

ACTIONGRAM

December 2006

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

FINDING FENG SHUI FOR YOUR MIND



*M*y family is in the pecan business. When they opened a retail store, I learned this time of year is not a good time to be named Bryant and live in Ada,

Oklahoma. Last week, a statewide newspaper profiled their gift baskets and created madness. Little sanity is left in the family if there was ever any to start.

I took a quick break between my business and helping them tonight to get a haircut. I cringed when I saw the stylist momentarily reach for the clippers. I breathed a sigh of relief when I saw the obvious mental block on her face and she reached for a water bottle instead.

I thought of how the holidays can be stressful no matter what your occupation. I'm guessing the upcoming months might be some of your busiest. As I've previously mentioned, I'm a recovering workaholic. Okay, sometimes I'm recovering and sometimes I'm working daylight until dark like now. I've been a Type A personality since selling Girl Scout cookies as a Brownie. I would venture to say that many in this industry are Type A's.

Over the years, I've studied stress reduction often. Partly as a reminder note

to self, I decided to pass along some tips I've learned in case you're feeling frazzled.

When I developed another ulcer last year, I decided I had to change how I live my life. I became an exercise fanatic. I feel better than I have in years and I believe exercise is a miracle cure for energy and relaxation. Yoga relieves those kinks deadlines put in our backs and kickboxing does wonders if you focus on that customer who is driving you nuts. I bought a dartboard that has similar effects, but it didn't improve my score at the Boelte Hall booth at AMS.

Lori Maude reports the American Gelbvieh Association staff has implemented 15-minute walks twice daily in their own version of "The Biggest Loser." She said it has lifted the employees' spirits as well as built camaraderie.

We learned at a past regional workshop in Kansas City to stretch hourly and look away from your monitor often. Remember to blink. If the deadline is getting to you, close your eyes and take deep breaths. You could scream too, but your co-workers might wonder about you.

We learned at this spring's Ft. Worth workshop that scents can reduce anxiety. Mint and lavender can relax you. However, I've learned that mint plants have a low survival rate in my office, and when they die, they can shed leaves into a printer and fry it. If you're prone to killing cacti, use a room spray or candle instead. If you drive often, a cinnamon

By Lisa Bryant, 2006-07 LPC President

air freshener can keep you alert.

At a previous AMS meeting, a speaker from Pantone told us how color can affect your mood. Reds, oranges and yellow walls or accents in your office can energize while blues and greens are calming. I've had two gallons of tropical blue paint for my office for the longest time. If painting relaxes you, I'll be glad to give you directions to my office.

Whoever said laughter is the best medicine was certainly right. We often forget its importance as an adult. Some studies show a child laughs more than 300 times daily while an adult laughs less than 20 times. An LPC friend and a local friend nearly had me in tears from laughing this morning. It was the day's highlight and certainly sparked my energy.

Make time to practice whatever brings you inner peace. It may be a massage, watching children play, breathing fresh air or listening to music. Cleaning relaxes a friend of mine. I wish that worked for me. No matter what, take time to unwind at night or you'll likely be working in your dreams.

We work hard in this industry and it's difficult to take time out for yourself with the next deadline looming. Yet, a little TLC can revive you and provide new inspiration for that next item on your "To Do" list. I'm off to the next item on my list. I hope Santa is good to you this Christmas and wish you a wonderful, peaceful new year.

Lisa



*From all of the Board of Directors of LPC and
Your Executive Director ~ ~
Merry Christmas and Happy Holidays*

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Newsletter of Livestock Publications Council, an international organization serving the dynamic livestock communications industry

LPC MEMBERS IN THE NEWS

• **Burt Rutherford** has just left his post as communications director of the Texas Cattle Feeders Association which he has held for more than 20 years. He has joined *BEEF* Magazine and will remain in Amarillo, Texas.

Baby News



Jim Bret and **Teri Campbell** announce the birth of **Cooper Jett**, born November 13. He weighed 7 lbs. 9 oz., and was 19 inches long. Jim Bret is the editor of *The American Quarter Horse Journal*.

Cooper joins big brother **Cash**. Looks like a proud grandma wants to hold on to this little one!

LPC MENTOR DIRECTORY QUESTIONNAIRE

PRINT IT, FILL IT OUT AND FAX TO: 765/497-2959

Contact Christy Lee for more information, christy@nationalswine.com

Organization: _____

Address: _____

Contact name: _____

Contact e-mail: _____

Contact phone: _____

Brief description of your organization:

Description of internships available, if applicable: *(attach description if necessary)*

WATCH FOR YOUR 2007 DUES STATEMENT COMING IN THE MAIL SOON

The directory form for 2007 and your dues statements will be mailed soon. Please note the dues structure for publication members is \$175 and service member dues are \$150.

Remember the category for "alumni" membership that has been established. This is for those members who have either left a LPC member organization or have retired and want to continue to support LPC activities. Dues are \$50 with one half of the amount going to the student fund. If you know of someone who is interested in becoming an alumni member, please let them about their opportunity to support LPC or inform the LPC office and we'll send information to them. •

LUNCHEON AT NCBA CONVENTION FEB. 2

Once again LPC will have its annual luncheon during the National Cattlemen's Beef Assn. (NCBA) Convention. This year's convention is in Jan. 31-February 3 in Nashville. The location for the lunch will be the Gaylord Opryland Hotel starting at 11:30 a.m. Watch for more details to follow. •

BASSFORD STUDENT AWARD APPLICATIONS DUE FEBRUARY 15

Scholarship applications for the **Forrest Bassford** Student Award sponsored by LPC will be available on the web site after January 1. This scholarship will be awarded in Louisville, Kentucky, at the 2007 Ag Media Summit (AMS). Also, up to four travel scholarships of \$750 each will be awarded to deserving students who must be able to attend the AMS. If you have questions, contact: **Angie Denton**, committee chairman, adenton@hereford.org. Deadline for applications is February 15, 2007. •

Due to space limitations, the following descriptions may have more details that can be obtained from the contact person.

HELP WANTED:

Communications Manager

This position is responsible for all association communications and media contacts to improve and enhance the profile of the association's work both state and nationally and to play a key role in the coordination and development of association events. Primary public relations duties include content development and editing of MSGA publications - including the Montana Stockgrower magazine and drafting and distribution of information highlighting events and achievements pertinent to the industry, the association and its members. This position will also review newswire services for articles to post on the Web site as well as distribution to association leadership. Qualified candidates should have a sound foundation in news writing and editing, a propensity for detail and accuracy and the ability to work under deadline pressure. **Send resume and cover letter to:** Errol Rice, MSGA, 420 North California, Lower Level, Helena, MT 59601, or email, errol@mtbeef.org.

Communications Director

TCFA is looking for an excellent communicator who has 3-5 years experience in agriculture, preferably in the cattle industry. This position requires strong news and feature writing skills as well as the ability to speak in front of a group, and be the association's spokesperson with the broadcast and print media.

This position is responsible for writing and editing a weekly newsletter and the *Cattle Feeders Annual*, conducting association media relations and crisis management efforts, among other duties.

Qualifications include a bachelor's degree in agricultural communications or journalism and 3-5 years experience in communicating about agricultural industry issues, preferably cattle industry issues. **To apply,**

submit a cover letter and resume to

Ross Wilson, President & CEO, Texas Cattle Feeders Association, 5501 I-40 W, Amarillo, TX 79106, email ross@tcfa.org

Training and Development Specialist

Responsibilities: Help drive the professional development of the entire Select Sires field workforce, with a focus towards new hires and developing expert level competencies. The job entails leveraging content and resources within Select Sires to develop and deliver curriculum and training modules. Develops and delivers training curriculum and modules that address sales techniques, reproductive training, A.I. technician training and the consistent application of each approach and methodology across each member sales organization. Prepares, updates, and maintains training modules and related materials for new hires and continuous development of sales, marketing, and reproductive staff. Prepares testing and materials. Need: Expert written and verbal skills; Understand Select Sires core A.I. business and cooperative structure

- Experience in the creation of training modules and curriculum with specific skill in presentation development

To apply for this position, submit cover letter, resume and list of references by Jan. 5, 2007 to: Select Sires, Inc., Terri Smith, sales and marketing specialist, 11740 US 42 North, Plain City, OH 43064; E-mail: tsmith@selectsires.com (614)733-3440, Fax: (614) 733-3496

Manager, Safety Public Relations

(Denver office)

General Responsibilities:

Responsible for building relationships with stakeholder organizations and expert spokespeople, supporting state and national stakeholders in crisis preparedness planning, identifying and coordinating

media opportunities in regard to safety issues and serving as a member of the public relations response team on a wide array of beef safety issues.

Specific Responsibilities: Manages and builds networks of expert spokespeople including animal scientists, public health experts, medical professionals and community leaders. Recommends and oversees proactive and reactive media efforts involving third party experts in line with safety public relations strategy.

Supports the Director of Safety Public Relations during crisis situations and throughout crisis preparedness planning. This includes spokesperson identification, message development, state and national partner coordination, creating crisis information tools, maintaining up-to-date materials and assisting in other activities as requested.

Assists in writing and editing media and safety issue response information including letters-to-the-editor, key messages, FAQs and reports.

This position requires attention to detail and the ability to make strategic recommendations, quickly implement feedback into materials and function effectively in high-pressure situations. Candidates need to demonstrate public relations experience and an understanding of project management. Public relations agency, or similar, experience is preferred.

Candidate must have a Bachelor's degree in communications or related field and two to four years of experience in public relations, media relations or journalism. Candidate should have strong skills in writing and editing, media relations, public presentation, relationship management. **Please send cover letter, resume and salary history to:** mpeakman@beef.org

ATTENTION STUDENTS!

Three Summer Internships at American Angus Association

The paid internships begin approximately June 1, 2006, and conclude in mid-August. Application deadline is February 1, 2007. One is with the junior activities department, one with the communications department and the third with Angus Productions Inc./Angus Journal. **Contact: James Fisher**, director of activities and junior activities. **Contact: Shelia Stannard**, director of activity communications and event coordinator, **Contact: Shauna Hermel**, editor, 816/383-5100.

BOOT CAMP

LIVESTOCK
PUBLICATIONS
COLLEGE

VERSION 2.'06
LOUISVILLE NOV. 10



The workshop held on November 10th was one of the best that LPC has held. Editorial, advertising, photography, and design were all covered through the day and from the comments received it most definitely was a success.



Back by popular demand was **Katie Hunter** who is a certified Adobe trainer. She presented last year and was asked back to expand the information on Adobe programs. Look for more from Katie this summer at the Ag Media Summit too.



Happy Campers in the top left photo (front row): **Abby Jones**, Michigan State University and **Jamie King**, Ohio Cattleman. Behind them are the Seedstock Edge crew: **Christy Lee**, **Kati McQueen** and **Steve Weintraut**. Next row are: **Belinda Ary**, *Cattle Today*, **Leanne Peters**, *Cattle Business in Mississippi* and hiding behind them are **Don Norton**, Boelte Hall and **Diane Johnson**. In the photo above right are more Happy Campers: **Christi Gillispie**, *Tennessee Cattle Business*; **Katie Henson** and **Lynette Wright**, *Guernsey Breeder's Journal*; **Tracy Duncan** with *Shorthorn Country* is behind Katie.

A very popular workshop was on AP Style and how the livestock industry adapts or has created its own style. Three well-qualified presenters were on hand to review and answer questions. Look for more on this topic this summer at the Ag Media Summit. Shown above are: **Shauna Hermel**, *Angus Journal*; **Emily Rhoades**, The Ohio State University Ag Communications; **Gail Hairston**, University of Kentucky Ag Communications.

Be sure to mark the dates of
July 28 – August 1, 2007
Ag Media Summit in Louisville.
Marriott Downtown Louisville
 Watch for more information, the program is shaping up to be the best ever!

THANK YOU

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 Kentucky CPH • Lexpress
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 Post Printing • Tennessee Beef Council

Thanks also the dedicated committee who made this another successful event: **Carey Brown**, chairman, Kentucky Cattleman's Association; **Belinda Ary**, *Cattle Today*; **Cheryl Oxley**, *Angus Journal*; **Leanne Peters**, *Cattle Business in Mississippi* and **Christi Gillispie**, *Tennessee Cattle Business*.