

# **National Pedigreed Livestock (NPLC)**

## **Annual Meeting Program**

**May 3-6, 2022**

### **A New Beginning**

#### **Tuesday May 3<sup>rd</sup>**

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**12:00pm.** – NPLC Board Meeting

**1:30pm** – PDCA Meeting

**5 p.m.** – Welcome Reception - American Hereford Association Headquarters

**6 p.m.** – Specie Group Dinners and Meetings

#### **Wednesday May 4<sup>th</sup>**

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**8 a.m.** – Introductions and Announcements – TC Lane, NPLC President

**8:30 a.m.** – “Managing Associations Beyond 2022” – Craig Huffhines, Colorado State University

**9:30 a.m.** - Navigation through the world of social media – John Kreichberg, Propaganda 3

**10:30 a.m.** – Break

**10:45 a.m.** – Biosecurity Measures – Dr. Brett Kaysen, National Pork Board

**11:30 a.m.** – Board Governance – Carol Willoughby, Willoughby Sales

**12:30 p.m.** – Lunch

**1:30 p.m.** – Inspire Innovation – Corey Geiger

**2:15 p.m.** – Cloning/Gene Editing – Tad Sonstegard, Acceligen

**3 p.m.** – Break

**3:30 p.m.** – Managing our Members and Customers – Moderator Jodi Hoynoski, panel TC Lane, Blake Nelson, American Maine-Anjou Association and Jack Ward, American Hereford Association

**5:30p.m.** – Silent Auction and Cocktail Hour – Marriott

**6 p.m.** – Certified Hereford Beef Steak Dinner

**6:30 p.m.** – Award Banquet

Distinguished: Tom Burke, American Angus Hall of Fame

Continuous Service: TC Lane, COO United States Trotting Horse Association

Lifetime Membership: Craig Huffhines, Colorado State University

**7:00pm** – Keynote Speaker – Mitch Holthus, Voice of the Kansas City Chiefs

## **Thursday May 5<sup>th</sup> – CINCO DE MAYO**

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**8:30 a.m.** – Developing Training Platforms your members will use – Billy Smith, Executive Director, Paint Horse Association

**9:15 a.m.** – Crisis Management – Mark Core, EVP and CMO at Vermeer Corporation

**10:15 a.m.** - Break

**10:30 a.m.** – Mastering the Employee Experience - Mark McCully, CEO American Angus Association

**11:15 a.m.** – Data Security - Heather Allen, Operations Supervisor of Bureau Veritas

**12:00 p.m.** – NPLC Annual Meetings

**12:45 p.m.** – Lunch

**1:45 p.m.** – Youth Involvement in Today's Business – Moderator, Amy Cowan, Taylor Belle Matheny, American Hereford Association, Cody Jensen, Biozyme, and Ty Kim, Kansas State University

**3 p.m.** – Wrap Up and Summary – Billy Smith

## **After Meetings Conclude**

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American Royal Rodeo

4:30 p.m. - Load shuttle for rodeo

5 p.m. - Tour American Royal Museum

5:30 p.m. - Cinco de' Mayo Cocktail Hour, American Royal Governor's Room – 5-7 p.m.

7 p.m. - American Royal Rodeo