



# Join us for the LMA Annual Convention and WLAC at the Oklahoma National Stockyards Centennial Celebration..

Members tell us there are many good reasons to attend LMA's Annual Convention and the World Livestock Auctioneer Championship. There are the committee meetings and membership sessions, where key industry issues are discussed, and where our input and questions are encouraged... there's the chance to meet, socialize and make new business contacts with other marketers...and there's the always-exciting WLAC, where 33 outstanding auctioneers compete for the top title in their profession.

Those are all good reasons to attend the 2010 Convention and 47th annual WLAC, June 17-19 in Oklahoma City. And let me add another: we'll be joining in the 100th anniversary celebration of our host market, the Oklahoma National Stockyards.

The complete meeting schedule is inside, so I'll highlight just a few of the events, starting on Thursday, June 17 at the Renaissance Hotel.

The Membership Services and Government and Industry Affairs Update sessions offer opportunities to discuss new services, the critical legal issues, key industry and government issues facing the marketing sector. A new feature will be the General Membership Session, with a top speaker on global agricultural policy, and how that will affect the way we do business in the coming years.

Friday, June 18 includes the LMA Board of Directors and the Membership Meeting, where you'll meet LMA's new officers, directors and committee members. That afternoon you'll want to watch the live interviews of the 33 WLAC semifinalists, which proved to be one of the most popular events at last year's convention.

Friday night will be the Stockyards Centennial Celebration barbecue, with entertainment by Grammy award-winning Nashville recording artist Bryan White.

Saturday, the 19th, is the WLAC, and that evening will be the LMA closing session and WLAC awards banquet. You'll hear from the new LMA president and watch the naming of the 2010 world champion.

We've also got several activities for the kids, a trade show and the always popular LMA PAC auction. This year we have reduced the ticket prices to all of the convention events, making it easier for you to enjoy all that the LMA Annual Convention has to offer along with your friends, family and market staff.

So I'm confident you'll find several reasons to join us in June — and I look forward to greeting you in Oklahoma City.

A handwritten signature in black ink that reads "Bobby Smith".

Bobby Smith, President

# Fun for the Kids (or the kids at heart)

This year the Marketeers have a schedule full of fun events for all ages. Each event will kick off in the Marketeers' own hospitality room. A room with activities and music that will allow them to pass the time before and after each adventure and make new friends.

Tickets are available for each event individually. Prices include activities, food and transportation. All participants must have a registered guardian, and children under the age of 12 must have that guardian present at each event.

## **THURSDAY** **Celebration Station**

*Ticket Price:*

*\$30.00 per participant/\$10.00 for non-participant*

*Open to all Registered Attendees*

**Thursday, June 17 (10:00 am—2:00 pm)**

Enjoy a pizza party and unlimited play at the most fun filled place in Oklahoma City. Celebration Station is an all ages gaming facility. Participants will enjoy two hours of outdoor rides, go karts, \$5 in gaming tokens and an all you can eat pizza and soda buffet. The Marketeers hospitality room opens at 10:00 am and all participants are to be there by 10:15 am to prepare for departure to Celebration Station. *Kids under 12 must be accompanied by their registered guardian.*

## **FRIDAY** **Zoo Adventure**

*Ticket Price: \$15.00 per person*

*Open to all Registered Attendees*

**Friday, June 18 (8:30 am—12:30 pm)**

Join the Marketeers at the Oklahoma City Zoo. Enjoy watching the animals in the morning while the weather is cooler and they are out to play. Participants will watch the Sea Lion Show at 10:00 am and then continue on their zoo adventure and return in time for the pool party. The hospitality room opens at 8:30 am and participants are to be there by 8:45 am to prepare for departure. *Kids under 12 must be accompanied by their registered guardian.*

## **Pool Party**

*Open to all Registered Attendees*

**Friday, June 18 (12:30 pm—2:30 pm)**

Cool off and have a blast at the Marketeers Pool Party. Enjoy lunch and water games at the hotel's indoor pool. Participants in the Zoo excursion will return just in time for lunch to be served. The hospitality room will open at 11:30 am and participants can meet there before the party or have their registered guardian escort them to the pool. *Kids under 12 must be accompanied by their registered guardian.*



## **Registration**

**Wednesday, June 16 (3:00 pm—6:00 pm)**

**Thursday, June 17 (9:00 am—6:00 pm)**

**Friday, June 18 (7:00 am—4:00 pm)**

## **Membership Services Update**

*Open to all Registered Attendees*

**Thursday, June 17 (10:30 am—12:00 pm)**

The Membership Services Committee will be joined by Ernie VanHooser of VanHooser & Eftink, P.C. for a discussion of the year's most common and pressing legal questions. LMA staff will also demonstrate the newly launched multimedia training and certification program for animal handling in livestock marketing businesses; created as a cooperative effort of LMA and Kansas State University.

## **Celebrating True Price Discovery Luncheon**

*Complimentary Lunch for all Registered Attendees*

**Thursday, June 17 (12:00 pm—1:15 pm)**

Take a break from the meeting schedule for a complimentary lunch in the LMA Trade Show, celebrating True Price Discovery, the auction method of selling and the allied industry businesses that support the livestock auction markets. This is a great opportunity to visit with exhibitors and get a look at the PAC Auction items up for sale in the evening.

## **Government & Industry Affairs Update**

*Open to all Registered Attendees*

**Thursday, June 17 (1:15 pm—3:00 pm)**

The Government and Industry Affairs Committee will report on the policy issues and changing regulatory programs affecting today's livestock marketing industry. Participate, along with the Committee members, in shaping LMA policy on these issues by providing the committee with your questions, thoughts and comments.

## General Session

**Celebrating a century of livestock marketing and looking at the U.S. and global agriculture policy that will shape our next century**

*Open to all Registered Attendees*

**Thursday, June 17 (4:30 pm—6:15 pm)**

Pay tribute to the proud heritage of livestock marketing and kick-off the weekend at the first General Session of the LMA Annual Convention. Join fellow members as we celebrate the past and future of livestock marketing. Learn more about the changing agriculture and livestock trade climate on a local and international level from our key note speaker. While celebrating the past, it is important to understand the issues of the present and future that will continue to shape and change the way our industry operates. The General Session is the perfect opportunity for you to expand your knowledge and face the future.

## Welcome Reception

*Open to all Registered Attendees*

**Thursday, June 17 (6:15 pm—9:30 pm)**

The Welcome Reception begins with an opportunity for a casual cocktail in the LMA Trade Show. Always a guest favorite, the evening offers a chance to catch up with other LMA members, meet the 33 WLAC Semi-Finalists and enjoy the excitement of the annual LMA PAC auction. Reigning WLAC Champion Ty Thompson will put his world class chant to work on a wide array of vacation and hunting packages, art, jewelry and home décor in support of the LMA Political Action Committee.

## Jump Start Breakfast

*Complimentary Breakfast for all Registered Attendees*

**Friday, June 18 (7:00 am—9:00 am)**

Friday at the LMA Annual Convention is chock full of important events for members, guests and WLAC contestants. Start the day out right with a hardy breakfast in the LMA Trade Show.

## LMA Board of Directors & Membership Meeting

*Open to all Registered Attendees*

**Friday, June 18 (9:30 am—12:00 pm)**

LMA is an association led by its members from the ground up. That is why it is important for all members to attend the LMA Board of Directors & Membership Meeting. During this session you will hear reports on industry and service issues, discuss committee recommendations and develop association policy. During the Membership Meeting you will also be introduced to the 2010-2011 LMA Executive Committee, Directors and newly appointed Committee members.

## Championship Kick-Off Luncheon

*Complimentary Lunch for all Registered Attendees*

**Thursday, June 18 (12:00 pm—1:30 pm)**

The path to the WLAC title begins for all 33 contestants with the Semi-Finalist interviews. Before the interviews begin, join all of the contestants, members and guests for a complimentary lunch in the LMA Trade Show.

## Live WLAC Semi-Finalist Interviews

*Open to all Registered Attendees*

**Friday, June 18 (2:00 pm—4:30 pm)**

The 33 Semi-Finalists will be introduced and interviewed by reigning Champion Ty Thompson. Each contestant will be asked three industry related questions and scored by the panel of judges. The interview accounts for 25% of the semi-final round and final round scores.

## Oklahoma National Stockyards Company Centennial Celebration BB-Q Featuring Nashville Recording Artist, CMA & Grammy Award Winner Bryan White

*Open to all Registered Attendees*

**Friday, June 18 (6:30 pm—9:30 pm)**

Serving Oklahoma for 100 years, the Oklahoma National Stockyards was founded in October 1910 and built to serve the nation as a primary source for meat processing and packing. The addition of the live auction in 1961 supplied an extra burst of growth by helping develop the area's livestock market into one of the nation's largest markets for stocker and feeder cattle. Today the Oklahoma National Stockyards Company remains an important part of Oklahoma's number one industry, agriculture. We are proud of Oklahoma's beef industry and the quality beef products that are offered to you, the consumer.

## 47th Annual WLAC

**Saturday, June 19 (8:00 am—4:00 pm)**

*Oklahoma National Stockyards*

After tough rounds of qualifying events and an interview session, the 33 Semi-Finalists are ready to prove why they deserve the title of 2010 World Livestock Auctioneer Champion.

## LMA Closing Session & WLAC Awards Banquet

*Ticket Price: \$40.00 per person*

*Open to all Registered Attendees*

**Saturday, June 19 (7:30 pm—9:30 pm)**

After three full days of industry leading meetings and exciting championship action, you won't want to miss the climactic finale to the week's events. Hear from the newly elected LMA President and see the crowning of the 2010 World Livestock Auctioneer Champion.



# Accommodations & Transportation

The Renaissance Convention Center will be the host hotel for the 2010 Annual Convention and World Livestock Auctioneer Championship. Be sure to mention Livestock Marketing Association to receive the group rate.

## **Renaissance Convention Center**

10 N Broadway  
Oklahoma City, Oklahoma 73102  
(405)228-8000  
Rates: \$144

*The group rate applies June 16 -20 for LMA/WLAC attendees and subject to availability*

## **Sheraton Hotel**

1 N Broadway  
Oklahoma City, Oklahoma 73102  
(405)235-2780  
Rate: \$145

## **Courtyard by Marriot**

2 West Reno Ave  
Oklahoma City, Oklahoma 73102  
(405)232-2290  
Rate: \$139

## **Hampton Inn and Suites**

300 E Sheridan  
Oklahoma City, Oklahoma 73102  
(405)232-3600  
Group Rate N/A

For transportation to and from the airport, the hotel recommends either:

Kings Limousine — Joey Allen — (405)733-5466  
Airport Express — (405)681-3311 or (877)688-3311

You can get flights from the following airlines who offer service to Will Rogers World Airport (OKC), Oklahoma City, Oklahoma. The airport website is [www.flyokc.com](http://www.flyokc.com).

American Airlines — [www.aa.com](http://www.aa.com)  
Continental Airlines — [www.continental.com](http://www.continental.com)  
Delta Airlines — [www.delta.com](http://www.delta.com)  
Frontier Airlines — [www.frontier.com](http://www.frontier.com)  
Southwest Airlines — [www.southwest.com](http://www.southwest.com)  
United Airlines — [www.united.com](http://www.united.com)

All meetings and social functions, except the host barbecue, will be held at the Renaissance Convention Center in Oklahoma City, Oklahoma. Transportation will be provided for registered attendees to all off-site activities, including the World Livestock Auctioneer Championship at Oklahoma National Stockyards, Oklahoma City, Oklahoma.

If you would like your own ground transportation, the following rental agencies have counters at Will Rogers World Airport.

**Avis**  
(800)331-1212  
(405)685-7781  
[www.avis.com](http://www.avis.com)  
**Budget**  
(800)527-0700  
(405)681-1681  
[www.budget.com](http://www.budget.com)  
**Dollar**  
(405)681-0151  
[www.dollar.com](http://www.dollar.com)

**Enterprise**  
(800)261-7331  
(405)685-4193  
[www.enterprise.com](http://www.enterprise.com)  
**Hertz**  
(800)654-3131  
(405)681-2341  
[www.hertz.com](http://www.hertz.com)  
**Thrifty**  
(800)847-4389  
(405)685-7727  
[www.thrifty.com](http://www.thrifty.com)

## Vacation Planning

Oklahoma City and Oklahoma have a very diverse culture from the historic Old West and power of the Native American heritage to lively urban entertainment districts. It holds adventures for everyone indoors and out. There is Stockyards City, Bricktown and the longest stretch of Route 66. Come and enjoy yourself with experiences you will cherish.

Find everything you need to make a great vacation in Oklahoma and Oklahoma City:  
[www.okccvb.org](http://www.okccvb.org) or call (405)297-8912  
visit [www.travelok.com](http://www.travelok.com)

The Renaissance Convention Center is within walking distance of Bricktown, Oklahoma City's Entertainment District.

# Registration for LMA Annual Meeting & WLAC

Please register all adult and child attendees. This registration fee includes admission to only those events listed. Tickets must be purchased for the additional ticketed events listed below.

\_\_\_\_\_ **2 day Adult Registration @ \$50.00** = \$ \_\_\_\_\_

This registration fee includes admission to the General Session, Committee Updates, Live Semi-Finalist Interviews, Industry Trade Show including the Trade Show Luncheons and Breakfast, Welcome Reception, the LMA Board of Directors & Membership Meeting and the BB-Q

\_\_\_\_\_ **2 day Child Registration (3-16) @ \$5.00** = \$ \_\_\_\_\_

This registration fee includes admission to the Pool Party & Kid's Hospitality Room, General Session, Committee Updates, Live Semi-Finalist Interviews, Industry Trade Show including the Trade Show Luncheons and Breakfast, Welcome Reception, the LMA Board of Directors & Membership Meeting and the BB-Q

\_\_\_\_\_ Youth Sm \_\_\_\_\_ Youth Med \_\_\_\_\_ Youth Lg \_\_\_\_\_ Adult Sm \_\_\_\_\_ Adult Med \_\_\_\_\_ Adult Lg  
*one shirt per registered child*

## Special Ticketed Events

Please complete registration for all additional events that you would like to attend.

### Celebration Station (Thursday)

\_\_\_\_\_ tickets for participants @ \$30.00 = \$ \_\_\_\_\_

\_\_\_\_\_ tickets for non-participants @ \$10.00 = \$ \_\_\_\_\_

### Oklahoma City Zoo (Friday)

\_\_\_\_\_ tickets for youth and chaperones @ \$15.00 = \$ \_\_\_\_\_

### Pool Party (Friday)

\_\_\_\_\_ tickets for youth and chaperones \$ \_\_\_\_\_ -0-

### LMA/Host Market Barbecue (Friday)

\_\_\_\_\_ tickets \$ \_\_\_\_\_ -0-

### WLAC Awards Banquet (Saturday)

\_\_\_\_\_ adult tickets @ \$40.00 = \$ \_\_\_\_\_

\_\_\_\_\_ child tickets (3-11) @ \$10.00 = \$ \_\_\_\_\_

## GRAND TOTAL

\$ \_\_\_\_\_

**Payment is due upon registration.** Please pay by check, credit card or money order. Cancellations must be made by May 28, 2010, to receive a full refund. **No refunds will be made after May 28, 2010,** or for failure to attend the event.

**Register online at [www.lmaweb.com](http://www.lmaweb.com) or send your registration and payment to:**

Livestock Marketing Association  
10510 NW Ambassador Drive  
Kansas City, MO 64153-1278

To pay by credit card:

Account #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

# Registration Deadline is May 28, 2010

# Registration for LMA Annual Meeting & WLAC

The Name, Company, City and State listed below will be used for your name badge at the WLAC. Please print legibly to insure it is printed correctly.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

*Please Fill in Additional Adult Attendees:*

Name \_\_\_\_\_

Company \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

*Please Fill in Additional Children (3-16) Attendees:*

*In case of emergency for Marketeer activities, please provide a name of a registered parent/guardian attending the LMA Convention along with a cell phone number.*

**Registered Guardian Name:** \_\_\_\_\_ **Cell Phone** \_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_

Company \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_

Company \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_

Company \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_