



NPLC ANNUAL MEETING

Lexington, Kentucky
May 6-8, 2013

Splendor in the Bluegrass - NPLC

We seem to say it every year, and it seems to be true each time we say it – this year’s NPLC meeting was one of the best ever! With an appropriate, semi-official theme of “relevance,” the sessions and discussions focused on doing the right things as well as we possibly can. Harrison Coerver, management consultant to associations, set the stage perfectly by presenting the six marketplace realities that must be considered by today’s membership organizations. We’re all faced with these realities in the world of livestock registries, but admittedly we’re addressing them with various levels of effectiveness.

Time – Members will let you know when they have time for you or your programs. Guess what, they have time for projects that are meaningful; ideas that help them perform in their work; initiatives that are interesting; causes they care about; and activities that are FUN.

Value Expectations – Folks no longer pay dues automatically; they really do want to see some sort of return on their investment.

Market Structure: Consolidation and Specialization – think this one doesn’t affect livestock associations?

Generational Differences – Diversity, even if it’s just across age categories, creates new and sometimes conflicting value sets.

Competition – Face it, there are a number of “benefits” that our members can get from lots of other sources. Suggestion: DO MORE OF WHAT YOU’RE REALLY GOOD AT!

That’s all the free, specific material you get from Harrison. Get your own copy of **ROAD TO RELEVANCE** and **RACE FOR RELEVANCE**. You, your board and your members will appreciate it.



The Welfare Debate

Dr. Tom Lenz, Fort Dodge Animal Health, and Cindy Schonholtz, PRCA, provided compelling evidence that animal welfare is a category requiring livestock industry leadership. We can’t afford to simply react when someone else thinks a problem exists. Many registries are active and pro-active. Let’s keep talking about strategies and tactics we

can share with each other... and work on together. Be sure to include welfare topics in your youth leadership development programs!

Who's Your Friend?

Debbie Fuentes, Arabian Horse Association, introduced the revitalized NPLC Facebook page and reminded everyone that online "friends" are often prospective members or folks who can help us find them. Be sure to visit the page and help spread the love. Debbie and Michelle Whitaker suffered sprained fingers from snapping photos at the meeting, so you should see their work and appreciate it.

LIKE US ON FACEBOOK!

Livestock Shows and Youth Development

We all assume that kids and livestock shows should go together, but let's get busy promoting the many benefits.

Young Breeders Panel

Let's never underestimate the wealth of insight and guidance we can get from our members who are on the farms and ranches working every day. The NPLC panel featured Brian Arnold, National Swine Registry; Derek Jungels, Shorthorn breeder; and Ricky Hall, Holstein Association USA. Their comments focused on the ongoing need for more and better use of genetic science/technology, included a focus on eliminating genetic defects. When asked about how to attract youth to our industry, the consensus seemed to be that providing mentors, internship and networking opportunities, general encouragement and support (including scholarships and grants), entry-level partnerships and sharing your wisdom were vital. Interestingly, the topic of welfare came up again along with the imperative for breed associations to be stronger in their insistence on animal care and in taking action against "bad actors."

Award Winners

Larry Mead, Distinguished Service
Bazy Tankersley, Distinguished Service
Roger Klamforth, Honorary Lifetime Membership



Special Thanks to the Arabian Horse Association for serving as our official host!

And, thanks to these sponsors who provided such great support:

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Pinto Horse Association
Kentucky Horse Park
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REMINDER

If you have not purchased your copy of **NPLC, 1911-2011, A CENTURY OF SERVICE**, by Robert R. Morris, you need to call Zane Akins and tell him you've put it off long enough. The commemorative book is a pleasant and fascinating journey through the history of our esteemed organization. It also makes a great gift for NPLC veterans in your association or for board members who wonder why you keep attending NPLC meetings.

BONUS ACTIVITIES

We had a very special setting for our Awards Dinner at the Kentucky Horse Park. Our appetizer was a tour of Al-Marah Arabian Horse Galleries and the Museum of the Horse. For those who were smart enough to stay for Wednesday afternoon's bus trip, we visited Three Chimneys Farm and the Woodford Reserve Distillery. Not much is better than Thoroughbreds and bourbon! Thanks to all those who helped organize and sponsor NPLC 2013.

We Expect to See You Next Year

NPLC – 2014 will be May 5-7 in Oklahoma City, hosted by the Pinto Horse Association. We are hoping to develop a specific program component for registrars of your associations. Stay tuned for details.

JOIN OR RENEW YOUR MEMBERSHIP TODAY!