

LPC Regional Workshop

Manhattan, Kansas

TUESDAY, JUNE 14, 2016

8:30 am – 4 pm

Special thanks to Zoetis for major support of this event.



This workshop will be held prior to the Beef Improvement Federation annual convention:
<http://beefimprovement.org/library/general-information>

• AGENDA •

Workshop will be held in the Conference Center at the IGP (International Grains Program) Institute
1980 Kimball Avenue, Manhattan, KS 66506

8:30 a.m. Registration

9 a.m. The Biggest Bang for your Editorial Buck

Holly Spangler, Prairie Farmer editor, will discuss how she utilizes all media outlets to get the most out of every story she writes. She will give tips on how to take a topic and make it fit various formats, including a publication, blog, podcast, etc.

10:15 a.m. Tips and Tricks Roundtables

Have questions about video equipment or editing software? Want to know the best way to capture your audience when writing for social media? Wondering what applications are available to help you create graphics for Facebook, Twitter, etc.? Confused by web/social media analytics? Get answers from these experts! (You will have the opportunity to choose two tables.)

1. Video on a Shoestring Budget

Gerry Snyder, multimedia specialist, KSU

2. Writing for the Social Media Audience

Sheila Ellis-Glasper, digital media specialist, KSU

3. Best App for the Job: Creating social media graphics

Katie Allen, communications specialist, KSU Research and Extension

4. Analytics: Clearing out the confusion

Shannon Krueger, freelance creative professional with Allegro Creative

11:30 a.m. National Bio and Agro-Defense Facility Update

Marty Vanier, Kansas State University Director of Operations at the National Agricultural Biosecurity Center, will give an update on progress being made on the NBAF facility. Vanier was chosen by the Department of Homeland Security to be the senior program manager for strategic partnership development in 2015. Construction on the \$1.25 billion animal disease research laboratory began in May 2015 and is expected to be completed in 2020.

Noon Lunch

1 p.m. Tour IGP facilities — Feed Mill and Pet Food Facilities

2:15 p.m. Genomics in the Beef Industry

Dan Moser, Angus Genetics Inc. President, will explain how ranchers are incorporating genomic information into genetic evaluation of beef cattle. He will highlight how this information has helped breeder's select cattle that perform well on the ranch and the rail.

2:45 p.m. Tips for Simplifying Complex Subjects

Kent Andersen, Zoetis Director of Genetics Technical Services, U.S. Cattle-Equine, will discuss the importance of choosing your words wisely, knowing your audience and communicating key takeaways when explaining technical subject matter.

3:00 p.m. Scientific Writing: It Doesn't Have To Be Complicated

Good writing increases access to knowledge. This panel of journalists will explain how they take highly technical subject matter, such as genomics, and transform it into understandable and educational articles for ranchers, farmers and the consuming public.
Sarah Hancock, technical writer, Office of the Vice President for Research at KSU

Greg Henderson, Drivers editorial director

Miranda Reiman, Certified Angus Beef assistant director industry information

3:45 p.m. Closing and K-State Ice Cream Send-off

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**REGISTRATION FEES: \$80.00 (members)
\$100.00 (non-members) \$135.00 (on site)
\$40.00 (students)**