

# ACTIONGRAM

Livestock  
Publications  
Council  
30th ANNIVERSARY

October 2004

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL



Livestock Publications Council  
welcomes you to

*A Royal  
Gala*

**October 22, 2004**

**American Royal Headquarters  
1701 American Royal Court  
Kansas City, MO**

Enjoy a dressy western evening  
with your friends while raising funds  
for the development of the new

*Livestock Publications  
Heritage Center*

**5:30 Cocktails • 6:30 Dinner  
Entertainment  
Live and Silent Auction  
Black Tie optional**

**RSVP immediately to Amber  
Spafford, 816/410-5166  
spafforda@osborn-barr.com**

## ROYAL GALA WILL SUPPORT THE NEW LIVESTOCK PUBLICATIONS HERITAGE CENTER

Make sure your fall plans include the Royal Gala in Kansas City coming up on October 22. Announced in last month's Actiongram, here's the recap of the plans for the funding that will support the new Livestock Publications Heritage Center:  
**Phase 1:** A Hall of Honor will showcase the formal, framed photos of the winners of LPC's Hall of Fame and Headliner winners. Other winners from the Distinguished Service Award and Student Award will also be recognized in this area.

**Phase 2:** The Hall of History will become a part of the museum located in the main building. This museum and visitor's center already focuses on the significance of agriculture including items from livestock shows including saddles, clothing and many interactive exhibits. The addition of the evolution of livestock publishing will fit

perfectly into the museum with future exhibits to include the history of printing and items from the past like wax machines, burnishers, amberlyth, paste up boards - all items that were once used prior to automation and computers.

### Volunteers Needed!

The LPC Club will be open October 20-25 during this year's American Royal. This is a "home" for LPC members to come and relax during the show, bring customers to meet and to bring prospective members to enjoy a cup of coffee and a quiet place to visit. This room is being offered to LPC by the Saddle and Sirloin Club who have furnished it and maintain it through the year. **Volunteers are needed to help throughout the weekend. Please contact Diane at the LPC office if you are interested.**

### LIVE AND SILENT AUCTION ITEMS!

Fabulous items include a Texas Wild Boar Hunt from Camp Cooley Ranch, artwork including a painting of your choice by Bud Snidow, KSU football tickets, artwork, cow hide and many more wonderful items. **You need not be present to bid!**

For more information contact **Kathy LaScala**,  
KLaScala@vancepublishing.com.

# CLASSIC ADVERTISING ICONS



Advertising Week in New York City was celebrated in September for the contributions of advertising to pop culture and to recognize the importance of advertising to the economy. You might have seen the special supplement in USA TODAY which included this list of classic icons of which readers voted for their favorite choice. Read through them, pick your favorites and at the end of the column are the winners recently released through the USA TODAY website. Next month we'll review the slogans!

California Raisins®	Chiquita Banana®	McGruff Crime Dog®
Coppertone Girl®	Master Lock®	Speedy Alka-Seltzer®
Charlie the Tuna®	Kool-Aid Pitcher®	Morton Salt Girl®
Energizer Bunny®	Merrill-Lynch Bull®	Smokey Bear®
Keebler Elves®	Mr. Clean®	Mr. Peanut®
AFLAC Duck®	Tony The Tiger®	Seat Belt Dummies®
Ronald McDonald®	Jolly Green Giant®	M&M Characters®
Michelin Man®	Pillsbury Doughboy®	Wise Owl®
Juan Valdez®	Trix Rabbit®	

Winners: 1. M&M Characters®; 2. AFLAC Duck®; 3. Mr. Peanut®; 4. Pillsbury Doughboy®; 5. Tony The Tiger®

# OBITUARY

**Harry Green**, Greeley, Colo., publisher emeritus for the *Record Stockman* passed away on September 5. He was 81.

Green had a lifetime in the broadcast and publishing industry, and in 1963 was named publisher of the *Record Stockman* upon the death of his father, H.E. Green. The *Record Stockman* has been in the Green family since 1938.

He was known as an innovator in both the livestock publishing and printing business and in 1963 he put the first web offset printing press in Denver. At that time it was a new way of printing, fought by the big printing unions at that time, but now the way all papers are printed today.

That venture ultimately grew into the Sentinel Suburban Newspapers, a chain of 23 weekly community papers in Denver which was sold to the Minneapolis Star and Tribune Co. in 1971.

Green was a part of the founding of LPC and the *Record Stockman* is a charter member. His other involvement included being a director of the National Western Stock Show, director of the Colorado Boy's Ranch and and past chairman of the Colorado State Fair among many other activities.

His wife, Lois, of 57 years preceded him in death in 2001. He is survived by two sons, one step-son, one step-daughter, a brother and sister along with nine grandchildren and 15 great-grandchildren. His son **Dan** is the current editor/publisher of the *Record Stockman*.•

# CIRCULATION GLOSSARY

*an occasional look into words of the industry*

**ABC:** The Audit Bureau of Circulations is headquartered in Schaumburg, Ill., with member service offices in New York and Toronto. A self-regulating auditing organization, responsible to advertisers, ad agencies and the media they use for the verification and dissemination of members' circulation, readership and audience information.

**BPA International:** One of the two dominant circulation audit bureaus, headquartered in Shelton, CT. BPA audits 90% of business-to-business titles and many smaller consumer titles. It began a campaign to become a bigger player in consumer auditing in 2003.

**Drop:** Any subscription leaving the subscription

list. Also used to mean "drop date", the day a mailing is entered in the postal stream.

**BRC:** Acronym for business reply card. BRC's are the primary reply vehicle for direct mail orders, as well as subscription blow-ins and bind-ins. They are postage-paid by the publisher to encourage response from the prospect.

**Controlled Circulation:** Many business/trade publications, and some consumer publications, are sent free of charge to individuals who qualify because they work within a certain industry, have a certain job title, purchase certain types of products or otherwise represent a targeted group of particu-

lar interest to specific types of advertisers. Many controlled publications have circulations that are mainly or almost entirely request, meaning that individuals have verified in writing or by telephone or the web that they are qualified to receive the publication and desire to receive it.

**Nixies:** Direct mail pieces returned by the Postal Service as undeliverable.

**List Hygiene:** Everything that goes into ensuring that lists are clean and deliverable, including the correctness and non-duplication of names and addresses.

source: CM/Circulation Management compiled from multitudes of professionals in circulation departments.

## WE NEED YOUR INPUT- CRITIQUE CONTEST SURVEY

If you have not filled out your survey you have until October 15. The Contest committee needs your input to evaluate this vital LPC program. Contact Lisa Bryant, [bryantl@cableone.net](mailto:bryantl@cableone.net) for the link.

## WHY IS IT?

When we choose Miss America, there's 50 choices but only two for the President of the United States.



Joe Roybal, 2004-05 LPC President  
aka Blues Bros. as seen APS 2003 and 2004

## LET'S GO DANCIN'

The first public step in raising funds and the spirit level for

establishing a Livestock Publications Heritage Center takes place on Friday, Oct. 22. The success of that evening's LPC Royal Gala Fundraiser, being held in the American Royal Headquarters in Kansas City, will help dictate how quickly LPC can progress in enshrining its biggest professional heroes and permanently displaying the livestock publishing industry's rich history.

If you haven't heard by now, the folks at the American Royal have offered LPC space in the Royal's Headquarters Building to establish a Hall of Honor and a Hall of History. The first is the permanent hanging of portraits of all past and future LPC Hall of Fame and Headliner award honorees. The Hall of History will

showing at this function that begins at 5:30 p.m. and continues with dinner, entertainment and live and silent auctions. I invite all of you who can make it to shake the wrinkles out of your best "cowboy chic" duds and join other LPC members for this fun and dressy western evening. Check elsewhere in this month's *Actiongram* for more details.

The establishment of a Livestock Publications Heritage Center is a great and fitting endeavor for this 30<sup>th</sup> anniversary year of LPC. And, the effort and energy already expended by LPC volunteers has been impressive.

A few of those deserving of recognition include **Andy Atzenweiler, Marilyn Brink, Lisa Bryant, Jay Carlson, Sandy and Stan Coffman, Amy Cowan, Keri Geffert, Kyle Haley, Kathy LaScala,**

be a permanent display on the rich history of the livestock publishing industry.

It's important that LPC make an impressive

**Deb Norton, Neil Orth, Cheryl Oxley, Amber Spafford and Becky Terry.**

Thanks are also in order for **Don Norton** of Boelte-Hall Printing for their generosity and, of course, LPC executive director **Diane Johnson** for her able direction on the project.

The Livestock Publications Heritage Center will be a great venue to celebrate the history and service that livestock publishing has provided North America's livestock producers. But there's still a lot of work to do.

We can all help in its realization and future by working to build LPC membership. Do you know of a publication that should be an LPC member and isn't? Take the initiative to ask them to join LPC.

What about your suppliers, are they LPC members? All that's needed to get them to join is perhaps a little education on LPC, the knowledge that it's an organization important to you, and an invitation to join.

Talk to you next month.

*Joe*

## 2004-05 COMMITTEE ASSIGNMENTS

### Awards

Lisa Bryant, Cowboy Connection, Chair  
Kathy LaScala, Vance Publishing

### Marketing and Communication

Joe Roybal, *BEEF*, Chair  
Amber Spafford, Spafford & Associates  
Stephanie Veldman, *BEEF*  
Burt Rutherford, Texas Cattle Feeders Ass'n

### APS

Becky Newell, *America's Horse*  
Andy Atzenweiler, *Missouri Beef Cattleman*  
Kyle Haley, *Limousin World* (sponsor)  
Becky Terry, Showboat Graphics (programs)  
Kathy LaScala, Vance Publishing (programs)

### Student Award

Angie Denton, *Angus Journal*, Chair  
Jennifer Shike, National Swine Registry  
Melinda Thatch, National Pork Producers Council  
Scarlett Hagins, *Kansas Stockman*  
Jami Gillig, McCormick Co.  
Sara Moyer, American Angus Association

### Membership

Becky Terry, Showboat Graphics, Chair  
Carey Brown, *Kentucky Cattleman*  
Lance Zimmerman, Certified Angus Beef

### Finance Committee

Kyle Haley, *Limousin World*, Chair  
Alan Moczygemba, *Beef Today and Dairy Today*  
Stan Coffman, *Ozark's Farm & Neighbor*

### Student Development

Lori Maude, *Gelbvieh World*, Chair  
Christy Lee, National Swine Registry  
Corinne Patterson, *Angus Journal*  
Teresa Oe, North Dakota State University  
Scott Vernon, Cal Poly State University

### Photo

Marilyn Brink, *Braunvieh World*, Chair  
Shannon Borders, Oklahoma Pork Council

### Long-Range Planning

Wayne Bollum, *Dairy Today and Beef Today*, Chair  
Steve Suther, Certified Angus Beef  
Wes Ishmael, Clearpoint Communications  
Scott Vernon, Cal Poly State University

### Education

Cheryl Oxley, *Angus Journal*, Chair  
Jim Bret Campbell, *American Quarter Horse Journal*  
Lori Maude, *Gelbvieh World*  
Steve Suther, Certified Angus Beef

### By-Laws

Alan Moczygemba, *Beef Today and Dairy Today*, Chair  
Greg Henderson, *Drovers*  
Marilyn Brink, *Braunvieh World*

### Critique Contest

Lisa Bryant, Cowboy Connection, Chair  
Julie Olson, *Charolais Journal*  
Kathy LaScala, Vance Publishing

**Help is always needed! If you want to work on any of these committees, please contact President Joe Roybal, [jroybal@primediabusiness.com](mailto:jroybal@primediabusiness.com).**

# BOOSTING PRODUCTIVITY

DESKTOP PUBLISHING

*Don't Miss a Minute!*

**Tuesday, October 26, 2004**

- Registration starts at 8 a.m.
- Keynote Training Session with Lynn Stoecklein on Adobe® Photoshop and Adobe® Acrobat
- Brush up on your Business Etiquette skills with the luncheon speaker
- Designing with Typography Session
- Interactive Break-Out Sessions
  - Digital Photography • OS10 • InDesign
  - Integrating Copy, Graphics & Headline • Web Design
- Dinner and Social at the Charolais Association (walking distance)

**Wednesday, October 27, 2004**

- Design Team Session at 8:30 a.m. – We turn you loose as small design teams to design advertising on laptops with furnished information. Then we'll critique the ads you produce and select a winner.
- Let our closing motivational speaker revive and refresh your creativity. Then be on your way home by noon.

**Clarion Hotel Kansas City International Airport**

**Kansas City, Mo. • \$69 room rate • Free Airport Shuttle**

**Call (816) 464-2345 for reservations. Hotel res. deadline Oct. 11**



*Lynn Stoecklein*  
**BACK BY POPULAR DEMAND!**

Lynn Stoecklein is Director of Training with Solution|Xchange, Kansas City. Her dynamic roundtable leadership last year on Adobe® Photoshop received rave reviews from attendees. So, we've invited her back for a full morning presentation on Photoshop and Adobe® Acrobat!

Stoecklein has been teaching in the graphics industry for over 8 years. She has trained in the corporate environment as well as at the university level. Lynn has developed custom curriculum as well as workflow analysis and implementation. For a number of years Lynn has maintained many Adobe Certifications and is a Quark Authorized Training Provider. Lynn also is a designer, photographer and digital retoucher.

LPC's 2004 Midwest  
Desktop Publishing Seminar  
will provide informative  
and helpful hints to

*BOOST*

the creativity and efficiency  
of your production team.

**Registration  
Deadline:  
Friday, Oct. 15**



**Act Now to Reserve Your Spot at the DTP Seminar!**

**Registration Fee** – \$50 for any member of Livestock Publications Council, American Ag Editors Association or Ag Communicators of Tomorrow. Registration includes Tuesday lunch and evening off-site meal and Wednesday continental breakfast. \$75 registration fee for all others.

**Oct. 15 Registration Deadline. Contact Tammy to reserve your spot.**

Tammy Houk, (785) 273-5115, tammy@kla.org  
Please be prepared to pay at the door. No-shows will be billed.

**Presented by Livestock Publications Council.**



[www.livestockpublications.com](http://www.livestockpublications.com)