

2002 upcoming events & deadlines

June 21

First deadline for APS registration

July 22-25

Agricultural Publications Summit

Reno, Nevada

Action on the Ground

News from the Livestock Publications Council



And the winners are!

Hall of Fame: Dan Wedman, Limousin World and
Headliner: Phil Seng, U.S. Meat Export Federation

A highlight of each LPC year is the induction of a deserving individual into the LPC Hall of Fame and the announcement of the Headliner award, both of which are presented at the annual convention.

As mentioned in last month's newsletter, this announcement is usually made during mid-winter meeting of LPC. However this year it's different and this is the first place that you will see this news! So CONGRATULATIONS Mr. Wedman and Mr. Seng on well-deserved honors. We look forward to the presentations in Reno.

Silver Legacy Resort & Casino, Reno

RESERVATIONS: 800-687-7733

Conference Rate: \$80 Code: APS

Please note: there is one place on the registration form where the hotel phone number is the same as last year's-ooooops! The above phone number is the correct one. Also the \$80 is the new rate established by the hotel since the registration materials were printed.



Still need Registration Info?

The Agricultural Publications Summit (APS) registration information has been mailed but if you have not received it or need another packet please contact **Diane** (dianej@flash.net) for your information. The first deadline for registrations is June 21.

Proposed By-Law changes

The following three proposed changes will be voted on at this summer's annual meeting in Reno. If you have any questions regarding these changes please contact a board member. (see list on page 4). A simple majority vote is required for approval.

Suggested ammendment to Article VI, A:

Article VI, A. The LPC Board of Directors will consist of 11 LPC members, comprised of both LPC Publication and LPC Service members. Service members will occupy a minumum of two seats on the LPC Board and may never represent more than 40% of the entire Board of Directors.

Suggested additions:

Article IV, E. Once elected, directors are expected to attend all scheduled meetings of the LPC Board of Directors, including the annual summer meetings and the mid-winter meeting. If a director misses more than one meeting in a year, then the Board of Directors has the right to vote to remove the director in question if the circumstances warrant. A simple majority vote can dismiss a director.

Article IV, F. If an elected board of director's status as an LPC member changes due to a change in employment during his/her term, that person shall be allowed to finish the term, pending board approval. This shall include regular members who become service members, service members who become regular members, or either regular members or service members who become ineligible for membership due to their new employment status.



tentative schedule as of 4/1/02

Monday, July 22

9:00 am - 6:00 pm Registration
 7:00 am - 11:30 am AAEA Board Meeting and LPC Board Meeting
 12:00 noon - 6:30 pm APS Golf Tournament

1:30 pm - 5:00 pm **Design Clinic Part One:** Design: Tips, Tricks and Solving Real Life Issues on Shoestring Budgets
 Topics will include producing a graphically-pleasing magazine on a limited budget; practical tips on how to better work with your designer to get the desired results for the reader; innovative ideas that save time and money in the design process and new approaches the use of the Internet and design.

Karen Angus, art director, *Lawn & Landscape Magazine*, **Jennifer Ray**, art director, *Grounds Maintenance Magazine*; and **Lisa Lehman**, art director, Advanstar Communications (*Landscape Management* and *GolfDome* magazines)

1:30 pm - 5:00 pm **Writing Clinic Part One:** Where the Right Word is Everything: A Seminar with Master Writer Joe Dan Boyd
 The 2002 Writing Workshop will be a forced march of six and one-half hours into territory that is often uncharted for writers. An interactive search will focus on self-discovery of individual habits, habitat and handicaps that define, enhance or limit our approach to writing. Points of emphasis will include finding a voice, honing a style, playing to strengths and coping with major article categories in agricultural journalism.

Joe Dan Boyd, Joe Dan Boyd Communications

Tuesday, July 23

8:00 am - 6:00 pm Registration
 8:00 am - 11:00 am InfoExpo Set-up
 8:00 am Breakfast
 Conclude board meetings

8:00 am - 11:00 am **Design Clinic Part Two:** Rethinking Your Design, Editing, Planning and Teamwork **Ron Reason**, Garcia Media
 8:00 am - 11:00 am **Writing Clinic Part Two:** Where the Right Word is Everything
 9:30 am - 11:30 am ACT Business Session
 11:45 am - 1 pm Luncheon with Guest Speaker **Ambassador George McGovern**, "The Third Freedom: Ending Hunger in Our Time"

1:15 pm - 4 pm Grand Opening of InfoExpo 2002
 3:00 pm - 4:30 pm Issues & Newsmakers: Perspectives on Agro-Terrorism
Dr. David Huxsoll, USDA's Animal Disease Center of Plum Island; **Dr. Peter Chalk**, Rand Corporation; and **Dr. Marc Mattix**, Montana Veterinary Diagnostic Laboratory

5:00 pm - 6:30 pm Beer and Bull in InfoExpo
 7:00 pm - 10:00 pm Evening of Bowling Bonanza & Calcutta

Wednesday, July 24

8:00 am - 6:00 pm Registration
 7:30 am - 9:00 am AAEA Annual Meeting
 8:00 am - 9:00 am LPC Annual Meeting
 9:00 am - 9:30 am AAEA Mentor Meeting
 9:00 am - 10:00 am InfoExpo with Continental Breakfast
 9:00 am - 11:00 am ACT Elections
 9:30 am - 12:00 noon LPC Critique Contest
 10:00 am - 11:00 am Breakout Sessions #1

- I. Computer Anatomy & Fixology for Beginners, **Dave Potter**
- II. Map-U-lator: Finding the Real Story, **Paula Bock**, *Seattle Times*
- III. ACT Breakout Sessions

12:00 Noon - 1:15 pm Luncheon with Guest Speaker: **Carl Hiebert** "A Gift of Wings"
 1:30 pm - 3:00 pm InfoExpo with Dessert
 1:30 pm - 4:30 pm ACT Contests
 3:00 pm - 4:00 pm Breakout Sessions #2

- I. What's New with Photoshop & Illustrator, **Dave Potter**
- II. Giving Your Stories Perspective and Zing, **Paula Bock**

4:00 pm - 5:00 pm Breakout Sessions #3
 • I. Fixing Your Computer--Beyond the Basics, **Dave Potter** (advanced)
 • II. Recasting Your Content on the Web, **Scott Hall**, Streampipe
 • III. From Editor to Publisher, **Tony Silber**, *Folio*
 6:30 pm - 8:30 pm LPC Awards Banquet or evening on your own

- IV. Photography Tips and Tales with the AAEA Photo Judge
- V. The Right Word is Everything, Developing an "ear" for writing that "sings." **Joe Dan Boyd**

- IV. See the Story Panel
- V. Using Color, **Leatrice Eiseman**
- VI. Turning Your Stories into Books, **Carl Hiebert**

- IV. How to Treat Freelancers: A Panel Discussion
- V. Using Color (repeat) **Leatrice Eiseman**

Thursday, July 25

9:00 am - 10:00 am Breakout Sessions #4
 • I. Working Across Generations, **Heather Neely**, Rainmaker Thinking, Inc.
 • II. What Real Readers Want A panel discussion with three farmers from across America

10:00 am - 11:00 am Breakout Sessions #5
 • I. What Real Readers Want...(repeat)
 • II. Working Across Generations (repeat)
 11:15 am - 1:15 pm AAEA Awards Luncheon and Photo Show

Hotel Headquarters: Silver Legacy Resort & Casino, Reno, Nevada

RESERVATIONS: 800-687-7733 Conference Rate: \$80 Code: APS

Southwest Airlines is the official airline of the Agricultural Publications Summit in Reno. This includes a 10% discount on most of its already low fares for air travel to and from the event. You or your travel agent may call Southwest Airlines Group and Meetings Reservations at 1-800-433-5368 and reference the ID Code: **R1301** Reservations Sales Agents are available 8:00 a.m. to 5:00 p.m. M-F or 9:30 a.m. to 3:30 p.m. Sat & Sun. You must make reservations through this reservations office and it must be five or more days prior to travel to take advantage of this offer.

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All registration forms available at
www.livestockpublications.com



from your LPC President Lea Weinheimer, General Manager, Brangus Journal

Be Creative...Or Not

As like many of you, my job occasionally requires me to travel by air. When I fly by myself I like to sit by non-talkers so I can relax both my mind and my eyes. More often than not, when I sit by someone who wants to visit they always ask what I do as a profession. My simple answer always turns in to a full flight discussion.

Usually they ask to see a *Brangus Journal*. Then the questions start. At first they are generic. "Do you own any cows?" "Are you afraid of them?" "Do you eat them?" But then they generally get a bit nosier. "How can you tell the difference between a bull and a cow?" And if they see a magazine, they always ask, in shock, "You mean they sell bull sperm?" Of course, then they want to know how you get bulls to do that—a conversation that I would rather not be having.

I told my friend and LPC Executive Director Diane Johnson about all the questions. She said, "Oh, just tell them you're a receptionist." So I tried it. I made a trip to Florida not long ago and I was seated beside two men. The profession question arose and I said I was a receptionist. (I do answer my own phone.) One of the men was a know-it-all, and the other seemed very intelligent.

They were having a big discussion and

I just had to put in my two cents worth. The one man listened and responded, but the know-it-all said, "What does she know, she's a receptionist." Diane's advice backfired.

On my next trip I was flying Southwest. I boarded and sat in the back lounge area, hoping no one would sit across from me. I was in luck on the first leg of my flight, but that was just a quick trip to Houston. When we landed, I didn't have to deplane, but I soon noticed the plane was getting full. Then I saw him. He was seven feet tall and the flight attendant directed him to the middle seat across from me. She told him this was the best seat she had for him to stretch his legs. Naturally, when he sat down his knees were practically in the seat beside me.

The plane kept getting fuller until every seat was taken except, of course, the one right beside me with the knees in it. Since there were five of us facing each other we began to talk. The young man directly across from me claimed he was suffering from a real "moonshine" hangover. He was one of those that the more he talked, the less we listened. The conversation then moved to the passenger on the other side of the seven footer. She was a paralegal returning home from a flight attendant interview with Southwest Airlines. It was fun to listen to the recap of her interview and to hear how her

voice would get increasingly louder every time a flight attendant was within earshot.

Then someone asked the tall fellow his height. "I'm seven foot," he quietly replied. You could tell it was a well-worn question, but we finally got some more out of him. He played in the NBA for the Cleveland Cavaliers and he had been in the Houston area visiting relatives. The Cavalier looked at me and asked, "What do you do?"

I told him the truth. "Really," he said, "my granddad raises commercial Brangus in Crockett, Texas. That's who I was visiting." He asked if I had a Journal with me because he wanted to send it to his granddad. I quickly obliged, thinking I was glad I wasn't a receptionist on this flight.

Returning home, I was on a 6:30 a.m. flight. I couldn't wait to board and get some shuteye. I had just sat down in an aisle seat near the front, when a man squeezed past me and took the window seat. He immediately told me he lived in Austin and built computers for Dell. In the same breath he asked me what I did for a living. I quickly tossed it around in my mind, and decided to tell the truth. (It had worked two days ago.) Then he said, "Well, I'm also a vegetarian Buddhist."

It was a long trip home. I should have taken Diane's advice on that flight.

Paul Andre Best of the Bunch Photo Contest

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 unretouched photos.

All entries must be 8x10 in size and mounted on heavyweight stock.

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.

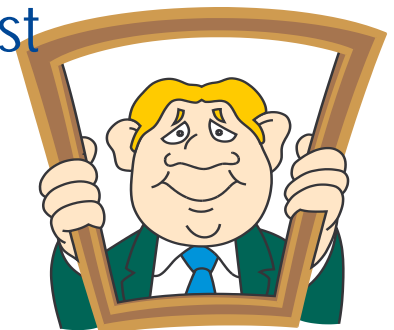
Those entering photos must work for a member publication of LPC (name must appear in the masthead) or be a service member of LPC. Student members of LPC are also eligible to enter.

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. Tuesday, July 23 at registration.

Contestants unable to attend the Summit are responsible for making arrangements in getting their photo(s) returned.



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 summer convention it is named after **Paul Andre**, retired editor of BEEF magazine and long time coordinator of this contest. Prizes are awarded with the top overall photo printed on the cover of the 2003 LPC Directory!*

LPC People Update

Caryn Vaught has returned to the *North American Elk* as production manager. She had previously worked for the magazine for four years before taking on other challenges and a three year hiatus.

Livestock Photography Workshop in Canada

There is much more to effective livestock photography than simply knowing how the camera works and new LPC Service Member, **Browarny Photography** will be hosting a one-day comprehensive and intensive workshop to help you learn these techniques. A second optional day for even more hands-on photography and evaluation is also offered. It will be held at Soderglen Ranches Ltd. in Airdrie, Alta. and is specifically designed for people either in, or associated with, the livestock industry. The dates are June 15 and 16. Go to their website at www.browarny.com to learn more about this event.

NCBA Mid-Year in Reno

For those of you making your summer plans for the APS in Reno you may want to make a note that the National Cattlemen's Beef Association's Summer Conference will be in Reno on July 16-20. This is the Tuesday through Saturday prior to the start of the APS on Monday. You may find their schedule and information at www.beef.org.

Tech Notes

Do you know if you're getting the right deal with your phone service?

Here are some helpful websites for internet, wireless and long distance services that may help you pinch pennies.

www.trac.org (Telecommunications Research and Action Center) offers price comparison for long-distance plans.

www.10-10phonerates.com

helps shoppers sort through dial-around phone plans

www.letstalk.com

offers advice and information about wireless plans

www.dslreports.com/search

helps find the best high-speed internet service in your area

Knight Ridder News Service



But then...Did you know?

More than 50% of the world's population have never made or received a phone call?

Writer Wanted: PR agency adding staff and seeks livestock production-oriented writer whose strength is the swine industry and/or animal health. Journalism or English degree required with 2 years or more professional writing experience. Contract writers considered. Casual office atmosphere, no long hours, terrific clients. Submit resume with three writing examples to McKinley Communications, 3675 S. Noland Road, Suite 111, Independence, MO 64055. Questions can be directed to **Teres Lambert** at (816) 833-8100.

Director of Communications

The North American Limousin Foundation (NALF) is seeking to fill a multifaceted position to oversee communication and advertising functions. This position is responsible for the production of 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.

Field Editor

Work out of your home! Iowa's most popular and progressive agriculture weekly is seeking an ambitious writer/photographer. Work out of a satellite office in your home. Location can be based in western central or northwest Iowa. Primary responsibilities include assisting IFT's agronomy editor in coverage of crop production, as well as providing coverage of other aspects of agriculture in western and northwest Iowa.

Undergraduate degree in journalism or related area, with reporting and photography experience required. Must have either farm background, agriculture or ag journalism experience and be motivated and productive in limited-supervision situation.

Competitive salary plus benefit package. Send resume and clips by May 22 to **Kevin Blind**, managing editor, Iowa Farmer Today, P. O. Box 5279, Cedar Rapids, IA 52406

Communications & Promotions Specialist

Contributes to achieving the Association's business goals by executing and administering approved marketing communications and public relations strategies and programs online and in print.

Qualifications to include: Bachelor's degree or equivalent experience, with course work in web communication and/or design, agricultural communications, journalism, public relations; three plus years experience in writing and executing public relations activities, photography and graphic skills; excellent journalism skills. Registered Holstein farm background and dairy production experience desired. Ability to work independently and effectively in a team environment

Submit resume, and the names, addresses and telephone numbers of three references. Send all information to: **Human Resources** Holstein Association, 1 Holstein Pl. Brattleboro, VT 05302-0808; 802-254-4551; Confidential Fax: 802-451-4097

Communications Project Coordinator

The Kansas Livestock Association is seeking qualified candidates for a newly-created communications position. Strong writing and verbal skills are necessary. Feature and news writing experience would be beneficial. The position involves working on a communications team responsible for a monthly magazine, weekly newsletter, interactive web site, radio programs airing on 40 stations, media relations and event publicity. This person's primary focus will be on magazine writing, photography, editorial layout and production. Resumes, writing samples and other published material should be submitted to **Todd Domer**, KLA director of communications, 6031 S.W. 37th, Topeka, Ks. 66614 or todd@kla.org. For more information, call (785) 273-5115.

