

# ACTIONGRAM

SUMMER 2004  
Special Convention Issue

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

The Ag Publications Summit is just around the corner~  
If you still are interested in attending it's not too late!  
Go to [www.livestockpublications.com](http://www.livestockpublications.com) for full registration information.

## CONTRIBUTIONS NEEDED FOR SILENT AUCTION

BENEFITING THE STUDENT PROGRAMS

Do you have a time share condo in the  
Florida Keys?

How about a Remington bronze?

Or do you know someone willing to donate  
their time and  
talent in lessons, computer consulting or  
some other great feat?

These are just a few ideas, but we also love items like gift baskets, clothing items, or toys to take home to the little ones back home. Everyone is invited to donate an item representing either your company or just something that you would like to share for this great cause. This important event supports the student scholarship funds of LPC.

Even if you can't make it to Tampa, you may want to make a contribution. For more information contact **Summer Ott** (APS intern) at 817/336-1130 . If you are going to take it to Tampa with you, then please let us know prior to the APS so we can assure that there is proper signage and your name and company will be recognized. We thank you in advance for your generosity!•



THIS year's Calcutta Event!

## "BUILD a Boat and Hope it Floats!"

If you are coming to Tampa you won't want to miss this year's Welcome Party on Sunday night at 6:30 p.m outdoors around Saddlebrook's Super Pool.

The theme?

**Jimmy Buffet/ Margaritaville  
Florida-Fun-in-the-Sun-Party!**

If you thought last year's party was fun then just get ready for this year! Special attire is encouraged and that means bring your finest tropical beach wear---- wild flowered shirts, cut off shorts and flip-flops! Do you have something really crazy to wear? Sunglasses? Super wild flip flops? Best costumes and accessories will be entered into contests with prizes awarded!!

Our party wouldn't be complete without special music from our own APS Band which is being brought back by popular demand. We've heard they're practicing *Cheeseburger in Paradise* and *Margaritaville* right now!

Are you an engineer-wannabe? Then plan on leading the team to victory in this year's student fundraiser "**Build a Boat and Hope it Floats**". Five teams will sell in the calcutta representing AAEEA, ABM, ACT, ARC and LPC. Then each team will be given only three items to build their boat...sheets of cardboard, duct tape and scissors. The goal is to build a boat big enough to put a person or two in and go across the pool. Sounds simple! We'll need plenty of help and remember everyone can participate whether you are the engineer, cheerleader, coach or the one who ultimately will get wet! If you'll be in Tampa plan to come early on Sunday night to get a good seat and watch this wild competition!





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. Monday, July 26 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 Agricultural Publications Summit 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 2005 LPC Directory!*

## CRITIQUE CONTEST & AWARDS



Make sure your plans during the Summit include attending the Critique Contest and Awards Presentation on Monday afternoon July 26, starting at 2:00 p.m.

Through the years the critique contest has not only been good for those who win, but also for those who enter, read their critique, enter again the next year and win. It's definitely meant to help all of us improve our work. Plus it shows us in an organized presentation the top quality work which we should all be striving toward.

For those of you who haven't attended the awards presentation here's how it works:

During the presentation, a brief overview of each category will be read. Then in reverse order of the category numbers, the winning entries appear on the screen with brief comments and placing announcements until the winner in each category is named. The service member categories are always done first and the entire con-

test presentation culminates with the top awards which include overall excellence for the various publication categories.

The VERY top award is called the Flanagan award and is named after longtime supporter and past president of LPC, **James Flanagan**. The award is reserved for the publication which has shown significant improvement in overall design.

So, again when are the awards presented? Monday afternoon, 2:00 p.m. Can't make it to Tampa and still win? We'll send you your hardware. •

# THANK YOU APS SPONSORS

### SILVER \$10,000

America's Beef Producers through the Beef Checkoff  
Bayer CropSciences & Gustafson LLC  
Case IH & New Holland  
John Deere  
Monsanto  
Pioneer Hi-Bred International

### BRONZE \$7,500

BASF  
United Soybean Board  
**CONTRIBUTOR \$5,000**  
AGCO  
Altria  
FMC

MANA/Ag Container Recycling  
National Pork Board  
Quebecor  
Syngenta Crop Protection/  
Syngenta Seeds

### PATRON \$2,500

Boelte-Hall Litho  
Village Press

### SUPPORTER \$1,000 and under

Audit Bureau of Circulations  
Dairy Management Inc.  
Farm Credit Council  
W.K. Kellogg Foundation  
Select Sires

# WE APPRECIATE YOU!

## JOB POSTINGS



### Director of Communications

Position covers three primary areas 1) ASA magazine, 2) membership communication and 3) industry communication. Job activities cover editorial content and coordination of advertisements for the *American Salers* magazine. Person is responsible for management and upkeep of ASA website. Press release distribution and industry information also follows within this job description. Knowledge of cattle and/or seed-stock business is beneficial. **Send resume and other information to:** Sherry Doubet, American Salers Association, 19590 East Mainstreet #202 Parker, CO 80138 sherrydoubet@salersusa.org

### Writer/Photographer

Dairy Today, seeks a writer/photographer with knowledge of dairy production, policy and business management to cover California and other western states. Position to be based in the San Joaquin Valley of California. A minimum of two to three years experience required. **Send a resume, clips and photos to:** Jim Dickrell, Editor, Dairy Today, P.O. Box 1167, Monticello, MN 55362 or JDickrell@farmjournal.com

### Vice President of Marketing and Commercial Field Services

The North American Limousin Foundation (NALF) is seeking to fill a multifaceted position responsible for management of breed marketing and commercial field services. Responsibilities include oversight of national, regional and state association breed advertising, marketing the breed to commercial cow-calf producers, feeders, packers, order buyers and industry partners, as well as promotion of association services to NALF members. Along with NALF's Executive Vice President, this position will help supervise and work as a team member with staff involved in member and international relations, member services and web activities, as well as communications. This position will maintain an office in the NALF headquarters located in Englewood, Colorado, and travel at least 50% of the time to support activities targeted at expanding commercial demand for Limousin genetics. **Contact:** Kent Andersen, Executive Vice President, North American Limousin Foundation, P.O. Box 4467, Englewood, Colorado, 80155. (303) 220-1693; fax: 303-220-1884. kent@nalf.org

### Executive Secretary/State Breed Assn.

Position available for state breed cattle association and editor of their publication. Location: Montana. Contact LPC office for more information.

## ABOUT PEOPLE

• **Kindra and Bruce Gordon** of Spearfish, SD are the proud parents of a baby girl, Matea Joy, born May 21. She was welcomed home by big brother Bridger, 4 and sister, Danika, 2. Kindra is a regular freelance contributor to numerous beef industry publications, including *BEEF*, *Angus Journal* and *Western Cowman*. She was also recently recognized by the Beef Improvement Federation (BIF) with her 2004 Ambassador Award during the organization's 36th annual meeting May 25-27 in Sioux Falls, S.D. The honor is given to a member of the media each year for efforts in helping cattle producers understand cattle performance testing and genetic prediction tools. Congratulations Kindra!

• Congratulations to the **American Dairy Goat Association** on their celebration of 100 years as an Association serving the dairy goat industry.

Join the Agricultural Relations Council who are extending an invitation to join them on their Ag Tour prior to the Ag Publications Summit in Florida.

## ~AG RELATIONS COUNCIL AG TOUR~

### Saturday, July 24

8 a.m. - 4 p.m. - A Taste and Tour of Florida Agriculture -- There's more to Florida than Oranges!! Join **Gary Cooper**, of Southeast AgNetwork, as he leads us on a tour of some unique aspects of Florida agriculture.

- Tropical Aquaculture Laboratory. Funded by the University of Florida, the center conducts research geared toward fish farming and provided educational opportunity for aquaculture students. Fish farming is Florida's second largest industry of a "natural resource."
- Sun City Tree Farm. 25 years ago the owners of Sun City Tree Farm moved from France and purchased a citrus grove. Ten years later, as they saw a decline in citrus profitability, they refocused on growing woody ornamental trees. Today they have made a commitment to develop new cultivars that require less maintenance in the landscape.

• Barthle Brothers Ranch. Sprawling over 18,000 acres, this property is in its fourth generation of family management and have established themselves as leaders in development of the Brahman breed of cattle. While the ranch is modern and uses the latest industry technology, the cattle are still worked the old-fashioned way...by horseback. This stop will be extra special because the Florida Cattlemen's Association will provide a barbecue luncheon.

• M & B Dairy. A world-class dairy that is home of "Buffy, the Sunshine Cow." This family-owned dairy has over 400 animals and has been in business for seven generations.

For more information: [www.agrelationscouncil.org](http://www.agrelationscouncil.org) or Carroll Merry, [cmerry@countryside-marketing.com](mailto:cmerry@countryside-marketing.com) 262-253-6902

## Sunday, July 25

- 8 am AAEA and LPC Board Meetings  
9 am - 5 pm Registration desk open  
1:30 - 5:00 pm Back to the Basics Design Clinic & Open Forum  
1:30 - 5 pm Optional Leadership Training at Saddlebrook's Ropes Course. Additional cost \$85/person.  
6:30 - 10 pm Spring Break This Summer Kick-off Party



## Monday, July 26

- 7 am Golf Tournament  
Wellness Walk  
Morning Breakfast on your own  
10 am Working With Different Styles of People  
Get Creative!  
Noon Sandwich Bar and Stress Relievers  
1:30 - 2:30 pm Hiring And Motivating Employees  
1:30 - 3 pm Get Creative Workshop continues  
2 - 4 pm LPC Critique Contest & Presentation of Awards  
3 - 4 pm Issues & Newsmakers: Crisis Management –  
A Case Study of the BSE Issue  
4 - 7 pm Grand Opening Party in InfoExpo  
7 pm Open evening

## Tuesday, July 27

- 7 - 7:30 am Wellness Walk - Meet at Golf Clubhouse  
7:30 - 8:30 am Breakfast in InfoExpo  
8:30 - 9:45 am Breakouts Block One  
I. News Writing Workshop  
II. It's Digital, No Doubt: Advanced Photographic Reporting  
III. Legal Issues for Journalists  
IV. The Value of a Brand  
V. Production/Design: Making PDFs for Press  
9:45 - 10:30 am Break in InfoExpo  
10:30 - 11:45 am Breakouts Block Two  
I. News Writing Workshop (repeat)  
II. Digital for Dummies - But you can come too!  
III. Powerful Communication, Dynamic Presentations that are Results-Oriented  
IV. How to be Young and Successful  
V. Moving from Quark to InDesign CS  
VI. It's Digital, No Doubt: Advanced Photographic Reporting (repeat)  
Noon Keynote Luncheon "Stress-Down With Humor"  
1:30 - 2:30 pm Dessert in InfoExpo  
3 pm InfoExpo Tear Down

- 2:30 - 3:30 pm Breakouts Block Three  
I. Polish Your Editing Skills  
II. AAEA Photo Critique, AAEA Judge  
III. How to Get Control of Your Time & Your Life  
IV. Marketing Partnership - Think Outside the Box: Develop Alternative Revenue  
V. Legal Issues for Journalists (repeat)  
VI. How to be Young and Successful (repeat)  
3:45 - 4:45 pm Breakouts Block Four  
I. Becoming Your Customer's Partner - Steps to Success  
II. What Students Need to Know About the Agricultural Communications World  
III. Generating Story Ideas  
IV. Polish Your Editing Skills (repeat)  
6 - 7 pm Joint Reception for LPC and AAEA  
7 - 8 pm Individual Awards Ceremonies for LPC and AAEA  
8 - 9 pm Joint Dessert Celebration Reception for LPC & AAEA

## Wednesday, July 28

- 8 - 9:15 am LPC and AAEA Annual Meetings  
9:30 - 11:15 am Brunch with Keynote Speaker Dr. Mario Garcia  
Afternoon Informal gathering for stayover guests and cruisers

## Thursday, July 29 - August 2

Cruise to Mexico on Carnival's Sensation

For more APS information and complete registration information, go to [www.livestockpublications.com](http://www.livestockpublications.com)

If you are interested in serving on a new committee or continuing to serve, please let Diane know and we'll keep you on the list

### LPC COMMITTEES

#### • Ag Publications Summit

Shauna Hermel, Chair  
APS Steering Committee Representatives: Andy Atzenweiler & Becky Newell  
Program Subcommittee: Kathy LaScala, Becky Terry & Melinda Thach  
Sponsorship Subcommittee: Kyle Haley

#### • Student Development

Colleen Gerke, Chair; Scott Vernon, Christy Couch Lee, Brad Parker, Shelly Sitton

#### • Student Award

Angie Denton, Chair; Jennifer Shike, Jami Gillig, Melinda Thach, Scarlett Hagins, Gabe Eckert

#### • Photo Award

Marilyn Brink, Chair; Shari Holloway-Turner, Maggie Malson

#### • Long Range Planning

Wes Ishmael, Chair; Steve Suther, Belinda Ary, Todd Domer

#### • Membership

Becky Terry, Chair; Shari Holloway-Turner, Corinne Blender Patterson

#### • Marketing & Communication

Joe Roybal, Chair; Burt Rutherford, Stephanie Veldman, Belinda Ary, Kyle Haley

#### • Education

Overall Chair: Cheryl Oxley  
Kansas City Area Chair: Marilyn Brink  
Amy Cowan, Becky Terry  
Texas-Oklahoma Chair: Jim Bret Campbell  
Jami Gillig, Shari Holloway-Turner, Shelly Sitton, Kyle Haley

#### • By-Laws

Allen Moczygemba, chair; Stan Coffman, Lori Maude

#### • Finance

Lisa Bryant, chair

#### • Awards

Lori Maude, chair; Kathy LaScala