

# Actiongram

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

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**“If you want to go fast,  
go alone.  
If you want to go far,  
go with others.”**



*Scarlett Hagins  
2016-17 LPC President*

~African Proverb

I have worked for the Kansas Livestock Association for nearly 16 years, and in that time I have heard countless members profess that one of the benefits of being involved in the organization is the relationships they have built and what they have learned from fellow livestock producers along the way. That's the beauty of being part of a diverse group of people brought together by common interests. I think LPC brings this same great opportunity to its members.

Networking has always been one of the top member benefits of this organization. LPC brings together writers, publishers, production managers, designers, creative directors, photographers, printers and countless others in the ag communications field to share ideas and help each other discover ways to do our jobs better. Whether it is at a regional workshop, the Ag Media Summit, the LPC Luncheon at the Cattle Industry Convention or some other LPC-sponsored event, members often take the opportunity to pick the brains of their colleagues on everything from printing questions to ad sales to photography equipment tips and so on. However, if you are new to LPC or tend to lean a little more toward the introvert end of the spectrum like yours truly, the

thought of talking to a bunch of strangers may be a little overwhelming. Start small. The likelihood that you already know at least one other member is high. Ask them to introduce you to other members they may know. From there, your network will grow exponentially, I have no doubt.

In addition, if you are looking for someone who has knowledge on a specific subject or to serve as a possible speaker, contacting LPC Executive Director **Diane Johnson**, myself or another member of the Board of Directors is a great place to start. We utilize the expertise of many of our members for Coffee & Collaboration sessions, regional workshop panels and even Ag Media Summit speakers. Participating in one of these events will expose you to the wealth of talent and knowledge we have among our membership!

As a member of LPC, you have a number of resources at your finger-tips, including your fellow members. Take advantage of this group's willingness to share opinions and ideas. I guarantee you will be the better for it, both personally and professionally.

*Scarlett*



# 2017 Midwest Regional Workshop • April 18-19

Gateway Hotel & Conference Center at Iowa State University, Ames

co-hosted by American Agricultural Editors' Association & Livestock Publications Council

## APRIL 18

5 - 7 pm Reception with snacks and beverages at the Iowa Cattlemen's Headquarters, Ames

## APRIL 19

8 - 9 am Registration

9 am Welcome

9:15 am **Right Place, Right Time, Right Image: Turn Challenging Situations into Greatness**

**Steve Pope**, Owner Pope Photography, AP photographer Steve has made a career of capturing some of life's greatest memories with a camera. From the show ring, to the basketball court and wrestling mat, or from dancing on a stage to speaking from the political stage, he has captured it all with a photo vest full of lenses, cameras heavier than a small child and a smile. Steve always has a good story to tell and can share his experiences to make your next photos better.

10:30 am Break

10:45 am **The Bulls and the Bears: Current Perspective on Livestock and Grain Markets**

**Will Sawyer**, Rabobank, senior analyst in Food & Agribusiness Research and Advisory group covering the North American animal protein sectors With a new administration and changes galore in domestic and foreign policy, Will's knowledge of the ag economy will help you get a handle on the changes and what they mean to agriculture.

Noon Lunch

**For Hire: What is the Makeup of the Future Ag Workforce?**

Featured Speaker: **Jodi Sterle**, Iowa State University, animal science department

1 pm

**Are You as Smart as Your Phone? Tips and Tricks for Mobile Images**

**Matt Strelecki**, creative director, Successful Farming magazine With just a few simple tips and tricks, you can turn almost any mobile phone into a camera powerful enough to solve many of your photography needs. Matt will show you easy methods to get more out of your mobile photography so you can save time and money. Please bring your phone so you can learn during the session.

1:45 pm

**Using the Write Wordz in the Rong Weigh**

**Vicki Krueger**, Poynter Institute, marketing communications manager Sometimes writers aren't as careful about word usage, spelling, and writing "rules" as they should be, and spell-check is not necessarily your friend. Vicki will walk the audience through the do's and don'ts of effective writing. She'll also provide helpful tips for remembering rules and show how you can ensure that your writing is void of common mistakes.

3:15 pm

Break

3:30 pm

**Credible Content Vs. Page Clicks**

**Chris Walljasper**, Farm Journal Media and **Dave Kurns**, Successful Farming magazine Moderator: **Laurie Bedord**, Successful Farming magazine The articles we least expect to get clicks might go off the chart. Yet others that we feel have the most value to readers don't get the page views they should. Chris and Dave work in the digital world every day and will bring their unique perspectives to what is often the push-pull between maximizing page clicks and creating relevant content for online farmer audiences.

4:30 pm

Closing remarks

### Hotel Information:

Gateway Hotel & Conference Center at Iowa State University  
2100 Green Hills Drive  
Ames, IA 50014  
800-FOR-AMES (800-367-2637)  
Mention: AAEA/LPC Regional Workshop Rate: \$119.00

### Registration Fee:

\$80.00 (members)  
\$100.00 (non-members)  
\$135.00 (on site)  
\$40.00 (students)  
(Checks or credit cards)

### It's simple to register:

E-mail [grace@livestockpublications.com](mailto:grace@livestockpublications.com)  
In the subject line put: Register for Regional Workshop  
List the names you wish to register with all contact information including e-mail and mailing addresses.  
You may pay with check or credit card.  
Please indicate if you wish to pay by credit card for further instructions. Questions: 817-336-1130



This year LPC will honor two individuals with the prestigious Headliner Award. This award recognizes those outside of the publishing industry for actions that have produced a positive change in livestock production and marketing. At the annual LPC luncheon recently held in Nashville, the following were announced as the 2017 Headliner award winners. Watch for more on these two in future

*Actiongrams.*

The first honoree will be **Jim Odle**, founder of Superior Livestock Auction based in Brush, Colorado and Fort Worth, Texas. Always having an interest with livestock and marketing Jim purchased the Weld County Livestock Commission Company in 1964 and began to make a name for himself locally and regionally.

In 1987, Jim Odle and the late Buddy Jeffers founded Superior Livestock Auction. Jim became the General Manager and he led the way in perfecting techniques and business details of the satellite video auction concept. With Jim's leadership, forward thinking and marketing expertise, Superior has become the nation's leader in livestock marketing, selling over 34 million head of cattle since its inception.

Our second award winner is **Dr. Maynard Hogberg**, professor emeritus and most recently former Animal Science Department Chair at Iowa State University (ISU).



He grew up near Stanton, Iowa and attended ISU, where he received a bachelor of science in Agricultural and Life Sciences Education, a master's degree in Animal Science, and his PhD in animal science. He served as the chair of the Department of Animal Science at Michigan State University for 18 years before coming back to ISU in 2003 to take over the chairmanship there.

Not only was he a leader in the universities he was part of, but he also made the people at those universities and in the livestock industry feel important. As a national leader in animal agriculture, Hogberg shaped a generation of animal scientists, extension specialists and industry leaders through his mentoring of students, faculty and staff and academia and industry colleagues

*Both of these gentlemen will be honored this summer at the Ag Media Summit and plaques honoring them will be hung in the LPC Hall of Honor located at the American Royal headquarters in Kansas City, MO.*



**Make your reservations now!**

Snowbird Ski and Summer Resort

Main number: The Lodge at Snowbird: 801-933-2222

*Snowbird Central Reservations: 800-453-3000*

*Mention Ag Media Summit*

Or book online: <https://reservations.snowbird.com/>

Group code: 2BY13B

Room rate: \$156

**MARCH 1**

**Site for Contest entries will open. Deadline is April 20.**

*Mark your calendar for the next Coffee and Collaboration*  
Be sure to share this with your staffs, these are open to the world!

**Don't Let Design Get You Down!**

*Eye-catching high quality social media graphics are a must in today's image driven society. However, time and budgets can limit your ability to get the help of a designer. Learn to best use the online tool Canva (and a few others!) made to help the "non-designer" type create graphics that will enhance your story and help increase your chance of going viral and... when it's time to bring in the professionals instead. Photoshop and Adobe experience not required.*



**Nicole Erceg, Ranch House Designs**

Wednesday, March 15, from 10-10:45 a.m. CT



Join the chat at <https://meet.illinois.edu/jshike/CFVM5MQS>  
Or call 888-983-3631 — Conference ID: 62858938