



Friend of the *Beef Expo*

Tom Olin

In February at the Iowa State Fairgrounds many traditions are upheld. Attendees of the Iowa Beef Expo all have their own traditions that they plan to continue for years to come. Just over 20 years ago Tom Olin attended the Iowa Beef Expo on behalf of Stronghold Equipment. 20 years later Tom is still upholding his tradition of attending the Iowa Beef Expo. Tom Olin is the recipient of the 2024 Friend of the Iowa Beef Expo and has been a long-time attendee and supporter of the Iowa Beef Expo. There are many traditions at the Iowa Beef Expo that Tom has had an assisting hand in. Every animal that steps on the fairgrounds during the chilly week in February is led through a red chute. Depending on the time of the week will depend on if the chutes are sitting in the south alley of the cattle barn or are in the pavilion, either way Tom assisted with the use of the chutes. Every year Stronghold Equipment has generously allowed the Iowa Beef Expo to utilize the chutes and scales to check in cattle during the exhibition. As the company of Stronghold Equipment no longer attended the Iowa Beef Expo Tom was dedicated to still providing the convenience and usage of the chutes to the Iowa Beef Expo. upon the event and remember that all it takes is one year to start a tradition.



West IA Distributing



Tom purchased the chutes as an individual and would still allow the expo to utilize them during their event. A tradition that a single person did not want to wither away has provided the exhibitors of the Iowa Beef Expo top of the line equipment to use.

Tom stated that "in the world there are givers and there are takers, I have always tried to be on the giving side rather than the taking side." The Iowa Beef Expo would not be near the exposition without the helping hands that guide

everyone in the correct direction. Through Tom's continuous years of attendance there are many times that he has given more than he has taken. Tom is a true testament of someone that contributes time to something they strongly believe in. Tom stated that throughout the years that he has attended the Iowa Beef Expo there have been better years and there have been years that his input cost is more than he yields in sales, yet it's the connections that are made that make the tradition worth it. Connections that attendees make at the Iowa Beef Expo is another tradition that is started every year. There are multiple vendors that have participated in the trade show, yet Tom was always one of the few that would continue to stay for the junior portion of the exposition. Although Tom's equipment was geared more towards production settings he was in attendance to support and encourage every exhibitor at the Iowa Beef Expo.

Tom's support of the Iowa Beef Expo is the greatest tradition that he has been a part of. No matter how cold, wet or windy the middle of February is, you can count on a warm welcome from Tom Olin. The Iowa Beef Expo is appreciative of the dedication that Tom has bestowed

