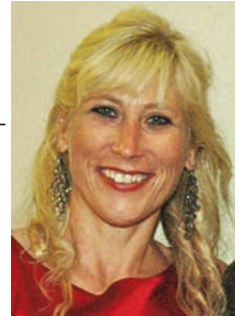


# Actiongram

June 2013



## It's a Brand New Day!



LPC President  
Kathy LaScala

### LPC EXECUTIVE COMMITTEE

Kathy LaScala, President  
Lee Publications  
katelascala@gmail.com

Christy Lee, First Vice President  
Cee Lee Communications  
christy@ceelee.com

Don Norton, Second Vice President  
Boelte-Hall  
donna@boelte.com

Angie Denton, Secretary-Treasurer  
Hereford World  
adenton@hereford.org

Scott Vernon, Immediate Past President  
Brock Center for Ag Communication  
Cal Poly State University  
svernon@calpoly.edu

### BOARD OF DIRECTORS

Amy Bader (13)  
Cowboy Graphic Designs  
CowboyGraphicDesigns@gmail.com

Carey Brown (15)  
Cow Country  
cbrown@kycattle.com

Jay Carlson (14)  
BEEF  
jcarlson@beef-mag.com

Jennifer Carrico (14)  
High Plains Journal  
jcarrico@hpj.com

Cindy Cunningham (14)  
National Pork Board  
ccunningham@pork.org

Mike Deering (15)  
Missouri Cattleman's Assn.  
mike@mocattle.com

Keri Geffert English (15)  
Osborn Barr Communications  
Keri.GeffertEnglish@osbornbarr.com

Scarlett Hagins (13)  
Kansas Stockman  
scarlett@kls.org

Greg Henderson (15)  
Drovers  
ghenderson@drovers.com

Leanne Peters (14)  
CattleBusiness in Mississippi  
cbmag@att.net

Shelly Sitton (13)  
Oklahoma State University  
shelly.sitton@okstate.edu

Diane E. Johnson, executive director  
910 Carrie St. Fort Worth TX 76107  
dianej@flash.net • www.livestockpublications.com  
office: 817/536-1130

The last few weeks have been wrought with great challenges and despair for many in our organization and the industries we serve. Damaging tornados, torrential rain and flooding and the passing of some industry legends, has left a lot of us wondering what tomorrow will bring. While we mourn the loss of loved ones and pick up the pieces relentlessly tossed by tornados, let us also be filled with hope knowing that "If God brings you to it, He will bring you through it."

Let us also find joy in so many wonderful things happening along the way. Your board member **Mike Deering** recently married **Julie Douglas**; with the school year ending, we've seen children graduate from pre-school, eighth grade, high school and college; so many bright, energetic young people eager to pave their own path in agriculture. And what about the "I Love Farmers" group? The tenacity of this group in telling the story of food production is making an impact all across the Country; numerous accounts of advocacy for agriculture happening. A new Alice in Dairyland, **Kristin Olson**, has been chosen. There are so many positive stories being heard throughout our industry and activities taking place that one cannot help but feel hopeful!

Of course with the official start of summer comes the beginning of the show season. I, for one, look forward to seeing the award winning photos of all the champion animals and the priceless smiles of those leading them through the ring. The pigs, sheep, horses, dairy and beef cows all in tip top shape for all the pageantry! The lessons learned, the friendships formed, the camaraderie and friendly competition – that's what's it's all about!

Plus, before you know it, it'll be time for the Ag Media Summit! It's an event you don't want to miss! The educational portfolio is amazing; the tours will be fantastic; the food plentiful and of course Niagara Falls is a must see! If you haven't made your plans yet, be sure to do so ASAP. You can go to [www.agmediasummit.com](http://www.agmediasummit.com) for more information.

Today is a brand new day. The future is looking bright for the livestock industries. Let us all be thankful for the blessings bestowed upon us and know that, in the words of past Livestock Publications Council President **Scott Vernon**, "Today can be amazing... If you make it so!" •

## AMS Famous Welcome Party details!

This year's **Roaring '20s Famous Welcome Party** is going to be yet another one to enjoy! By choosing the location of the historic Statler Hotel as the site for the party, it was easy to come up with this entertaining theme. And since Hollywood is always trying to keep up with Ag Media Summit, the just-released movie, "The Great Gatsby" is the perfect movie to watch for inspiration for your attire. Also if you have seen the HBO hit series "Boardwalk Empire", then that can be your other "go-to show" for ideas. We'll have great music to dance to and lots of food to enjoy. It's called "Famous" for a reason and you won't want to miss out. Plan on joining in on the fun with your creativity ---spats and zoot suits for the men, pearls and flapper dresses for the ladies. The Statler Hotel is just two blocks from the Hyatt but go ahead and look it up online at [www.statlercivcity.com](http://www.statlercivcity.com) to be inspired.

# LPC Best of the Bunch Photo Contest at Ag Media Summit

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 Media Summit it is named after **Paul Andre**, retired editor of BEEF magazine and long time coordinator of this contest. Cash prizes are awarded!

## Rules...Read carefully!

### Photo Submissions

- 1) Enter each photograph in one of four categories:
  - a) Livestock
  - b) Livestock industry people
  - c) Livestock scenic (such as a landscape)
  - d) General (the sky's the limit!)
- 2) The photo contest committee reserves the right to reassign entries to appropriate category, if necessary.
- 3) All photographs must be mounted on lightweight stock. Minimum size for entry is 8"x10" to 10"x12". With the mounting, the maximum size of an entry can be no more than 10"x14".
- 4) All photos must be identified with your 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.
- 5) All photos must ALSO be submitted digitally for use in the

- 6) slideshow presentation of winners, along with your headshot.
- 6) There is no limit to the number of entries you may enter.
- 7) There will be a small entry fee (\$5 per photo) but we have added larger cash prizes.
- 8) Entries will be taken until 9 a.m., Monday, August 5 at the registration desk.
- 9) You may enter without attending the Summit but contestants are responsible for making arrangements in getting their photo(s) returned.

### Eligibility

- 1) All entries must be original un-retouched photos.
- 2) 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.
- 3) Any photograph that has won a division in the Best of the Bunch contest previously is not eligible for entry.

### Winning Photos

- 1) Each category will pay \$100/first; \$50/second; \$25/third.
- 2) The LPC Executive Committee has the discretion to select the directory cover photo from the winners of each category.
- 3) The winner of the "Best of the Bunch" will receive a canvas print of their winning entry.

### General Information

- 1) LPC retains the right to use any of the photos submitted in the Best of the Bunch Photo Contest for publishing in print or on the web.
- 2) ALL entries will go on the LPC web site and remain on there for one year with your name attached to the entry. We feel that this is a way of "advertising" for your photo(s) and then it's also like an online "portfolio" for you.

For more information or questions contact Chairman Amy Bader, at [CowboyGraphicDesigns@gmail.com](mailto:CowboyGraphicDesigns@gmail.com)

## NEW Photo Showcase Contest

The purpose of this new program is to showcase our members' photography talent and display winning photos in Kansas City in/near our LPC Heritage Center at the American Royal facilities. The winning photos will also appear on the LPC website.

### Rules/Guidelines:

1. Only LPC members may enter.
2. Photos may be entered in both the Photo Showcase and the Best of the Bunch Contest.
3. LPC has the right to print one to display and/or sell as a fundraiser.
4. Photographer must sign a release form and submit with entry.
5. Photo must include livestock as defined by LPC by-laws. "For the purpose of this organization, the term "livestock industry" refers to the production and marketing of beef cattle, dairy cattle, horses, swine, sheep, goats, llamas and ranch/game species such as elk, deer and bison. Excluded from membership are publications for feather-bearing species, small fur-bearing species and species generally regarded as exotic animals."
6. Entry fee: \$25.00. Payment must be submitted with entry.
7. A panel of judges will evaluate the entries and select up to 6 (six) winners.
8. The winning photographs will be printed on to stretched canvas with the size to be determined and displayed on the wall for one calendar year starting on October 1.

To enter: E-mail your digital file to the LPC office to [diane@livestockpublications.com](mailto:diane@livestockpublications.com).  
A release form will then be sent to you to fill out and return.  
Deadline for entries 12 NOON on AUGUST 5



Here's a teaser schedule of the program set for this year's Ag Media Summit. The full program with workshop descriptions will be posted on April 22 at [www.agmediasummit.com](http://www.agmediasummit.com). Registration will open on May 1. Watch for notices by joining the Facebook page and also for updates on the websites of LPC, AAEA and AMS. The event is August 3-7 in Buffalo, New York.

## Just Wine It!

### SATURDAY, AUGUST 3

7:30 a.m. - 6 p.m. Ag Tours of the Western New York region  
7 p.m. ACT Student Social Mixer, Hyatt Hotel

### SUNDAY, AUGUST 4

8 a.m. - 5 p.m. Registration desk open at Hyatt Hotel  
8 - 11:30 a.m. LPC board meeting  
12:30 - 4:30 p.m. AAEA board meeting followed by PIF meeting  
Noon Lunch on your own  
Noon - 5 p.m. Social Tours to Niagara Falls  
2 - 4 p.m. ACT Welcome and Student Professionalism Sessions  
2 - 5 p.m. InfoExpo exhibit set up at Convention Center  
2 - 5 p.m. Ag Relations Council (ARC) silent auction  
5:30 - 6:45 p.m. First-timers reception  
7 - 10 p.m. Famous Welcome Party

### MONDAY, AUGUST 5

All day Registration at Hyatt Hotel  
7 a.m. Golf Outing at Harvest Hill Golf Course (extra fee)  
7:30 - 8:30 a.m. Hot Breakfast  
8 a.m. - 3 p.m. InfoExpo set up at Buffalo Convention Center  
9 a.m. - 4 p.m. ARC silent auction open for bidding  
8:30 - 11:30 a.m. DEEP DIVE SESSIONS  
WRITING DEEP DIVE: TOOLS OF ORIGINALITY  
Part I: The creative habit. Part II: The writing process.  
Part III: Tricks of the trade. **Kelly McBride, Poynter Institute**  
DESIGN DEEP DIVE  
Design Foundation: **Sara Quinn, Poynter Institute**  
8:30 - 10 a.m. BLOCK 1 SESSIONS  
Issues Management in the Age of Social Media **Daren Williams, National Beef Cattlemen's Association and Ray Gilmer, United Fresh Produce Association**  
Undercover Meeting Facilitation **Anne Hull, Hull Strategies, LLC**  
Newsmakers Panel: Three Perspectives on World Agriculture **Dr. John Kelly, Ontario Fruit and Vegetable Growers Association; Calvin Kaloma Kiyeli's, Zambia; Michael Dwyer, USDA's Foreign Agricultural Service.**

10:15 - 11:30 a.m. BLOCK 2 SESSIONS  
How We Judged Your Winning Photos **Meredith Davenport and William Snyder, both from Rochester Institute of Technology**  
Staying Motivated and Handling Negative Feedback **Patrick D. Burk, Country Folks**

10 - 10:15 a.m. Morning coffee break  
11:45 a.m. Student awards and recognition luncheon  
1:15 - 2:30 p.m. BLOCK 3 SESSIONS  
Persuasive Writing in the Digital Era **Kelly McBride, Poynter Institute**  
The Art of the Magazine Cover **Matt Strelecki, Meredith Corporation**  
Redefining Your Sales Prospecting Skills **Jay Carlson, BEEF Magazine**  
Come to Meet the (Photo) Experts (this session will be open during both Block 3 and Block 4 session times.  
1. See the Light **David Lundquist, CHS Inc.** 2. What's in YOUR bag? **Kathy Huting, Farm Industry News, Kurt Lawton, Corn & Soybean Digest; and Elaine Shein, DTN/The Progressive Farmer** 3. Sorting Through Your

2:30 - 2:45 p.m.  
2:45 - 4 p.m.

4 - 7 p.m.

4:30 p.m.

### TUESDAY, AUGUST 6

ALL EVENTS AT THE CONVENTION CENTER

All Day Registration  
7:30 - 8:30 a.m. AAEA and LPC annual business meetings. LPC Contest awards will follow LPC meeting.

8:30 - 10 a.m. Breakfast in InfoExpo  
9 a.m. - 2 p.m. ARC silent auction open for bidding

10:15 - 11:45 a.m. BLOCK 1 SESSIONS  
Steroid Storytelling **Andrew Campbell, Fresh Air Media**  
Sorting Through Your Best Images After a Shoot **Steve Voit, freelance photographer**  
Creating Drama in Act II of Your Career **John Walter, Successful Farming; and Steve Drake, SCD Group**  
Reaching Your Audience in Three (Or More) Venues **Sara Quinn, Poynter Institute**  
Newsmaker Panel: Rural/Urban Divide **Hal Kreher, Kreher's Poultry Farms; Dave Phillips, Phillips Family Dairy Farm; and George Zittle, Zittle's Country Market and Kent Miller, Plato Dale Farm. Moderator is Diane Held, American Farmland Trust.**

11:45 a.m. - 1:15 p.m. LUNCHEON  
Walking in the Shoes of a National Geographic Photographer **Meredith Davenport**

1:30 - 3 p.m. Dessert in InfoExpo  
3:15 - 4 p.m. SPICE IT UP SESSIONS  
Tips, Tactics and Tools: How to Hold Readers' Attention in a Churn-and-burn World **Burt Rutherford, BEEF Magazine; Holly Spangler, Prairie Farmer; Mike King, National Pork Board.**

Oscars of Visual Arts  
**Christy Couch Lee, CeeLee Communications; Lynn Varpness; and Shari Holloway, EDJE Technologies**  
Airlines, Deadlines and Phone Lines  
**Karen Simon, Karen Simon Communications; Sheila Stannard, American Angus Association; and Jennifer Shike, University of Illinois**  
Spark your Sales with 45 tips in 45 minutes  
**Melanie Acklin, SFP**

3 - 6 p.m. InfoExpo teardown  
4:30 - 5:30 p.m. ACT business meeting at Hyatt Hotel  
5 - 6:30 p.m. AAEA awards presentation at Hyatt Hotel  
6:30 - 7:15 p.m. Cocktail Reception at the Hyatt Hotel  
7:15 - 9 p.m. Joint Dinner and Awards Banquet and Dessert Reception

Best Images After a Shoot **Steve Voit, freelance photographer**  
4. A Peek at Portfolio **Gil Gullickson, Successful Farming; Greg Lamp, CHS, Inc.**

Afternoon coffee break  
BLOCK 4 SESSIONS  
The Making of a PRSA Silver Anvil Finalist **Barry Nelson, John Deere and Kelly Schwalbe, Blasdel Cleaver Schwalbe**

Ag Reporting vs. Agvocating...Where is the Line?  
**Sarah Muirhead, Feedstuffs; Greg Henderson, Drovers; Chris Clayton, DTN/The Progressive Farmer.**  
Purpose, Place, Platform - How to Get the Most Out of a Trade Show **Bruce Button, Lee Media**  
Good Ethics, Better Copy, Best Subscribers: Farmers' Views of Ethical Journalism **Owen Roberts, University of Guelph**

InfoExpo Grand Opening followed by a free evening. At the Buffalo Convention Center.  
ACT Critique and Contest Awards at the Hyatt Hotel

# LPC People in the News

**Wayne Bollum** passed away on May 15, 2013 at the age of 57. He was LPC president LPC in 2003-04. Raised on a farm near Blue Earth, Minnesota, he attended the University of Minnesota and received a bachelor's degree of Animal Science in 1978 and later received his Masters Degree from the Carlson School of Business. In the mid 1980's he moved to the Chicago area and began working in the publishing business for the Farm Progress Company. After marrying his wife, Jean, they made their home in Roseville and Wayne began working with *Beef*, *National Hog Farmer*, and *Dairy* magazines. In the late '90s Wayne started Golden Oaks Beef and continued to work as an advertising representative for Farm Journal Publications – *Dairy Today*. Jean passed away on September 18, 2010. Wayne retired to stay home with his children and began his Golden Oaks Consulting business. He was very humbled and touched by the tremendous turnout of over 500 family and friends at "Waynefest" on April 7th. •

LPC service member, SFP, announces the promotion of **Melanie Acklin** to a newly developed position as director of the company's branded dealer program and named **Michael Berry** as the director of marketing.

Previously, Acklin served as the director of marketing and Berry served as brand manager for the company's current product portfolio. •

broadhead, a Minneapolis-based full-service marketing communications agency, has been named to the Minnesota Business 100 Best Companies to Work For list for the second year in a row. This list takes into account employee satisfaction, benefits and overall happiness to determine which companies are leaders in the area of employee well-being.

"The team at broadhead is our agency's best asset," says **Dean Broadhead**, president + CEO of broadhead. "We work hard to foster an environment that promotes collaboration and flexibility". broadhead are service members of LPC. •

## Congratulations to these Forrest Bassford Student Award travel winners!

The following students were selected from a powerful set of applicants and will attend the 2013 Ag Media Summit (AMS) in Buffalo, New York this summer. The finalists are: **Claire Carlson**, Kansas State University; **Logan Britton**, Kansas State University; **Kari Weis**, University of Missouri; and **Reba Underwood**, West Texas A&M University. The winner will receive a \$2,000 scholarship while the other three travel award winners will get a \$750 travel award.

This award is named for **Forrest Bassford**, a founding father of LPC who served the organization for many years as secretary-treasurer and then executive director. This year's award includes LPC's new co-sponsor, Alltech who is a global leader in the animal health and nutrition industry and among the top 10 animal health companies in the world headquartered in Nicholasville, Kentucky.

# Hats off to Buffalo

## A benefit for Coats 4 Kids

by Jennifer Carrico

Each year the Ag Media Summit committee joins a community service project for the community we visit. This year we will be taking our "Hats off to Buffalo" and collecting new or gently used coats, hats, gloves, mittens and scarves for the **Coats 4 Kids** program through Colvin Cleaners.

As the thought of warmer weather is in our heads, there are lots of sales on these winter items in stores. Go pick up a few to pack in your suitcase for the trip to Buffalo.

**Paul Billoni**, president of Colvin Cleaners, said he looks forward to working with our group to collect the winter items for his annual drive. "We will use your drive to jump start our annual drive to help keep kids warm during the New York winters," he said.

Since 2000, Coats 4 Kids has distributed over 10,000 winter coats to less fortunate families in western New York.

If you have any questions about this project, contact me at [jcarrico@hpj.com](mailto:jcarrico@hpj.com) or 515-833-2120. •

SAT.  
AUG. 3

## Ag Tours of the Western New York region

Don't miss the chance to go on Saturday's Ag Tours during the AMS. The cost is \$75 and includes: breakfast, lunch, wine tasting and light snacks included.

The group will leave early from the Hyatt Regency Hotel for a drive to Upstate Niagara Cooperative, Inc., located in West Seneca. This food and beverage cooperative is owned by dairy farmers throughout Western New York. We'll hear how they market a wide variety of innovative products including milk, dip, ice cream mix, yogurt, and flavored milk-based beverages, under the Upstate Farms®, Bison®, Intense®, and Crave™ brands. Then we'll head to Emerling Farm, a dairy farm in Wyoming County, where we'll see the modern technology that dairies use today. The county is largely rural, dotted with small towns where much of the area is wooded and used for timber. Along the way you'll see maple trees which are tapped each spring for the production of maple syrup. The area is also well known for outdoor sports, being an excellent area for fishing, hunting, and snowmobiling. Lunch will be at the Charcoal Corral. Check out this unique venue with a great history: [www.charcoalcorral.com](http://www.charcoalcorral.com). After lunch it's off to an apple orchard in the beautiful Finger Lakes Region of New York State along the rolling hills of Seneca Lake. Our final stop will be a treat of wine and cheese tasting at Ravine's Winery.

