



# NPLC GAZETTE

N A T I O N A L P E D I G R E E D L I V E S T O C K C O U N C I L



## A SWINE TIME WAS HAD BY ALL!

### SPECIAL POINTS OF INTEREST:

We all need friends, but the **NPLC Facebook** page especially needs friends. Please LIKE us! Be sure to check out the thousands of photos from the Debbie Fuentes Academy of Frequent Pictures to either relive the great NPLC moments or to find out what you missed.

### TIPS FOR LEADERS AT MEETINGS

Create psychological safety.

Invite criticism that can lead to solutions.

Have clear rules.

Use power wisely

Stay on task.

Take responsibility; speak your truth.

Be open to others viewpoints.

We told you it would be a good event to attend—and it was. The 2015 Annual Meeting of NPLC, hosted by the National Swine Registry and American Berkshire Association in Lafayette, Indiana, can be accurately labeled a success in all aspects. There was high-level deliberation by the Board of Directors (really); there was professional networking; there was valuable industry information as well as association management learning opportunities; there was well-deserved recognition for outstanding individuals in the livestock biz; and, there was a certain amount of basic socializing with an important group of comrades. That might seem like a long sentence, but the

fact remains that a lot can be gained by putting NPLC at or near the top of your list of must-go-to meetings. So, be sure to add **May 2-4, 2016** to your calendar.



**NPLC Distinguished Service Award Winners: Everett Forkner, Sherry Cole and Al Christian are pictured. Don Treadway received an Honorary Lifetime Membership in absentia.**

From the aforementioned Board discussions and deci-

sions, you need to know that NPLC will be publishing a **Directory** later this year. Updated memberships are critical if you expect to see your name included. A valuable prize is in your future if you make the decision to purchase advertising in the directory or help find someone who will. NPLC will again be coordinating an industry exhibit at the **FFA Convention** and we need as many organizations as possible to participate (to help reduce the cost per association). And, you need to know that a concerted effort is being made to generally enhance the **social media** and web presence of NPLC. Again, your contributions are vital—this time in the form of news and information.

## LET'S STOP MEETING LIKE THIS!

Consultant and author Dick Axelrod (sponsored by Maxxam Analytics) made the key point that meetings are a serious investment of time and money and should be viewed as an opportunity to build connections and build the culture of the organization. Despite (or

because of) the fact-that 67% of respondents to a survey said meetings are a waste of time, you can enhance their value! Think about what's missing. Ask: What can I learn? How can I prepare? What's important to others in this meeting? What can we do

to be more productive? How will the group deal with minority "squeakers?" And, according to Axelrod, it's critical to "Attend to the End!" Review decisions, create a roadmap for the future, reflect on accomplishments and evaluate what worked and what didn't.

## GENOMICS AND THE GENE POOL

NPLC was fortunate to include Dr. Jerry Taylor, University of Missouri, on this year's program. It's no exaggeration to say that he is truly a world-class genomics researcher and someone with the almost unique ability to translate science to those of us who can't usually get beyond the difference between snow and sleet. Taylor's focus has been on genomic sequencing to identify genetic defects (and

potential treatments), production traits and disease resistance.

One of the key discussion points was about whether breeds of livestock are losing genetic variation/diversity. Taylor's opinion is that the assumed loss of variation is overstated. In fact, he noted that there may be more genetic diversity in cattle genomes than in humans. "However," he pointed out,

every animal in your registry is carrying some level of loss-of-function genetics." According to Dr. Taylor, the presumed loss of diversity is not as worrisome as the negatives within genomes.

Regarding the cost of sequencing, which Taylor has shown we can learn so much from, the actual cost should plateau soon and maintain a relatively affordable average of approximately \$1,300.



**Dr. Jerry Taylor**  
University of Missouri



## HOW BREEDS DEAL WITH NEW GENETIC INFORMATION

*"Technology has and will continue to impact our rules."*

A great panel discussion followed Dr. Taylor's presentation on genomics. Bryce Schumann, Angus; Neal Smith, Jersey; and Aron Weir, Maxam Analytics, provided insights and predictions for livestock genetic technology. In this writer's mind, the quote of the day was: **Breed registries may need to develop a committed strategy to**

**make optimal use of existing repositories of genetic material and information.**

Key points:

New technology and advancements every year; costs of testing may not go down, but we'll get a lot more information for the money.

Not enough genetic material (quantity and quality of sam-

ples) to go back and do genomic testing on animals from the past.

What should be our genetic targets for analysis?

- Positive Traits
- Defects and Disease Susceptibility
- Performance
- Reproduction

## COMMUNICATING "SOCIALY"

Billy Smith, American Paint Horse Association, shared some of the ways his staff is engaged in connecting and communicating across generational differences among members and prospects. He specifically cautioned against believing that organizations can ignore social media. At

the same time, we need to understand that communication still needs to be in many forms and styles. It's also important to acknowledge that social media is NOT a good place to explain or debate complex issues. Nor is it a good place to air complaints. And, be especially

aware of "baiters." Resist the temptation to "set them straight via the digital channels. "Folks tend to forget that everything online is permanent and your exposure is dramatically magnified." Focus on social media for recruitment (not selling), education and celebration.



**Billy Smith**  
APHA

## SHIFTING GEARS: MEMBERS ARE THE “NEW BREED”



**Phil Anderson**  
Chief ReThinker

Members are, and have been, the heart and soul of most nonprofit organizations. The challenge facing today’s organizations range from the differing perspectives of multiple generations, technology and its effect on communications and relationships, and the shifting landscape of agriculture, food and leisure. As we move beyond 2015, we must “shift gears” to embrace and respond to these changes (and opportunities). In Servant—Retrospect and Prospect, Robert

Greenleaf said, “What separates company X from the rest is unconventional thinking about its “dream” — what this business wants to be, how its priorities are set and how it organizes to serve. It has a radically different philosophy and self-image.” As we shift gears, we have to work faster, smarter, and maximize each and every resource. As a membership organization it comes down to this simple perspective: **“It’s not who we are TO each other, it’s who we are FOR each other.”**

### THE PARADOX OF LEADING AND MANAGING

One of the challenges of being a self-aware leader is believing that our views and experiences are “normal” and therefore the decisions we make, good or bad, constitute “common sense.” However, our cultural differences, defining events, and personal views, values, and experiences prove that **common sense just isn’t common!**

We have great opportunities to leap forward if we rethink leadership and governance in how we are connected to people, how we are community with people, and what we pursue together.

We need to rethink our conversations. Too many conversations are anything but. They are sparring matches between

hows and whats and less time is spent seeking the why. Too often, our debates focus on this OR that, thus limiting our opportunities. A dialogue focusing on this AND that will help us engage all the voices in the future of livestock registries and those we serve.

*Great leaders have the ability to abandon themselves to the wild forces of others. You have to, because the higher you get the more amateur you become.*

### FAIR OAKS FARMS TOUR

The highlight of our beyond-the-meeting room experience at NPLC 2015 was definitely the tour of Fair Oaks Farms, located near Rensselaer, Indiana. To quote Progressive Farmer magazine: Fair Oaks mixes education with entertainment to lift the veil of 21st-Century agriculture to the public. There’s the Dairy Adven-

ture, which includes a Birthing Barn. There’s The Pig Adventure, which includes a museum, interactive programs for all ages and a state-of-the-art 2,400-plus sow operation. Oh, and there’s the Visitors Center, a restaurant, ice cream/cheese/chocolate shop (a big hit with NPLC visitors) and other stuff we can’t remember.



**The NPLC gang enjoyed a multi-faceted tour of Fair Oaks Farms, especially The Pig Adventure!**

WE'RE ON THE WEB!  
WWW.NPLC.NET



**NATIONAL PEDIGREED  
LIVESTOCK COUNCIL**

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**PEDIGREES. PREDICTABILITY.  
PROGRESS.**

*The National Pedigreed Livestock Council represents an organization of executive officers of the various nonprofit breed associations of dairy, horse and pony, sheep, goat, swine and beef species. The Council provides members the opportunity to exchange ideas and learn from one another to more effectively serve their respective organizations and to achieve individual professional goals.*



LEADER OF THE BAND

ALLOW US TO OFFER A REALLY BIG  
**THANK YOU**  
TO OUR ANNUAL MEETING SPONSORS



**NATIONAL SWINE REGISTRY  
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THE PORK CHECKOFF  
NATIONAL ASSOCIATION OF SWINE RECORDS  
U.C.DAVIS VETERINARY MEDICINE  
GENESEEK  
MAXXAM ANALYTICS**

**Good/Bad News**

All current officers and members of the NPLC Board were re-elected. At least we didn't waste time or money on a bitter, non-productive campaign!

Steve Taylor-President  
Debbie Fuentes-Vice President  
Zane Akins-Secretary/Treasurer  
Darrell Bilke-Board  
Bryce Schumann-Board  
Amy Smith-Board  
Neal Smith-Board  
Aron Weir-Board

**THANKS ALSO TO**

Joyse Banister  
Becky Payne  
Lisa Kennedy  
Brian Arnold  
Amy Smith  
Mike Paul