



Pat Goggins Leadership in Livestock Marketing Seminar

Conducted by Livestock Marketing Association (LMA) and named in honor of the late Pat Goggins, the Seminar is targeted for owners, operators, managers, and decision makers of LMA-member livestock marketing businesses to develop leaders within the industry in preparation for a successful future in the field. Successful applicants may be those new to the industry or those changing or increasing their role, but anyone currently affiliated with an LMA member business and with an interest in expanding industry experience is eligible to apply.

The Seminar will include a three-day session in Kansas City and the surrounding area in August 2021 (tentative dates of August 26-28, 2021) 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 industry issues and influencers that impact cattle markets. **All local safety and public health guidelines will be followed.*

Seminar participants are required to participate in the Kansas City session and, upon completion, will qualify to participate in the next scheduled LMA D.C. Fly In (tentative dates to be scheduled for Fall 2021) as an opportunity to see the legislative and regulatory reform process at work.

Additional conference calls and discussion opportunities will be extended throughout the term. The Seminar will conclude with participants invited as guests of LMA to attend the 2022 LMA Annual Convention and World Livestock Auctioneer Championship to be hosted in Shipshewana, Indiana June 8-11, 2022.

Participation Fee:

The Seminar cost will be \$500 dollars with participants invoiced following acceptance of their application. No money is due at the time of application. This monetary investment by participants is substantially less than the total value of the opportunity and LMA is pleased to conduct and sponsor all transportation, lodging, meal, and approved travel expenses related to attendance.

Application / Nomination Process:

- Participants must be currently (as of March 22, 2021) involved in the ownership or management of an LMA-member livestock marketing business.
- Participants are expected to participate in the entire seminar and attend all sessions.
- Applications or nominations will be accepted until May 15, 2021. At that time, all candidates will be reviewed by a committee of LMA leadership to determine acceptance into the 2021–2022 seminar class.

Please Return Applications by May 15, 2021 to:
Livestock Marketing Association - Attn: Kristen Parman
(816)645-5916 / Fax (816)629-5040 / 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: _____ Sale Day(s): _____

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

What is your current role in the livestock marketing industry? What goals do you have for your marketing business and/or your role in the livestock marketing industry?

What do you see as the most pressing issue for livestock markets and our industry over the next three to five years?

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