

Actiongram

May 2007

910 Currie St. Fort Worth TX 76107 www.livestockpublications.com office: 817/336-1130 fax: 817/232-4820 dianej@flash.net Diane Johnson, executive director

Ain't it Great to be a Redneck?

I wish I could have foretold the future a couple of weekends ago. My mom had invited me and a couple who has adopted our family for supper. In a decision I question the sanity of, my parents have decided to start making fudge in their pecan business. So this was the inaugural sampling of the fudge. That couldn't be all bad, could it? In fact, volunteers for the job have been coming out of the woodworks.

Little did I know what delight I was in for that evening. I drove out to the farm for an enjoyable meal. Shortly after I arrived, I learned that I was going on my first hog killing after dinner. Yee haw!

Now let me step back a moment and tell you about myself. Since I was in elementary school, counselors and teachers tried to talk me into becoming a doctor or a veterinarian. But I'm too squeamish when it comes to blood. You guessed it, I skipped taking "Blood and Guts" in college. Yes, I've been on the kill floor of a packing plant, but I can't use regular mousetraps that produce a dead body that I have to deal with. Now, I know some of ya'll are itching to tell me my freak flag's flying. Don't bother. I'm already aware of that.

Back to the Saturday evening in the woods. Over the past few months, Larry, our family friend, has become obsessed with hunting the wild hogs plaguing this area. He works for the National Guard full time, and our little soldier tracked the hogs for months before setting up a trap he'd built. During the months before he started catching any hogs, his wife joked

that she could understand why our military can't find Bin Laden when our finest trained personnel hadn't been able to track one hog, which we affectionately named Ham Laden. This hog trap is a high tech operation for these parts. It even has a surveillance camera to catch the porcine attracted to the pig liquor and corn.

Let me ask, what better thing to do on a Saturday night in a town of 400 (I think the stray dogs were included in that census.) than to hunt a hog? By the time we got to the field where the trap sits, it was a four-family event.

A convoy of four-wheelers and trucks headed into the woods to find the trapped sow and pig. The plan was to kill the sow, but one person was going to feed out the pig, "Pork Chop." We got to the trap only to discover a multitude of young pigs close in the woods. I felt like the cowboy surrounded by Indians on the ridge. Shots fired. I nearly dropped into the tornado precaution position us Okies learn shortly after birth. One was hit. While the pigs scattered, our attention turned to the trapped pair. I'm sure Pork Chop was as severely traumatized by seeing his mother gunned down in cold blood as I was, but the word is he's now quite happy on full feed.

As scarred as I was, I thought that evening that it's a shame "city slickers" can't experience the simple, rural life.

The hog hunt has provided much entertainment to us all. For example, the picture of my dad wearing his overalls and gun holster screams hillbilly.

City folk often make fun of us, but those of us who live in rural America are really the lucky ones. We get to experience the beauties of life they can't even imagine. You just can't enjoy a beautiful, spring evening in the city like you can riding on a four-wheeler while listening to the birds and bugs and looking up at the stars. Most will never get to pet a newborn calf, nor watch chicks hatching from eggs. They may never experience catching all the "tilt indicators" from the truck's dashboard as you bounce through the pasture rounding up cows, or feed a horse a sugar cube. Nor will they know how good a sandwich and tea taken to the hay field can taste, or have the opportunity to nurse a sick animal back to good health. Make fun of us all you want, I'll enjoy these green, rolling hills on the riverside any day compared to a view of concrete and skyscrapers.

Isn't it a blessing that as communicators, we get to tell our rural story every day?



By Lisa Bryant,
2006-07 LPC
President

*I felt like the cowboy
surrounded by Indians
on the ridge.*

Lisa

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The 2007 Ag Media Summit is quickly approaching! Registration packets have been mailed and you can also find many more details online at www.agmedia-summit.com. The information for the tours is on the next page in this newsletter and offers a great opportunity to see some of the highlights that Kentucky has to offer.

Online registration opens May 15.

SATURDAY, JULY 28

8 am - 4 pm Tours to Lexington, the horse country and more

SUNDAY, JULY 29

11 am - 5 pm Registration
 10 am - 4 pm Masters Class: Lights...Camera...Critique! – Panel
 1 - 4 pm Adobe Photoshop Session – Claudia McCue
 2 - 5 pm InfoExpo Set Up
 6 - 10 pm Kick Off Reception – Huber Farms

MONDAY, JULY 30

8 am Golf Outing
 8 am - 3 pm InfoExpo Set Up
 8:30 - 10 am BLOCK 1
 Photo: Finding the Angle – Bill Luster, *Louisville Courier-Journal*
 Writing: How to Write Knockout Headlines, Cutlines & Blurbs – Kathy Schenck, *Milwaukee Sentinel Journal*
 Management: DISC Profiles Part I -- It's About Personality – Paul Nobrega
 Publishing: Blogging for Business – Chuck Zimmerman, ZimmComm New Media
 Design: Enthusiastic Enthusiast, Trade and B-to-B Pubs Part I – Robert Sugar, Auras Design

10:15 - 11:30 am BLOCK 2
 Photo: The Photographer's Challenge – Bill Luster, *Louisville Courier-Journal*
 Writing: How to Write Knockout Headlines, Cutlines & Blurbs – Kathy Schenck (repeat)
 Writing II: Building the Team – Panel
 Management: DISC Profiles Part II -- It's About Personality – Paul Nobrega
 Publishing: Develop Your Magazine's Vision – Roy Reiman, Reiman Publications
 Management: Interpersonal Intelligence: Technology and Culture – Michael Bugeja
 Design: Enthusiastic Enthusiast, Trade and B-to-B Pubs Part II – Robert Sugar

11:30 am Lunch: The Power of Humor – Dan Glickman
 1 - 2:15 pm BLOCK 3
 Writing: Basics of Interviewing – Sheila Coles, Canadian Broadcasting Corporation
 Writing II: 60 Minutes with Fred Myers
 Management: Living Ethics: Shaping an Ethics Code – Michael Bugeja, Iowa State University
 Publishing: Inside the Online World
 Students: Moving Beyond Fear – Roy Reiman
 Newsmakers: Free Trade After the "Battle In Seattle" – Panel
 Design: XPress Yourself 7.0 – Robert Sugar

2:30 - 4 pm BLOCK 4
 LPC Critique Contest
 Writing: Interview Skills: Listening – Sheila Coles,
 Writing II: Covering Political Stories – Al Cross, Institute for Rural Journalism & Community Affairs
 Publishing: Postal Rates and Reform – Eddie Mayhew, Classification Station
 Students: Collegiate Life Knowledge Workshop
 Newsmakers: Chinese and Canadian Ag from the Inside Out – Panel
 4 - 7 pm Grand Opening of Info-Expo

TUESDAY, JULY 31

8 - 10 am Breakfast in InfoExpo
 10:15 - 11:45 am BLOCK 1
 Writing: Political/Human Interest Interviews – Sheila Coles
 Writing/Photo: Staying Inspired, Motivated & Creative – Leigh Rubin, Rubes
 Management: Coping with Change – Jackie Ferguson
 Publishing: Podcasting for Publishers – Chuck Zimmerman, ZimmComm New Media
 Students: The Interview – Panel
 Design: High-Impact Photo Power – Panel
 Noon - 1:30 pm Lunch – Country Music Entertainer, Michael Peterson
 1:30 - 3 pm Dessert in InfoExpo
 3 pm InfoExpo tear-down
 3:15 - 4:45 pm BLOCK 2

Writing: The Business of Creativity – Leigh Rubin, Rubes
 Photography: Environmental Portraits – Panel
 Management: Jackie Ferguson – Communicating With Impact
 Students: So You Got The Job. Now What? – Panel
 Publishing: The Media Mix -- A Buyer's Perspective – Ted Haller, The Jordan Group
 Design: Making the Most of Outlook – Katie Hunter
 5:45 - 7 pm Joint Reception for AAEA/LPC
 7 - 8 pm Individual Awards Ceremonies
 8 - 10 pm Joint Dessert Celebration Reception

WEDNESDAY AUGUST 1

8 - 9:15 a.m. LPC Annual Meeting
 AAEA Annual Meeting
 ACT Annual Meeting
 9:30 - 11:00 a.m. Brunch

All Ag Media Summit functions will be held at the Marriott Louisville Downtown • 280 W. Jefferson Street, 40202
 502/627-5045 fax: 502/627-5044
www.marriott.com/sdf/m code: AGRAGRA Room rate: \$129



Kentucky Agricultural Tour

Saturday, July 28

8 am

Buses depart Marriott Hotel, downtown Louisville

8:45 am

Stop 1: Paul Hornback Farm Tobacco has historically been a very important part of the Kentucky agriculture economy and culture. This stop will show you why Kentucky has been the most tobacco-dependent state in the U.S. We'll visit Kentucky farmer Paul Hornback who strips tobacco leaves from their stocks, forming bales bound for America's cigarette factories.

Hornback, whose family has raised tobacco for more than a century on land just east of Louisville, knows that much of the traditional ways of tobacco production are coming to an end. He is progressive thinker and has diversified and braces for the coming changes by investing in new crops and other business endeavors. Already, changes during the past 10 years have been profound. A decade ago Hornback would have had help with the crop and harvest from family members or locally hired hands; today he depends on migrant workers from Mexico. In the past he would have taken his crop to a local tobacco warehouse for auction; now he grows leaf under contract to Philip Morris USA and ships it to the company directly This stop will offer more insight into this unique commodity.



Tobacco

10 am

Depart for Lexington

11:15 am

Stop 2: Alltech

Nicholasville, Kentucky is lucky enough to be the international headquarters for Alltech. Alltech's mission is to improve animal health and performance by adding nutritional value to animal feed, enhancing the performance of the animal and increasing animal production. We'll take a fascinating tour to see how they make this happen. Alltech is privately held and one of the leading animal health companies in the world. Founded in 1980 by Dr. Pearse Lyons, a scientist, who envisaged using natural yeast fermentation and natural enzyme technology as the driving force for providing new alternative technologies for the animal feed industry. From a turnover of one million dollars in the first year of operation with their first branded animal feed product, Yea-Sacc1026®, Alltech has taken commanding positions in the food and feed sector. Today Alltech is growing at a rate of 20% per year and has a current turnover of \$300 million. Alltech's solutions conform to the core values that Alltech has come to represent...naturally. These solutions conform to the ACE principle in that they are safe for the Animal, the Consumer and the Environment.

Lunch sponsored by Alltech

12:15 pm

1 pm

Depart for Kentucky Horse Park

1:30 pm

Stop 3: Tour Kentucky Horse Park

This spacious and beautiful horse farm is home to close to fifty different horse breeds. Spreading over twelve hundred acres, it features various exhibits and tours dealing with the history of horses and horse racing. In 1777, Patrick Henry, then Governor of Virginia, granted 9,000 acres of land in the Kentucky Territory to his brother-in-law, William Christian, as a reward for his service in the French and Indian War. A wealthy Virginian, Colonel Christian moved his family to Kentucky in 1785 and established a farm on Beargrass Creek near Louisville. Christian was killed by Indians in 1786, and his daughter, Elizabeth Dickerson, inherited the Elkhorn Creek tract, 3,000 acres of land now in both Scott and Fayette Counties. Part of this land became the Kentucky Horse Park. Through the years the land exchanged owners several times but horses have been on this ground for more than 200 years. In 1978, the Kentucky Horse Park, the world's only park dedicated to man's relationship with the horse, opened to the public. The Park has a fascinating history that can be found on their Web site, www.kyhorsepark.com

Depart for Woodford Reserve

2:45 pm

3:15 pm

Arrive at Woodford Reserve Distillery

The historic Woodford Reserve Distillery is unlike any other in America. The Woodford Reserve Distillery is the only distillery that crafts its bourbon in copper pot stills and ages it in unique limestone warehouses. Located in the heart of Kentucky's Bluegrass region, Woodford Reserve Distillery visitor's center provides a panoramic view of the entire 78-acre site, filled with unique exhibitions, historical photos and artifacts that celebrate the living history of Kentucky Bourbon. The distillery tour begins near the cypress fermenting tanks, where sour mash bubbles throughout the week. The oldest section of the distillery is the distilling room with three copper pot stills, dating back to 1838. We'll get to witness the exact art of coppering and see the steps taking to create the charred oak barrels used to mature the bourbon. Distillers at Woodford Reserve don't rely on the calendar when it comes to determining when the barrels are ready to be bottled. Each barrel is sampled throughout maturation in order to ensure the consistent aroma and taste. At the end of the tour, visitors can sample the original Woodford Reserve Bourbon Ball cocktail. A gift shop will finish off the day where you'll find unique gift items designed to represent the true spirit of Kentucky.

Depart for Marriott Hotel in Louisville

5 pm



Horses



Bourbon



AMS Idol to Debut at Louisville Meeting

by Den Gardner, AAEA Executive Director

Live, from Huber Farms, it's AMS Idol!

OK, so it's not exactly Hollywood. And it's unlikely **Taylor Hicks**, **Ruben Studdard**, **Carrie Underwood**, **Kelly Clarkson** or **Fantasia Barrino** will be attending. But who needs them? We'll have celebrity judges – Quasimodo; we'll have two hosts that will make **Ryan Seacrest** look like a poor imitation of **Mitch Miller** and a lineup of talent that will make us dream for the days of Ted Mack's Amateur Hour.

Here are a few extra details:

- A maximum of 10 acts will participate in the AMS Idol. Each act will audition ahead of time by sending an audition tape by June 1 to: AMS Idol, c/o AAEA, 120 W. Main St. New Prague, MN 56071
- Each audition tape should contain two songs – one to be performed in the first round and one if selected for the final three and the championship round. The judges will pick the three finalists and they will compete again and a winner will be chosen. The audition tapes will be judged in Minneapolis (Prince and Jimmy Jam/Terry Lewis, along with Bob Dylan, Gary Puckett and the Union Gap, The Trashmen, Yanni, The Blenders, etc., have been contacted.)
- There will be fabulous prizes for the three finalists, and parting gifts for the other performers.

Application Information

Note that this show will take place on Sunday evening, July 29, at Huber Farms, just outside of Louisville in Borden, IN. Although there won't be a dress rehearsal for the event, we will plan to gather as a group before the performances to determine the order of performers and other logistics. You should be prepared to be at Huber Farms by about 6 p.m. on Sunday.

Remember, this is an "amateur" contest. Simon Cowell is NOT going to judging. So, let the excitement begin! For any questions about this first AMS Idol competition, please call Den Gardner at 952/758-6502 or e-mail him at ageditors@aol.com

To submit an application, please send your name, e-mail address, office and cell phone numbers, your talent (include song and author) and list any special requests or special needs regarding your performance (e.g., DVD player/tape player, trapeze, bowling pins to juggle, etc.)

Please note: If you are being accompanied by a keyboard player, we will provide a keyboard for your use. Otherwise, you will be required to bring along your appropriate instrument or tools of your trade.

LPC Member Office Survives the Storm

It's been a stormy spring all over the middle of the country and this is an example of damage at one of our LPC member offices. The Texas Hereford Association located in Fort Worth just narrowly missed being obliterated by a huge billboard. On the left side of the picture you can see the steel upright for the sign. If you can visualize a billboard being bent over from the middle, then you can see how close it was to taking out the whole building.



Jack Chastain, executive secretary, said it missed by just a few feet. There still was extensive damage to many trees, the roof, air conditioning units on the top of the building and water damage inside on the ceilings and more. Luckily it will all be able to be repaired and no historical papers or other items were destroyed. Ironically these storms were on April 13 which was the day that many NAMA attendees were trying to get out of Dallas due to the threats of severe weather. Our thoughts also go out to all of the Greensburg, Kansas victims, who also have ties to our Kansas LPC members.

Student Award Finalists Named

Committee chairman, **Angie Denton**, has announced that four students have been chosen as finalists for this year's **Forrest Bassford** Student Award. These students will be attending this year's Ag Media Summit in Louisville with \$750 travel scholarships and the opportunity to network with professionals in the ag communications industry. The winner will be announced on Tuesday evening. The finalists will go through an interview process which will be combined with their application scores and then a winner will be determined.

This year's finalists are: **Katie Allen**, University of Missouri; **Clint Blaes**, Kansas State University; **Melissa Leander**, Kansas State University; and **Stephanie Miles**, Texas Tech University. •

NEWS About You

• **Eldon White** was introduced March 25 as the new executive vice president of Texas and Southwestern Cattle Raisers Association during the group's 130th annual convention in Fort Worth. He comes to TSCRA after serving as executive director for 16 years at the National Agri-Marketing Association (NAMA) based in Overland Park, Kan. He has 28 years of agriculture related association management experience. He was raised on a cattle ranch and has worked for the National Cattlemen's Association and the American Sheep Industry Association. •

• Two LPC members, Meredith Corporation (**Successful Farming** and **Agriculture Online**) and Learfield Communications (**Brownfield Networks**) have recently announced that they are joining forces to significantly expand the *Living the Country Life* brand. Learfield is purchasing an ownership stake in the *Living the Country Life* brand which will be managed jointly by the two companies. Meredith will maintain controlling interest in the new company.

The *Living the Country Life* brand includes a magazine; a weekly television show on RFD-TV; a Web site; and the most comprehensive database of "ruralpolitans" available in the marketplace today. The affluent rural lifestyle audience is an upscale market that has an above average annual household income and lives on 3 or more acres.

The new business will combine *Living the Country Life's* current products with a nationally syndicated radio program and a greatly enhanced web presence. Also, the magazine will increase its frequency of publication.

Meredith's **Julie Schwalbe** will lead the group as general manager and have responsibility for all parts of the business. **Betsy Freese**, current editor of *Living the Country Life*, will serve as editor-in-chief of the joint venture and oversee all content operations for print, television, radio and the web. •

• **Kori Conley** is the new editor/communications director for the *Charolais Journal*/American International Charolais Association located in Kansas City, Mo. She is a May 2007 graduate of Missouri Valley College, Marshall, Mo. **Kori** has a bachelor of science degree in business administration with a focus in marketing and a minor in mass communications. She has been the managing editor of the Missouri Valley College *Delta* for three years. She is from Clarksdale, Mo. and where her family is active in the Angus business. •

Oh Baby!

Colleen and **Jason Gerke** are proud to announce that **Addison Marie Gerke** was born at 1:01 p.m. on Tuesday, April 24th. She weighed in at 8 lbs., 11 oz. and measured 21 inches long. Colleen is a past **Forrest Bassford** Student award winner and reports that Addie already loves taking "walks" with mom and dad out in the vineyard and hanging out with them down in the winery. •



And another baby was in a big hurry to get into the world! **Chace David Terry** is the new son of **Becky Terry** and her husband **Charles "Boat"**. **Chace** was born on May 9th and although he weighed 7 lb. 2 oz, the doctors say he's a bit premature and will stay in the hospital for another week to develop his lungs. So as LPC members, we send our thoughts and prayers to the little one and to Becky's family. **Becky** owns Showboat Graphics, is on the LPC board and co-chairs the program for AMS. Next month we'll get a picture of him and can't wait to have him home! •

Notice of LPC Annual Meeting

The annual meeting of the Livestock Publications Council will be Wednesday, August 1, 2007 in Louisville, Kentucky starting at 8 am. This is on the last day of the Ag Media Summit.

The board of directors will start meeting on Saturday evening, July 28 at 6 pm in Louisville and continue on Sunday morning at 8 am. If you are a committee chairman and need to present a report, please let **Diane** know so are listed on the agenda. The board meetings are always open meetings and we also encourage you to attend the annual meeting.

This is the slate of officers from the nominating committee chaired by **Lori Maude** and members **Joe Roybal** and **Wayne Bollum**. For your information, the nominating committee is always made up of the past three presidents and chaired by the immediate past president.

"The Nominating Committee recommends the following slate of officers for 2007-2008:

President: **Kyle Haley**, *Limousin World*

First Vice President: **Jim Bret Campbell**, *The American Quarter Horse Journal*

Second Vice President: **Marilyn Brink**, *Kanwaka Communications*

Secretary-Treasurer: **Andy Atzenweiler**, *Missouri Beef Cattleman*

For the Board of Directors, the Nominating Committee recommends the following:

Kathy LaScala, *Drovers/Dairy Herd Management*, for re-election to a 3-year term

Scarlett Hagins, *Kansas Stockman*, for a new 3-year term

Jay Carlson, *BEEF*, for a 1-year term to complete Andy Atzenweiler's term"

Others fulfilling their existing positions on the board are: **Stan Coffman**, *Ozarks Farm & Neighbor*; **Terry Cotton**, *Angus Journal*; **Angie Denton**, *Hereford World*; **Christy Lee**, *Seedstock Edge*; **Beverly Moseley**, *Land and Livestock Post*; **Don Norton**, Boelte-Hall; **Stephanie Veldman**, Broadhead + Co.; **Scott Vernon**, Brock Center, Cal-Poly State University. **Lori Maude** will serve as immediate past president

Paul Andre

Best of the Bunch Photo Contest



*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!

- 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 un-retouched 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 30 at the registration desk.
- Contestants unable to attend the Summit are responsible for making arrangements in getting their photo(s) returned. •

For more information or questions contact Chairman Amy Bader, [Arkansas Cattle Business, magazine@arbeef.org](mailto:magazine@arbeef.org)

OFFICE BOMBARDMENT DAY

Report from Ohio

LPC Member Certified Angus Beef, LLC, (CAB) recently hosted a group of ag communications students from The Ohio State University at CAB's headquarters in Wooster, Ohio. **Lance Zimmerman**, marketing manager - supply development, coordinated the event. He is also a past LPC student award winner reports in on this event and it looks like it was an incredible program!



Scott Popovic



Dave Barry

The day included a vast amount of information starting with the history and overview of CAB from Vice President **Brent Eichar**.

They even were treated to a lunch and food show presentation by their corporate chef **Scott Popovic**. Yumm! Others on the program included **Christy Johnson**, director, Supply Development; a trip through the Graphics Design Division with Director **Dave Barry** and a tour of the headquarters from **Lance**. Then there were presentations from **Deanna Walenciak** (Marketing Communications), **James Carpenter** (Public Relations) and **Tara Adams** (Sales Marketing) divisions who enlightened the group from their areas of expertise. The final session was presented by their Human Resources Director **Pam Cottrell** who offered advice to the students as they continued their education and start to look for jobs.



Pam Cottrell

Congratulations to CAB for presenting such a great program. Let's keep these type of programs going for our students and for potential employees in our industry!

Kudos to CAB for hosting such a fantastic event!

JOB BANK

Listing Policy: Only current LPC members may submit job descriptions for listing in the Actiongram. When the listing is extremely detailed it will probably be edited; however you may contact Diane if you wish to see the complete job description that was originally submitted. If it is necessary for a listing to be repeated, the description may also be shortened due to space limitations. (and all of these have been shortened!)

ASSISTANT/ASSOCIATE EDITOR

Angus Productions Inc. (API) is looking for an editor/writer with a strong background in grammar and AP Style to join its editorial team as an assistant or associate editor, depending on experience. Candidates should have a strong work ethic, a team mentality and a background in the beef industry. Two to five years of experience with a magazine, university communications department or similar work experience is desired, but a recent graduate who excels in grammar and knowledge of AP style would be considered.

Primary responsibilities:

- proofing and editing content for API media
- assistance in production of the two print publications and special projects

Responsibilities may also include:

- writing (news releases, feature stories and company support materials)
- photography
- travel to Angus and industry events
- assistance with real-time coverage of Angus and industry events.

Highly desired skills include: excellent writing and editing ability; journalistic skills, including researching and interviewing; excellent interpersonal and listening skills; knowledge of Microsoft Office programs, QuarkXpress and InDesign;

Send résumés to Shauna Rose Hermel, editor, Angus Productions Inc., 3201 Frederick Ave., Saint Joseph, MO 64506; shermel@angusjournal.com; 816-383-5270.

SALESPERSON

Position available immediately to cover Northwest Arkansas

PRODUCTION ASSISTANT

Position to be located in the Missouri office.

Ozarks Farm & Neighbor

P.O. Box 1319, Lebanon, MO 65536

Contact: Stan Coffman ofn@ozarksfn.com 866/532-1960

EDITOR

position available immediately

Western Livestock Reporter

18th and Minn- PAYS Exchange Bldg, Billings, MT 59101

Contact: Deb Andras wlrpubs@imt.net 406/259-4589

MARKETING SPECIALIST POSITION

Angus Productions Inc. is accepting resumes for a newly created position of Marketing Specialist based in St. Joseph, Missouri.

General Job Description: Responsible for administration and expansion of API's marketing services. The purpose of the position is to follow up with Angus breeders and national accounts offering more complete marketing and promotion interactive campaign opportunities, utilizing all entities of Angus Productions Inc., *Angus Journal*, *Angus Beef Bulletin*, Special Services and Web Services. Position requires creative leadership on campaigns.

Qualifications

- Minimum bachelor's degree in animal science, agricultural communications or related field.
 - Beef cattle background, including practical experience in some aspect of beef production
 - Agency or marketing experience preferred, with creative experience
 - Working knowledge of graphic arts and desktop software
- Main Responsibilities**

- Pursue existing major API advertising customers for more complete coordination of their marketing efforts utilizing API services.
- Develop original and individualized campaigns for accounts sold.
- Work with account customers to write copy for promotional print and web pieces
- Travel to industry events and breeder operations

Submit resumes to: Angus Productions Inc.

Attn: Terry Cotton/Cheryl Oxley, 3201 Frederick Ave.
St. Joseph, MO 64506.

LIVESTOCK ADVERTISING SALES

The Cattleman magazine, Fort Worth, Texas, has an immediate opening for an advertising sales person to handle purebred and commercial livestock accounts.

With a circulation base of more than 17,000 readers in Texas and Oklahoma, *The Cattleman* is the leading business journal of the Southwestern beef cattle industry.

The livestock sales person will be provided an existing client base, access to client history, professional development opportunities and the tools and equipment necessary to make the sale. In addition to serving existing clients, the staff member will seek and cultivate relationships with new advertising clients.

The position offers extensive travel in Texas and Oklahoma. This position may provide ring service at qualified auction sales and requires attendance at client auction sales, industry events and major national livestock shows.

Other requirements:

Knowledge of Microsoft Office programs, ability to learn and use specialized client database software and the use of digital camera equipment; knowledge of the purebred and commercial cattle industry in Texas and Oklahoma is preferable.

A detailed job description and list of benefits are available. Please contact Ellen H. Brisendine, editor, *The Cattleman*, 1301 W. Seventh Street, Fort Worth, Texas 76102, ehbrisendine@texascattleraisers.org.

JOB BANK

DIRECTOR OF COMMUNICATIONS

The position is responsible for communicating the Association's goals, activities and successes to the membership, non-members, and media. Some tasks include:

- Produce daily e-mail update, with association and industry information.
- Produce weekly, one-page newsletter, and distribute to membership.
- Maintain Association website.
- Coordinate staff and members to provide ongoing radio reports for stations and networks.
- Design all association collateral materials
- Write & design all promotional/publications for Annual Convention (registration brochure, name tags, etc.)
- Coordinate and secure Annual Conference sponsorships.
- Coordinate Industry Partner Program--serving as lead staff person in coordination and securing of Association sponsorships and as as lead staff contact to Allied Industry Council

Should possess excellent news and promotional writing skills and communications credentials, including a bachelor's degree in communications, journalism, public relations or English. Agriculture communications experience preferred. Position Closing Date: Friday, April 13, 2007 **To apply, send resumé, writing sample** (min. of 1) references (required) Colorado Livestock Association. Attn: Audrey, 822 7th Street, Ste. 210, Greeley, CO 80631, 970/378-0500, fax: 970/378-1962 agabel@coloradolivestock.org (preferred)

MANAGER, MEDIA RELATIONS

The Manager, Media Relations, is the key consumer media liaison for the organization. Responsibilities primarily include managing media interest from local and national consumer media and spokesperson coordination. The manager produces the industry's daily *NewsHub*, a news summary electronic newsletter, logs and tracks interviews and prepares information for reports.

Specific Responsibilities

- Builds and enhances relationships with consumer media.
- Delivers clear, concise and compelling information to journalists.
- Works with team to respond to media interest in a timely manner.
- Helps manage media inquiry process by gathering information on story angles.
- Helps identify and prepare spokespeople in preparation for interviews.
- Supports state partners through media response/coordination, key message development and providing background information.
- Helps plan and execute spokesperson training sessions.

Candidate must have:

Bachelor's degree or higher in Journalism, Communications, or Public Relations (or related degree); minimum of two to four years of public relations experience (either with a public relations firm or intense media relations experience). Candidate must have strong writing and communications skills. **Send cover letter, resume and salary history to:** mpeakman@beef.org

DIRECTOR OF COMMUNICATIONS

The American Hereford Association (AHA) is looking for an experienced communication professional to join the AHA team.

Responsibilities may include:

- writing (news releases, Hereford and CHB promotional articles, newsletter articles, Annual Report, monthly *Hereford World* column);
- research, compile, write and edit Hereford eNews;
- media relations
- national advertising (work with advertising agency)
- travel to Hereford and industry events;
- oversee the Association's advertising/promotion budget;
- development of member education tools and breed promotion materials;
- Web site coordination

Highly desired skills include media relations experience; journalistic skills, including researching and interviewing; a working knowledge of the seedstock and beef industries. We are looking for a person with a minimum of 5 years of experience. **Send resumé, writing samples and list of references to** Craig Huffhines, executive vice president, American Hereford Assn, PO Box 014059, Kansas City, MO 64101; 816/842-3757; chuffin@hereford.org

ASSISTANT EDITOR

The *Hereford World* magazine is the communication link between the American Hereford Association (AHA) and its members and is looking for a communication professional to join its editorial team. Responsibilities may include:

- Write features and news stories for monthly publication, min. 12/year.
- Proofread all editorial content, 20-40 hrs./month
- Conduct interviews and write stories as assigned.
- Post editorial content to Web site.

Highly desired skills include:

- Excellent work ethic.
- Excellent writing ability.
- Journalistic skills, including researching and interviewing.
- Excellent interpersonal and listening skills.
- A working knowledge of the seedstock and beef industries.

The position will be part-time. The right candidate can work from home. **For more information or to apply contact:** Angie Stump Denton, *Hereford World* editor, home office: 1039 Vista Road, Blue Rapids KS 66411 adenton@hereford.org, 785/363-7263 cell: 785/562-6197

PUBLIC RELATIONS SENIOR ACCOUNT EXECUTIVE

Bader Rutter & Associates, a Milwaukee-based marketing services agency, is seeking a Public Relations Sr. Account Executive for a national animal health account. Degree/background in agricultural journalism, advertising or PR required, and equine background preferred. Five to seven years of agency or PR experience including editorial, media/client relations and event planning required. **Submit cover letter and resume to:** Director of Human Resources, Bader Rutter & Associates, Inc., 13845 Bishop's Drive, Brookfield, WI 53005 or email: careers@bader-rutter.com.