot, he becomes hard-boiled.

His resume includes a degree in culinary arts, where he specialized in omelets. His career, though, took a wrong turn when he was arrested for poaching in Yellowstone National Park. With considerable grilling, he confessed.

After serving probation for six months, his attitude changed by looking at the sunny side of life. He eventually became a good egg. In fact, he was considering becoming a Benedictine monk, but ultimately decided the International Poultry Expo was where he would best be served.

U.S. Poultry & Egg Association is an all-feather organization representing the complete spectrum of today's poultry industry, with a focus on progressively serving member companies through research, education, communication, and technical assistance. Founded in 1947, U.S. Poultry & Egg Association is based in Tucker, GA.

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Photo Caption:

David Roets, Prime Equipment, was presented with an iPad for providing the name for the International Poultry Expo egg mascot. The iPad was presented to Roets by John Starkey, president of USPOULTRY. Atlanta Convention & Visitors Bureau's Cookie Smoak, director of convention services; Ellie Westman Chin, vice president; and Mark Sussman, director of trade show sales, assisted in the presentation.