

May/June 2009

Diane E. Johnson, executive director
910 Currie Street Fort Worth Texas 76107
dianej@flash.net office: 817/336-1130 fax: 817/232-4820

www.livestockpublications.com • Newsletter of the Livestock Publications Council, an international organization serving the dynamic livestock communications industry.

LPC EXECUTIVE COMMITTEE

Jim Bret Campbell, President

The American Quarter Horse Journal

jbcampbell@aqha.org

Marilyn Brink, 1st Vice President

Kanwaka Communications • kanwaka@powwwer.net

Andy Atzenweiler, 2nd Vice President

Missouri Beef Cattleman • mobeeff@sbcglobal.net

Scott Vernon, Secretary/Treasurer

Brock Center for Ag Communication

Cal Poly State University • svernon@calpoly.edu

Kyle Haley, Immediate Past President

Limousin World • limousin@limousinworld.com

BOARD OF DIRECTORS

Carey Brown ('09)

Cow Country • cbrown@kycattle.com

Jay Carlson ('11)

BEEF • jcarlson@beef-mag.com

Stan Coffman ('11)

Ozarks Farm & Neighbor • stan@ozarksfn.com

Cindy Cunningham ('11)

National Pork Board cindy.cunningham@porkboard.org

Angie Denton ('11)

Hereford World • adenton@hereford.org

Scarlett Hagins ('10)

Kansas Stockman • scarlett@kla.org

Kathy LaScala ('10)

Food 360 • klascala@food360.com

Christy Lee ('11)

Seedstock Edge • christy@nationalswine.com

Beverly Moseley ('09)

Land & Livestock Post • beverly.moseley@theeagle.com

Don Norton ('09)

Boelte-Hall • donn@boelte.com

Stephanie Veldman ('09)

Broadhead + Co. • sveldman@broadheadco.com

Come On Down

It's not too late.

You've still got plenty of time to register for this summer's Agricultural Media Summit (AMS) in Fort Worth. I know for many of us that budgets have gotten and sometimes the first to get the knife are your travel and training dollars. However, I really want to convince you that having your staff attend the Ag Media Summit is an investment in your future.

Every year, I visit with people who are attending AMS for the first time, and I've never met someone yet who hasn't felt like it greatly added to their business experience. From great networking opportunities to learning how other publications handle challenges, this might be the most crucial time to find new ways to do business.

The person you sit with at lunch or next to in a seminar might just be a new business partner or client.

Shoot, maybe he or she can just be someone you can pick up the phone and call when things are a little tough, and you can either get answers or sympathy!

I can guarantee that you'll get a double helping of Texas hospitality when you come to Fort Worth. I'll look forward to seeing you there!

We've made it simple to register for AMS. Simply log-on to www.agmediasummit.com.



Jim Bret Campbell
LPC President

The Winner

Cristy Groce topped the entries in the cover contest for the LPC Critique Contest's Results Book. She participated through the University of Florida's Advanced Agricultural Communication Writing and Design class. Congratulations Cristy!



Info, Info, Info, Info,

- ◆ Remember the LPC website offers a pot full of information. Log on to www.livestockpublications.com to see the latest industry job postings, access the member directory, read about upcoming events and much more.
- ◆ To catch the most current updates on this summer's Ag Media Summit and to register for this event go to www.agmediasummit.com.
- ◆ And, on the lighter side join the LPC Group on Facebook. Chat with members, ask for help, give help, or just stay in the know. Search Livestock Publications Council to click and join. Speaking of Facebook, Ag Media Summit has a group as well. Keep up with current posts about the event and catch the link to sign up and attend.

You can't say, "You didn't know!"

Saddle Up!

CATCH THE COWBOY SPIRIT!
AG MEDIA SUMMIT



*There's still time to
sign up... pardner!*

Ag Media Summit (AMS) and
International Federation of Agricultural
Journalists Congress (IFAJ)
July 31 - August 4, 2009

AMS event only
August 2 - 5, 2009

Saddle up at...

www.agmediasummit.com

or

www.ifaj2009.com

Visit these sites for sites updated
information, blog entries and full
schedules to keep you in the know.

Saturday, August 1

- 9 - 11:30 am **IFAJ delegate meeting**
11:45 am - 1 pm **Lunch "About Texas Agriculture"** Representatives from the TDA
1:30 - 7 pm **Agriculture Tours** - These tours are open to everyone and will include
ranching, agri-business, horses and more!
1:30 - 5 pm **AAEA and LPC board meetings**
7 - 8 pm Tours return to hotel. Evening free.

Sunday, August 2

- 8:45 - 9:45 am **Continental Breakfast** followed by **Cowboy Church Service**
10:15 - 11:45 am **The Great Debate:** Charlie Stenholm and Barry Flinchbaugh
12 noon - 1 pm **Buffet Lunch** - Jim Richardson, National Geographic photographer
USDA Secretary Tom Vilsack (invited)
Concurrent Sessions
1 - 2:30 pm **Adobe Photoshop I** (Beginners)
1:45 - 3 pm **Newsmaker Session:** Safety and Biosecurity in the Context of Global
Food Systems, William D. Hueston, DVM, PhD
1:45 - 3 pm **Newsmaker Session:** Carbon Sequestration-The Path to the Promise
3 - 4 pm **Yesterday, Today and Tomorrow:** Journalism Ethics Among Ag Writers
3 - 4 pm **Tips from the Masters/IFAJ Photography Awards**
2:30 - 4 pm **Adobe Photoshop II** (Advanced)
4:30-5:30 pm **New Member/First Timer Reception**
6 - 10 pm **Big 'Ol Western Welcome Party**

Monday, August 3

- 7 am - 1 pm **Golf outing** (additional fee), Fossil Creek Golf Club
7:30 - 8:30 am **Continental Breakfast**
8:30 - 10 am **Morning Sessions Part 1**
writing: The Architecture of Information:
Building to Engage Readers with Loring Leifer
management: What's On the Mind of Top Producers, Texas A&M
Extension Economist Danny Klinefelter
design: The Best of Adobe InDesign
All-Day Photography School - Michael Schwarz, Blue Pixel
10 - 10:30 am **Morning Break**
10:45 am - 12 noon **Morning Sessions Part 2**
photography: The ABCs of Digital Photography and Digital SLRs
writing: They Went That-a-Way: Leading Your Audience to Action
with Loring Leifer
students: Strength Training: How to Identify and Market Your Strengths

12:15 - 1:15 pm

design: Designing for the Web - What Works Online
management: Keeping Up with USPS Requirements

1:30 - 2:30 pm

Luncheon - Five Life-Changing Mistakes and How I Moved On
Featured Speaker Julie Wainwright, Smartnow.com

Afternoon Sessions Part 1

LPC Critique Contest and Awards

writing: Kick-Start Your Writing with Better Story Ideas, Loring Leifer
management: Steering Your Magazine to Greatness with Evan Smith,
editor and publisher of *Texas Monthly*
photography: All-day Photography School participants return

2:30 - 2:45 pm

Afternoon Break

2:45 - 4 pm

Afternoon Sessions Part 2

student: Staying Ahead of Change: How to Adapt and Stay Motivated
editorial: Steering Your Magazine to Greatness Part II, Evan Smith,
editor and publisher of *Texas Monthly*
newsmakers: Livestock Nutrient Management: Facing the Challenges
marketing: All About Sales, Anita Geddes-Vanderwert
photography: All-day Photography School continues
design: Designing for the Web - What Works Online
online media: Coping as a New-Age Communicator

4 - 7 pm

InfoExpo Grand Opening and Reception
Evening on your own

9 - 11 pm

Informal Jam Session with Quasimojo band

Tuesday, August 4

- 7 am - 4 pm **Optional Tours** to include dairies, wineries, registered Hereford cattle
ranch near Stephenville and Dublin, Texas
7 - 7:30 am **AAEA Affiliates Meeting**
7:30 - 8:30 am **AAEA Annual Meeting**
7:30 - 8:30 am **LPC Annual Meeting**
7:30 - 8:30 am **ACT Annual Meeting**
8:30 - 10:15 am **Breakfast in InfoExpo**
10:30 - 11:45 am **Morning Sessions**
writing: Blend Research, Reporting and Opinion into Persuasive
Narrative, Prize-winning journalist Macarena Hernandez
management: Redefine Your Business with Scott McKain
freelancers: Tips for Freelancers - Your Questions Answered Here
students: What Do Employers Want?
design: Rediscovering Fresh Design
Online media: Bridging the Gaps between Online, Print, Radio and TV

12 noon - 1:15 pm

Luncheon - Differentiation is the Key to Longevity, Scott McKain
Dessert in InfoExpo, award-winning journalist **Macarena Hernandez**
will be available in an informal setting, allowing you to follow up on her
earlier presentation, glean more insight on the art and craft of stellar
writing, and delve into other areas such as ethics.

1:30 - 3:30 pm

InfoExpo closes

AAEA Awards Presentation

Free time until 5 pm

Cocktails

Cowtown Wowtown - awards, closing dinner and dancing

3:30 pm

3:30 pm

5 - 6 pm

6 - 12 pm

Wednesday, August 5

7:30 am Departures for post convention tours

Thursday, August 6 - Saturday August 8

Tours return to Fort Worth on Saturday
Departures on Sunday, August 9

Tour the Best of Texas Agriculture

Part 3 of 3

by Kurt Lawton, Stellar Content, Tour Co-Chairman

Even Dr. Seuss would highly recommend you plan now to extend your stay and come our way—beyond the Ag Media Summit/International Federation of Ag Journalists meeting.

Why you ask? You'll experience the best of Texas agriculture, scenery, food, wine, music—and the chance to travel with journalists from across the globe. Don't forget to tell your boss that there will be feature stories, photo ops and valuable educational opportunities around every bend—riding in comfortable, air-conditioned buses.

Our awesome tour committee has worked hard to compile three excellent tour choices that will cover three different regions within the huge state of Texas. (*Note of perspective to our international readers—you can fit Germany twice inside of Texas.*)

To whet your appetite and help you make the tough decision between three excellent tours, here is an overview of the East Texas/Central Texas Tour with links to various tentative tour stops. You can see a detailed preliminary itinerary of all the tours at <http://ifaj2009.com/post-congress-tours/>. And you'll note that all three tours will include beef, grain and/or cotton farms.

South Texas Tour:

This four-day tour starts with a flight from Dallas to San Antonio, and includes one night in San Antonio and two nights in the Gulf Coast city of Corpus Christi. You'll go see large beef feed yards (that produce famous Nolan Ryan and Japanese beef), beer brewery, a ranch/hunting resort (complete with shooting clays), a cotton gin, a huge cotton storage/shipping terminal, a visit to the most famous ranch in Texas—King Ranch,

and a visit to learn about the shrimp industry in Texas. Evening fun will include a famous Texas saloon/museum, a dinner on the bay and perhaps an island visit.

Oh the places you'll go:

Graham Land and Cattle, Gonzales www.grahamfeedyard.com

Shiner (Spoetzl) Brewery, Shiner www.shiner.com

Buckhorn Saloon & Museum (dinner venue), San Antonio www.buckhornmuseum.com

74 Ranch Resort (lunch & sporting clays), Campbellton www.74ranch.com

Smith Gin Cooperative, Odem, www.caller.com/news/2008/jun/17/san-pat-man-is-ginner-of-the-year/

Gulf Compress, Corpus Christi www.pcca.com/Publications/Commentator/2003/Winter/page05.asp

Port of Corpus Christi,

www.portofcorpuschristi.com/Business.html

King Ranch, Kingsville (ranch and farm tour)

www.king-ranch.com

Texas AgriLIFE Mariculture Lab, Corpus Christi

<http://ccag.tamu.edu/Port/port.htm>

Don't forget to check our blogsite regularly, <http://ifaj2009.com> as we will continue to post updates and more tour information.

When you register at <http://www.agmediasummitregistration.com/>, make sure you check the box beside the tour you want. **TOUR SPACE IS LIMITED, SO REGISTER QUICKLY TO RESERVE YOUR SPOT.**

Kelli Toledo Honored With BIF Award

The Beef Improvement Federation (BIF) has awarded Kelli Megeed Toledo, Visalia, CA, with the 2009 Ambassador Award.

This annual presentation is made to an individual of the press corps that had made a major contribution to beef improvement or the BIF. Toledo received the award during the organization's 41st Research Symposium and Annual Meeting, April 30-May 2, 2009, in Sacramento, CA.

Toledo has two decades of professional marketing and design experience. She received a bachelor's degree in Business-Marketing from Montana State University (MSU), Bozeman, MT. For nine years, she was employed at an advertising agency in Visalia, CA, handling marketing plan development, advertising design and print and electronic media relations.

In 1998, she founded Trailhead Designs, a full-service, marketing and design firm, where she handles everything from advertising development and video production to website design and marketing campaigns for agribusinesses.



BIF Outgoing President Tommy Brown, Clanton, AL, presenting the 2009 BIF Ambassador Award to Kelli Toledo, Visalia, CA, during the organization's 41st Research Symposium and Annual Meeting.

That same year, Toledo was named co-publisher of the *California Cattleman*, the official monthly publication of the California Cattlemen's Association (CCA). She oversees the editorial, as well as handles the design, development, production and accounting for the publication.

She and her husband, John Toledo, own Toledo Ranches, a diversified farming and Angus cow-calf operation.

Over the years, Toledo has devoted countless hours serving as a volunteer dedicated to promoting agriculture. She is active in the California Angus Association (CAA) and for the past decade, she has been the editor and designer of the *California Angus News*. Toledo has been a 4-H beef leader for 10 years and served for 15 years as the co-chair of the American Angus Auxiliary Publicity Committee. She was the newsletter editor for the Tulare-Kings Chapter of the California Women for Agriculture (CWA) and served as a CWA Kings Area director.

And, of course she's one of our own. Congratulations Kelli!

The Roving Reporter Wants to Know



Do you have a rolodex on your desk or hope your cell phone doesn't die? If I did have a rolodex I couldn't find it on my desk.

Spicy food or plain pasta?

Spicy.

Name something on your wish list. A Porsche S4 Convertible

Scrabble or Monopoly? Monopoly.

Where would you like to be for New Year's? Cow Wreck Beach, on Anegada Island, BVI

You are appointed USDA Secretary of Agriculture, what would be your first action? I would try to get the USDA out of the welfare business, the school lunch program business and home financing business. I would appoint regional representatives across the country and get them involved with the farmers and ranchers and not sitting in a Washington D.C. office.

What was your first vehicle: car or truck? It was a horse and then I got dad's car.

Worst injury you have ever had? Broken leg.
How do you like your eggs prepared? Basted.

Name three things in the world you dislike? Unfriendly people, warm beer and open cows.

Do you wash your car or let the car wash do it? I wash the car and God washes my truck.

What is your favorite sound? My wife's laugh.

Name two movies that you could watch over and over? The Holy Grail and The Worlds Fastest Indian

Name one thing you would take with you to a deserted island. I always take my wife.

What is your favorite steak? Ribeye

What's one of your worst habits? I understand it's macro management. I just call it attention to detail.

What book are you reading right now? I just finished editing a great book titled "Just Call Me Rowdy" by Frank Farmer. I hope to get it published soon.

What is your favorite time of the year and why? Calving time, because they all just love me.

What is your favorite AMS memory? A late night jam session in Cleveland. It was held in a ballroom that was being remodeled and it lasted beyond the wee hours.

What did you want to be when you grew up? An archaeologist. I had trouble spelling it, so I changed my major to law.

Compiled by Brie Whitehead

Name: Stan Coffman

Board Position: Member

Employed By: Ozarks Farm & Neighbor

Hometown/State: Lebanon, MO

How did you get involved in LPC? I think you can blame Andy Atzenweiler for that.

Have you ever given money to a bum? If so how much? Oh ya, I've given lots of money to lots of bums.

Would you rather have money or love?

Love. However, I've heard it said that money isn't everything, but it's way ahead of whatever is in second place.

Blackberry or iPhone? iPhone.

What is your favorite quotation? "May the best of your past be the worst of your future." I think Jim Bret said that.

Paul Andre

Best of the Bunch Photo Contest

*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!

- 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.
- There is no limit to the number of entries you may enter and there is no entry fee.
- 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 entry can be no more than 10"x14".
- 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., Monday, August 3** 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**, at amy@coloradocattle.org

Two new rules...

- 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.
- The LPC Executive Committee has the discretion to select the directory cover photo from the winners of each category.

