

LPC Fall Regional Workshop

October 23, 2014 • Fort Collins, Colorado

Schedule of Events

Wednesday, October 22

6 pm - ?

Informal reception at the Marriott - open to everyone!

Thursday, October 23

8 - 8:30 am

Registration and Check-In

8:30-9:15 am

Translating the Discussion on Social Media into News
Kelsey Pope, Ag on the Forefront

9:15-10:30 am

Making the Jump from Corporate to Freelancing
Teres Lambert, Kristian Rennert, Lisa Bard
Moderator: Don Norton

10:30-10:45 am

Break

10:45-11:45 am

Negotiating a Successful Media Buy
Gretchen Gaede and Ryan Keiffer
A Train Marketing Communications

12 noon

Lunch and Keynote Address
Global Food Safety Initiatives
Dr. Gary Smith, Colorado State University
Distinguished Professor Emeritus

1:15 - 2 pm

What is News and What is Hype
Chase Adams, Director of Communications
National Cattlemen's Beef Association

2 - 2:15 pm

Break

2:15 pm

Publication Panel
The Past, the Present and the Future
Holly Martin, High Plains Journal
Diane Johnson, LPC Executive Director

It's Simple to Register:

Deadline: October 10, 2014

E-mail diane@livestockpublications.com (or dianej@flash.net) with the subject 'Register for Regional Workshop.' List the names you wish to register, e-mail and mailing addresses. Indicate if you wish to pay by check or credit card for further instructions. Questions: 817-336-1130.

Registration Fee

Members: \$80.00

Non-members: \$100.00

On site: \$135.00

Students: \$40.00

Hotel Information

Fort Collins Marriott

350 East Horsetooth Road, Fort Collins, CO 80525
800-228-9290 or 970-226-5200

Hotel Reservation Deadline: October 1

Room block reserved for Wednesday night for \$109.
They will honor rate for Thursday night as well.



910 Currie St., Fort Worth, TX 76107