



NPLC Gazette

NATIONAL PEDIGREED LIVESTOCK COUNCIL

ANNUAL MEETING IN OKC

SPECIAL POINTS OF INTEREST:

- Annual Meeting
- Strategy Update
- Important Dates
- Distinguished Service Awards
- Special Thanks
- Food for Thought

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At-Large

Aron Weir
Associate Member

The 2014 Annual Meeting of the National Pedigreed Livestock Council was held May 5-7 in Oklahoma City, The group was superbly hosted by the Pinto Horse Association of America crew.

Before we go any farther, let us also acknowledge and thank generous sponsors:

EXPO SQUARE—TULSA

UC-DAVIS—VET MEDICINE

MAXXAM ANALYTICS

There were approximately 40 attendees representing equine, beef, dairy cattle, swine and dairy goat registries, along with genetics labs.

It's worth reminding you that the organization began in 1911 with the following mission statement::

“To identify and connect the leadership of pedigreed live



stock species to share data, information, ideas, knowledge and programs for the advancement and benefit of animal agriculture.”

The good news is that the 2014 Annual Meeting was an excellent example of fulfilling that mission.

The educational components of the program were well-received, beginning with the “Psychology of Leadership,” presented by Ron Pickett. He

discussed various definitions and theories of power and how power can be used or abused.

Mr. Pickett outlined critical leadership traits as identified by the Gallup organization:

- They motivate every single employee to take action and engage them with a compelling mission and vision.
- They create a culture of accountability (p.2.)

DISTINGUISHED SERVICE AWARDS

The 2014 recipients of the NPLC Distinguished Service Award represented something like 500 years of service to the livestock industry. Mr. Joe Grissom received the DSA for his contributions as a leader of the Pinto Horse Association and the Color Breeds Council,

specifically as coordinator of the CBC’s International Equine Judges Seminar.

Larry Tande earned the award as a world-renowned dairy expert and judge. He was responsible for an important update to the “Ideal Holstein”

standards and illustration.

Dr. Robert Totusek, former Dean of the Oklahoma State University College of Agriculture was honored for his many contributions as a true leader in real-world livestock production.

MORE FROM THE ANNUAL MEETING

Leadership Traits

- They have the assertiveness to drive outcomes and the ability to overcome adversity and resistance.
- They build relationships that create trust, open dialogue and full transparency.
- They make decisions that are based on productivity, not politics.

Social Media

Matt Stockman, Tulsa Convention Bureau, and Billy Smith, American Paint Horse Association, provided guidelines for proper and improper use of social media. As you can guess, there were plenty of personal tales and bad examples from many in the room. Probably the best advice regarding social media is to think before you hit the button! And, then, think be-

fore you respond to questions or comments that have already elevated your blood pressure.

High-Performing Boards

Steve Taylor presented characteristics of boards that do their job well and offered examples of how boards can and should evaluate their own performance — as a group and as individual directors.



Cowboy Hall of Fame & Western Heritage Museum—OKC

MORE REASONS WHY YOU SHOULD NOT MISS NPLC MEETINGS

Special Thanks to Tulsa Expo Square for sponsoring the NPLC Welcome Reception!

Legal Stuff

Terry Wiens, Attorney at Law and Counsel to the Pinto folks, covered issues such as disciplinary cases, due process, confidentiality and general board duties and responsibilities. His best advice? Following your bylaws and policies consistently and completely won't necessarily keep you out of trouble, but it cer-

tainly provides a much better position of defensibility than any other strategy.

Crisis Management

Cindy Cunningham, Assistant Vice President, Communications for the National Pork Board, and Brandi Herndon, Tulsa Expo Square Princess, presented some helpful guidelines for event managers

to use in anticipation of the array of emergencies that can arise at livestock shows. Their most urgent advice? At the very least, be sure to have an updated contact list (and have a specific sequence) for everyone from facility management to local medical facilities, law enforcement and other "first responders." Amen.

FINAL THOUGHTS

We need to mention that a true highlight of the NPLC Meeting was a visit to the **National Cowboy & Western Heritage Museum in OKC**. Many of us had been there at various times on our own, but some of us had never taken the actual guided tour. Very helpful and informative.

NPLC PLEDGE

1. My livestock association will "publish" at least one news article/item relating to NPLC before the end of this year!
2. We will include the NPLC logo on websites and stuff we produce.
3. I will promote NPLC membership at every opportunity.
4. I really will make a good faith effort to attend the **2015 Annual Meeting—May 4-6, in West Lafayette, Indiana**, hosted by National Swine Registry.



Hosts Darrell & Kim