

Actiongram

July 2007

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LPC ensures a winning hand

Today is supposed to be the luckiest day of the year: July 7, 2007. According to the news, everyone is gambling or getting married today. (For some, that's the same thing.) Instead of buying a lottery ticket, I decided to roll the dice and see if the words for my final column would flow.

Yes, count your blessings because this is better than winning Powerball. This is the last rant of a crazy, redneck woman you'll have to read since I step down as president this month. It doesn't seem like it's been a year since I had the humbling experience of seeing my name atop the nominating committee report.

Forgive me if I sound like an acceptance speech for a minute, but I must say thank you for the full hand I've had. First, thank you for the opportunity to serve as your president. I would not trade my time on the board and the many friendships I've made for anything. I appreciate all who have served on the board or on committees. These individuals donate considerable time to this organization and I certainly appreciate it. A special thanks goes to my executive committee of **Kyle Haley, Jim Bret Campbell, Marilyn Brink, Lori Maude** and to **Diane Johnson**. There's never a dull moment with this crew.

Lori will step down from the board after serving for 10 years. To fully appreciate this, a gallon of gas was \$1.23 and a stamp was 32 cents when Lori was elected. Thanks also to **Rebecca Terry** who will leave the board because of term limits.

I know he is looking down upon us and I have to thank **Ed Bible** for involving me in LPC. I hear so many people say that they became active because of one person who pushed them. If you have access to anyone who is not participating, drag them into the mix and let them experience the many benefits.

There are so many ways to become involved in LPC. All it takes is for you to take the first step and place your bet. Attend a meeting, initiate a new idea or volunteer to serve on a committee. With the creative minds involved in this organization, nothing is impossible.

This week, I attended the National Junior Angus Show in Tulsa. LPC member **Julie French** initiated a newspaper project using juniors to write and photograph the week's activities. The paper will be mailed to all members the week following the show, and will feature many aspects of the event you don't often see in the news coverage. Several LPC members served as coaches

throughout the week. It was inspirational to see the enthusiasm of these junior reporters, and I must say, it was contagious. It's amazing what you can do with a little ingenuity. Don't be afraid to step out on your own and do something, or bring new ideas to the directors. It benefits the entire industry.

Speaking of new projects, LPC is considering adding a sales, marketing and photography workshop. Topics would address special issues that field and marketing staffs encounter. We're trying to gauge the interest before proceeding. If you or your staff would be interested in attending a workshop such as this, please contact me.

Wow! The words did spill fairly easily for a graphic designer. There might be something to this luck thing. Maybe I better head over to one of the casinos today and try my luck there. I know I've been lucky in LPC.



By Lisa Bryant,
2006-07 LPC
President

Lisa

And Lisa -- we thank you for your tremendous service to LPC too!

LPC EXECUTIVE COMMITTEE

Lisa Bryant, President

Cowboy Connection
cowboyconnection@sbcglobal.net

Kyle Haley, 1st Vice President

Limousin World
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Jim Bret Campbell, 2nd Vice President

The American Quarter Horse Journal
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Marilyn Brink, Secretary-Treasurer

Kanwaka Communications
kanwaka@powwwwer.net

Lori Maude, Immediate Past President

Gelbvieh World

lorim@gelbvieh.org

BOARD OF DIRECTORS

Andy Atzenweiler ('08)

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Stan Coffman ('08)

Ozarks Farm & Neighbor
stan@ozarksfn.com

Angie Denton ('08)

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NEWS About You



Bragging on an LPC publication...

• The Beef Improvement Federation honored two individuals from our LPC membership during their recent annual meeting in Ft. Collins, Colo.

Craig Huffhines has served as AHA's executive vice president since 1997. He initially joined the AHA staff in 1992 upon completing a master's degree in meat science from Colorado State University (CSU). His early responsibilities included director of feedlot and carcass programs for AHA's Certified Hereford Beef (CHB) program and in 1995 was named director of the CHB program.

The Ambassador Award was presented to **Angie Denton**, editor of the *Hereford World*. This is given to a member of the media each year to recognize an individual's efforts to help cattle producers understand cattle performance testing and genetic prediction tools.

Denton joined the AHA staff in October 2004. She oversees the editorial content of the *Hereford World* and also assists on the AHA communication team. Prior to joining AHA, she spent nearly 10 years at the *Angus Journal*. She served as assistant and associate editor and then as director of the newly formed web marketing department.

• **Greg Ruehle** has been selected as the new executive secretary/treasurer by the American Shorthorn Association.

Ruehle, a native of northwest Iowa, graduated with a degree in Animal Science from Oklahoma State University and from the Ranch Management Program at Texas Christian University. His association management career has spanned nearly 20 years, including five years with the National Cattlemen's Association (now NCBA) in the Washington, DC

office, and as the Executive Vice President of the Nebraska Cattlemen for nearly 10 years.

• **Cliff Becker** was recently named the chairman of the Animal Agriculture Alliance (AAA) board of directors. He has worked for Vance Publishing since 1989 and also owns a small cowherd. AAA is a coalition of producers, processors and industry suppliers with the mission of defending the industry's record on animal welfare issues.

• **James Hunt** has been named the new communications director for the Texas Cattle Feeders Association, Amarillo, Texas. He replaces **Burt Rutherford**. His background includes government communications along with his experience as a television news reporter and talk show host, editor of a weekly newspaper and photographer for both newspaper and television.

• **A.J. Smith**, Tuttle, Okla., received the Oklahoma Angus Hall of Fame award the recent Oklahoma Angus Association annual meeting. A.J. is the long time editor for the *Oklahoma Cowman* and is a familiar face in the livestock publishing industry.

• **Loren Jackson** joined the marketing staff of Southern Livestock Publishing based in San Antonio. He has worked for the American Hereford Association and the Brangus Journal and International Brangus Breeders Association.

• **Monte Reese**, recently retired from the Cattlemen's Beef Board and **Tom Ramey** has taken his place. Ramey has been with the Beef Board for 13 serving as CFO prior to this assignment. His background includes work with a major accounting firm and an international software company. •

Back in May, I received my *Western Livestock Journal* (WLJ) and was so impressed with pages 8 and 9 that I've saved them so that I could tell you about it. I really wish you could see it.

First of all the WLJ is a newspaper format. BUT these two pages, in four color, contained 60 beautiful pictures of coverage from the annual WLJ-hosted Ranch Study Tour that had just taken place in the Texas.

So what's so great about these two pages? All of the pictures had **cutlines** identifying the people! And what's better than that? **The pictures were good!** The people were **smiling**...were **posed** for the camera...in **focus**...You get the picture. AND remember this is in a newspaper! You know the publications that we think have to be in BW?

WLJ is a founding member of LPC, and owned by **Pete Crow** and his father, **Dick**. Over the last few years, it appears that Pete is taking over the reins as tour host and he brings along WLJ fieldman, **Jerry York** who is a long-time friend of LPC and the livestock industry as well.

Anyway, thank you Pete and your staff for a classy synopsis of this event. I hope more publications will take note and use your idea for their coverage. It's a welcome trend to see the names of the people in the photos and, of course, see them smiling! •



As I was reading the *Georgia Cattleman* I ran across an announcement about a new baby, and it appears to be a first one, for the executive vice president of the Georgia Cattleman's Assn. **Jim Collins** and his wife, **Jennifer**, announced the birth of **James "Jay" Scot Collins** born on May 7. Jim also serves as the editor of the *Georgia Cattleman*. Congratulations!

And congratulations also to **Jodie** and **Matt Cole**, who brought **Cash Anthony** into the world at 9:09 on June 6th. Jodie was one of the coordinators of the Critique Contest through Oklahoma State University for three years and also has been with LPC member Farm Credit Services of East Central Oklahoma. She's now trying out full time motherhood. Good luck! •

Have news to share? Send it in --
dianej@flash.net • We'll print it here!

Notice of LPC Annual Meeting

Updated

The annual meeting of the Livestock Publications Council will be Wednesday, August 1, 2007 in Louisville, Kentucky starting at 8 am. This is on the last day of the Ag Media Summit.

The board of directors will start meeting on Saturday evening, July 28 at 6 pm in Louisville and continue on Sunday morning at 8 am. If you are a committee chairman and need to present a report, please let **Diane** know so are listed on the agenda. The board meetings are always open meetings and we also encourage you to attend the annual meeting.

This is the slate of officers from the nominating committee chaired by **Lori Maude** and members **Joe Roybal** and **Wayne Bollum**. For your information, the nominating committee is always made up of the past three presidents and chaired by the immediate past president.

"The Nominating Committee recommends the following slate of officers for 2007-2008:

President: **Kyle Haley**, *Limousin World*

First Vice President: **Jim Bret Campbell**, *The American Quarter Horse Journal*

Second Vice President: **Marilyn Brink**, Kanwaka Communications

Secretary-Treasurer: **Andy Atzenweiler**, *Missouri Beef Cattleman*

Immediate Past President: **Lisa Bryant**
Cowboy Connection

For the Board of Directors, the Nominating Committee recommends the following:

Kathy LaScala, *Drovers/Dairy Herd Management*, for re-election to a 3-year term

Scarlett Hagins, *Kansas Stockman*, for a new 3-year term

Carey Brown, *Cow Country*, Kentucky Cattlemen's Assn. for a 2-year term to complete Terry Cotton's term

Jay Carlson, *BEEF*, for a 1-year term to complete Andy Atzenweiler's term"

Others fulfilling their existing positions on the board are: **Stan Coffman**, *Ozarks Farm & Neighbor*; **Angie Denton**, *Hereford World*; **Christy Lee**, *Seedstock Edge*; **Beverly Moseley**, *Land and Livestock Post*; **Don Norton**, Boelte-Hall; **Stephanie Veldman**, Broadhead + Co.; **Scott Vernon**, Brock Center, Cal-Poly State University.



Get your cameras out and start snapping away or find that winning photo in your files because it's time for the Best of the Bunch Photo Contest! Held each year during the Agricultural Media Summit it is named after **Paul Andre**, retired editor of *BEEF* magazine and long time coordinator of this contest. Cash Prizes are awarded!

Paul Andre

Best of the Bunch Photo Contest

RULES - READ CAREFULLY!

- Enter each photograph in one of three categories:
 - A. Livestock
 - B. Livestock industry people
 - C. Livestock scenic (such as a landscape)
 - D. General (the sky's the limit!)
- All entries must be original un-retouched photos.
- All entries must be 8x10 in size and mounted on heavyweight stock.
- All photos must be identified with name, affiliation and category. This should be typed or printed on white paper and affixed to the back of each photo. Unidentified photos will be disqualified.
- Those entering photos must work for a member publication of LPC (name must appear in the masthead) or be a service member of LPC. Student members of LPC are also eligible to enter.
- Any photograph that has won a division in the Best of the Bunch contest previously is not eligible for entry.
- The photo contest committee reserves the right to reassign entries to appropriate category, if necessary.
- Entries will be taken until 11 a.m. Mon, July 30 at the registration desk.
- Contestants unable to attend the Summit are responsible for making arrangements in getting their photo(s) returned. •

For more information or questions contact Chairman Amy Bader, [Arkansas Cattle Business, magazine@arbeef.org](mailto:magazine@arbeef.org)

ARC members and prospects are invited to the ...
**AGRICULTURAL RELATIONS COUNCIL
BREAKFAST**

Tuesday, July 31 • 7 – 8:30 a.m.

Paddock Room, Marriott Louisville during AMS

\$10.00/person

Guest speaker: **Jim Navolio**, *Kentucky Equine Education Project*
He will discuss the task of raising awareness of the importance of the horse racing industry to Kentucky.

R.S.V.P. immediately to Jo Patterson:

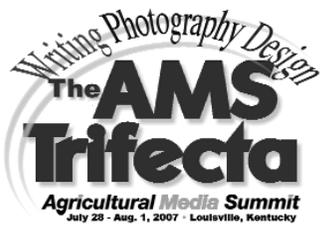
1 800-247-6803, Ext. 5705

Jo.Patterson@pioneer.com

Have to miss AMS in Louisville? this year?

Plan on Tampa, Florida for the
10th annual Ag Media Summit.

July 26-30, 2008 • Saddlebrook Resort



The following is the news release that is going out to ag media and local Kentucky media outlets. Thought you might like to see the "official" information as it's going to the press. Don't want to miss it? You can still come to the Summit! Go to the Web site for more info. Watch for full coverage in upcoming newsletters.

The 2007 Agricultural Media Summit (AMS) – the largest gathering of ag media in the U.S. – will shatter at least three records – most attendees, most exhibitors and most sponsors – when it convenes in Louisville July 29 through August 1.

AMS – which began in 1999 – is a partnership of the American Agricultural Editors Association (AAEA), American Business Media AgriCouncil (ABM) and the Livestock Publications Council (LPC). It also hosts the annual meetings of the Agricultural Communicators of Tomorrow (ACT) and Agricultural Relations Council (ARC).

AMS focuses on professional education and networking for reporters, editors, designers, sales staff, publishers, public relations professionals, corporate communications practitioners and students involved in media and communications within the agricultural community.

Attendance will be at an all-time high of nearly 550. The attendees are coming from 33 states and three countries. This year's attendees include a 17-member delegation from Mali, Africa, on an exchange mission through Oklahoma State University.

A record 76 exhibitors will be at the AMS InfoExpo. This is the third successive year the trade show has sold out. The record is the result of more space available at the Marriott in Louisville.

Dan Glickman, Chairman and CEO of the Motion Picture Association of America, and former U.S. Secretary of Agriculture, will keynote the conference at an 11:30 a.m. luncheon on Monday, July 30.

And country singer performer Michael Peterson will entertain and motivate conference attendees at lunch on Tuesday, July 31.

Other highlights of the professional development program include:

- In addition to talking about interpersonal intelligence, Michael Bugeja, director and professor of the Greenlee School of Journalism and Communication at Iowa State University, will unveil his newest book *Living Ethics Across Media Platforms* in a session with the same name.
- Bill Luster, Louisville Courier-Journal photographer, will talk about finding the right angle and other challenges facing news photographers.
- Brian Throckmorton, Lexington Herald-Leader, will speak on *Creativity in Headlines*.
- Chuck Zimmerman, co-owner of ZimmComm New Media, will present two sessions on blogging.
- Sheila Coles of Canadian Broadcasting Corporation will focus on listening for better interviews.
- Syndicated cartoonist Leigh Rubin will talk about staying inspired, motivated and creative.

www.agmediasummit.com

JOB BANK

Communication Coordinator

American Hereford Association (AHA)

Responsibilities may include:

- writing (news releases, Hereford and CHB promotional articles, The Whiteface newsletter articles, CHB newsletter articles, Annual Report, monthly Hereford World column)
- research, compile, write and edit Hereford eNews
- media relations
- national advertising work with advertising agency and media buys
- travel to Hereford and industry events
- oversee the Association's advertising/promotion budget
- development of member education tools and breed promotion materials
- Web site coordination (post news releases and oversee Web site content)

Highly desired skills include: excellent work ethic, excellent writing ability, media relations experience, journalistic skills, including researching and interviewing, excellent interpersonal and listening skills; and a working knowledge of the seedstock and beef industries.

Send résumé, writing samples and list of references to Angie Denton, Hereford World editor, PO Box 014059, Kansas City, MO 64101; adenton@hereford.org.

Director of Communications/Publications Editor American Sales Association (ASA)

This position covers three primary areas

1) ASA magazine, 2) membership communication, and 3) industry communication and public relations.

PRINCIPAL RESPONSIBILITIES - PUBLICATION

- Coordination/and or composition of editorial content for magazine.
- Assist in setting annual publication budgets.
- Prepare editorial calendars.
- Communicate with advertising designer regarding client advertising materials.
- Responsible for all contacts with magazine mailer and printer.
- Work with Field Staff in coordination of ad materials to designer.

PRINCIPAL RESPONSIBILITIES – COMMUNICATIONS

- Write and/or submit news releases to industry publications.
- Communicate with State Associations.
- Responsible for the management and upkeep of ASA web site.
- Assist in the design and upkeep of promotional materials.
- Assist in the development of annual plan and budget for ad placement in industry publications.
- Coordinate ASA displays at state, regional or national events.
- Strive to increase visibility of Sales articles/and or information in livestock publications.

Assist in any other Association program including but not limited to: national show, junior association, annual budgets and board and committee meetings.

To apply, send résumé or contact: Sherry Doubet, 19590 E. Main St. #202, Parker, CO 80138; 303/770-9292
amsalers@aol.com