



Livestock
Publications
Council

Actiongram

APRIL 2005

**DEADLINE
THIS FRIDAY**

Rocky Mountain Regional Workshop

April 28-29, 2005

To be held at the
National Cattlemen's Beef Association
(NCBA) office
9110 East Nichols Ave
Centennial, Colorado

Hosted/Produced by:

Livestock Publications Council

Sponsors: (to date)

Gelbvieh World
Natl. Cattlemen's Beef Assn.
Cattlemen's Beef Board
National Western Stock Show
Publication Printers
NSO Press, Inc.
Boelte-Hall

Hotel Headquarters:

AmeriSuites Denver
Park Meadows - 303-662-8500
www.amerisuites.com

LPC Rate: \$69.00
includes breakfast buffet
free high speed internet

Planning Committee

Lori Maude • Laura Bodell
Teresa Lebsack • Sharyl Sauer
Marvin Kokes • Jill DeLucero
Kristin Torres • Curt Olson

TENTATIVE SCHEDULE * all events at NCBA office

THURSDAY, APRIL 28

(breakfast on your own)

- 8-9 am Registration
- 9 am Welcome (north board room)
- 9:15 am ~ noon Creating a Brand Image with Color, Font & Design Basics
Speaker: **David Heitman**, Art Director, The Creative Alliance
- 9:15 ~ 10:30 am Agencies, Public Relations & Publications: Working Together
Speaker: **Colleen Church-McDowall**, Osborn-Barr
- 10:30 ~ 10:45 am Break sponsored by NCBA and Cattlemen's Beef Board
- 10:45 am ~ noon Selling 101
Speaker: **Anita Vanderwert**, Learfield Communications
- 12:30 ~ 2 pm Lunch with Panel Discussion
Topic: Quark vs. InDesign: Pros, Cons & Transitions
Moderator: **Diane Johnson**, LPC Executive Director
Speakers: **Scott Johnson**, Sputnik Design Group
Rob Giseburt, Boelte-Hall Litho
Mike Berkow, Publication Printers
- 2:15 ~ 3:30 pm Digital Photography: The Right Equipment & Photo Archiving
Speaker: **Jim Koch**, freelance photographer
- 2:15 ~ 3:30 pm Developing a Brand & Launching a Product
Speaker: **Leslie Hancock**, Hancock Media
- 3:30 ~ 3:45 pm Break sponsored by *Gelbvieh World*
- 3:45 ~ 5 pm Joint Session: Advances in Trade Show Booths & Building Traffic
Speaker: **John Henken** and **Rod Pacheco** PG Exhibits
- 6 pm Evening out at Dave & Busters

FRIDAY, APRIL 29

(breakfast on your own)

- 9 ~ 9:45 am Breakouts
- 9:45 ~ 10 am Break sponsored by NCBA and Cattlemen's Beef Board
- 10 ~ 11:30 am Designing & Writing for Electronic Media
Speaker: **James Arnold**, Vance Publishing Online Editor

Fee Schedule: LPC Members: \$55

Non-LPC Members: \$70

Students: \$35

To register simply RSVP via e-mail (dianej@flash.net)
with your name and contact information by April 22
or call Diane at the LPC office 817/336-1130.
You MUST RSVP! No shows will be billed!

LPC REGIONAL WORKSHOP SCHEDULED

Monday, May 16 • 8:30 am to 5:00 pm

Held at Oklahoma State University • Stillwater

A HANDS ON WORKSHOP IN THE COMPUTER LABS!

TOPICS SCHEDULED:

Editorial:

Interviewing for a Story

- Bryan Painter, *Daily Oklahoman*

Writing for Public Relations

- Kelly Loganbill, AdFarm

Copy Editing & Fact Checking

- Holly Martin, *High Plains Journal*

Design:

Going from Print to Web: html e-mails and pdfs

Will and Liz Wright, *Quarter Horse Journal*

Basic Print Preparation

(basic print readiness, common software glitches, etc.)

Chris Gravley, QuikPrint

QuarkXpress Tips

Cleo Vastardis, Metro Tech

Editorial Layout

Speaker pending

Tour of OSU Food and Ag Products Center

Watch for more information on final schedule and details on speakers coming soon.

Cost: Any member of Livestock Publications Council, American Agricultural Editors' Association,

ABM Agri Council: \$55

Students: \$35 Non-members: \$70

Cost includes lunch

Lodging: A block of rooms at the OSU Atherton Hotel has been reserved under Livestock Publications Council for Sunday, May 15. Call (405) 744-6835 for reservations.

RSVP: Contact Jim Bret Campbell by **FRIDAY, MAY 6**

with name, organization, address, phone and e-mail.

E-mail: jbcampbell@aqha.org

Phone: (806) 376-4888

(You may pay at the door. But if you need to cancel, it must be by May 11 as no-shows will be billed)

JOB POSTINGS

Director of Communications

The North American Limousin Foundation is seeking to fill a multifaceted position to oversee communication and advertising functions. This position is responsible for the production of weekly and quarterly newsletters, written material for the monthly publication of the breed, development of breed promotional pieces, press releases, and on-line content included on the organization's web site. As well, the position guides creative development, budgeting and placement for advertising and promotions efforts. Requirements include strong writing and editing skills and practical experience in communications related work. The ability to work cooperatively as a team with members and staff, as well as strong organizational and administrative skills are required. **Please direct questions and resumes to:** Kent Andersen, Executive Vice President, North American Limousin Foundation, P.O. Box 4467, Englewood, Colorado, 80155. phone: 303/220-1693



Advertising Sales Representative

The *Paint Horse Journal* has an immediate opening in Fort Worth for an advertising sales rep with print media and horse industry sales experience. Full time, salary plus incentives and benefits. **Send cover letter, resume and salary requirements to:** pwilliams@apha.com. Fax: 817-222-6419.

Graphic Design/Production Coordinator

The *Weekly Livestock Reporter*, Fort Worth, Tex. is offering a position in graphic design and production of weekly newspaper including basic ad design for advertisers and work on annual *Southwest Reference* four color book. **Send cover letter and resume to:** Phil Stoll, Weekly Livestock Reporter, PO Box 7655, Fort Worth, TX 76111; 817/831-3147.

JERSEY SCHOLARSHIPS AVAILABLE

The American Jersey Cattle Association (AJCA) announces the availability of six (6) scholarships for the 2005-2006 academic year. Successful candidates for the Jersey scholarships are individuals who have significant and extensive experience in breeding, managing, and showing Registered Jersey™ cattle.

Applications are available on the AJCA website (www.USJersey.com). Applicants must be members (junior or lifetime) of the American Jersey Cattle Association. Applications and transcripts must be received at AJCA office at 6486 E. Main Street, Reynoldsburg, OH 43068-2362 no later than July 1, 2005. For more information, contact Dr. Cherie Bayer, AJCA Director of Development, at 614/861-3636, ext. 334.

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

AMS

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.



**Livestock
Publications
Council**

MAKE SURE YOU HAVE MODIFIED THE LPC LOGO! It should not have the 30th anniversary tagline anymore! You can download the new LPC logo from the LPC website (www.livestockpublications.com) or erase the 30th anniversary line. You can use the color as it is or change it to fit your publication. •

LIVESTOCK PUBLICATIONS COUNCIL EXECUTIVE COMMITTEE

President, Joe Roybal
BEEF
952/851-4672 – jroybal@primediabusiness.com

1st Vice President, Lori Maude
Gelbvieh World
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2nd Vice President, Lisa Bryant
Cowboy Connection
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Secretary/Treasurer, Kyle Haley
Limousin World
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Immediate Past President, Wayne Bollum
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Quarter Horse Journal
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Stan Coffman
Ozarks Farm & Neighbor
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Seedstock Edge
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Steve Suther ('03)
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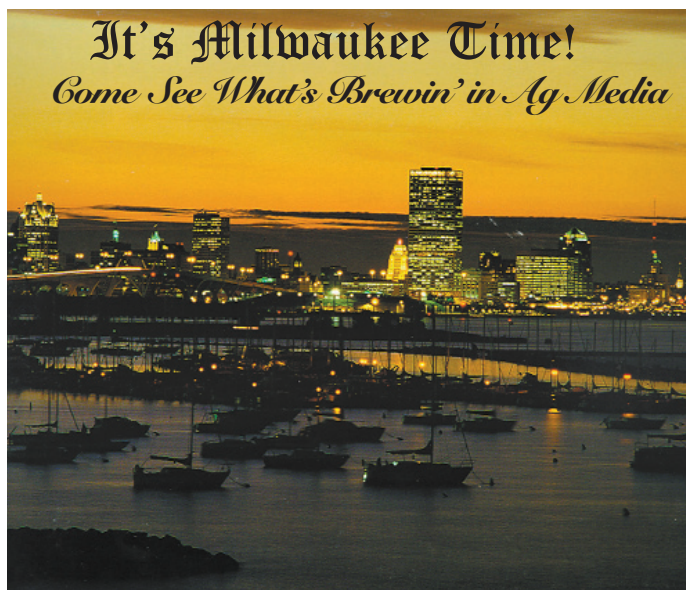
Rebecca Terry ('04)
Braford News
913/774-2628 – rebeccat@grasshoppernet.com

Scott Vernon ('05)
Brock Center for Ag Comm. Cal Poly State University
805-756-2707 – svernon@calpoly.edu

LPC OFFICE: Diane E. Johnson, Executive Director
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817/336-1130 • 817/232-4820 fax

Agricultural Media Summit

JULY 31 - AUGUST 3, 2005 • MILWAUKEE, WISCONSIN



HERE ARE A FEW MORE DETAILS FOR YOU TO DIGEST!

The official AMS registration forms will be mailed soon and you can also check out the new website www.agmedia-summit.com for more details and constant updates on all of the activities planned for this year's event.

Room Information: Room rate: \$119 Deadline for making reservations is July 1, 2005. After this date, rooms are not guaranteed to be available at the AMS rate.

Hotel Information: Hilton Milwaukee City Center, 509 W. Wisconsin Ave, Milwaukee, WI 53203

www.milwaukeeccitycenter.hilton.com

Phone: 414/271-7250 Fax: 414/271-8841

Hotel Location: The Hilton is located in the heart of downtown, across the street from the Midwest Express Center via convenient indoor, climate-controlled skywalk. It is two blocks from I-94 and I-43 and a short walk to lakefront and festival grounds, Bradley Sports Complex, the theatre district, arts and attractions. One block from the Grand Avenue Mall, with 170 shops in historic buildings. It is nine miles from Mitchell International Airport (MKE). Milwaukee is served by most major airlines and also Amtrak rail service.

Watch for more details about:

Tours of area dairy farms and production plants scheduled for both Saturday and Sunday. As soon as plans are finalized we will publish this information.

Sunday, July 31

- 8 am **AAEA and LPC Board Meetings**
- 1 pm **Magazine Design: What Works and Why**
Rob Sugar, President of AURAS Design
- 4 pm **Digital Image Management**
Michael Raine, *The Western Producer*
- 4 pm **Can publishers really afford to be ethical?**
International Federation of Ag Journalists President and CEO of IFP Media, David Markey
- 6 pm **AMS Kick-Off Party - Come See What's Brewin'!**

Monday, August 1

- 7 am **Golf Tournament**
- 8:30 am **Ranly on Writing (continues in afternoon)**
Don Ranly, professor at the Missouri School of Journalism
- 9 am **Give Your Magazine a 10-Step Self Critique**
Rob Sugar, President of AURAS Design
- 9 am **From Barns to Boardrooms**
Steve Voit is a nationally recognized photographer from Minneapolis
- 10 am **Time Management for Effective Outcomes**
Debbie Norton, Graphic Arts of Topeka
- 11:30 am **Lunch featuring "Media Convergence: Implications for Ag Media"**
Sheila Hamilton, KINK FM in Portland, Oregon
- 1 pm **How to Parlay Your Stories for Other Platforms**
Sheila Hamilton
- 1 pm **LPC Critique Contest and Presentation of Awards**
- 2:30 pm **Food Trends - A Panel Discussion**
Kevin Murphy, Vance Food Systems Group, and panel with representatives of McDonald's Corporation and Hormel Foods
- 4 pm **InfoExpo Grand Opening followed by A Taste of Wisconsin**

Tuesday, August 2

- 7:30 am **Breakfast in InfoExpo**
- 8 am **Roundtable Discussions and Networking in InfoExpo**
- 9:15 am **Break in InfoExpo**
- 10:30 am **Breakouts Block One**
 - **Headlines and Cutlines and Blurbs, Oh My!**
Kathy Schenck, *Milwaukee Journal Sentinel*
 - **Tips for Small Shops: Getting It All Out The Door**
Frank Lessiter, Lessiter Publications, Milwaukee
 - **Food Trends**
Representative from McDonald's
 - **Better Branding Strategies**
Ross Harvey, senior partner at AdFarm and Roger Mercier, StreetSmart, a market research company based in Calgary.
 - **What Do Readers Want?**
ABM Agri Council Reader Survey Results
- Noon **Luncheon with Keynote Speaker, David Williamson "Ready. Set. Grow!"**
- 1:30 pm **Dessert in InfoExpo**
- 3 pm **InfoExpo tear down**
- 3 pm **Breakouts Block Two**
 - **Utensil Theater: Knife, Fork, or Spoon... Which One Are You?**
David Williamson
 - **How to Take Great Pictures with One Camera Bag**
Michael Raine of *The Western Producer*
 - **Headlines and Cutlines and Blurbs, Oh My! (repeat)**
 - **Tips for Small Shops - Getting It All Out The Door (repeat)**
 - **Better Branding (repeat)**
- 4 pm **Breakouts Block Three**
 - **Artifacts & Artificion: Digging for Your Truth**
David Williamson
 - **The Career Matrix**
Bob Moraczewski, Andy Markwart and Deb Norton
 - **Trouble-Free Two-Color File Printing**
Rob Giseburt, Boelte-Hall Litho
 - **Steps to Better Financial Management**
 - **What Do Readers Want? (repeat)**
- 6 pm **Joint Receptions for AAEA and LPC**
- 7 pm **Individual Awards Ceremonies for AAEA and LPC**
- 8 pm **Joint Dessert for AAEA and LPC**

Wednesday, August 3

- 8 am **AAEA Annual Meeting**
- LPC Annual Meeting**
- 9:30 am **Brunch with Keynote Speaker, Suzie Humphreys**