

# ACTIONGRAM

August 2005

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

## NOT YOUR SAME LPC

By Lori Maude, 2005-06 LPC President

As I write this I am just home from the 2005 Ag Media Summit (AMS) in Milwaukee, Wis., and the piles on my desk certainly didn't diminish while I was gone.

What a tremendous program of speakers and social events! I extend my thanks to the many hours put in by the AMS Steering Committee, the Program committee, the Sponsorship committee and the Info Expo committee. The speakers were top-notch and in many cases have prompted ideas for future topics. Kudos to all of you for your efforts!

I look back at how far we've come from the first Ag Publications Summit (APS) in 1999 in Denver. I got a first-hand look at the behind-the-scenes on that one as the local chairman. There was hesitation, suspicion and skepticism on both sides of the fence. I commend **Greg Henderson**, **Cheryl Oxley** and **Wes Ishmael** for being open-minded enough to begin those first discussions with

the American Agricultural Editors Association (AAEA) to have a joint meeting.

The reports to both groups are more positive these days and many of us realize that we can't go back to the old way of doing business. Financially, AMS is a solid fundraiser for LPC and continues to add strength to our bottom line. The strong financial situation allows LPC to provide additional programs like the LPC Heritage Center and the popular regional workshops.

Like everything in the agricultural industry, the way we do business has changed. The trend of mergers and acquisitions has not only affected our advertisers and clients, but also many of the publications in the business. Companies continue to downsize and out-source services. It's a changing world and we have to keep moving forward.

Separately, LPC and AAEEA could not have the speakers and the type of program

we enjoy jointly at AMS. The sources of sponsorship dollars continue to shrink, but many sponsors are willing to continue to support one large event versus two smaller events.

Livestock Publications Council has the reputation as an open group that enjoys having a good time when we get together. It is up to each LPC member to carry on the tradition of welcoming new members and enjoying each other's company when we are together. We are competitors in the industry, but first and foremost we are peers and friends. Regardless of size of publication, we face the same issues. We aren't the same old LPC, but I'd like to think we are improving on a solid foundation put in place by those who have gone before us.

*Lori*



*This is typical of Lori; always giving credit to someone else!*



front row: Joe Roybal, Jim Bret Campbell, Lori Maude, Lisa Bryant, Kyle Haley; second row: Angie Denton, Becky Terry, Kathy LaScala, Marilyn Brink, Shauna Hermel; back: Christy Lee, Scott Vernon, Stan Coffman, Diane Johnson, Steve Suther, Andy Atzenweiler. (not pictured is new director, Beverly Moseley)

## 2005-06 BOARD ELECTED IN MILWAUKEE

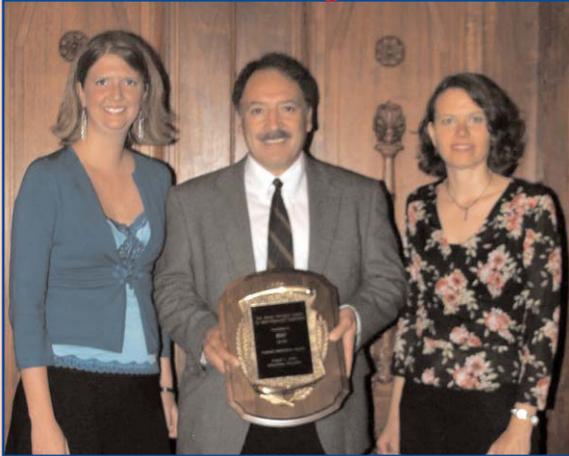
**Lori Maude**, Westminster, Colo., was elected to serve LPC as its president for 2005-2006. She is the editor of *Gelbvieh World*. Serving as first vice president is **Lisa Bryant**, owner of Cowboy Connection, Ada, Okla. while **Kyle Haley**, editor/publisher of *Limousin World*, Guthrie, Okla. was elected to serve as second vice president. **Jim Bret Campbell**, *The American Quarter Horse Journal*, will serve as secretary/treasurer. **Joe Roybal**, editor, *BEEF*, Minneapolis, Minn., will serve as immediate past president.

Members elected to serve new terms on the board of directors include: **Angie Denton**, *Hereford World*, Kansas City, Mo., and **Beverly Moseley**, editor, *Land and Livestock Post*, College Station, Texas.

Those board of directors continuing their terms include: **Marilyn Brink**, *Braunvieh World*, Lawrence, Kan.; **Shauna Hermel**, *Angus Journal*, Saint Joseph, Mo.; **Andy Atzenweiler**, *Missouri Beef Cattleman*, Kansas City, Mo.; **Kathy LaScala**, Vance Publishing, Lenexa, Kan.; **Scott Vernon**, Brock Center for Ag Communication, San Luis Obispo, Calif.; **Rebecca Terry**, *Braford News*, Winchester, Kan.; **Steve Suther**, Certified Angus Beef LLC, Onaga, Kan. and **Stan Coffman**, *Ozarks Farm and Neighbor*, Lebanon, Mo., **Christy Lee**, *Seedstock Edge*, West Lafayette, Ind.

# CRITIQUE CONTEST & AWARDS

## James Flanagan MOST IMPROVED PUBLICATION *BEEF Magazine*



**Stephanie Veldman, Joe Roybal and Krista Trempe** accept the award on behalf of *BEEF Magazine*. The judges said: "This magazine comes packed with information to help beef producers improve their bottom lines. The new design gives punch to the information by putting it in a more attractive package and helping readers go straight to what they need with a streamlined contents page. The "Beef Xpress" page allows readers to get a synopsis of each story included in the issue. Great idea! The column pages are also much improved and readable. The new cover simplifies the look of the magazine while still attracting newsstand buyers. Overall, this is a major improvement on an already good magazine."



## STEVE SUTHER REPEATS AS WRITER OF THE YEAR!



Diamond Writer of the Year and Peerless Award Winner for Writing (Service Members)  
**Steve Suther**  
Certified Angus Beef, LLC



Peerless Award Winner for Writing (Publication Members)  
**Kim Watson, Drovers**  
(**Greg Henderson** is shown accepting the award from **Kathy LaScala**)

## *Congratulations to these other winners in the General Excellence categories for publications:*

Multi-Breed Association Publication: *Cutting Horse Chatter\**  
Multi-Breed Non-Assn. Publication: *Dairy Herd Management\**  
Single Breed Publication, 5,000 or less circ.: *Gelbvieh World\**  
Single Breed Publication, 5,000 or more circ.:

*The American Quarter Horse Journal*

Newspaper: *Land and Livestock Post*

Newsletter: *Seedstock Edge*

Electronic publishing

Web Site – Home Page: *BEEF*

Electronic Newsletter: *Drovers*

*\*repeat winners from 2004*



Sponsors of the DSA award are *Drovers* and *Angus Journal*. Shown above are Kathy LaScala, *Drovers*, Nancy Anderson, Cliff Becker, *Drovers*, Kristin Johnson, Greg Henderson, *Drovers* and Cheryl Oxley, *Angus Productions, Inc.*

education and support to LPC and service considered above and beyond routine participation. The DSA is named after long-time LPC supporter and past president, **Ed Bible**.

Quoting the copy from the presentation, "It started in 1996 when the LPC convention was held in Reno and Kristin and Nancy came to help with registration. Since 1999, this pair has been seen at every APS, and now AMS. They watch over the registration area when no one else wants to, they sacrifice sleep to be ready to go early in the morning when the first person walks up wondering where their name tag is even though they haven't registered. By now they have become friends with many of us and even though we may see them only once during the year, it's like we left off with an old friend when their smiling faces once again greet us each summer." Congratulations to Kristin and Nancy! •

## DSA AWARDED TO KANSAS DUO

**Kristin Johnson** and **Nancy Anderson**, both from Lindsborg, Kan., are the recipients of the 2005 Ed Bible Distinguished Service Award (DSA) presented in Milwaukee. This award is chosen by the executive committee of the LPC board and is given to someone who exhibits dedi-

# 2005 STUDENT AWARD PRESENTED TO ANNIE WHITEHILL

**Annie Whitehill**, Latham, Kan., is the winner of this year's Forrest Bassford Student Award co-sponsored by the American Live Stock Insurance/Harding and Harding. The three additional \$750 travel scholarships are: Sara Muri, Jamestown, Mo, Stephanie Jeter, Troy, Texas; and Wendy Mayo, Garden City, Kan.

**Annie Whitehill**, 21, is a senior at Kansas State University (KSU), Manhattan, majoring in agricultural communications and journalism with an emphasis in advertising and animal science. She is active in Dairy Science Club and Little American Royal, serving both groups as president. She is also active in Agricultural Communicators of Tomorrow (ACT) and the College of Ag Student Council. She has received numerous scholarships and has been named the College of Ag Student of the Month. Outside of her college activities, she is very active in the National Junior Holstein Association serving on the junior advisory committee and is a member of the National Holstein Association, Kansas Junior Holstein Association, and past member of FFA and 4-H.

**Sara Muri**, 20, will be a junior at the University of Missouri - Columbia majoring in Agriculture Journalism. Sara is active in FFA, ACT, Collegiate Farm Bureau and the College of Ag's Food & Natural Resources Student Council. She has served as a state FFA officer and received her American FFA degree.

A student of Texas A&M University (TAMU), **Stephanie Jeter**, 20, will be a senior this fall majoring in agriculture journalism with a minor in agronomy. She serves as a representative in TAMU's College of Agriculture and Life Sciences Student



*Jim Bessler, representing sponsor American Live Stock Insurance/Harding & Harding stands with winners, Annie Whitehill, Wendy Mayo, Sara Muri, and Stephanie Jeter. At right is committee chair, Angie Denton, Hereford World.*

Council and is vice president of membership for ACT. She has been voted as the Outstanding Member of the Aggie Recruitment Committee which travels across the state to recruit for TAMU.

**Wendy Mayo**, 22, is working toward her degree with a dual major in animal science and agriculture communications and journalism. She has served as a College of Agriculture Ambassador, and is active in the KSU Collegiate Cattlewomen. She competed on the livestock judging team for KSU where she was high individual overall at the Houston Livestock Show and Rodeo and Mid-American Livestock Classic. She served as editor as the K-State College of Ag *Agriculturist* Magazine in the spring of 2005. •

## Paul Andre BEST OF THE BUNCH PHOTO CONTEST RESULTS



*Overall Winner*  
**Kelly Toledo, Trailhead Designs**  
Running Horses

### *Livestock Category*

1. Doug Rich, *High Plains Journal*, Lawrence, Kan., Calf at the Barn
2. Beverly Moseley, *Land & Livestock Post*, Bryan, Texas, Horse in the Shadows
3. Joann Pipkin, *Ozarks Farm & Neighbor*, Lebanon, Mo., Chickens

### *Livestock People Category*

1. Cheramie Viator, Camp Cooley Ranch, Franklin, Texas, Cow and Photographer
2. Candace May, Oklahoma State University, Stillwater, Button Down Cowboy
3. Steve Suther, Certified Angus Beef, Onaga, Kan., Yuma Rancher

### *Livestock Scenic Category*

1. Kelly Toledo, Trailhead Designs, Visalia, Calif., Running Horses
2. Steve Suther, Certified Angus Beef, Onaga, Kan., Cowboys at the Truck
3. Shelly Sitton, Oklahoma State University, Stillwater. Stacking Hay with Horses

### *General Category*

1. Jennifer Latzke, *High Plains Journal*, Dodge City, Kan., Barbed Wire
2. Candace May, Oklahoma State University, Stillwater, Windmill at Sunset
3. Shelby Axtel, American Angus Association, St. Joseph, Mo., Running Water

This year's contest had 79 entries. You'll want to start early to plan for next year--- the competition is getting tough! We will be posting more results to the website - watch for a notice when they are ready for viewing.

# HALL OF FAME: JIM JENNINGS AMERICAN QUARTER HORSE ASSN.

Inducted into the LPC Hall of Fame is **Jim Jennings**. He joined the staff of the *Quarter Horse Journal* in 1972 as the editorial assistant. Since that time, he has been a driving force behind the editorial improvement of the magazine. Jennings was promoted to Senior Director of the AQHA publications department in 1995. One of his greatest achievements was being instrumental in the development of AQHA's additional award winning publications, *The American Quarter Horse Racing Journal* and *America's Horse*.



Jim Bree/Campbell, Mavis and Jim Jennings & Joe Roybal

He served on the board for LPC from 1993 to 2001 and as president in 2000. He also has served as president of American Horse Publications and Miss Rodeo America Inc. along with being very active on numerous committees of all of these organizations. His monthly column makes him famous for his writing skills, but he is also an exceptional photographer and horseman. •

# HEADLINER: DR. BOB TOTUSEK OKLAHOMA STATE UNIVERSITY

**Dr. Bob Totusek**, joined the animal science faculty at Oklahoma A&M College (now Oklahoma State University, OSU) in 1952 where he spent 38 highly productive years in teaching, research, public service and administration. It has been said that he is a rare combination of "scientist, teacher and practical cattleman." While there he was the head of the animal science department for 14 years and is credited with increasing the enrollment in the department by more than 60% while other



Dr. Totusek and Lisa Bryant

departments were losing students. He coached the OSU Livestock Judging Team from 1953 to 1961 and his team won 10 national and international contests. He has been honored by numerous professional agriculture organizations through the years. All of this confirms his outstanding credentials and makes him a deserving honoree for the LPC Headliner award. •

**On October 21, LPC will hosts its second LPC Royal Gala in Kansas City during the American Royal. This black tie fundraiser was started in 2004 to establish the Livestock Publications Heritage Center including the Hall of Honor where both of these award winners will have their portraits displayed permanently.**

MARK YOUR CALENDAR! OCTOBER 21, 2005 • 5:30 PM  
LPC ROYAL GALA ~ AMERICAN ROYAL HEADQUARTERS ~ MORE DETAILS TO FOLLOW!

## THANK YOU AMS SPONSORS

WE APPRECIATE YOU!

### GOLD

**Cattlemen's Beef Board and the Federation of State Beef Councils**  
**Division of NCBA**  
Wisconsin Milk Marketing Board

### SILVER

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Propane Education & Research Council  
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**Bader Rutter & Associates**  
Dairy Management Inc.  
Elanco Animal Health  
Modern Litho  
**Quebecor**

*bold names indicate LPC members*

## HELP WANTED:

### SENIOR EDITOR

The *Paint Horse Journal*, an award winning monthly magazine serving the equine industry, is seeking a Senior Editor to lead its staff of creative writers. Responsibilities include directing editorial content, generating editorial deadlines, writing articles and serving as a photojournalist.

The successful candidate will have a broad knowledge of the horse industry, particularly relating to the Western stock horse. Individuals must have experience in magazine publishing, as well as strong writing, copy-editing and photography skills. A degree in journalism is a plus. Three published writing samples should be submitted with your resume.

### OUTSIDE TRADE SHOW COORDINATOR

APHA is looking for a "people person" to represent us at equine related events. This individual will be responsible for scheduling, designing, staffing and setting up our trade show booth at events throughout the country. The coordinator will evaluate and report on the effectiveness of each appearance and also handle promotional material requests.

The qualified candidate will be able to work weekends and travel extensively. Superior communication and customer service skills are required as is a broad knowledge of the horse industry. Physical requirements include ability to stretch, bend and lift up to 50 pounds. Individuals applying should have strong planning and organizational skills. A degree in agriculture or marketing is a plus.

If you are interested in either of these positions please **send your resume along with a cover letter** and your salary requirements to: American Paint Horse Association  
Attn: Human Resources, 2800 Meacham Blvd. Ft. Worth, TX 76137,  
fax: 817-222-6419, pwilliams@apha.com •

## LPC SEEKING HALL OF FAME AND HEADLINER NOMINATIONS



You've seen the 2005 winners and now we invite you to submit nominations of outstanding individuals from across the United States for the 2006 Hall of Fame and Headliner Awards.

The Hall of Fame recognizes the cream of the crop within the livestock publishing industry, while the Headliner award honors those who have made significant contributions to the livestock industry.

The members of the LPC Board of Directors will select the recipients October 20 at their winter board meeting in Kansas City. The award will be presented as part of the LPC Awards Ceremony to be held in conjunction with the Ag Media Summit in Portland, Oregon, this coming July.

A portrait of each individual will be displayed in a the Livestock Publications Council Heritage Center on the grounds of the American Royal in Kansas City, Mo.

Nominations are due no later than September 15 and are available at [www.livestockpublications.com](http://www.livestockpublications.com).

Nominations may be sent to Kyle Haley by September 15 to 2005 Ruhl Dr., Guthrie, OK, by fax to 405/260-3766 or by e-mail to [kyle@limousinworld.com](mailto:kyle@limousinworld.com) •

## SELF IMPROVEMENT

*I found this in our local paper and seem to use this theory every other day... ~d*

If you find yourself feeling overwhelmed, here are six steps to help you regain control quickly. The first three are immediate, the second three take more time, but have lasting benefits.

1. Catch yourself in the act of feeling out of control and admit it.
2. Take two or three long, slow inhalations letting your stomach expand and contract. Feel yourself breathe in relaxation and exhale any tension you feel. Concentrate on the moment and focus your attention on the current situation.
3. Repeat with conviction. "I am in control. I can handle this" and think about the meaning of the words.
4. List everything you know or feel you must do now to regain control. List why you feel uneasy. It doesn't matter how short or long the list is.
5. Rank your list, what is the most important? second? third? Be careful when ranking, it's key to regain control.

6. Now work in 30 minute blocks of time. Start with the top priority on your list and spend up to 30 minutes of concentrated effort on solving or improving that item. It might take you longer than 30 minutes, but getting started and working in manageable blocks will reduce your anxiety. What you want to do is just make some progress.

Once you've completed item one, or spent 30 minutes on it, take a five minute break. Then either work more on item one or begin item two. Work like this until you have completed your list or you have no more time left that day. Then look back and see what you've accomplished. Have you made progress? Do you feel more in control?

Often you will feel better and more in control simply by writing your list. Why? Most of us have a tendency to keep every-

thing in our mind and not on a list. This causes anxiety when we remember multiple tasks we must do. This list will help us remember what we have to do and allow us to concentrate on what is most important. Then, when we've finished our most important task, we can move to the next one.

### Pointers:

*Remember to take regular breaks even if only five minutes every hour or so.*

*If you begin to feel even more overwhelmed, take a longer break and get away from the situation.*

*Ask for help if you've made your list, have worked on it and still feel out of control. This is a sign of intelligence and maturity to recognize when help would improve the situation. Don't let ego and pride get in the way of a solution!*

Amen!