

Actiongram

May 2015



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I was miserable.

It was 5:00 on Friday afternoon and time to head home from work. It had been four hours since I'd eaten those eggs from the grocery store salad bar across the street, and was sure I had food poisoning. By the time I'd made it halfway home, I was afraid I was going to die; by the time I finally got there, I almost hoped I would.

Making things even worse, this was the weekend I was to head to Omaha for a meeting with the LPC executive committee, followed by the AAEP/LPC Regional Workshop. I had been looking forward to this trip for months.

I made it through the night... barely. The next morning, the Urgent Care doctor diagnosed not food poisoning but a highly contagious virus. I didn't make it to Omaha at all, but fortunately the work of LPC and the regional workshop proceeded without a glitch.

LPC has a tremendous board and executive committee in place, willing and capable of stepping in as needed. Former LPC president **Andy Atzenweiler** was kind enough to deliver the Workshop signage for me as well as my door prize. Our committee meeting objectives were taken care of by first vice president **Angie Denton**, second vice president **Scarlett Hagins**, secretary/treasurer **Cindy Cunningham**, past president **Christy Lee** and

executive director **Diane Johnson**, who were gracious enough to include me for part of the meeting on a conference call. (It must be said that they were also cruel enough to send me a photo of them all enjoying dinner together in a fine restaurant while I sat alone in my basement choking down carbonated water.)

Finding myself with plenty of time to ruminate that weekend, and despite feeling a bit sorry for myself at having to miss my meeting I came to the realization of just how fortunate we are to have this depth of leadership in LPC. Recalling a conversation I had a few years back with LPC member **Jim Spawn** of Attache International at the National Western Stock Show in Denver. I remembered how two days after we talked, Jim was in the hospital undergoing surgery for brain cancer. While he had great staff and family support, it was the relationship he had established with LPC freelancer **Gail Lombardino** of Homestead Graphics that saved his business while he was unable to work.

As for me, I am fortunate to be president of an organization with other volunteers able and willing to cover for me when I am ill for an inopportune few days, and I work for a company with staff who regularly covers for me when I need it. That's part of our plan.

What about you? Do you have an emergency plan for your business and your clients?

I broke a tooth awhile back, just prior to a quick series of four planned business trips. I called my dentist to schedule a visit, only to learn I'd have a two-week wait while he was off enjoying a glorious extended vacation, clearly unconcerned about his patients back home. I now have a new dentist, and my tooth was fixed before I left for my first business trip.

What's your plan for clients if you couldn't work this week, or all of next month, or the rest of the year? I recommend you take a few minutes and examine which LPC members could provide backup for you. LPC has many freelancers and companies in its roster – one of them is likely the perfect fit for your needs. Regional Workshops and Ag Media Summit are also great places to network, meet LPC members and create partnerships.

You never know when your workflow might be interrupted. Make sure you have a plan in place to take care of clients who count on you to take care of them!



Don Norton
Boelte Hall
2014-15
LPC President

Rewing up my skills at AMS 2014

by Jill Johnson

Three years ago I was graduating from college and thrilled about the possibilities of the agricultural communications world. Fast forward to the present – being an agricultural communications professional can certainly have its bumps in the road with multiple projects and endless deadlines. I've learned that agricultural communicators are really the jack of all trades. Last year, I was in need of some perspective and clarity on how to be an effective and efficient communicator. I was constantly wondering how to juggle my pen, camera, and email account all at the same time.

The answer was simple – attend Ag Media Summit (AMS) and learn from the best. However, getting to AMS was proving to be difficult with financial barriers. Enter the Livestock Publications Council stipend program and the opportunity to attend the 2014 AMS.

Upon arrival, my AMS program received careful attention and was quickly marked to note all of the educational sessions I wanted to attend. There were so many great ones to choose from, but I decided to first focus on the task in my job I love the most.

There was no way I was going to pass up the opportunity to learn from Pulitzer-Prize winning journalist **Jacqui Banaszynski**. Her discussion was my first time through a Deep Dive Session and I learned so much about putting personality into my stories and how to structure my thought-process for a complex story.

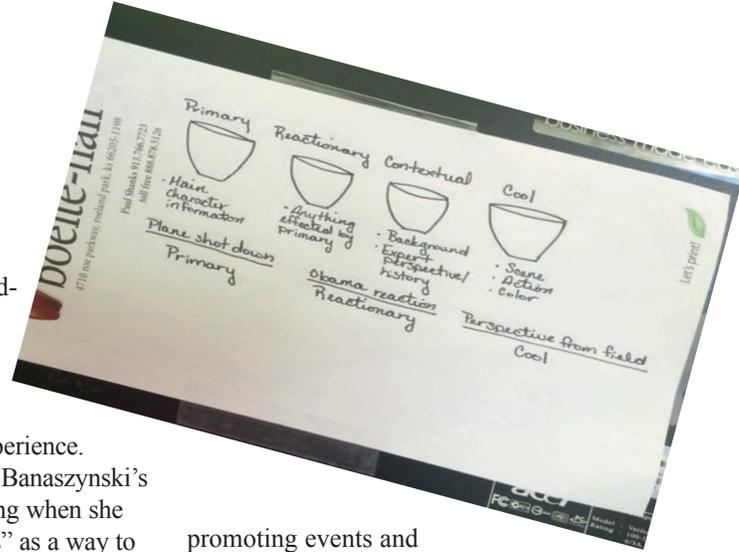
One of my goals in attending AMS was to learn how to be more efficient. This session was my light bulb moment and I was only two hours into my AMS experience. I still have my sketch of Ms. Banaszynski's blueprint for sound storytelling when she described "writing in buckets" as a way to organize your notes to start the story-writing process. This sketch is taped to my computer and I am reminded of what I learned from AMS every day I sit down at my desk.

I was also able to pick up new ideas and insights in design and appreciated a visual demonstration with workflow tips for various design programs. As I was on my way to a photography session where I learned about lighting and how to handle assignments in locations that don't have access to great natural light, I was inspired by the Best of the Bunch Photo Contests winners. Viewing the talent of these photographers was a reminder to slow down and take time to capture the perfect picture – I consider myself a writer, but realized that photos can tell a story just as much as words.

My other goal in attending AMS was to be a more effective communicator. I found the perfect session for this: Ready, Set, Tweet – The Journalists' Guide to Social Media. I was guilty of making the excuse that I just don't have time for social media, especially Twitter. And, in my job, I spend a lot of time writing, and

promoting events and activities. Finally, someone was going to outline a strategy to leverage social media with my public relations resources. **Susan Dosier's** presentation showed me that social media is a valuable tool, and can actually strengthen my reporting and promotion efforts. LPC's generosity made it possible for me to fulfill my goals and walk away with a fresh perspective on how to approach my career. While educational sessions and top notch speakers provide valuable information, sometimes the best tips and tricks come from acquaintances with similar job descriptions. I am truly thankful for the chance catch up with friends and broaden my network of industry contacts. Everyone involved in making AMS happen certainly went the distance to make the event work! Thank you LPC for making my experience valuable and for revving up my enthusiasm for agricultural communications.

Jill was the 2011 Forrest Bassford Student Award winner and is the director of communications for the Illinois Beef Association.



Cash For Copy: Calling All Freelancers (not just writers!)

Interested in earning \$200 toward your Ag Media Summit registration AND helping out your fellow LPC and AAEA members? We know not everyone is able to attend AMS. And we know attendees can't even catch all the good sessions they want to. We're looking for freelancers to write up summaries of the sessions so others can benefit from what you learned – and we'll take \$200 off your AMS registration for doing it.

It's first-come, first-served -- the first five freelancers who show interest will have the opportunity. Attend AMS, write up

summaries of two or more sessions. You don't have to be a writer, but we're sure you can take good notes and in some cases just provide bullet point highlights of the workshops! If you fulfill these duties within 30 days of returning from Scottsdale (upon AMS Steering Committee approval), we'll credit you \$200 off your AMS registration fee.

Let Ag Media Summit Chair Holly Spangler know you're interested by July 1. Email her at hspangler@farmprogress.com.

Rachel Metzger selected as the 2015 LPC Student Intern



Rachel Metzger, Stillwater, Okla., is the recipient of a summer internship with the American Shorthorn Association (ASA) which is funded through the LPC Student Internship Program, now in its second year. She is a junior in animal science/agricultural communications at Oklahoma State University, where she is on the President's Honor Roll, serves as an ambassador for the College of Agricultural Sciences and Natural

Resources (CASNR) and is a member of Agricultural Communicators of Tomorrow. She spent much of her youth dedicated to 4-H, FFA and showing horses and cattle, and she hopes for a future career at a livestock publication.

Metzger will start June 1 with ASA and will primarily focus on the organization's promotional activities, photography, videography, writing, conference planning and other breed communications and marketing opportunities.

Congratulations to these Forrest Bassford Student Award travel winners!



The following students were selected from a powerful set of applicants and will attend the 2015 Ag Media Summit (AMS) in Scottsdale, Arizona this summer. The finalists are: **Nicole Lane**, Kansas State University; **Kaitlin Morgan**, Kansas State University; **Jamie Keyes**, Utah State University; and **Kendall Herren**, University of Illinois. The winner will receive a \$2,000 scholarship while the other three travel award winners will get a \$750 travel award.

The award will be presented during the luncheon featuring student awards and recognition on July 27 in Scottsdale.

This award is named for **Forrest Bassford**, a founding father of LPC who served the organization for many years as secretary-treasurer and then executive director. This year's award includes LPC's new co-sponsor, Alltech who is a global leader in the animal health and nutrition industry and among the top 10 animal health companies in the world headquartered in Nicholasville, Kentucky.



LPC Best of the Bunch Photo Contest at Ag Media Summit

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!

Rules...Read carefully!

Photo Submissions

- 1) Enter each photograph in one of four categories:
 - a) Livestock
 - b) Livestock industry people
 - c) Livestock scenic (such as a landscape)
 - d) Digitally enhanced (the sky's the limit!)
- 2) The photo contest committee reserves the right to reassign entries to appropriate category, if necessary.
- 3) All photographs must be mounted on lightweight stock. Minimum size for entry is 8"x10" to 10"x12". With the mounting, the maximum size of an entry can be no more than 11"x14".
- 4) All photos must be identified with your 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.
- 5) All photos must ALSO be submitted digitally for use in the slideshow presentation of winners, along with your headshot.
- 6) There is no limit to the number of entries you may enter.
- 7) There will be a small entry fee (\$5 per photo) but we have added larger cash prizes.
- 8) Entries will be taken until 9 a.m., Monday, July 27 at the registration desk.

9) You may enter without attending the Summit but contestants are responsible for making arrangements in getting their photo(s) returned.

Eligibility

- 1) All entries must be original un-retouched, "straight out of the camera" photos.
- 2) 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.
- 3) Any photograph that has won a division in the Best of the Bunch contest previously is not eligible for entry.

Winning Photos

- 1) Each category will pay \$100/first; \$50/second; \$25/third.
- 2) The LPC Executive Committee has the discretion to select the directory cover photo from the winners of each category.
- 3) The winner of the "Best of the Bunch" will receive a canvas print of their winning entry.

General Information

- 1) LPC retains the right to use any of the photos submitted in the Best of the Bunch Photo Contest for publishing in print or on the web.
- 2) ALL entries will go on the LPC web site and remain on there for one year with your name attached to the entry. We feel that this is a way of "advertising" for your photo(s) and then it's also like an online "portfolio" for you.

For more information or questions contact

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Reba Underwood rebalorena09@yahoo.com

Carey Brown at cbrown@kycattle.org



17th Annual Ag Media Summit July 25-29, 2015 Scottsdale, Arizona

A joint meeting of:
American Agricultural Editors' Association,
Livestock Publications Council,
and the ABM Agri Council
plus the annual meeting of the
Agricultural Communicators of Tomorrow

AG TOURS

SATURDAY, JULY 25

7 am – 3:30 p.m.

Ag Tours of South Central Arizona

(Additional fee of \$75. Breakfast, lunch and light snacks included)

The group will leave the Hyatt at the first stop at **Knorr Family Farms** in Maricopa, Arizona. Knorr Farms is family owned and operated more than 5,000 acres of farm land in several locations and is known for their jalapeño peppers. Over the course of a year, they will harvest more than 25 million pounds of different types of jalapeño peppers. They have patented a "Pepper De-Stemmer," which is used during harvest. They grow numerous other products as well.

The second stop is **Pinal Feeding Company**, which is the largest cattle feeding operation in Arizona, as well as one of the largest in the U.S. The total capacity of the operation is 150,000 head throughout three locations. Pinal Feeding Company feeds out a large number of Holstein cattle. The family owned business also includes a feed mill and the largest hay brokerage company in Arizona.

The final stop is at **Shamrock Farms**, one of the largest family owned and operated dairies in the U.S. The farm runs 10,000 cows and has a full line of dairy products that are distributed throughout the U.S. The goal at Shamrock Farms is to provide products that are "farm-to-table fresh."

ALL EVENTS WILL BE HELD AT THE HYATT REGENCY SCOTTSDALE RESORT & SPA AT GAINEY RANCH

SUNDAY, JULY 26

8 a.m. - 5 p.m. Registration desk open
8 - 11:30 a.m. LPC board meeting
9 - 11:30 a.m. AAEA board meeting followed by PIF meeting
Noon Lunch on your own
2 - 4 p.m. ACT Welcome and Student Professionalism Sessions
2 - 5 p.m. InfoExpo exhibit set up
5:30 - 6:45 p.m. First-timers reception
7 - 10 p.m. Famous Welcome Party at the hotel

MONDAY, JULY 27

8 a.m. - 5 p.m. Registration desk open
7:30 - 8:30 a.m. Hot Breakfast
8 a.m. - 3 p.m. InfoExpo set up

8:30 – 11:30 a.m. DEEP DIVE

• Design Deep Dive: Adobe Illustrator

In a world where visualizing data and information is a growing requirement for any designer, it's a wonder why so many designers are still using Photoshop instead of Adobe Illustrator. Adobe Illustrator is the ultimate tool for creating clean and accurate data visualizations, illustrating compelling narratives, and furthering your message with colors and typography. There is a lot of power behind the tool that few know how to wield, but in this session things will change. CEO and co-founder of Killer Infographics, **Amy Balliett**, will share tips and tricks for navigating Adobe Illustrator to develop rich visuals. She will share with you shortcuts used by her team of designers, a deep dive into the graphing tool, and more.

8:30 – 10:00 a.m. BLOCK I SESSIONS

• Troubleshoot Your Photography

Have you ever come back from a photo shoot and realized that your photos aren't perfect? This session will diagnose several photography errors and give tips to take better photos. Additionally, award-winning photographers **Jim Patrico** of DTN/*Progressive Farmer*, **Ryan Ebert** of *Hoard's Dairyman* and **Greg Lamp** of CHS/C Magazine will provide tips about making the best of imperfect photos when they are necessary for a story.

• Automating Journalism: "Robot Writers" Turn Data Into Narratives

Robot writers are reshaping the media landscape, and they have massive implications for agriculture. Through its Wordsmith natural language generation platform, Automated Insights (Ai) automatically generates stories for media companies like The Associated Press and Yahoo, covering finances and sports. Last year, Wordsmith generated one billion stories. In this session, Ai's **James Kotecki** will explain natural language generation, the company's work with the AP, and the implications of this new technology for agriculture. Imagine automated reports for every farmer that account for weather data, crop information, USDA guidance, futures, soil quality, and every other data point a farmer uses. The reports could provide customized guidance based on insights a farmer might not have seen otherwise, and they would be written in plain language.

• Building brand and reputation: A case study

Your brand is only as good as what people think about your brand – or, simply put, your reputation. In 2009, approaching its centennial, Farm Credit created a national communications team, led by **Leigh Picchetti**, to assess the Farm Credit brand and create the building blocks to better tell the Farm Credit story. Six years later, the organization can show measurable results for this effort that will carry it into the next 100 years. Join this session for key learnings you can use to build your or your client's organization's brand and reputation strategy.

• Newsmaker Panel: What Does the Drought Mean for Agriculture and Beyond?

The realities of an ongoing, severe drought present many hard truths for urban and rural residents alike. Lake Mead isn't even half full, there's less Colorado River water available and California farmland is sinking as aquifers are sucked within inches of dryness. New conservation practices, new fears and new laws are sprouting faster than irrigated alfalfa as the fourth year of severe drought sets in. **Bas Aja**, executive vice president of the Arizona Cattle Growers' Association; **David Brown**, attorney with Brown and Brown Law Offices, an agricultural and business law firm; **Sandy Fabritz-Whitney**, director of water strategy with Freeport-McMoran, Arizona's largest mining company and **Tom Buschatzke**, director of Arizona Department of Water Resources, share the hard, dry truths of living with a drought. Their insight highlights the need for urban and rural residents to pull together to share water.

10 - 10:15 a.m. Coffee break

10:15 – 11:30 a.m. BLOCK 2 SESSIONS

• **Good Questions and Better Stories: Effective Interviewing**

Small talk, pointed questions, and blue-sky scenarios. How do you best prepare for an interview? What kinds of questions elicit the most interesting answers? And how do you, the interviewer, play a role in how well it goes? Jan Winburn, senior editor for enterprise at CNN Digital, will give you tips on how to make yourself the interviewer who always gets the goods.

• **"World's Greatest Salesperson...Your Video!"**

We live in a fast-paced, I-want-it-right-now-society. But do you even have your company setup to be able to indulge a consumer at every angle 24/365? Chances are more than likely you fall short in this category as only 15% of businesses fully capture their consumers' complete attention and loyalty in 2014. You could hire 500 of the top sales and promotion people in the world, pay them top tier and work them 80 hours per week. This would surely grab you more market share but your profit margin would be \$0 as payroll would exceed all your gains. Great news is you can get the exact same results of 500 salespeople without them! All you have to do is implement... video marketing. **Rylan Ryker** of Kreate Media Group will show you exactly how you can become an industry leader in 2015 using the highest ROI marketing on the planet.

• **We're in this together: Fostering client / agency bliss**

According to famed football coach Vince Lombardi, an individual commitment to a group effort is what makes a team work. But this is easier said than done, especially given the yin and yang of an agency/client partnership. Join a panel of experts to learn their top tips for creating a successful team – with perspective from the agency world and the company office. Our panel includes **Leigh Picchetti**, senior vice president, national communications, Farm Credit; **Linda Tank**, vice president, marketing communications, CHS Inc.; **Kerry Henderson**, principal and managing director with G&S Business Communications; and **Matt Kucharski**, executive vice president, PadillaCRT. Bring your thoughts, challenges and curiosity for a question and answer session with the panel.

• **How We Judged Your Winning Photos**

Scott Baxter, one of the judges who picked winners in the AAEA photo awards program, will do a show-and-tell of submitted images. Without revealing any results, he will discuss why some images were strong and suggest how others could have been improved. Baxter is a world-class photographer with more than 25 years of experience shooting for *Arizona Highways*, AQHA, *The New York Times*, *Men's Journal* and others. He also recently completed "100 Years 100 Ranchers," a compilation of compelling photographs depicting Arizona's longest-active ranchers. He'll also share with us some of his artful and captivating work.

11:45 a.m. - 1 p.m.

STUDENT AWARDS AND RECOGNITION LUNCHEON

We'll celebrate with our students and recognize them for their outstanding accomplishments and contributions to the ag communications industry.



1:15 – 2:30 p.m. BLOCK 3 SESSIONS

• **Let's Talk About Ethics: Panel and Open Discussion on Ethics in Ag Journalism**

Moderator: **Greg Horstmeier**, DTN/*The Progressive Farmer*
Join our panel of journalists and industry representatives for an open discussion on ethics in ag journalism. We will summarize ethics information presented at the National Agri Marketing Association conference and add new thoughts on the subject of ethics. Then we will open up the discussion to the floor. Don't miss this lively and important conversation!

• **Tackling a Redesign (by someone who's been there, done that)**

Bill Roddy, publisher, will highlight the brand development process North Coast Media utilized to rebrand and redesign *Landscape Management*. Beginning with a massive research project among its readers and marketing partners, the LM team uncovered important insights that helped direct its new logo, tagline and content/design strategy. The process didn't stop there. The team developed an implementation plan to launch the new LM brand at the industry's largest trade show. In this session, you'll learn about the process the LM team followed and how it could help you tackle a redesign and rebranding effort.

• **Open Up the Story: 10 questions that lead to fresh ideas**

Where do good ideas come from? Is there a systematic way to arrive at novel ideas and approaches? **Jan Winburn**, senior editor for enterprise at CNN Digital, will teach you to zig when others are zagging.

• **Happily Ever After: The Union of Craft and Connection in Portraits**

Luke and Cat Neumeyr, owners and lead photographers with nationally recognized Luke & Cat Photography of Boling, Texas, will discuss how confidence and comfort is the key to crafting fine art imagery. Topics will range from camera settings and lens selection to the value of candid portraits and content images. Luke & Cat will put these techniques together in a live shooting and editing demonstration and visit about the timeless and authentic significance to photography and preserving a family legacy.

2:45 – 4:00 p.m. BLOCK 4 SESSIONS

• **Tell a Better Story with Multiple Platforms**

You've done your interviews and other reporting. Now how do you tell the story? How is writing for online different from print? When is video most effective? And what's the best approach for social platforms? **Jan Winburn**, senior editor for enterprise at CNN Digital, will share an analysis of the tools in your toolbox and what works where.

• **Think Like a Marketer When You're Selling Marketing Tools**

Karen Bernick, Karen Bernick Marketing Communications; and **John Larkin**, Larkin Consulting, will discuss how to think like a marketer when it comes to selling print, digital, sponsorships and other integrated marketing tools. Both have had extensive experience in their careers doing just that. This session will be a lively conversation to share practical tips on developing strategic marketing campaigns, with real-life examples and plenty of time for Q and A.

• **Harness the Power of Infographic Communication**

Amy Balliett, founder and CEO of Killer Infographics, has managed more than 4000 infographic and visual communication projects during her tenure and in this session she will share what she's learned from her wins and losses. Find out why visual communication is the only way to connect with your audience in the age of information overload and learn how to develop the best visual strategies to stand out from the crowd. Amy will share relevant case studies of past projects as well as key rules and guidelines for designing stunning infographics that will captivate and inform your audience.

• **Ever wonder what's happening in business to business media?**

Mike Marchesano, American Business Media managing director, will examine current trends from a business, advertising and content perspective. The session will dive into readership trends, shifting media platforms, data collection, personnel, marketing and technology issues that impact our magazines and publications.

4 - 7 p.m. **InfoExpo Grand Opening** followed by a free evening. Enjoy the InfoExpo and see the new products and messages from more than 80 booths.

4:30 p.m. **ACT Critique and Contest Awards**

TUESDAY, JULY 28

All Day Registration
7:30 - 9 a.m. LPC annual business meeting
LPC Contest awards will follow LPC meeting
8:30 - 10 a.m. Breakfast in InfoExpo

10:15 - 11:00 a.m. BLOCK 5 SESSIONS

• **Crash Course on Business Journalism**
It happens all the time: reporters are told, "You're joining the business desk." Only one problem: they didn't study business journalism in school. **Christina Leonard** of the Donald W. Reynolds National Center for Business Journalism at Arizona State University will give you a crash course.

• **Happily Ever After: The Union of Craft and Connection in Portraits Luke & Cat**, owners and lead photographers with nationally recognized Luke & Cat Photography of Boling, Texas, will discuss how confidence and comfort is the key to crafting fine art imagery. Topics will range from camera settings and lens selection to the value of candid portraits and content images. Luke & Cat will put these techniques together in a live shooting and editing demonstration and visit about the timeless and authentic significance to photography and preserving a family legacy. This is quicker repeat of Monday's session.

• **Post It! How to Craft Your Social Media Plan**
The best social media looks and reads spontaneous, but that spontaneity comes from preparation, planning and strategy executed behind the scenes. In this session, **Shannon Carroll Snyder**, senior digital strategist for Ketchum, will discuss that strategic planning and the steps you need to take to lay a strong social foundation, including content calendaring strategy, best practices for growing and engaging your audience, and establishing and refining your brand's voice. Additionally, this session covers various social media engagement platforms and the conversational dynamics associated with each one.

• **It's Not You, It's Me: How to Network and Lead as a Young Professional**
Have you ever wondered why it's easy to work with some people and more challenging to work with others? What is the value of getting to know and understand people's choices and their differences? In this session, **Ashley Fischer** from Beck's Hybrids shows us how understanding differences in the workplace can help us have better interactions, communicate our thoughts better, and ultimately become a better leader.

11:15 - Noon BLOCK 6 SESSIONS

• **Find Financial Angles in Everyday Stories**
From sports and politics to education and the environment, journalism abounds with financial stories. There is a learning curve. **Christina Leonard** of the Donald W. Reynolds National Center for Business Journalism at Arizona State University will help you take the first steps to finding financial angles in your everyday stories.

• **You Only Have Two Hands: How to Write and Shoot the Same Story**
Moderated by **Holly Spangler**, Special Projects Editor, Penton Agriculture. Three award-winning journalists, including **Mike Wilson**, **Martha Mintz** and **Shauna Hermel**, will share their approach and experience writing and photographing the same story. The panel will discuss how they organize their interviews, what kind of photos they try to get, time management and the decisions they make in order to tell the story in both written and visual form.

• **Do They Like Us? How to Evaluate Your Social Media Plan**
How do you know if what you're doing socially is actually working? **Shannon Carroll Snyder**, senior digital strategist for Ketchum, will help you explore evaluation and measurement from both qualitative and quantitative perspectives. Learn the important difference between numbers and sentiment, volume and influence. This session also covers metrics and measurement tools, and discusses how to define social media success.

Leadership: Transitioning skills gleaned from the boardroom to the newsroom

Ever wondered if you could do something else with your journalism skills besides write and take photos? This panel of ag journalists, moderated by **Jennifer Latzke**, *High Plains Journal*, will share how they have benefited from leadership training to stretch their skill sets and learn new tools and techniques to keep fresh in the communications field and in leadership roles - both personally and professionally. Join us as we explore the value of local to international leadership connections for stories, background, or professional opportunities. Getting the first job is just the first step in the next 40+ years of your professional life. By participating in leadership opportunities, you're building a network of contacts for the rest of your professional career. And, showing potential employers what you have to offer-even if you aren't currently looking.

Noon - 1:15 p.m. LUNCHEON Africa - The Future of Agriculture?

Years of political unrest and cultural differences have caused most countries on the continent of Africa to become net importers of food. The reality however, is that Africa has the resources and subsequent potential to feed itself and the world beyond through the adoption of modern agricultural practices. Texas cattle rancher and philanthropist **Trent McKnight** will share the inception of the non-profit organization AgriCorps and its focus on teaching Africans to become sustainable agriculturalists through education.

1:30 - 3 p.m. Dessert in InfoExpo
3 - 6 p.m. InfoExpo teardown
3:15 - 4:30 p.m. AAEA business meeting
4:30 - 5:30 p.m. ACT business meeting
5 - 6:30 p.m. AAEA awards presentation

6:30 - 7:15 p.m. Cocktail Reception
7:15 - 9 p.m. Joint Dinner, Awards Banquet and Closing Party
The culmination of the 2015 AMS meeting will be our annual reception and closing dinner. This event also will feature the presentation of major awards by AAEA, LPC and ACT. Stay around to celebrate with a dessert reception and closing party. *All events at the Hyatt.*

WWW.AGMEDIASUMMIT.COM



GENERAL INFORMATION

To register: www.agmediasummit.com

REGISTRATION OPTIONS:

FULL PACKAGE REGISTRATION	On or before June 30	July 1-15	July 16 and after
Member <small>(AAEA, ABM, LPC)</small>	\$345	\$475	\$575
ACT Advisors	\$345	\$475	\$575
Non-member	\$499	\$650	\$800
Student	\$195	\$475	\$575
Spouse/Guest	\$345	\$475	\$575

All ticketed meal functions are included in the FULL PACKAGE registration fee. (All breakfasts are also included) These events include:

Welcome Party, Sunday, July 26, 7 p.m.

Luncheon, Monday, July 27, 11:45 a.m.

Luncheon, Tuesday, July 28, 11:45 a.m.

Joint Awards Reception and Dinner, July 28, 6:30 p.m.

When you register you must mark the meal functions you will be attending to receive tickets. PLEASE ONLY MARK THE FUNCTIONS YOU WILL BE ATTENDING.

OTHER REGISTRATION OPTIONS:

SINGLE DAY REGISTRATION	On or before June 30	July 1-15	July 16 and after
Sunday	\$150	\$200	\$300
Monday	\$200	\$300	\$400
Tuesday	\$200	\$300	\$400

* One Day passes include workshops / sessions, breakfast and luncheons for that day. It does NOT include dinners.

EXTRA SINGLE EVENT TICKETS:

- AMS Famous Welcome Party (Sunday night) \$80
- Luncheons: (Monday or Tuesday) \$50
- Awards Reception and Dinner (Tuesday night) \$100

TOURS:

- Ag Tour Saturday, July 25 \$75

GOLF OUTING ON MONDAY:

\$135 fee includes breakfast and lunch. For more information, contact Allen Barkve, allen.barkve@penton.com.

IF YOU ARE A SPONSOR AND/OR EXHIBITOR you must fill out the online registration. If you are NOT a part of your company's comp registrations, you have two options:

1. INFOEXPO ONLY PASSES are available for \$149. These do not include meal tickets or access to workshops. You may purchase the meals à la carte when you register. Available to exhibitors ONLY.
2. Or you can get a FULL CONFERENCE REGISTRATION which includes all meal functions that you request.

For any registration questions: diane@livestockpublications.com

817/336-1130

AS A REMINDER...

All registration forms must be filled out online.

No faxed or mailed copies will be accepted, however, you may pay with a check.

When you have filled out your form, you will be given the option to mark that you are sending a check.

Deadline for checks – must be postmarked by June 30

to receive early registration. Mastercard, Visa, American Express and checks accepted.

To register: www.agmediasummit.com

and follow the links.

Make checks payable to Ag Media Summit and mail to: AMS, 910 Currie Street, Fort Worth, Texas 76107

CANCELLATION POLICY

100% On or before June 30, 2015

50% July 1 – July 15, 2015

No refunds will be issued for cancellations

July 16, 2015, and after.

HOTEL INFORMATION

Hyatt Regency Scottsdale Resort & Spa
at Gainey Ranch

7500 E Doubletree Ranch Rd, Scottsdale AZ, 85258

To make your online hotel reservations:

<https://aws.passkey.com/event/11186616/owner/6765/home>

480-444-1234 • <http://www.scottsdale.hyatt.com>

AMS rate: \$134 single/double (inc. daily resort fee)

All information updated continuously at

www.agmediasummit.com

Direct link to registration:

www.agmediasummitregistration.com

Also join our Facebook page and tweet to: #AgMS

FOR MORE INFORMATION:

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