



Pat Goggins *Leadership in Livestock Marketing Seminar*

The Pat Goggins *Leadership in Livestock Marketing Seminar* (Seminar) is conducted by the Livestock Marketing Association (LMA) and was named in honor of the late Pat Goggins. The Seminar targets owners, operators, managers and leaders of LMA-member livestock marketing businesses to develop leaders within the industry in preparation for a successful future in the field. Applicants may be those who are new to the industry or those who are changing or increasing their role in the livestock marketing industry.

The Seminar is a two-year opportunity that will include a two-day session in Denver, Colorado, and the surrounding area on August 26-28, 2018 with a focus on increasing knowledge of LMA services, spokesperson skills, issues management, regulatory compliance requirements for livestock marketing businesses, and a discussion regarding the common legal issues facing livestock marketing businesses. Participants will also participate in industry tours to broaden awareness of the industry issues and influencers that impact cattle markets.

Seminar participants are required to participate in the entire two-day session in Denver and upon completion, will qualify to participate in the next scheduled LMA D.C. Fly In (Fall 2018 or Spring 2019 with dates to be announced) as an opportunity to see the legislative and regulatory reform process at work in Washington D.C.

A second two-day session will be scheduled for participants to dive deeper into industry issues and attend additional industry tours (expected Summer/Fall 2019 date). Additional conference calls and discussion opportunities will be extended throughout the term. The Seminar will conclude with participants invited as guests of LMA to the 2020 LMA Annual Convention and World Livestock Auctioneer Championship June 3-6, 2020.

Participation Fee and Expectations:

Participants are expected to participate in the entire seminar and attend or participate in all scheduled sessions, webinar or conference call opportunities.

An enrollment fee of \$500 is required by all participants selected to join the Seminar. LMA will cover all transportation, lodging, meal and additional travel expenses necessary for attendance to all Seminar events. Participants are required to attend the two-day session in Denver and upon completion, will qualify to participate in the next scheduled LMA D.C. Fly In.

Application / Nomination Process:

- Participants must be currently (as of date of enrollment) involved in the ownership or management of an LMA-member livestock marketing business.
- Applications will be accepted until close of business on May 30, 2018. At that time all candidates will be reviewed by a committee of LMA leadership to determine acceptance into the 2018-2020 seminar class.

Please Return Applications by May 30, 2018 to:
Livestock Marketing Association - Attn: Kristen Parman
10510 N Ambassador Dr. - Kansas City, MO 64153
(816) 891-0502 • Fax (816) 891-7926 • kparman@lmaweb.com

**Livestock Marketing Association
Pat Goggins *Leadership in Livestock Marketing* Seminar
Application**

Name: _____

LMA Member Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

Cell Phone: _____ Date of Birth: _____

Please provide responses to the following questions. Include or attach an additional sheet if necessary.

Why are you interested in the *Leadership in Livestock Marketing* Seminar and how would you expect to use the knowledge and experience gained?

Give an example of a time when you had set a goal for yourself and describe how you went about accomplishing it?

What are your future plans for your marketing business or for your role in the livestock marketing industry and how will participation in the *Leadership in Livestock Marketing* Seminar help you reach these goals?
