

ACTIONGRAM

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

January 2004



Incoming NCBA President Jan Lyons will speak...

...at the LPC Luncheon this Friday during the National Cattleman's Beef Association Convention in Phoenix. If you have not responded yet to the luncheon you may do so immediately by contacting Diane at dianej@flash.net or 817/336-1130. The buffet style lunch is \$26.00 and you may pay at the door. Remember the food count is important so we must bill no-shows.

This luncheon will kick off our 30th year of LPC and will start at 12:00 noon in the Salon 2 Room of the Wyndham Hotel, just one block from the Convention center.

After hearing from Incoming President Lyons the announcement of the 2004 Headliner and Hall of Fame winners will be announced. There will be no formal business meeting in order to keep the event short yet allow time to visit with your LPC friends and associates.

LOGO CONTEST
~Prize of \$100!~
DEADLINE IS THIS SATURDAY, JAN. 31

In commemoration of our 30th anniversary, LPC is holding a contest to "freshen up" or do a complete overhaul of the LPC logo. LPC has held onto their current logo for most of its 30 years.

The deadline for entries is **JANUARY 31** and a *staff member of any LPC member is eligible including students*. The logo needs to be submitted in .pdf format to the LPC office. Two things to take into consideration are the ability to use it in both black and white and four color. It's also encouraged to add a 30th anniversary angle which can be updated each year thereafter. If you have any questions, please contact the LPC office.

Prize money is \$100 and bragging rights to the one winner!

LPC

Forrest Bassford Student Award Applications due February 15

Scholarship applications for the **Forrest Bassford** Student Award sponsored by LPC and the Chicago Mercantile Exchange are now available. This \$2500 scholarship will be awarded in Tampa at the 2004 Ag Publications Summit (APS). Also, up to four travel scholarships will be awarded to deserving students who must be able to attend the APS. This year's travel scholarships will now be \$750 each rather than \$500 as in previous years. This change was made at the recent board of directors meeting. If you need an application, go to the LPC web site at: www.livestockpublications.com or contact the LPC office. For questions, contact: **Angie Denton**, committee chairman 800/821-5478, ext 211. Deadline for applications is February 15, 2004.

2004 Dues Statement are Out

The directory form for 2004 and your dues statements have been mailed. Please note the new dues structure for publication members is \$175. Service member dues remain at \$150.

Also a new category for "alumni" membership 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 know about their opportunity to support LPC or inform the LPC office and we'll send information to them.

JOB POSTINGS



APS Summer Internship Available

Students interested in a summer internship are encouraged to apply for this position that is sponsored by the Agricultural Publications Summit and works on the upcoming Summit in Tampa. Up to two college students will be selected to work out of the LPC office in Fort Worth. The program will pay each student \$2000 to help defray living expenses during the length of the program. You qualify if you are a current college student including those who graduate in May 2004.

The application process is simple: Send a current resume and cover letter to the LPC office, 910 Currie Street, Fort Worth, TX 76107, attention, **Diane Johnson**. Deadline for applications is March 1. You must be available to work June 14 through August 13 and live in Fort Worth.

Expect to work some long days and some shorter days (less than 10 hours) Plan to meet lots of people and anticipate the memory of an incredible internship experience. Must be willing to have fun. Benefits will far outweigh the pay. Feel free to call with questions...817/336-1130. Please do not FAX your applications. When's the deadline again? March 1.

Ad Sales Representative

The *Paint Horse Journal*, located in Fort Worth, Texas, is accepting résumés for an experienced advertising sales representative. The ideal candidate will have extensive horse-industry knowledge, be able to manage many accounts simultaneously, be very detail-oriented and organized, and have excellent written, verbal and computer skills. Previous sales

experience required. Travel is required. Base plus commission and benefits. If you love horses, horse people, the horse industry and sales, **send your cover letter, salary history and résumé to Patti Williams**, Director of Human Resources, American Paint Horse Association, PO Box 961023, Fort Worth, TX, 76161-0023. Fax: (817) 222-6419. e-mail: pwilliams@apha.com.

Summer 2004 Communications Internship

National Swine Registry, West Lafayette, Ind. Summer 2004

Application deadline: Feb. 2, 2004

The National Swine Registry in West Lafayette, Ind., is seeking a full-time summer intern in the communications department.

Responsibilities include developing concepts and design for advertisements and editorial for the official NSR publication, *Seedstock EDGE*, with a national circulation of more than 4,000. Also will con-

tribute to the design, layout and content of two NSR newsletters, *For the Record* and *The Pinnacle*, and will assist with writing and distributing press releases about NSR events.

Submit cover letter stating purpose for application, resume, three references and samples of work by Feb. 2, 2004, to: **Christy Couch Lee**, Director of Communications, National Swine Registry, P.O. Box 2417, West Lafayette, IN 47996. Please direct questions to Christy Couch Lee at 765/463-3594 or christy@nationalswine.com.

ABOUT PEOPLE

- **Brett Spader** is the new field representative for the *Kansas Stockman* working with ad sales and communications-related tasks and KLA major events including the Kansas Beef Expo and Kansas Junior Livestock Association activities. He is a December 2002 graduate of the University of Missouri.
- **Nicola (Xanthus) Freeman** is the new media relations coordinator at the Oklahoma Farm Bureau. She's an Oklahoma State University graduate previously with the Oklahoma Pork Council.

LIVESTOCK PUBLICATIONS COUNCIL EXECUTIVE COMMITTEE

President, Wayne Bollum
Beef Today/Dairy Today, 507/664-9151
wbollum@farmjournal.com

1st Vice President, Joe Roybal
BEEF, 952/851-4672
jroybal@primediabusiness.com

2nd Vice President, Lori Maude
Gelbvieh World, 303/465-2333
lorim@gelbvieh.org

Secretary/Treasurer, Lisa Bryant
Cowboy Connection, 580/332-7480
bryantl@cableone.net

Immediate Past President, Wes Ishmael
Clear Point Communications, 817/249-4545
clearpoint@usa.net

DIRECTORS

Andy Atzenweiler ('05)
Missouri Beef Cattleman
816/471-0200 - mobeef@birch.net

Marilyn Brink ('06)
Braunvieh World
785/841-9444 - kanwaka@earthlink.net

Jim Bret Campbell ('04)
Quarter Horse Journal
806/376-4888 - jbcampbell@aqha.org

Stan Coffman ('05)
Ozarks Farm & Neighbor
417/532-1960 - stan@ozarksfn.com

Kyle Haley ('05)
Limousin World
405/350-0040 - limousin@limousinworld.com

Shauna Hermel ('06)
Angus Journal
816/383-5270 - shermel@angusjournal.com

Kathy LaScala ('04)
Drovers/Dairy Herd Management/Pork
913/438-8700 - klascalad@drovers.com

Allen Moczygemba ('06)
Beef Today/Dairy Today
830/990-5855 - allenm@farmjournal.com

Steve Suther ('06)
Certified Angus Beef LLC
785/889-4162 - cabsteve@aol.com

Rebecca Terry ('04)
Braford News
913/774-2628 - rebeccat@grasshoppernet.com

Scott Vernon ('05)
Brock Center for Ag Comm. Cal Poly State University
805/756-2707 - svernon@calpoly.edu

LPC OFFICE: Diane E. Johnson, Executive Director
dianej@flash.net 910 Currie St. Fort Worth, TX 76107
817/336-1130 • 817/232-4820 fax



We're goin' CRUISIN! ON Carnival's SENSATION

Have your family meet you in Tampa and relax for a few days immediately following the APS! We'll board the ship at noon on Thursday, July 29 and sail to Cozumel, Mexico for a full day of snorkeling, swimming with the dolphins, shopping, or just relaxing on the sunny beaches of Mexico. After two full days of sea we'll disembark by 10:00 on Monday morning and you can be on a plane by noon to get back home to your office! Make plans now to bring your friends and family on this Fun Ship in Carnival's fleet!

JULY 29- AUG. 2, 2004
Inside Cabin \$400
Outside Cabin \$460
Deluxe Balcony \$790
3 & 4 passengers \$240 (perfect for families!)

**Port charges and taxes additional \$122/person
 Refundable deposit \$100 due by March 1*

Prices listed are per person, based on double occupancy and are subject to change.

Eagle Travel: 800-326-7172
*Ask for Mary Jean
 or contact Diane at the LPC office*



AAEA • LPC • ABM

AGRICULTURAL PUBLICATIONS SUMMIT, LLC

July 25-28, 2004 • Tampa, Florida

SUN., JULY 25

Morning: Board Meetings
Afternoon: Special Interest Clinics
Evening: Kick-off Welcome Event

MON., JULY 26

Morning: Golf Outing
 Special Interest Clinics cont.
Afternoon: Issues Forums
 InfoExpo Grand Opening and Beer & Bull
Free evening

TUES., JULY 27

Morning: InfoExpo open until 3:00
 Breakout Sessions
 Luncheon with Keynote Speaker
 LPC and AAEA Awards Receptions

WED., JULY 28

Morning: Annual Meetings of AAEA & LPC followed by
 Brunch with Keynote Speaker
Event to end by noon

THURS., JULY 29

Post Convention Cruise from
 Tampa to Cozumel, Mexico



Oh Baby!

Jim Bret's a daddy! Here's **Cash Reid Campbell** born January 12, 2004. He weighed 7 lbs., 7 1/4 oz. and Mom, Daddy and baby are doing well. Jim Bret is the editor of *The American Quarter Horse Journal*.

LPC COMMITTEES

• **Ag Publications Summit**

Shauna Hermel, Chair
APS Steering Committee Representatives: Andy Atzenweiler & Becky Newell
Program Subcommittee: Kathy LaScala, Becky Terry & Melinda Thach
Sponsorship Subcommittee: Kyle Haley
 • **Student Development**
 Colleen Gerke, Chair; Scott Vernon, Christy Couch Lee, Brad Parker, Shelly Sittton
 • **Student Award**
 Angie Denton, Chair; Jennifer Shike, Jami Gillig, Melinda Thach, Scarlett Hagins, Gabe Eckert

• **Photo Award**

Marilyn Brink, Chair; Shari Holloway-Turner, Maggie Malson
 • **Long Range Planning**
 Wes Ishmael, Chair; Steve Suther, Belinda Ary, Todd Domer
 • **Membership**
 Becky Terry, Chair; Shari Holloway-Turner, Corinne Blender Patterson
 • **Marketing & Communication**
 Joe Roybal, Chair; Burt Rutherford, Stephanie Veldman, Belinda Ary, Kyle Haley

• **Education**

Overall Chair: Cheryl Oxley
Kansas City Area Chair: Marilyn Brink
 Amy Cowan, Becky Terry
Texas-Oklahoma Chair: Jim Bret Campbell
 Jami Gillig, Shari Holloway-Turner, Shelly Sittton, Kyle Haley
 • **By-Laws**
 Allen Moczygemba, chair; Stan Coffman, Lori Maude
 • **Finance**
 Lisa Bryant, chair
 • **Awards**
 Lori Maude, chair; Kathy LaScala