



BOIT CAMP
LIVESTOCK PUBLICATIONS COUNCIL
VERSION 3.09
LOUISVILLE NOV. 13

It's for Everyone -
Designers, Writers
and Photographers!

FRIDAY, NOVEMBER 13, 2009

8 am to 4:30 pm

Workshop will be held at the
Courtyard by Marriott
by the airport and Expo Center
819 Phillips Lane
Louisville, KY 40209
800-321-2211 or 502-368-5678
Room rate: \$109

Book immediately as all hotels close
to the fairgrounds will fill up fast!

Other options:

Howard Johnson, 502/363-9952
Hampton Inn, 502/366-8100
Comfort Inn 502/361-5008

THANK YOU SPONSORS!

(to date)

Tennessee Beef Council
Mississippi Beef Council
Georgia Beef Council
Ohio Beef Council
Kentucky Beef Council
Kentucky CPH
The Powell Group

8 - 8:30 am Registration

8:30 - 9 am Welcome and Introductions

9 - 12 noon Design Session

Shari Holloway and **Amber Martin**

EDJE Technologies

Do you ever feel like you are stuck in a rut?
Are you challenged by the client who always
wants the same look and won't let you use
some daring design? Do you have to use a
pedigree and a side view of an animal
AGAIN?! These two experts will show how to
go back to the basics of design and incorporate
those principles into fresh design for today's
reader.

Noon - 1 pm Lunch

1 - 1:50 pm AP Style Book Review

Andy Alderette

Courier Journal Editing Manager

Jim Kirchner

Courier Journal Operations Manager

Always an interesting topic, this session will
review some of the biggest AP Style mistakes
and look at how AP Style applies to the web.

2 - 2:50 pm Writing Headlines & Cutlines

Andy Alderette

Courier Journal Editing Manager

Jim Kirchner

Courier Journal Operations Manager

Help pull your readers into the story with the
use of more creative and eye-catching head-
lines and cutlines. Bring your creativity to this
one!

3 - 3:50 pm Videography Workshop

Crystal Young American Angus Association

Assistant Director of Public Relations,
Creative Media Coordinator

Come hear how the AAA is making video a
major component in their national advertising
campaign this year and why. Equipment, edit-
ing, posting and more will be covered.

REGISTRATION FEES:

LPC members, \$60 • Non-members, \$80 • Students, \$40

Send name with check to:

LPC office, 910 Currie St., Fort Worth, TX 76107

or contact Diane by e-mail, dianej@flash.net

817/336-1130

DEADLINE IS NOVEMBER 4