

ACTIONGRAM

Campus-2-Career Network Event This Friday!

This fall's Campus-2-Career Network Event Central Region Mentor Program - will be at the Fleishman-Hillard offices in Kansas City, Mo., this Friday, Nov. 16, starting at 8 a.m. Agricultural Communicators of Tomorrow (ACT) members and other agricultural communications students from South Dakota State University, the University of Nebraska-Lincoln, Kansas State University, Oklahoma State University, the University of Missouri-Columbia and Iowa State University have been invited to attend.

Committee chairman, **Brad Parker**, reports that a very good response has been received from the universities and a good turnout is expected.

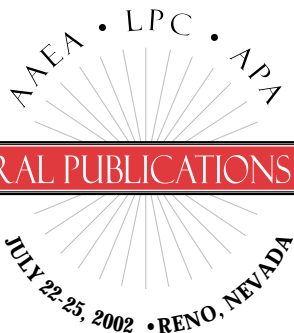
Professional registrations will be \$15, which will be collected at the door. We're also accepting sponsorships to help fund the event. A donation of at least \$50 will add your or your company's name to the list of sponsors and will qualify you to include a promotional piece in the registration packet. Contributions may be sent to **Diane Johnson** at the LPC office or to **Brad**. ♣

Event Schedule

A LPC mentor program

Nov. 16, 2001 • Fleishman-Hillard, Kansas City, MO

- 8 a.m.** Breakfast & introductions
- 9 a.m.** Write It Right — The Business Letter
Tom Davis, *Successful Farming*
- 9:30 a.m.** Interviewing by Phone, Phax & Phederal Express
Shauna Hermel, *Angus Journal*
- 10 a.m.** Break
- 10:15 a.m.** Now What? I Used My Dessert Fork for My Salad!
Cheryl Oxley, *Angus Journal* and
Melissa Sanders, McCormick Company
- 10:45 a.m.** Will the Real Résumé Please Stand Up?
Todd Domer, *Kansas Stockman*
- 11:15 a.m.** The Dance Is Tomorrow Night — What Will I Wear?!
Cheryl Oxley and **Amber Spafford**, Osborn & Barr
- 11:45 a.m.** Open floor question-and-answer session
- 12:15 p.m.** Lunch
- 1:15 p.m.** Mentoring Forum
Moderated by **Brad Parker**, *Nebraska Cattleman*
- 1:45 p.m.** Students, meet your mentors
- 2:45 p.m.** Wrap-up & good-byes



AGRICULTURAL PUBLICATIONS SUMMIT, LLC

SILVER LEGACY RESORT & CASINO
JULY 22-25, 2002

National Cattleman's Beef Association
Mid-Summer Meeting
July 16-20, 2002

RENO, NEVADA

E-Actiongram Second Edition

Thank you for your kind comments on the new look and mode of transportation for the newsletter. It was an overwhelming response to this new format. If you want to add more staff names to the list, please a note to dianej@flash.net. ♣

Dues Notice

Membership dues notices will be sent out soon for the 2002 year. In order for your organization to be included in the new LPC Annual Directory, please submit your dues and updated directory listing no later than Mar. 1.

Keep in mind that there is now a student membership available for college students. The cost is \$35.00 and they will have a listing in the directory along with receiving all of the LPC mailings. Student memberships do not include voting privileges. As a reminder, publication and service member dues are \$150.00. ♣

People on the Move



Limousin World Editor, **Kyle Haley**, reports that **Mary Quigley** has assumed the duties of advertising manager for their magazine in Yukon, OK. Mary has been with the *World* for eight years and replaces **Lisa Garza** who left to serve as an account executive with Clear Channel Communications in Oklahoma City. Lisa lives in Yukon with her husband Ralph, son Ty and daughter Paige.

Matt Kleski of Uhrichsville, OH, was recently named director of communications for the Ohio Cattlemen's Association and the Ohio Beef Council. He will also assume the title of managing editor for the *Ohio Cattleman* magazine. This position became available in September when **Margaret Cook** resigned to

accept a new position with Certified Angus Beef. Kleski graduated in June 2001 from The Ohio State University where he majored in animal science with a minor in agricultural business. Kleski and his family own and operate a seedstock herd of Maine-Anjou cattle in eastern Ohio.

Loren C. Jackson has been hired as executive vice president for the International Breeders Association (IBBA) in San Antonio. Jackson joined the IBBA in early 1989 as the director of Brangus Herd Improvement Records (BHIR) department. Jackson's former job duties also included commercial marketing director and editor of the Commercial Brangus Edition, plus he periodically served as a field editor for the *Brangus Journal*.

He is a native of Iowa, where he grew up on a diversified farm and registered cattle operation near Mechanicsville. He earned a Bachelor of Science degree in animal science from Iowa State University at Ames.

Jackson's family includes his wife, Lesa, three children including twins, Danielle and Derek, age 16, and Colton, age 11. ♣

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HELP WANTED



DIRECTOR OF AMATEUR ACTIVITIES

The American Paint Horse Association is seeking an experienced professional to coordinate our Amateur Activities. The ideal candidate needs to have excellent organizational and communication skills, have a broad understanding of the equine industry and have a degree in Animal Science, Equine Science, Agri-Business or a related field. Areas of responsibility include coordinating all aspects with the Amateur Program; analyzing Amateur membership needs; recommending steps for member retention and expansion; and Coordinating marketing and advertising efforts in print and on the web. Some traveling is required.

We offer a competitive salary and excellent benefits if you are interested please **send your resume and salary requirements to:** American Paint Horse Association, Attention: Human Resources, 2800 Meacham Blvd., Fort Worth, TX 76137; Fax # 817-222-6419 ♣

OUR SYMPATHIES

The livestock industry lost an incredible individual recently. **Richard L. Spader**, 56, executive vice president of the American Angus Association died Saturday, October 13, of a massive heart attack at his home in Rosendale, Mo., while in the pasture tending to his Angus herd.



Our sympathies go to his family and also to the staff at the Association and *Angus Journal* who now must go on with this sudden change in their lives. **Shauna Hermel**, editor of the *Journal*, wrote an eloquent editorial that was able to be placed in the November issue at the last minute about the life of Dick and the impact he made on this industry.

The family has requested memorials to the Angus Foundation for scholarships in memory of Richard L. Spader. More information can be found on their web site at www.angus.org. ♣



STUDENT OPPORTUNITIES

Scholarship applications for the **Forrest Bassford** Student Award sponsored by LPC and the Chicago Mercantile Exchange are now available. This \$2500 scholarship will be awarded in Reno at the 2002 Ag Publications Summit (APS). Also, up to four travel scholarships will be awarded to deserving students who must be able to attend the APS. Forms are available through your journalism departments at your schools and your ACT advisors. If you need an application, go to the LPC web site at: www.livestockpublications.com or contact the LPC office. For questions, contact: **Angie Denton**, committee chairman 816/821-5478. ♣

The finalists in the Student Award competition were asked to write an overview of one or more seminars during this summer's Summit. This is from Beverly Moseley, University of Florida.

"International Issues and Agriculture's Image" Panel Discussion

The impact of interrelationships between global and local food systems was explored during a panel discussion held recently at the Agricultural Publications Summit in Grand Rapids, Mich. Panel experts were **Rick Foster**, vice president for programs, W.K. Kellogg Foundation, **Susan Harlander**, president of BIOrational Consultants Inc. and **Dr. Martin Schneiderei**t from Bonn, Germany.

Foster began by noting that increased food production, land use and rural America's future were three key issues affecting the interrelationships of global and local food systems.

"Affluence will drive global food competition," Foster said. The need to double food production in the world will be a significant issue in the future. He illustrated this by stating that China and India have added 300 million people to their middle class in the past 20 years.

Indeed, affluence and poverty will create food production needs that require balanced and wise land use decisions regarding existing arable lands. Foster cited a study that revealed ten acres of land per hour are converted into new development in Michigan.

He asked the question, "do you want your state to produce food systems or parking lots?"

According to Foster, "Rural America is the infrastructure that puts America in the drivers seat of globalization. American farmers will be called on to

meet global and local food system needs in a responsible, viable and acceptable manner.

Biotechnology in Food Systems

Harlander explained that genetic modification (GM) of foods has been taking place for thousands of years through selection. However, "people are very disconnected about where their food comes from," she said. According to Harlander, 2 percent of the country grows food for 98 percent of the people in urban areas.

Corn, soy, cotton and canola are the most widely used GM food crops today. These crops have gone through rigorous safety testing by governmental agencies, such as the Food and Drug Administration.

Insect resistance through gene transfer is the broadest category of GM used across food crops. This process allows a plant to produce its own defense. Insect resistant GM crops

have the potential to increase yields, while reducing pesticide and herbicide use. The potential for reduced pesticide use is "the number one reason consumers support GM foods," Harlander said.

Globally, policies on GM food and issues of acceptance vary. Inconsistencies in acceptance place branded products at risk, make labeling impractical, increase food prices, present potential liability issues, eliminate consumer choices and stigmatize a new technology, Harlander said. Concerning liability issues, she said the European Union is considering allowing individuals the right to sue if a product is labeled non-modified and it is later discovered an ingredient in that food product was modified.

Meanwhile, the new frontier of GM foods will address the nutritional value and quality of food products. The next generation of GM foods could remove allergens, improve taste, texture and aroma. European viewpoint on Bovine Spongiform Encephalopathy (BSE) and Foot and Mouth Disease (FMD)

BSE aka "Mad Cow Disease"

Of the 180,000 confirmed cases of BSE in Europe, 178,000 were in the United Kingdom. The estimated total population of cattle in the UK is three million. The first occurrence of BSE in the UK was in 1985. The likely source of contamination was feed consumed by cattle that contained meat and bone meal, Schneiderei said.

Europe has taken steps to aid in elimination of BSE including banning the feeding of animal meal to "any animal species" and compulsory testing of all harvested cattle over 30 months of age. However, other European Union (EU) countries vary greatly concerning testing policies and procedures, Schneiderei said.

The UK and Ireland expect to be BSE free within the next five years. Schneiderei also projected that mainland Europe could be BSE free in less than eight years.

Foot and Mouth Disease (FMD)

According to Schneiderei, FMD is a highly contagious disease of cloven animals. The origin of the disease was traced to swill fed on a hog farm in Great Britain, obtained from Asian food restaurants that used imported meat.

The disease rapidly disseminated through Great Britain via livestock markets and animal transportation. "From February 2001 to July 2001 there have been 1,850 outbreaks of FMD in the United Kingdom, 25 in the Netherlands and two in France," Schneiderei said while emphasizing, "it's basically a UK disease."

Economically, FMD has severely impacted Great Britain. Schneiderei estimated economic losses totaled 15 billion U.S. dollars.

The lesson learned in Europe was "intensive trade enhances the risk of FMD," Schneiderei said. Measures that Europe has taken in combating FMD are; strict control of meat imports from other countries, reduction of animal transportation and implementation of new vaccination policies. An audience participant asked Schneiderei if FMD was transmittable to humans through consumption of meat infected with FMD. Schneiderei responded, "FMD is not transmittable to humans."

Sales, Writing and Design Workshop

Friday, November 30, 2001

La Cantera Resort • San Antonio, Texas

to be held in conjunction with LPC Board of Directors Meeting

IT'S THE WORKSHOP YOU'VE BEEN ASKING FOR...

- you're with a small publication and have to "do it all" Sell, Write and Create
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- And the best thing ---- it's free and open to the world.

YOU DON'T HAVE TO BE AN LPC MEMBER TO ATTEND.

AGENDA

- 1:00 p.m. SALES
Selling into a Down Market
Allen Moczygamba, publisher of *Beef Today*
- 2:00 p.m. Break
- 2:15 p.m. EDITORIAL
Writing effective ad copy
Larry Carlson, Southwest Texas State University
- 3:15 p.m. Break
- 3:30 p.m. DESIGN
"How Did You Do That?" Design workshop
Debbie McWilliams, graphics design professional

Westin La Cantera Resort

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San Antonio, TX 78256

210/558-6500 or 800/228-3000

www.westinlacantera.com

Identify yourself with Livestock Publications Council---
rate: \$109 + tax

Cut-off date is November 16

Check-in/Check-out times: 3:00 p.m./ 12:00 noon

For more information contact the committee:

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Allen Moczygamba, 830/990-5855 allenm@farmjournal.com

or Diane Johnson, LPC Executive Director

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Can't go? Please forward the info to others.

**For planning purposes, let us know your intentions before
you go on Thanksgiving break.**