

# ACTIONGRAM

September 2005

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

## IT'S A BUSY FALL!

I look at the calendar and I can't believe September has nearly slipped away. I guess it's true what they say about time flies when you're having fun. No wonder time skips by so fast when it comes to Livestock Publications Council—we love to have fun!

In years past, our summer meeting was the largest and most important event we held all year. All of our energy and planning went into that one event. Then, once summer was over, things were pretty quiet until the next year.

Not so anymore. This is a positive thing for our organization. We are branching out to different regions of the country, holding more events, sponsoring more get-togethers. This is critical to membership growth, as well as professional improvement. This

fall alone, we have three separate events underway.

Kansas City is hosting its annual design workshop on October 26th. This group hosted the first regional workshop and showed that there was a need for more regional events.

New this year is a workshop set for November 11th in Louisville, Ky. For those of you in the Ohio, Indiana, Kentucky, Tennessee, and surrounding states, take advantage of this opportunity to send your staff. The regional workshops are inexpensive, but provide excellent speakers and a chance to network with other publications. The most important part of your Livestock Publications Council membership is the opportunity to learn from each other. The

Louisville workshop is set in conjunction with the North American International Livestock Exposition (NAILE) being held around the same time.

Also, don't forget the Gala event in Kansas City at the American Royal on October 21st. I missed last year's Gala, but the stories are still being told. Last year's Gala was pulled off by **Diane Johnson, Amber Spafford, Cheryl Oxley** and many others on their trusty committee in about two months. Just imagine what Amber and the crew will do this year with a whole year of planning!

Attend, participate, learn—it's all a valuable part of your LPC membership.

*Lori*

## IFAJ DELEGATION IN SWITZERLAND



*James Bond fans (movie: "On Her Majesty's Secret Service") would know the location that this photo was taken! It was at the top of the Mürren-Schilthorn mountain area where dinner was enjoyed at the revolving restaurant, PizGloria. The Schilthorn is the longest aerial cableway in the Alps. As we went higher, we would disembark the cable car and then get on another one which would take us even higher. It took four different cable cars to get to the top at 9,842 feet. Want to see something spectacular? Check out [www.schilthorn.ch](http://www.schilthorn.ch) to see where the photo was taken. Pictured are **Paul Queck, Greg Lamp, Diane Johnson, Chuck and Cindy Zimmerman, Susan Davis, John Walter, Kelly Schwalbe and Mike Wilson** on top of the world!!!*

Nine representatives from the U.S. participated in the International Federation of Agricultural Journalists (IFAJ) Congress in Thün, Switzerland Aug. 31 through Sept. 3. This event will be hosted by the U.S. and the Ag Media Summit in 2009.

The Congress included workshops with topics ranging from how the Swiss are addressing new challenges of ag policies, to the effects of new agriculture and technologies specific to Switzerland and to the world to how the Swiss people promote agriculture and tourism together.

One day was dedicated to a choice of four tours which traveled up to three hours away from Thün. Most started before daylight and in some cases returned to the hotel after midnight. They included touring dairies, wineries, milk processing plants, alpine farming and on one tour -- cow fights. (Be sure to view it on the sound and video file that is attached with this newsletter.)

More details will trickle in to future LPC newsletters about the trip as there's plenty of photos to share from this spectacular event. It was reported that there were almost 300 attendees representing 37 countries. Now the U.S. has a lot of work to put into welcoming this group here is just four short years. For more information on IFAJ or to see much more on this event, go to [www.ifaj.org](http://www.ifaj.org) and [www.agwired.com](http://www.agwired.com) which is the blog site from LPC member **Chuck Zimmerman**.

910 Currie St. Fort Worth TX 76107 [www.livestockpublications.com](http://www.livestockpublications.com) e-mail: [diane@flash.net](mailto:diane@flash.net) office: 817/336-1130 fax: 817/232-4820



**Livestock Publications Council  
welcomes you to**

# *A Royal Gala*

**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**

**For more information:  
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 21. This is the continuation of fundraising efforts to create the new Livestock Publications Heritage Center.

The plaques in the Hall of Honor will be unveiled at 6:30 p.m. during the Gala. These are the formal photos of the winners of LPC's Hall of Fame and Headliner winners. Eventually other winners from the Distinguished Service Award and Student Award will also be recognized in this area.

With continued fundraising the Hall of History will be developed as Phase 2. This 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 22-24 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. Last year was the first year for this room and it was a wonderful place to get away to relax.

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 already received include steaks and steak knives (\$250 value) from the American Angus Assn.; Kentucky Bourbon with custom label of your choice donated by the Kentucky Cattlemen's Assn.; and another Bud Snidow painting from the famous artist of Hereford cattle. There's much more including jewelry, paintings, and clothing items.

Watch for more in next month's Actiongram. And if you wish to donate something to this worthy cause, contact **Jay Carlson**, JCarlson@primediabusiness.com.

*You need not be present to bid!*

harvesting fresh  
**IDEAS**

**Wednesday  
October 26**

**KC Airport Radisson  
11628 NW Plaza Circle  
Kansas City MO**

**\$85/room**

**816/464-2423 • 800-333-3333**

Located 1/2 mile from airport with complimentary airport shuttle

**TENTATIVE AGENDA--- Watch for more details soon!**

- 8-8:30 am Registration**  
**8:30-10 am Workshop:  
Integrating Illustrator and Photoshop with InDesign**  
**10-10:15 am Break**  
**10:15-11 am Q&A on Adobe topics**  
**11 am-noon Website Inspirations:**  
Where do you go on the internet for inspiration, cool backgrounds, fonts? This will be your chance to share with each other and learn where to get the good stuff.
- Noon-12:45 pm Lunch**  
**12:45-1:30 pm Identity Theft and How You Can be Affected**  
Everyone needs to know about this potential crippling problem to your personal business or even the company you work for. We'll have a representative from one of the local banks come in and discuss what to do to prevent identity theft.
- 1:30-1:45 pm Break**  
**1:45-3:30 pm Roundtable Discussions**  
Tentative topics include: panel on internships and how they work; writing and designing for electronic media; general page design
- 3:30-4 pm Travel Tips**  
Whether you travel domestic or international, by plane, train or automobile, we'll hear some simple tips that will save you money, time and your sanity!

**Registration fees: LPC members, \$60; Non-members, \$75; Students, \$35**  
**Send name with check to Tammy Houk, Kansas Stockman, 6031 SW 37th, Topeka, KS 66614; 785/273-5115; tammy@kla.org**

**DEADLINE FOR REGISTRATION: OCTOBER 19, 2005.**

**BOV "I" CAMP**  
LIVESTOCK PUBLICATIONS COUNCIL  
**VERSION 1.'05**  
**LOUISVILLE NOV. 11**

**Executive Inn, Louisville, KY  
800/626-2706**

Book immediately as all hotels close to the fairgrounds will fill up fast!

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

**FRIDAY, November 11**

- 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, Lexington, KY 40503; or scan it and send via e-mail to cbrown@kycattle.org.* Presenters **Gail Lombardino**, Homestead Graphics and **Rob Giseburt**, Boelte-Hall, will take on the challenge!
- Noon-1 pm Lunch**  
**1-1:50 pm Making PDFs for Press**  
Rob and Gail will speak again on this important topic. They represent the designer and the printer. **Belinda Ary**, *Cattle Today* will moderate.
- 2-2:50 pm Photography – Avoiding Photo Cliches**  
**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.
- 4-5 pm Generating Creative Story Ideas with Efficiency**  
**Shauna Hermel**, *Angus Journal* and a representative from the University of Kentucky will look at creative ways to tell a story.

**Registration fees: LPC members, \$60; Non-members, \$75; Students, \$35**  
**Send name with check to LPC office, 910 Currie St., Fort Worth, TX 76107 or contact Diane by e-mail, dianej@flash.net. DEADLINE IS OCTOBER 28**

# 2005-06 LPC COMMITTEES

This list has just been confirmed from President **Lori Maude**. If you have been listed incorrectly or would like to be added to a committee, please contact **Diane**. Thank you all for your continued committee work!

## Awards

Kyle Haley, *Limousin World*, Chairman  
Kathy LaScala, Vance Publishing  
Todd Domer, *Kansas Stockman*

## Photo Contest

Marilyn Brink, Kanwaka Communications, Chairman  
Crystal Albers, *Angus Journal*  
Beverly Moseley, *Land & Livestock Post*

## Marketing & Communication

Burt Rutherford, Texas Cattle Feeders  
Shauna Hermel, *Angus Journal*

## Membership Development

Maggie Malson, *Idaho Line Rider*, Chairman  
Brent Langman, American Shorthorn Association  
Cheremie Viator, Camp Cooley Ranch  
Shauna Hermel, *Angus Journal*

## AMS Committee

Keri Geffert, Certified Hereford Beef  
Lisa Perrin, Holstein Association, USA

## Student Award

Angie Denton, *Hereford World*, Chairman  
Jennifer Shike, *Seedstock Edge*  
Jamie Gillig, McCormick Co.  
Stephanie Veldman, *BEEF*  
Scarlett Hagins, *Kansas Stockman*  
Beverly Moseley, *Land & Livestock Post*

## Critique Contest

Jim Bret Campbell, *The American Quarter Horse Journal*, Chairman  
Steve Suther, Certified Angus Beef  
David Doerfert, Texas Tech University

## Student Development

Christy Lee, *Seedstock Edge*, Chairman  
Caryn Vaught, *Hereford World*  
Brad Parker, North American Limousin Foundation  
Megan Townsend, *Seedstock Edge*  
Teresa Oe, North Dakota State University  
Shelly Sitton, Oklahoma State University

## Regional Workshops

### • Oklahoma-Texas

Lisa Bryant, The Cowboy Connection  
Jim Bret Campbell, *The American Quarter Horse Journal*, Chairman  
Shelly Sitton, Oklahoma State University  
Kyle Haley, *Limousin World*

### • Kansas City/Manhattan

Cheryl Oxley, *Angus Journal*  
Scarlett Hagins, *Kansas Stockman*  
Tammy Houk, *Kansas Stockman*  
Steve Suther (writing/editorial), Certified Angus Beef

### • Denver

Teresa Lebsack, *American Salers*, Chairman  
Lori Maude, *Gelbvieh World*  
Katie Danneman, *Gelbvieh World*  
Dana Stewart, American Gelbvieh Association  
Kati Christensen, National Western Stock Show  
Jim Koch, Digital Advantage  
Brad Parker, North American Livestock Foundation  
Barb Wilkinson, Colorado Livestock Assn.  
Curt Olson, *National Cattlemen*  
NCBA staff

### • Louisville

Carey Brown, Kentucky Cattlemen's Assn.  
Cheryl Oxley, *Angus Journal*  
Belina Ary, *Cattle Today*  
Ben Richey, National Institute for Animal Agriculture  
LeAnn Peters, *Cattle Business in Mississippi*

## Long Range Planning

Joe Roybal, *BEEF*, Chairman  
Wes Ishmael, Clear Point Communications  
Steve Suther, Certified Angus Beef  
David Doerfert, Texas Tech University

## Rules & By-Laws

Stan Coffman, Chairman  
Lisa Bryant, The Cowboy Connection

## PEOPLE IN THE NEWS

- Angus Productions Inc. (API) announces the newest member of their editorial team as assistant editor, **Meghan Soderstrom**. She is a June 2005 graduate of California Polytechnic State University (Cal Poly), San Luis Obispo. She has a bachelor's degree in agricultural science and a minor in agricultural communications. Soderstrom was editor and art director for the *Ag Circle*, a quarterly publication serving Cal Poly's College of Agriculture. She served as a special-projects volunteer for the San Luis Obispo County Farm Bureau and as a marketing and public relations intern for the American Royal in Kansas City.
- Congratulations to **Shauna Hermel** editor of *Angus Journal* and *Angus Beef Bulletin* who was named a Master Writer in the American Agricultural Editor's Assn. (AAEA) Writing

Awards Program. To reach this honor, a writer must have received merits through the Program which build points to this honor.

- **Steve Suther**, Certified Angus Beef, was recently honored by Beef Improvement Federation (BIF) with the 2005 BIF Ambassador Award. This is presented to a member of the media to recognize their efforts that help cattle producers understand cattle performance testing and prediction tools.
- Congratulations to **Julie Ellingson** and her husband, **Chad**, on the birth of their daughter, **Medora Elizabeth** born earlier this summer on June 15. Julie is the communications director of the North Dakota Stockmen's Association. Medora joins siblings **Stetson**, **Jameson** and **Sierra**.
- Oooops. In last month's *Actiongram*, *Pork Pages* should have been recognized for receiving first place in the electronic newsletter division, General Excellence category.

## HELP WANTED:

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

### MANAGING EDITOR

The *Paint Horse Journal*, seeks a Managing Editor to lead its staff of creative writers. Responsibilities include choosing editorial content, maintaining an editorial calendar, generating deadlines, and some writing and photography for feature articles.

The successful candidate should have a broad knowledge of the horse industry, particularly relating to the Western stock horse. Individuals must have experience in magazine publishing, as well as strong writing, copy-editing and photography skills. The ability to work well with a creative staff in a deadline-driven environment is necessary. A degree in journalism is a plus. Three published writing samples should be submitted with your resume and applicants being considered for the position will be given a sample assignment to complete.

Send your resume along with a cover letter and 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

### CUSTOMER SERVICE REPRESENTATIVE

Hereford Publications Inc. (HPI) includes two divisions: *Hereford World* magazine and Creative Services. The *Hereford World* magazine is the communication link between the American Hereford Association and its members. Creative Services provides promotional advertising primarily through print media.

Responsibilities: The primary responsibility will be to assist and manage HPI projects as directed by production manager. Coordination to include working with production team including artists and support staff along with outside parties as needed.

Some of the duties will include reporting daily to production manager; work with production team in order to complete projects; responsible for meeting client/printing deadlines; responsible for quality control of projects including proof reading and preparing copy and photos for production. Requirements: working knowledge of Microsoft Office and Macintosh computers particularly OS X; customer service experience preferred, but not required. For more information, contact: **Caryn Vaught**, production manager, Hereford World Publications, 816/218-2282; cvaught@hereford.org

### ASSISTANT EDITOR

Responsibilities (partial list): serve as the editor's in-office liaison; coordinate sale and show reports; collect and compile "Back to the Basics" column; proofread editorial and make text corrections on editorial layouts; coordinate Hereford Handbook; compile and edit Hereford e-News; conduct interviews and write stories as assigned; post editorial content to Web site. For more information or to apply contact: **Angie Stump Denton**, editor; home office: 1039 Vista Road, Blue Rapids KS 66411; adenton@hereford.org; 785/363-7263; cell: 785/562-6197

### EDITOR

*Western Livestock Reporter*, a weekly livestock newspaper, sent to every state in the US is looking for a full time editor. The job would require moving to Billings, MT, or somewhere close. This position is for a person who can edit and write stories for the newspaper. Pagination is done by our production crew - so putting the paper together is not the issue - the content is. Agriculture background preferred along with one with imagination, is a self-starter and creative. Contact: **John Goggins**, 406/698-4159, cell or 406/259-4589, office.

### DIRECTOR OF ACTIVITIES

The American Gelbvieh Association (AGA) is seeking an individual to serve as Director of Activities to oversee a number of member-focused association activities. Responsibilities include:

- Develop and implement AGA membership recruitment and retention plan.
- Serve as AGA's point person with the major shows and assist with the annual Junior Classic show.
- Serve as staff liaison with the National Sale Committee.
- Work with various state and regional breeder associations in developing commercially focused Gelbvieh-influenced bred female sales.
- Assist *Gelbvieh World* staff with ad development during peak times.
- Travel to breeder events, breeder and commercial producer visits, public

speaking and feature writing as needed. Qualifications: B.S. in Communications, Animal Science or related field. Willingness to travel and represent the AGA at breeder and industry events.

Submit resume and references to: **Wayne Vanderwert**, Ph.D., Executive Director; American Gelbvieh Association, 10900 Dover Street, Westminster, Colo. 80021; 303/465-2333; waynev@gelbvieh.org

### EDITORIAL ARTIST

Lead artist on the *Angus Beef Bulletin*. Person will also do layout for the *Angus Journal* and special projects such as brochures, youth newsletter, annual reports, etc. Contact **Shauna Hermel**, Angus Productions, 3201 Frederick Ave., St. Joseph, MO 64506; 816/383-5270; shermel@angusjournal.com

### GENERAL MANAGER

*Cascade Horseman* and *Cascade Cattleman* Magazines are seeking applications for a General Manager. Experience in budgeting, sales, editorial content, and people management essential. Experience in the horse and cattle industries is a must. A bachelor's degree or extensive experience in the livestock industry is preferred.

The ideal candidate will be energetic, outgoing and well organized. This is a fast paced, fun organization to be involved with. This is your opportunity to take two well established, growing publications to the next level of success. Cascade Magazines offers an attractive compensation program including a competitive salary, a bonus program, health benefits, 401k program, and paid vacation.

Please send resume and cover letter to **Heidi Wright** 1301 Esplanade, Klamath Falls, OR 97601 or hwright@heraldandnews.com.

## ATTENTION STUDENTS!

### **THREE LIVESTOCK INTERNSHIP POSITIONS AVAILABLE OCT. 19-24 AT THE AMERICAN ROYAL, KANSAS CITY**

**Assistant to Livestock Superintendents.** Working with exhibitors, judges, superintendents, and show staff. Needs to be a self-starter with strong customer service skills, physical strength, ability to drive manual transmission. Must be able to respond to direction, pay close attention to detail and work safely with livestock. This position includes all behind-the-scenes activities in the barns of a national livestock show. Duties may include: Assist with move-in of breeding cattle, swine and lambs; supervise volunteers who assist with move-in; assist Superintendents as requested. Experience Requirements: Ability to supervise multiple volunteers; familiarity with the equipment used to groom and show cattle/sheep; excellent customer service skills; self-starter

**Livestock Office** Act as administrative assistant to the Livestock Office staff. Duties will include dealing with exhibitors and data entry. Will have contact with judges, staff and volunteers. Skills required: strong interpersonal skills, experience with Microsoft Access and Microsoft Excel, excellent attention to detail. Must be familiar with pedigreed livestock and be able to work safely in the barn areas, as well as the office. Duties may include: assist in weighing of steers, lambs and swine; data entry; customer service; experience requirements: familiarity with pedigreed livestock; data entry; excellent customer service skills

**Press Room** Assist with Livestock Show, maintaining press room, hosting media representatives, preparing press releases, maintaining official records of shows. Interacts with judges, media, exhibitors and staff. Must have excellent written and oral communications skills, excellent interpersonal skills, proficient at multi-tasking and meeting deadlines. Duties may include: writing press releases; hosting media guests; provide assistance, as needed, to show management; maintaining professional atmosphere in press room, includes maintenance of supplies, message board, etc

Experience requirements: Knowledge of livestock and horses; experience in Microsoft Word; prefer radio as well as print experience

These internships are not for credit. Room and board will be provided. Application must be filled out. For questions or to obtain application, contact **Deb Norton**, deb@gathh.com, 785/357-5896, ext. 114 or the LPC office.