

NPLC NEWS FOR YOU

An Occasional, Semi-Official Newsletter from the National Pedigreed Livestock Council

SEPTEMBER, 2019

2019 Theme: “Maximizing Values and Leadership in a Changing Livestock Industry”



Special THANKS to our hosts: American Akaushi Association and International Brangus Breeders Association; and, much appreciation to our many sponsors who helped make the South Texas experience a special treat!

Annual Meeting Program Packed with Industry Leaders

A Washington, DC, update was provided by Colin Woodall of the National Cattlemen’s Beef Association. He helped lay out key issues and some of the ag community’s priorities. It was recently announced that Colin has been tabbed as the new Chief Executive Officer of NCBA. Congrats, Colin!

Representatives of the San Antonio and Houston Livestock Shows & Rodeos offered good advice about knowing your business. It’s vital to understand your customers and what it takes to provide a positive visitor experience. The same goes for exhibitors and volunteers. And, it’s especially important to both of these events (and our programs) that youth remain a focus.

Highlights You Missed if you Failed to Attend!



A visit to the Texas Ranger Heritage Center near Fredericksburg. Plus, our banquet speaker Wednesday evening was Clete Buckaloo, a retired Ranger who offered great insights into the law enforcement business—then and now.



And especially “refreshing” stop was Wildseed Farms. They are the nation’s largest working wildflower farm with more than 200 acres at the Fredericksburg facility alone. Oh, and there are vineyards and a tasting room! What’s this place have to do with livestock you ask? Several good marketing lessons if you pay attention.

Looking “Forward” to seeing you in Amarillo next spring!



**Save the dates and plan to attend:
May 4-6, 2020, Amarillo, TX**

For more news from the 2019 Annual Meeting and for other helpful resources, visit: www.nplc.net.

Oh, and be sure to pay your dues and update your organization’s information on the website.

National Pedigreed Livestock Council

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