

ACTIONGRAM

October 2006

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

WHEN LIFE THROWS YOU CURVES.



Certain things happen to make us evaluate our lives. We encounter cross-roads and must decide which direction to take.

Sometimes, it seems everyone you know is encountering a crisis. Now is one of those times for me. About a month ago, I learned a friend had a brain tumor. I met this 23-year-old young woman as she grew up showing Hereford heifers about 20 miles from me. Surgery removed 99.9% of the tumor. Then the dreaded news came that it was malignant and she would have to undergo further treatment. Later reports identified the tumor as gliosarcoma, a rare condition that is difficult to treat. Just as she was preparing to

travel to M.D. Anderson, the family learned her father has colon cancer.

Last week, I received a call from another friend (a.k.a. the blind date from a previous column) who told me he had learned his father has lung cancer and a brain tumor. In the midst of hardship, he said that he had talked to his dad more in the past three weeks than in the past 10 years.

At that moment, I realized he got the message he'd been given. I believe we're given trials for a reason. Sometimes, we get off track and adversity brings us back on the right path.

These two are just a fraction of my friends currently facing hardships. I'd already been considering the messages around me when I recently met with a new customer from the tourism industry. During the meeting, the clients asked me if I hunted or fished. On my way home, it sunk in that work, dishes and laundry

By Lisa Bryant, 2006-07 LPC President

monopolize my life nowadays. Upon this realization, I decided I wanted to change my life and spend more time with friends and family.

When facing difficulty, you must look for windows of opportunity to open. Within days, a cousin I barely know asked me to come visit. We had a ball shopping and roaming around the Tulsa Fair and rodeo. Her husband is convinced I'll never want children now, but I wouldn't trade the weekend getting to know family better for anything.

Stress and too many hours come naturally with our business. I hope you receive the messages along the journey. Count your blessings daily and don't forget to appreciate the relationships in your life. After all, life is short. Smell the roses and don't forget to dance some along the way.

Lisa



Livestock Publications Council welcomes you to

A Royal Gala

This Friday! October 20, 2006

American Royal Headquarters. 1701 American Royal Court, Kansas City, MO
Enjoy a dressy western evening with your friends while raising funds for the development of the new

Livestock Publications Heritage Center

6:00 ~ Cocktails & Heavy Hors d'oeuvres

6:30 ~ Unveiling of the 2006 Hall of Honor Portraits and announcement of the 2007 Inductees
Followed by Casino Party, Live and Silent Auction, Music and Magic!

A couple of tickets left ~ contact Cheryl Oxley, reservations chair, TODAY!! coxley@angusjournal.com • 800-821-5478

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Newsletter of Livestock Publications Council, an international organization serving the dynamic livestock communications industry

AUCTION ITEMS FOR THE 2006 ROYAL GALA

SILENT AUCTION

LIVE AUCTION

Commissioned Painting by Bud Snidow

Bud, former assistant secretary of the American Hereford Association, is a talented painter, specializing in pastoral scenes with single or small groups of cattle. Value: \$375
Donated by: Bud Snidow

Beef Breeds Journal package

(Two 1/2 page 4 color ads during 2007 in these magazines) Value: \$20,000
Donated by: *Angus Journal, Beefmaster Cowman, Charolais Journal, Hereford World, Limousin World, Shorthorn Country, American Red Angus, Maine-Anjou Voice, ACJ (Chianina), The Register (Simmental), Gelbvieh World, Brangus Journal, American Salers, Braunvieh World, Santa Gertrudis USA* ~Fifteen incredible magazines!

Livestock Publications Council Jacket - "First Of A Kind"

One custom jacket designed by our own industry's secret fashionista. Your chance to be on the cutting edge of fashion! Value: Priceless. Donated by: *BEEF Magazine*

Gourmet 5-Course Vineyard Dinner for Six

Tantalize your tastebuds with an exclusive Jowler Creek Vineyard dinner! You and five of your friends will be treated to a gourmet, five-course dinner while watching the sun set from the heart of the Jowler Creek Vineyard. Nestled in the hills of Platte County, Jowler Creek is only minutes from the Kansas City International airport. As each course is served, guests will experience foods paired perfectly with Jowler Creek's premium wines. Value: \$500 Donated by Jowler Creek Vineyards, Colleen and Jason Gerke

Two Bottles of Kentucky Bourbon with Personalized Label

Make your own custom label for this great offering. Value: \$800 Donated by the Kentucky Cattlemen's Association

Peruvian Opal and Pearl Necklace and Earrings

Donated by Rowdy Blonde Studio, Suzette Nesbitt Silversmith - Custom Made Jewelry

Steak Knives

Donated by John Deere

Lizzie's Lather - Pamper Yourself - Wonderful Basket of fine hand crafted soap with shea butter in every bar.
Donated by Suzette Nesbitt

"Pear In A Bottle"

from the Clear Creek Distillery in Oregon
Donated by Don Norton

John Deere Toy Tractor

Donated by John Deere

Embrace Romance Mary Kay Private Spa Collection Gift Set

Donated by Rebecca Terry

BBQ Galore

Barbeque package from *Successful Farming*® magazine, featuring a collapsible cooler, chef's apron and deluxe 12-piece stainless steel grilling utensil set, and a collection of cookbooks from the *Better Homes and Gardens*® library.

Donated by *Successful Farming*®

Cookbook Collection

A book collection featuring topics from remodeling and decorating to parenting and health. Plenty of great *Better Homes and Gardens*® cookbooks and gardening resources, too.

Donated by *Successful Farming*

Pecan Christmas Basket

Donated by Lisa Bryant, The Cowboy Connection

Omaha Steak Gift Basket

Donated by American Shorthorn Association

Framed print essay, "Confusion"

Donated by Julie McMahon French Promotional Strategy

Framed print essay "Prayer of the Horse"

Donated by Julie McMahon French Promotional Strategy

Green winter jacket and cap

Donated by American Hereford Association

Hog Judging DVD, Wind shirt (XL), Cap, One year subscription to *Seedstock Edge*

Donated by National Swine Registry

Leather Jacket

Donated by *Ozarks Farm & Neighbor*

Limited Edition Die Cast Metal Collector Truck (also a Bank)

Donated by *Farm Journal*

Basket of Missouri Wines

Donated by Brownfield Network

Arthur Court Platter

Donated by *The American Quarter Horse Journal*

Beer Basket

Includes two six-packs and one four-pack of Kentucky Ale beer varieties, two Kentucky Ale polo shirts, two pint glasses and two brandy snifters.

Donated by Alltech

American Royal Rodeo Tickets

Friday Night, October 27 Seats 109-1 & 109-2.

Two seats so wonderful it may seem like you're riding a bucking bull yourself!

Donated by *BEEF Magazine*

Framed print, "One Summer Day" by

Bonnie Mohr. Beautiful summer pasture with Holstein cows. Donated by Hoards Dairyman

American Royal Grand Prix Horse Show

Tickets Package #1 Four seats, Saturday, November 4 performance. If you love horses, this is the Granddaddy event!

Donated by *BEEF Magazine*

American Royal Grand Prix Horse Show

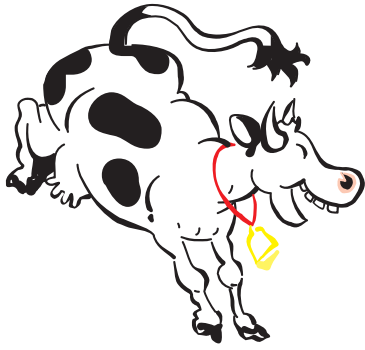
Tickets Package #2 Four seats, Saturday, November 4 performance. Another chance to watch this horse lover's event!

Donated by *BEEF Magazine*

If you cannot make it to the Royal Gala and still want to support LPC, you can still bid! Although this will not be broadcast on any satellite TV channels, we still can make arrangements! On Friday, you may call Auction Chairman, Jay Carlson, 913/485-9079 or Diane at 817/336-1130 or 817/247-1200 to send in your bids OR you can e-mail dianej@flash.net up until Thursday.



WORLD DAIRY EXPO BREAKFAST



A great crowd met for breakfast in Madison for the first ever LPC Breakfast at the World Dairy Expo. At left is **Melissa Muegge**, Allflex chatting with **Jan Ford** and **Joann Behrends** both representing Hoard's Dairyman.



Jo Dee Sattler, Hartland, Wis. (standing) visits with **Terri Smith**, **Cathy Bewley** and **Jenny Engle** all with Select Sires, Plain City, Ohio.



Billy Frey, Alltech and **Jay Carlson**, BEEF.



Lynnette Wright, Guernsey Breeder's Journal and **Kathy LaScala**, Dairy Herd Management.



DFW girls **Diane Johnson**, LPC executive director, with **Melissa Muegge**, Allflex.

This past summer at the Ag Media Summit, Dairy Today was awarded the James Flanagan Most Improved award and showed it off through the week to dairy fans. **Jean Lonie** and **Sue Lee** are shown at right.



HELP WANTED

Managing Director of Publications for Paint Horse Journal, Connection and Paint Racing News.

Major Responsibilities: The Managing Director is responsible for supervision and management of the editorial, graphics and sales departments. This includes staff hiring, development and supervision. In addition, the Managing Director is responsible for overseeing department budgets and business accounts. General duties:

- Oversee the editorial, advertising and print production of three publications.

- Provide direction for editorial content of the publications.
 - Provide direction for sales program.
 - Provide direction for graphics and publishing.
 - Write and photograph feature stories.
- Requirements:
- Bachelor's degree, journalism preferred.
 - A minimum of four years of magazine experience.
 - Writing and photography experience, preferably involving equine.
 - Preference given to individuals with

working knowledge of the equine industry. Location: Fort Worth, Texas. Salary: Commensurate with experience; includes comprehensive benefits package. Interested candidates should **send a cover letter** with salary expectations and resume to: American Paint Horse Association Attn: Administration Department 2800 Meacham Blvd. Fort Worth, TX 76137 fax: 817-222-8470 e-mail: tanderson@apha.com •



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Designers, Writers
and Photographers!

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Courtyard Marriott
Louisville, KY
800/321-2211

Book immediately as all hotels close
to the fairgrounds will fill up fast!

Other options:

Executive Inn, 800/626-2706

Howard Johnson, 502/363-9952

Hampton Inn, 502/366-8100

Comfort Inn 502/361-5008

THANK YOU SPONSORS!

(to date)

Tennessee Beef Council
Mississippi Beef Council
Georgia Beef Council
Ohio Beef Council
Kentucky Beef Council
Kentucky CPH
The Powell Group
Franklin's Printing

TENTATIVE SCHEDULE

Friday, November 10 • 8 am to 4 pm

8-8:30 am Registration

8:30-9 am Welcome. Introductions and Ice Breakers

9-12 noon Design Clinic

Katie Hunter

Back by popular demand, Katie is a certified Adobe instructor and will go through the Adobe programs in the morning session. Send your ideas and samples for "How'd you do that?" to the LPC office, then Katie will show you first hand exactly how it was done.

Noon-1 pm Working Lunch

Bring a sample ad that you have constructed in the past year. We'll critique them and the winner gets a prize!

1-1:50 pm AP Style Book Review

Shauna Hermel – *Angus Journal*

Terri McLean – University of Kentucky
Ag. Communications

Emily Rhoades – The Ohio State
University Ag. Communications

Always an interesting topic, this workshop will help you conclude if you are using the correct style or you have written your own book and need to refresh with AP.

2-2:50 pm Photography Workshop

Chris Mitchell, Mitchell Marketing,
Livestock Photographer

We'll learn more about taking livestock photography, equipment he uses, what the breeder expects out of the photos.

3-3:50 pm LPC Critique Review

Diane Johnson will once again show entries from this year's Critique Contest and go through the judge's comments. Will you agree with the judges? Lots of discussion will follow!

REGISTRATION FEES:

LPC members, \$60 • Non-members, \$75 • Students, \$35

Send name with check to:

LPC office, 910 Currie St., Fort Worth, TX 76107
or contact Diane by e-mail, dianej@flash.net

DEADLINE IS NOVEMBER 4