

ACTIONGRAM

October 2005

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

VOLUNTEERS MAKE IT HAPPEN

In the next month we have three major Livestock Publications Council events. Behind these events are an amazing group of volunteers making the arrangements and finding the sponsors. We also need to thank the many sponsors that step up to help us put on quality programming for our membership.

The 2nd Annual LPC Gala is set for Friday, October 21. This fundraising event supports the LPC Heritage Center and honors livestock publishing and the people that made it happen over the years. The

American Royal has given us an area in its museum for our Heritage Center, but we need funds to make our displays a reality.

Also, we have two regional workshops set in Kansas City and Louisville. The regional workshops are a continued priority for Livestock Publications Council. We realize that not every publication has the time or the budget to send staff each summer to the Ag Media Summit. These regional workshops bring those topics closer to you in a less expensive venue. Be involved and take advan-

By Lori Maude, 2005-06 LPC President

tage of these educational opportunities. The primary goal of Livestock Publications Council is to make our member publications better and share ideas among staffs. That was the premise in which LPC was founded 36 years ago. Keep the spirit alive and attend one of these or all of these LPC events.

Hats off to our volunteers that make all of these activities a reality! You are amazing. •

Lori



Livestock Publications Council welcomes you to

A Royal Gala

This Friday! October 21, 2005

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

5:00 ~ Cocktails & Heavy Hors d'oeuvres

6:30 ~ Unveiling of the Hall of Honor

Followed by Entertainment, Live and Silent Auction, and American Royal SuperBull Competition & concert with the Charlie Daniels Band

Black Tie optional

Still want to go? Contact Cheryl Oxley, reservations chair, TODAY!!

<deadline WAS Oct. 7, but we hate to have you miss it!>

coxley@angusjournal.com • 800-821-5478

AUCTION ITEMS FOR THE 2005 ROYAL GALA

Live Auction

Bottle of Kentucky Bourbon with Personalized Label

Make your own custom label for this great offering. Two of these opportunities will be offered. Value: \$400 each
Donated by the Kentucky Cattlemen's Association

Commissioned Painting by Galen Struve

This renowned livestock artist has donated an original painting/illustration to be done of the buyer's choice of subject. Value: \$450
Donated by Galen Struve

Commissioned Painting by Bud Snidow

Bud, former assistant secretary of the American Hereford Association, is a talented painter, specializing in pastoral scenes with single or small groups of cattle. Value: \$375
Donated by Bud Snidow

BBQ Galore

Deluxe cooler with barbecue cookbooks from *Better Homes & Gardens* test kitchens, barbecue tools, apron and KC Masterpiece barbecue sauces. Value: \$200
Donated by *Successful Farming*

Gorgeous Table Flower Arrangements

The California flower centerpieces were such a hit last year that we did not have enough to go around so we've flown in more for this year's event. A wonderful product with too many buyers makes for a great auction so be prepared to bid up. Value: Depends upon the value you place on wanting to impress that special somebody in your life.
Donated by Livestock Publications Council

If you cannot make it to the Royal Gala and still want to support LPC, you can still bid! Although this will not be broadcast on any satellite TV channels, we still can make arrangements! On Friday, you may call Auction Chairman, Jay Carlson, 913/485-9079 or Diane at 817/336-1130 or 817/247-1200 to send in your bids OR you can e-mail dianej@flash.net up until Thursday.

Silent Auction

Two pages of 4-color advertising in Angus Journal

Donated by Angus Productions Inc.

Certified Angus Beef® Steaks

Donated by Certified Angus Beef®

Angus Steak Knives

Donated by Certified Angus Beef®

Four tickets to Kansas

University Women's Basketball Home Game
Donated by Graphic Arts of Topeka

Framed Painting by Bonnie Mohr

Donated by Hoard's Dairyman

Deiter Bros. Windbreaker

Donated by Deiter Bros Angus Hybrids, Faulkton, SD

Deiter Bros. Branded Steak Knives

Donated by Deiter Bros Angus Hybrids, Faulkton, SD

TSCRA Weatherproof Microfibre Jacket (XXL) Plus Other Goodies

Donated by Texas and Southwestern Cattle Raisers Association

Charolais Promotional Package

Donated by American-International Charolais Association

Golden Ox Gift Certificate

Donated by Golden Ox Steak House

American Royal Super Bull Final Tickets

Donated by BEEF Magazine

Mary Kay Embrace Today Spa Basket

Donated by Rebecca Terry

Pink Plaid Cookbook

Donated by Successful Farming

Signed "Readers and Wild Cow" print by Bill Owens

Donated by BEEF Magazine

"Grandpa's Helper" print by Jack Sorensen

Donated by BEEF Magazine

American Royal Grand Prix Horse Jumping Event - Friday, Nov. 4.

Donated by American Royal

American Royal Rodeo Tickets - Wednesday, Oct. 26

Donated by American Royal

Pecan Christmas Basket

Donated by Lisa Bryant, The Cowboy Connection

Turquoise Necklace

Donated by Rowdy Blonde Studio, Suzette Nesbitt Silversmith - Custom Made Jewelry

Framed and Matted 100th Anniversary Commemorative print of Kansas Livestock Association

Donated by the Kansas Livestock Association

Fruits of Michigan Basket

Donated by Julie McMahon French

Arthur Court Platter

Donated by The American Quarter Horse Journal

Weekend Enterprise Car Rental

Donated by Enterprise Rent-a-Car

Pencil Drawing of Angus female, signed & numbered

Donated by the Rancher's Resource, Casey & Erin Worrell

LPC MEMBERS IN THE NEWS

Two active LPC supporters have recently been recognized by their respective universities. **Dr. Shelly Sitton**, Oklahoma State University (OSU), has been awarded one of eight of the 2005 Regents Distinguished Teaching Award. Sitton was recognized for her specialties in ag education, communications and 4-H. She has been at OSU since 1992 and has received her BS, MS and PhD while there. She was promoted to associate professor in July 2005 and serves as the National Ag Communicators of Tomorrow (ACT) adviser through next summer. She is the proud mom of two sons, Jacob, 9, and Matthew, 3.

Dr. Kristina Boone, has been named the first ever female department head at the Kansas State University College of Ag in the Department of Communications.

She took over on Oct. 9 since being the department's interim leader since December 2002. This Department serves K-State's College of Agriculture and K-State Research and Extension, which includes teaching, research and Extension support in every Kansas county.

In 1994, Boone earned a doctoral degree from The Ohio State University in Extension education. She also earned master's and bachelor's degrees in agricultural communication from Ohio State (1991) and Texas Tech University (1986), respectively.

She has taught and advised the department's agricultural communications and

journalism students since coming to K-State in 1995.

She is currently the vice president-elect of the Association for Communication Excellence (ACE), a national post with members across the United States and in four foreign countries.

Jim Sample, of the *Midwest Beef Producer* reports that they have expanded the reach of their publication to include: Wisconsin, Minnesota, the Dakotas, Nebraska, Iowa, Illinois, Indiana, Missouri and eastern Kansas. This will make them more Midwest oriented and have a stronger focus on the breeders in this area. Also they are changing to an all color format which Our focus will be stronger on breeders. We're changing the format to an all color format.

Henderson Communications LLC, a newly formed agricultural communications company, announces that it has purchased *AgriMarketing* magazine and its related communications activities from **Vance Publishing Corp.** Vance Publishing had acquired *AgriMarketing* as part of their purchase of Doane Agricultural Services of St. Louis, MO, on October 7 and immediately sold it to Henderson Communications.

First published in 1962, *AgriMarketing's* audience includes corporate agribusiness executives, their communications agencies, the farm media, and other service providers to the agricultural industry. Other

communications activities included in the purchase are the www.AgriMarketing.com Web site, the annual *AgriMarketing Services Guide*, and the "AgriSelling" book authored by Dr. Dave Downey and Mike Jackson. They will continue to be the official publication of the National Agri-Marketing Association (NAMA).

Living the Country Life magazine, produced by *Successful Farming*, will launch a second season of the popular "Living the Country Life" television program on RFD-TV this fall. The newly-formatted 30 minute show will air on the RFD-TV network beginning November 5 and will broadcast four times weekly through April 2006.

The program is aimed at the hundreds of thousands of rural homeowners who want to enhance their rural lifestyle experience.

Sponsored by John Deere and Morton Buildings, the *Living the Country Life* show features segments on outdoor living, gardening, animals, tools and small machinery four times a week: Saturday at 7:30 a.m. and 3:30 p.m., Sunday at 9 p.m. and Monday at 12:30 p.m..

The program is hosted by **Betsy Freese**, editor of *Living the Country Life*.

RFD-TV can be found on DISH channel 9409, DirecTV channel 379, Mediacom, NCTC and other cable systems. It reaches more than 28 million households. •

AT A LOSS FOR WORDS?

Message from Diane

I'm sure, by now, you have noticed that we are having a couple of events in the next few weeks!

This time of year has turned into a most exciting time for LPC and I don't want it to get by with making this note.

The magnitude of the LPC Heritage Center is so much greater than we realized that it could be. This Friday night, we are going to unveil beautiful portrait plaques of 41 of the finest people in the livestock industry. These past LPC Headliner and Hall of Fame honorees are considered "the movers and shakers" that have brought livestock publishing along through the years. And the physical appearance where these portraits will be hung in the new Hall of Honor is impressive.

That's easy to put in words.

The difficult words to find are the ones that explain how this concept has been executed in two short years. You are going to be "wowed" by seeing the Hall of Honor and I'm hoping that if

you can't be with us on Friday evening, you can stop in sometime to the American Royal headquarters and see this historical location.

But the impossible words to find are trying to thank and acknowledge the individuals and companies that have given their time, money, their creative brain and diligence to make this happen. Endless hours from volunteers to work on the Gala, to create the plaques and displays, to figure out the decorations and take the reservations... these are the people of LPC (and its friends) who have made this happen.

This year's Royal Gala is going to be regal and the crowd is going to be treated to a wonderful evening. I hope you can still join us.

For now, I'm saying going to say thank you to all of you who have given a minute or a dime. But there's many more thanks to come. Stay tuned, the spotlight is also on you and it has just started shining. •

HELP WANTED:

Due to space limitations, the following descriptions may have more details that can be obtained from the contact person.

Bader Rutter & Associates: The following two jobs are both located in Brookfield, Wis. office. **Contact: Jeff Young**, Bader Rutter & Associates, jyoung@bader-rutter.com, (262)784-7200

Account Supervisor in Account Service (Animal Health)

Credentials:

- 7 to 10 years of experience
- Animal health or human pharma experience a must
- Agency experience sometime during his/her professional career
- Consumer and BtoB experience (weighted toward consumer)
- Demonstrated team leadership
- Capable of managing people and processes
- Excellent client service skills
- Proven track record of growing business
- Experience directing strategy sessions and writing strategic plans

Account Executive in Account Service -- equine business

Credentials:

- 2 to 5 years of experience
- Equine experience a must (pharma a plus, but not mandatory)
- Previous agency experience not mandatory, but experience in a related communications field is
- Strong project management capabilities
- Ability and willingness to travel 15-25% of the year
- Excellent organizational and communications skills
- Demonstrated client service or customer service skills
- Team player with track record of working on teams

The following four positions are offered by the American Paint Horse Assn. Send resume and cover letter with your salary requirements to: **American Paint Horse Association**, Attn: Human Resources, 2800 Meacham Blvd., Fort Worth, TX 76137; fax: 817-222-6419; pwilliams@apha.com

Editorial Coordinator/Managing Editor

The American Paint Horse Association's Publications Division seeks an editorial coordinator/managing editor to assist its staff of creative writers and photographers. Responsibilities include working with APHA staff and freelance writers to ensure timely and complete submission of copy and images, proofreading, maintaining an editorial calendar and database, some writing for association publications, and any other duties required to assist staff and expedite production.

Candidates should have a knowledge of the horse industry, experience in magazine publishing, and good writing and copy-editing skills. (A sample assignment will be given applicants.) The ability to work well with a creative staff in a deadline-driven environment is necessary. A degree in journalism is a plus, but related work experience will be considered.

Director of Special Events

APHA is looking for an experienced manager to head up our new Special Events Department. This individual will be responsible for establishing department goals, budgets and direction for marketing strategy. In addition to overseeing many of our programs, this office will assist in coordinating our international affairs.

The qualified candidate will have supervisory and event planning experience. An equine background is required and a degree in Equine or Agricultural Science, Marketing or Communications is preferred. Applicants should have international experience and bilingual skills are a plus. This position will require travel and working weekends.

Director of Sales

APHA is seeking an experienced, results-oriented sales professional to head our sales department. In addition to managing the sales staff and establishing department goals and budgets, the Director of Sales will be responsible for:

- Developing new corporate sponsorships and maintaining existing relationships
- Generating commercial advertising sales for all APHA publications
- Securing vendors for the Colors of the West Trade Show
- Overseeing Classified and Publication advertising sales
- Promoting APHA brand through General Store merchandising

This position demands a motivated, energetic individual that can work independently, cultivate new business and offer excellent customer service to existing clients. The qualified candidate will have supervisory skills and a minimum of 5 years sales experience. This is a full-time position, based in Fort Worth, Texas. Compensation includes salary and commission opportunities.

Outside Trade Show Coordinator

APHA is looking for a "people person" to represent us at equine related events. This individual will be responsible for scheduling, designing, staffing and setting up our trade show booth at events throughout the country. The coordinator will evaluate and report on the effectiveness of each appearance and also handle promotional material requests.

The qualified candidate will be able to work weekends and travel extensively. Superior communication and customer service skills are required as is a broad knowledge of the horse industry. Individuals applying should have strong planning and organizational skills. A degree in agriculture or marketing is a plus.

TBC Internship Program

Texas Beef Council, the marketing arm of the beef industry in Texas, is seeking a full time event-marketing intern for the Spring 2006 semester. Successful candidate will have:

- Excellent communication skills
- An interest in agriculture communication and/or advertising and marketing
- Ability to multitask effectively
- Willingness to travel throughout Texas to help run the Texas Beef Council booth at major events.
- Ability to work with minimal supervision
- Ability to assess situations and problem solve as needed

Internship compensation includes \$10 an hour plus travel expenses for 16 weeks starting January 2nd. Qualified candidates must submit resume and completed questionnaire by November 15, 2005. For copy of questionnaire, **contact Texas Beef Council, Attn: Lori Sleeper**, 8708 RR 620 N, Austin, TX 78726; phone: 512-335-8663 X405; loris@txbeef.org

Marketing Coordinator

Responsible for coordinating the 6 major shows produced by the NCHA. The Marketing Coordinator is required to travel to a minimum of six major events throughout the year. Other duties and responsibilities:

- Plan, schedule and complete core aspects of the marketing departments responsibilities associated with the specific events, projects and the six major NCHA events.
- Assist the marketing staff in all aspects of sponsorship management, event marketing and daily operations of the marketing department.
- Work with the marketing staff to ensure success of events and projects. Create and maintain documentation of schedules, task lists and deadlines for specified events and projects.

Other duties may include:

Maintain communication with NCHA membership, sponsors and others on a project-by-project basis to ensure Sponsor benefits are executed and projects are completed. Write and proofread all print media (press releases, brochures, public address announcements and scripts)

Interview and photograph members and celebrities

Implement and manage Media interviews / assist media with stories (newspaper, television and radio). Extensive travel required. **Contact Rebecca Brian**, Marketing Manager, 260 Bailey Ave., Fort Worth, TX 76107; 817-244-6188 ext. 120; rbrian@nchacutting.com

Account Executive

Osborn & Barr Communications is seeking an Account Executive for the Kansas City Office. This position is responsible for the liaison between the client and the agency to position client issues and services, products and brands in the marketplace to achieve client and agency goals. Qualified applicants will have 3-5 years account service experience or the equivalent with an ad agency. Bachelors in Marketing, Communications, Agriculture or related degree preferred. Animal health experience is required as well as strong communication skills and business acumen.

To apply: Send resume and a brief cover letter with salary requirements to **Human Resources** at Osborn & Barr Communications. e-mail is preferred: hr@osborn-barr.com. Please include job title in "subject" heading. Fax 314-726-6350, Mail: One North Brentwood Blvd, 8th floor, St. Louis, MO 63105. •

ATTENTION STUDENTS!

COLVIN SCHOLARSHIP AVAILABLE

The Colvin Scholarship Foundation is excited to seek applicants for its 2006 scholarships. Application deadline is December 1, 2005. All qualified juniors and seniors are encouraged to apply. Applications are available at <http://www.certifiedangusbeef.com/press/csf/index.php>. **For more information, please contact:** Vickie Catteau at 800/225-2333, Ext. 268, or by e-mail at vcatteau@certifiedangusbeef.com.

harvesting fresh IDEAS

LPC's 2005 Midwest Desktop Publishing Seminar will help Harvest Fresh Ideas by providing easy-to-use information to improve the efficiency and creativity of your production team.

REGISTRATION DEADLINE: OCTOBER 19
CONFERENCE WEDNESDAY, OCTOBER 26, 2005
8:00 – 8:30 A.M. REGISTRATION

INTEGRATING WITH INDESIGN

Helpful tips and techniques on integrating Illustrator and Photoshop with InDesign. Followed by a question & answer session. So, come prepared with all of your queries!

WEB SITE INSPIRATIONS

This session will provide examples of inspirational web sites for use in everyday layouts. Bring along web sites that have been an inspiration to you!

INTERACTIVE BREAK-OUT SESSIONS

- Internships in Ag Journalism: How it works in the livestock industry. Panel discussion
- Designing and writing for electronic media
- The Ins-and-Outs of Freelance Designing

LOCATION:

Radisson Kansas City Airport
11825 NW Plaza Circle, Kansas City, MO 64153
Call (816) 464-2423 for reservations
Hotel \$89/night.

ACT NOW TO RESERVE YOUR SPOT AT THE DTP SEMINAR!

Registration fee - \$60 for any member of the Livestock Publications Council, American Ag Editors Association or Ag Communicator of Tomorrow.
\$75 registration fee for all others.
Registration includes a light breakfast and lunch.

PRESENTED BY LIVESTOCK PUBLICATIONS COUNCIL
WWW.LIVESTOCKPUBLICATIONS.COM

CONTACT TAMMY HOUK
TO RESERVE YOUR SPOT,
(785) 273-5115,
TAMMY@KLA.ORG

PLEASE BE PREPARED
TO PAY AT THE DOOR.
NO-SHOWS WILL BE BILLED.

BOOT CAMP



VERSION 1.'05

LOUISVILLE NOV. 11

Attention.

This Boot Camp will offer affordable and practical ideas for you to take back and actually put to use. A great opportunity for anyone in the design or production department for your publication!

When:

Friday, November 11
9:00 am - 5:00 pm
Registration 8:30-9:00 am

Where:

Executive Inn
Louisville, KY (\$95 per night)
800-626-2706
(Book immediately as all hotels close to the fairgrounds will fill up fast because of NAILE!)
Other options:
Best Western Ashton Inn, 502-375-2233
Courtyard by Marriott, 502-368-5678
Howard Johnson's, 502-363-9952
Hampton Inn, 502-366-8100
Comfort Inn, 502-361-5008

Cost:

LPC Members, \$60
Non-members, \$75
Students, \$35
(Includes lunch)

Registration Deadline:

November 4
No-Shows will be billed

Presented by Livestock
Publications Council
www.livestockpublications.com

Tentative Agenda

- 8:30-9 am Registration**
- 9-12 noon Design Clinic: How'd You Do That?**
Have you seen some great artwork or logo design and you wonder, "How do you do that?" We'll address these challenges if you'll send your samples in ahead of the event. Submit to Carey Brown, 176 Pasadena Drive, Lexington, KY 40503; or scan it and send via e-mail to cbrown@kycattle.org. Presenter Katie Hunter, an Adobe Certified trainer, will take on the challenge!
- Noon-1 pm Lunch**
- 1-1:50 pm Making PDFs for Press**
Acrobat is a powerful tool, but only if you know how to use its features properly. This class will walk you through how to create a pdf for print.
- 2-2:50 pm Photography - Avoiding Photo Cliches**
This class will venture into how to take photos of groups and livestock that makes sense. Steve Patton, University of Kentucky Ag. Communication Services, will show us how.
- 3-3:50 pm LPC Critique Review**
We'll take the Critique Contest entries and let the attendees make their winning choices. Then we'll discuss the official results and why the judges placed them the way they did.
- 4-4:50 pm Generating Creative Story Ideas with Efficiency**
Shauna Hermel, Angus Journal and Randy Weckman, University of Kentucky, will look at how to generate story ideas and creative ways to tell a story.

Registration Form

Name: _____
 Title/Position: _____
 Company Name: _____
 Address: _____
 City _____ State _____ Zip _____
 Email: _____
 Phone _____ Fax _____

Send to LPC, 910 Currie Street, Fort Worth, TX 76107 or contact Diane by e-mail, dianej@flash.net. Deadline is November 3