Livestock Publications Council, an international organization serving the dynamic livestock communications industry.
2007-2008 LPC Officers

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~MISSION STATEMENT~

LPC seeks to provide a forum enabling members to build relationships, exchange information, discuss common problems and arrive at common solutions to improve overall effectiveness and value to readers and advertisers.

~CODE OF ETHICS~

I. Preamble: As livestock communications media, allied firms and individuals serving the livestock industry, we are bonded in the Livestock Publications Council for furtherance of professional fellowship, common interests and objectives. As owners, managers and/or personnel of communications media and affiliates, we recognize industry and public trust responsibilities. Specifically, the maintenance, protection and advancement of our enterprises in service of the livestock industry. This explicitly includes our moral obligation to respect the enterprises of each other, the subjects and persons written about, the advertisers served, the readers to whom we provide information and to the public at large. Therefore, individually and collectively, we subscribe and pledge to uphold standards set forth in this Code of Ethics.

II. Individual Rights: As individuals and with our media, we support and defend the governing documents of our respective countries, being particularly mindful of our individual rights and attendant responsibilities as active participants in the livestock industry, and as communications representatives thereof.

III. Objectivity and Accuracy: Our goal will always be objectivity and accuracy in content, clearly labeling personal opinions as such. Errors of significance will be promptly corrected when called to attention.

IV. Fairness: Respect for the dignity, privacy and rights of all persons will be foremost in our conduct and communications. We will strive for a level of propriety consistent with the standards of our readership. Reporting details serving no useful purpose or harming individuals will be avoided. Should it occur, we would actively seek and publish responses from the persons so impugned. We will take care that headlines accurately epitomize accompanying articles.

V. Obligations: Members and their publications shall avoid situations where editorial content is perceived to be more beneficial to advertisers than to readers.

VI. Advertisers: We will not knowingly misrepresent the circulation of our media to advertisers, potential advertisers, their agents or representatives.

VII. Professional Conduct: We recognize the imperativeness of being free of obligation to any interest other than that of our publications, advertisers and the right of our readers to be informed. Therefore, to avoid conflict and jeopardizing trust developed by readers, we will spurn any gifts or favors that, in the minds of reasonable persons, would compromise our responsibilities.

VIII. Pledge: We pledge ourselves to abide by and to help enforce this Code of Ethics, and to professional disassociation from colleagues knowingly, willfully and consistently violating the standards set forth.
Membership Information

Publication Memberships are open to all publications that devote at least 50 percent of their average content to the livestock industry and publish at least four issues a year.

Service Memberships are open to individuals and to organizations that service the livestock industry, but do not meet publication membership requirements.

Student Memberships are for students who wish to become involved with LPC prior to graduation. A student membership does not have voting privileges but will be listed in the LPC Directory and will receive the Actiongram plus all other mailings.

Alumni Memberships are former LPC members who are not currently eligible for Service or Publication membership. An alumni member may attend LPC-sponsored events at member rates, may serve on LPC committees, may vote in the LPC annual meeting but may not serve on the LPC Board of Directors. Fifty percent of alumni members’ dues will go to the LPC Student Scholarship Fund.
ACJ American Chianina Journal
1708 North Prairie View Rd (P.O. Box 890)
Platte City, MO  64079
816/431-2808  fax: 816/431-5381
www.chicattle.org e-mail: aceditor@earthlink.net
Five issues per year. Est. 1973. Official publication, American Chianina Association (ACA). Featuring the breed, it’s achievements and the people involved. The ACA also publishes one commercial issue in January and an AI sire brochure in February.
Circulation: 1,500, second class, sworn Subscription $25
Page trim size 8 1/2” x 11”, live area 7 1/2” x 10”, col 13 picas
BW pg $495, col in $20, 1C add $85, 4C add $245. Mailed 1st month prior.
Deadline 1st month preceding
Specials: May/June Herd Reference issue
Publisher: American Chianina Assn. (ACA)
CEO: Glen Klippenstein
Editor: Heather Counts (517) 214-0927

ADGA NEWS & EVENTS
209 W. Main St. (P.O. Box 865)
Spindale, NC  28160
828/286-3801  fax: 828/287-0476
www.ADGA.org e-mail: adga@ADGA.org
Quarterly newsletter. Est. 1981. Official voice of the American Dairy Goat Association, a registry organized in 1904 to collect, record and preserve the pedigrees of dairy goats, provide genetic, management and related services to the highest possible quality to dairy goat breeders.
Circulation: 13,000, 3rd class, sworn
Subscription included in $35 ADGA membership; non-member $10/year USA; $18/Canada/foreign
Page trim size 8 1/2” x 11”, live area 7 1/2” x 10”, col 2.3”
Does not accept advertising
Mailed Jan. 30, May 1, Aug. 15, Nov. 15. Deadline 1 month prior.
Published by: American Dairy Goat Assn.
President: Robin Saum
Administrative Assistant: Paula L. Hughes
Association Manager: Shirley C. McKenzie

AGRI NEWS
P.O. Box 30755 (18th & Minnesota Ave., 59101)
Billings, MT  59107
406/259-5406  fax: 406/259-6888
www.cattleplus.com  e-mail: editor@imt.net
Agri News is the only general agricultural and agri-business weekly circulated in Montana and Wyoming. “The Best In The West.”
Circulation: approx. 15,500
Subscription: $50/1 year; $70/2 years; $95/3 years
Deadlines: advertising, Thursday; editorial, Friday; distributed on Friday
Trim size: 11” x 17”. Live area: 10 1/4” x 16”, col width 9 picas
Col inch $15.90
Buys freelance feature articles
Owner/Publisher: Patrick K. Goggins
Editor: Tami Jo Blake
Advertising Sales: Marsha Christiansen and J.D. Dietz
Production Manager: Donna Skidmore
Circulation Manager: Peggy Pollari
Classifieds: Jeni Nowak
Production Staff: Ann Hindley and Kevin Nichols
Accounting: Dorothy Ketchum

ALABAMA CATTLEMAN
201 South Bainbridge St.  (P.O. Box 2499  36102-2499)
Montgomery, AL  36104
334/265-1867  fax: 334/834-5326
e-mail: mag@bamabeef.org
Circulation: 14,500, 2nd class, sworn Subscription: $30 asssn. membership
BW pg LS $520, Commercial $790; col in $30, $45; 1C +30% (matched color $145, $170); 4C $850, $1,175
Mailed 5th. Deadline 1st of preceding month.

AMERICA'S HORSE
1600 Quarter Horse Drive
(P.O. Box 32470)
Amarillo, TX  79120
806/376-4888  fax: 806/349-6400
www.aqha.com
Bi-monthly magazine. Est 1998. Official member publication of American Quarter Horse Assn. Sent free to all AQHA members (approx. 331,000)
Published by: American Quarter Horse Association
AQHA Executive Dir. of Publications: Jim Jennings  j Jennings@aqha.org
Editor: Becky Newell  bnewell@aqha.org
Production Manager: Durward Epps  depps@aqha.org
Assistant Editor: Holly Clahan  hollye@aqha.org
Director of Advertising: Kim McKinney  kmckinney@aqha.org

AMERICAN FARRIERS JOURNAL
P.O. Box 624
Brookfield, WI  53008-0624
(225 Regency Court, Suite 200, Brookfield, WI  53045)
262/782-4480  fax: 262/782-1252
www.americanfarriers.com e-mail: info@lesspub.com
Published eight times annually, magazine format. Est. 1974. The business management magazine for today's professional farrier.
Circulation: 8,200, second class, sworn Subscription: $47.95
Page trim size 8 3/8” x 10 7/8”, live area 7 3/16” x 9 1/2”, col 2 1/4”
BW pg $1,375; 2C $1,930, 4C $2,650. Agency 15%
Mailed 5th. Deadlines: advertising, 4 weeks; editorial, 5 weeks
Freelance: Buy articles and photos.
Published by: Lessiter Publications Inc.
Publisher/Editor: Frank Lessiter
Advertising Manager: Alice Musser

THE AMERICAN QUARTER HORSE JOURNAL
1600 Quarter Horse Drive
(P.O. Box 32470)
Amarillo, TX  79120
806/376-4888  fax: 806/349-6400
www.aqhajournal.com
Circulation: 72,000, 2nd class ABC audited Subscription: $25
Page trim size 8 1/4” x 10 7/8”, live area 7 1/4” x 9 1/2”, col 2 1/4”
BW page LS $900, Commercial $1535, col in $54/$92, $140 for 1C; add $500 for 4C. Agency 15% on commercial only. Mailed 28/29th prior to publication date. Deadline 20th of 2nd month preceding.
Freelance, prefer query, pay on acceptance.
Published by: American Quarter Horse Association
AQHA Executive Dir. of Publications: Jim Jennings  jjennings@aqha.org
Advertising Manager: Doug Hayes  dhayes@aqha.org
Production Manager: Duward Epps  depps@aqha.org
Editor: Jim Bret Campbell  jbretcampbell@aqha.org
Circulation Manager: Kim McKinney  kmckinney@aqha.org
THE AMERICAN QUARTER HORSE RACING JOURNAL
1600 Quarter Horse Drive
(P.O. Box 32470)
Amarillo, TX 79120
806/376-4888 fax: 806/349-6400
www.aqharacing.com
Circulation: 9,400, 2nd class. ABC Audit. Subscription: $25
Page trim size 8 1/4” x 10 7/8”, live area 7 1/4” x 10”, col 2 1/4”
BW page $625; col in $38; 1C $100; 4C $300. Mailed 28th prior to pub date. Deadline 5th prior to pub date.
Specials: March, Annual Review; Dec., Stallion Issue
Freelance: Prefer query, pay on acceptance.
Published by: American Quarter Horse Association
Executive Director of Publications: Jim Jennings  jjennings@aqha.org
Senior Director of Advertising: Doug Hayes  dhayes@aqha.org
Editor: Jennifer Hancock  jhancock@aqha.org
Director of Art/Production: Duward Epps  depps@aqha.org
Circulation Director: Kim McKinney  kmckinney@aqha.org

AMERICAN RED ANGUS
4201 North I-35
Denton, TX 76207-3415
940/387-3502 fax: 940/383-4036
www.redangus.org e-mail: info@redangus.org
Magazine produced 10 times a year with combined May/June and July/Aug issues. Est. 1964. Official publication Red Angus Association of America. Dedicated to the promotion and improvement of marketing and breeding of Red Angus cattle and education of membership and customers. Publication is targeted to commercial customers.
Circulation: 9,500, 3rd class Subscription: $25 1st class $45
Page trim size 8 3/8” x 10 7/8”, live area 7 1/2” x 10”
BW page $610; 1C $100, 4C $325.
Frequency discounts and 10% discount for camera-ready. Mailed 10 days prior to issue. Deadline is 20th two months prior to issue (Jan 20th for March) except for combined issues.
Published by: Red Angus Association of America
Managing Editor: Ann Holsinger  ann@redangus.org
Advertising/Art Director: Kevin LeMaster  kevin@redangus.org

AMERICAN SALERS
19590 E. Main Street #202
Parker, CO 80138
303/770-9292 fax: 303/770-9302
www.salersusa.org e-mail: Amsalers@aol.com
Page trim size: 8 3/8” x 10 13/16”, live area 7 1/8” x 10”, col 14p
BW page $650; 1C $150 additional, 4C $485 additional
Mailed 1st of month. Deadline 25th of month, two months prior Specials: Feb., Sire Summary; March, AI/Herd Sire; July/Aug., Herd Reference; Oct., Female Focus
Freelance writers, contact ASA headquarters Published by: ASA (American Salers Assn.) Advertising: Dean Pike
Magazine Manager: Amy Bader amy@salersusa.org

ANGUS BEEF BULLETIN
3201 Frederick Avenue
St. Joseph, MO 64506
816/383-5200 800/821-5478 fax: 816/233-6575
www.angusbeefbulletin.com
The main objective of the Angus Beef Bulletin is to serve as a communications platform for Angus breeders and the American Angus Association to reach current and potential commercial Angus customers. Mailed five times a year - Jan., Feb., March, Aug., Oct.
Circulation: 97,000
Page trim size 10 1/2 x 12 1/2”, live area 9 1/2” x 11 1/2” col 1 7/8”
BW page $1,295; junior page $1,060; half page $880; quarter page $550; multiple insertion rates available; no color available; photos $12.50. 10% space rate discount for acceptable camera ready ad files.
Publisher: Angus Productions, Inc.
General Manager: Terry Cotton  tcotton@angusjournal.com
Advertising/Production Mgr: Cheryl Oxley  coxley@angusjournal.com
Editor: Shauna Hermel  shermel@angusjournal.com
Associate Editor: Crystal Albers  calbers@angusjournal.com
Assistant Editor: Mathew Elliott  melliott@angusjournal.com
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Web Services Manager & Sales Coordinator: Rich Masoner  rmasoner@angusjournal.com
Production Assistant: Carol Beckett  cbeckett@angusjournal.com
Circulation Coordinator: LaVera Spire  lspire@angusjournal.com

ANGUS JOURNAL ✠ Charter Member
3201 Frederick Avenue
St. Joseph, MO 64506
816/383-5200 800/821-5478 fax: 816/233-6575
www.angusjournal.com
Circulation: 17,400 Periodical Subscriptions: US $50, Canada $70, foreign $125 (air mail only)
Page trim size 8 1/8 x 10 13/16, live area 7 1/8 x 9 13/16, col 2 3/8”
BW page: $875; col in $55; 1C: $100; 4C: $300; BW or 4C scans, $12.50.
Bleeds: $60 Mailed 1st of month. Deadline 25th of second month preceding.
Frequency discount and 10% space discount for acceptable camera-ready files. Specials: May and Sept., Junior emphasis with added circulation; Feb., April, June, July/Aug., September, October. No multiple insertion rates available; no color available; photos $12.50.
Circulation: 97,000
Publisher: Angus Productions, Inc.
General Manager: Terry Cotton  tcotton@angusjournal.com
Advertising/Production Mgr: Cheryl Oxley  coxley@angusjournal.com
Editor: Shauna Hermel  shermel@angusjournal.com
Associate Editor: Crystal Albers  calbers@angusjournal.com
Assistant Editor: Mathew Elliott  melliott@angusjournal.com
Advertising Coordinators: Annie Jenson  ajenson@angusjournal.com
Karri Mildenberger  kmildenberger@angusjournal.com
Web Services Manager & Sales Coordinator: Rich Masoner  rmasoner@angusjournal.com
Production Assistant: Carol Beckett  cbeckett@angusjournal.com
Circulation Coordinator: LaVera Spire  lspire@angusjournal.com

ANGUS NEWS
430 South Driver Road (P.O. Box 20)
Dowelltown, TN 37059
615/536-5050 fax: 615/536-5555
B&E Graphics 615/893-2319 e-mail: angusnews@dekalb.net
Founder/Publisher/Editor: Price E. Harrison, Jr.
Circulation Manager: Hart Harrison
THE BRAHMAN JOURNAL  Charter Member
1037 Austin St.,
Hempstead, TX 77445
979/826-4347 fax: 979/826-2007
www.brahmanjournal.com e-mail: vlambert@brahmanjournal.com
Circulation: 6,000 Subscription: $25
Deadlines: first of preceding month for advertising and editorial
Trim size: 8.375" X 10.875" Live area: 7.25" X 9.75" col: 14 picas
BW page $550 4C $850 add 1C $100 col. inch, $20 scans, $25
Special issues: Dec., Directory; Feb., Pre-Houston Livestock Show; March, Houston Livestock Show; April, Houston Show Results and Performance; May, Herd Bull; June, Pre-All-American Show; July, Youth Issue; Aug., All American Results; Sept., Anniversary Issue; Oct., National Show; Nov., Calendar
Buy freelance, 2-3 per year
Owner/Editor: Victoria Lambert
Field Representatives: Steven Kahla
Graphic Design: Rosicile Cardenas
Web Design: John Fritzching
Assistant Editor: Emily Otto
Office Manager: Robin Kukowski

BRANGUS JOURNAL  Charter Member
PO Box 791303 (407 Breesport, 78216)
San Antonio, TX 78279-1303
210/524-9697 fax: 210/524-9690
e-mail: brangusjournal@southernlivestock.com
Circulation: 3,300, 2nd class sworn Subscription: $25
Page trim size 8 1/2" x 11", live area 7 3/16" x 10", col 2 3/16"
Publishers: Jim Banner and Michael Sturgess

BRAUNVIEH WORLD
Owned by: Braunvieh Association of America
www.braunvieh.org
Published by: BluePrint Marketing, L.L.C
480 Jason Rd., Fort Collins, CO 80524
970/498-9306 fax: 970/498-9940
www.blueprintma.com e-mail: info@blueprintma.com
Est. 1992. The Braunvieh breed originated in the Swiss Alps and is known for balanced performance, adaptability and carcass traits. As the official publication of the Braunvieh Association of America, the Braunvieh World is the prime source for breed news and information.
Published bi-monthly: Jan./Feb.; March/Apr.; May/June; July/Aug.; Sept./Oct.; Nov./Dec.
Deadline: 1 month prior to publication date
Page trim size: 8 1/8" x 10 3/4", Live area: 7 1/4" x 10", Col width: 2 1/4" 2-page spread $1,050, BW page $550, 2/3 page $450, 1/2 page $375, 1/4 page $250, Add $300 for 4C, Add $125 for 1C.
Managing Editor & Sales: Jo Dexter kdxter@blueprintma.com
970/568-3482 fax: 970/568-7072
Creative Director: Kathie Bedolli kbedolli@blueprintma.com
919/848-2383 fax: 919/845-7171
Administrative Director: Lisa Bard Field libfield@blueprintma.com
970/498-9306 fax: 970/498-9940

CALF News  The Magazine for Cattle Feeders
1531 Kensington Blvd.
Garden City, KS 67846
620/276-7844 fax: 620/275-7333
www.calfnews.com e-mail: dgigot1@cox.net
Bi-monthly magazine. Est 1963. Our 43rd year! Produced for large (1,000-head-plus) US commercial and private cattle feeders. News/features emphasizing people involved, business management, animal health, nutrition, new marketing concepts, feed management, computer management, feedlot profiles. Circulation includes 2,000 cow/calf and stocking feeder operators in the US as well as major veterinary and nutritional consultants.
Circulation: 6,575, 2nd class sworn Subscription: $33
Page trim size 8 1/8" x 10 3/4" live area 7 1/4" x 10", col 2 1/4" BW page $1,695, col in $93, 2C $420, 4C $985 Bleeds n/c. Agency 15% commission. Mailed at the beginning of the first month of the combined issue. Deadline 12th of the month prior to month of the combined issues. Freelance accepted.
Published by: CALF News Magazine Ltd.
Publisher/Editor: Betty Jo Gigot
Advertising Manager: Patti Wilson
Art/Production Director: Kathie Bedolli

CALIFORNIA CATTLEMAN
California Cattlemen’s Association
1221 H St. Sacramento, CA 95814
916/444-0845 fax: 916/444-2194
Director of Public Relations and Events:
Katie Otto katie@calcattlemen.org
www.calcattlemen.org
PUBLISHER: Cornerpost Publications
Kelli Toledo and Matt MacFarlane
29802 Road 44, Visalia, CA 93291
Advertising Sales: Matt MacFarlane, 916/408-4259 fax: 916/408-4260
mmacfarlane@cattlemen.net
Design/Production: Kelli Toledo, 559/651-3083 fax: 559/651-3086
ktoledo@cattlemen.net
Monthly Magazine (July/Aug.combined). Est.1919. Subscription: $20 or included as part of CCA dues
Page trim size: 8 1/4" X 10 3/4" with 1/8" bleed on all sides & 1/2" margin. BW page, LS $675; Commercial $750, Col. In. $30/32 1C. $125/$150; 4C; $375/$50; 15% on commercial rates only
Call for special sections and issue features, 916/408-4259
December, Annual Pull-out Calendar; July/August, Bull Buyer’s Guide; Spring issues, feature breeds; Fall issues, features events.

CAROLINA CATTLE CONNECTION
2228 N. Main Street
Fuquay-Varina, NC 27526
919/552-9111 or 9112 fax: 919/552-9216
mmacfarlane@cattlemen.net
www.calcattlemen.org
916/444-0845 fax: 916/444-2194
1221 H St. Sacramento, CA 95814
Kelli Toledo and Matt MacFarlane
PUBLISHER: Cornerpost Publications
www.calcattlemen.org
PUBLISHER: Cornerpost Publications
Kelli Toledo and Matt MacFarlane
29802 Road 44, Visalia, CA 93291
Advertising Sales: Matt MacFarlane, 916/408-4259 fax: 916/408-4260
mmacfarlane@cattlemen.net
Design/Production: Kelli Toledo, 559/651-3083 fax: 559/651-3086
ktoledo@cattlemen.net
Monthly Tabloid newspaper covering North and South Carolina. Featuring cattle production, health, management, forage and marketing information plus agriculture related government reports.
Circulation: 6,500, 3rd class
Full Page 10 1/8" X 12 1/2"; Column Inch 2 1/4” X 1”; Jr. Page 8 1/2” X 11” (*jr page available only for camera-ready copy submitted by deadline date.) Advertising Rates Net: full page, $500; 3/4 page, $425; Jr. page, $400, 1/2 page, $325; 1/4 page, $175; 1/8 page, $150; column inch, $55/inch Color Rates: $90 per color Discounts: 8% for 6-month signed contract; 20% for 12-month signed contract. No agency commission.
Deadline 10th preceding month of issue.
Published by: North Carolina Cattlemen’s Association
North Carolina Manager: Bundy B. Pyler
Editor: Casey Hinnant
CASCADE CATTLEMAN
P.O. Box 1390 (1301 Esplanade)
Klamath Falls, OR 97601
541/885-4460 fax: 541/885-4447
www.cascadecattleman.com
e-mail: cascade.magazines@heraldandnews.com

Monthly newsmagazine serving the cattle industry of the West. Primary distribution in California, Idaho, Nevada, Oregon, Washington, and several other states. Editorial features place emphasis on environmental, human interest and other material of industry importance.
Circulation: 6,500, 2nd class (free at regional events)
Subscription: $12 per year, $1.25 at regional retailers

Circulation: 20,000, 3rd class non-profit
Subscription: TSCRA members

CATTLE BUSINESS WEEKLY
185 W. Center
Philip, SD 57567
605/859-2028 fax: 605/859-2733
e-mail: cattlenews@gwtc.net

A regional publication serving the beef industry with current news and market reports. Weekly publication distributed on Wednesdays. Advertising and editorial deadlines Friday. Trim size: 11 1/2” x 14”. Page area: 10 1/2” x 13” Col. width: 1.625”, $15/column inch. Subscription: $30
Special issue: annual herd reference guide published in the fall
Owner/Publisher: Don Ravellette and Donnie Leddy
Editor: Codi Valley
cattlenews@gwtc.net
Production Manager: Courtney Gebe

CATTLE TODAY
204 Temple Ave S.
Fayette, AL 35555
205/392-8000 fax: 205/392-4000
www.cattletoday.com

Circulation: 15,000, 2nd class sworn
Subscription: $15

CATTLE BUSINESS IN MISSISSIPPI
680 Monroe Street Suite A
Jackson, MS 32902
601/354-8951 fax: 601/355-7128
www.mscattlemen.org

Published 10 times a year. June/July and Nov./Dec. are combined issues. Magazine. Est. 1955. Mississippi Cattlemen's Association publication promoting the state’s cattle business and keeping producers informed in all phases pertaining to the industry.
Circulation: 4,200, 2nd class sworn

THE CATTLEMEN
1301 West Seventh St.
Fort Worth, TX 76102
817/332-7155 fax: 817/332-5446

Circulation: 17,000 paid, 2nd class ABC audited
Subscription: $25
Page trim size 8 1/2” x 11”, live area 7 1/2” x 10” col. 2 5/16”

THE CATTLEMEN – Daily e-newsletter, est. 2007

Published by: Texas & Southwestern Cattle Raisers Assn.
Editor: Ellen H. Brisenden ebrisenden@texascattleraisers.org
Senior Editor: Susan Wagner swoagner@texascattleraisers.org
Staff writer: Katrina Waters kwaters@texascattleraisers.org
Commercial Advertising: Anita Braddock
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Livestock Advertising: Wade Perkins wperks@texascattleraisers.org
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scaraway@texascattleraisers.org
Systems Manager: Dianne Long
dianne@thecattlemanmagazine.com
Graphics/Production: Linda Lee llee@texascattleraisers.org

TSCRA News Update—Monthly newsletter, est. 1979
TSCRA E-Xpress—Daily e-newsletter, est. 2007

Circulation: 20,000, 3rd class non-profit
Subscription: TSCRA members
Editor: Susan Wagner susan@texascattleraisers.org
COW COUNTRY NEWS
176 Pasadena Drive
Lexington, KY 40503
859/278-0899 fax: 859/260-2060
www.kycattle.org e-mail: cbrown@kycattle.org
Monthly tabloid, electrabrite magazine. Est. 1978. Published for Kentucky Cattlemen’s Association members, and serving the beef cattle industry of Kentucky and surrounding area. Presenting industry news and features.
Circulation: 10,000, non-profit bulk rate, sworn
Subscription to non-members: $30 yr
Published by: Kentucky Cattlemen’s Assn.
Editor/Publications Coordinator: Carey Brown
Graphic Designer: Maggie Rogers

CUTTING HORSE CHATTER
260 Bailey Ave.
Fort Worth, TX 76107-1862
817/244-6188 fax: 817/244-2015
www.nchacutting.com
International monthly magazine. Est. 1948. Official voice of the National Cutting Horse Association. Informs, educates and entertains the members, veterans and novice, as well as the general public concerning all aspects of the Association from items of administrative importance to those of human interest.
Circulation: 16,000, 1st/2nd class sworn
Subscription: NCHA members only, $60, First class $105
Page trim size 8 3/8” x 10 7/8”, live area 7 1/4” x 10”, col 2 1/4”
BW page $725, 4C page, $995, 1C $100, 4C $300. Agency 15% on space. Mailed 1st of month. Deadline: 1st of month preceding issue date.
Freelance on assignment or topic approval.
Published by: National Cutting Horse Association
Managing Editor: Alan Gold adgold@nchacutting.com
Editor: Stacy Pigott spigott@nchacutting.com
Advertising Manager: Shawn McCoy smccoy@nchacutting.com

DAIRY HERD MANAGEMENT
10901 West 84th Terrace
Lenexa, KS 66214
913/438-8700 fax: 913/438-0695
www.dairyherd.com
Monthly business trade magazine dedicated to providing dairy producers information on management, nutrition, health, genetics, policy, markets and other related areas.
Circulation: 67,071, 2nd class BPA audited (6/04).
Free to qualified subscribers, $59.88 to all others.
Page trim size 7 7/8” X 10 3/4” live area 7 3/8” X 10 1/4” col 2 1/4” 4C pg $10.79, Freelance accepted.
Published by Vance Publishing
Associate Publisher: Stan Erwine
Group Publisher: Cliff Becker cbecker@vancepublishing.com
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Managing Editor: Ron Brockman
Production Manager: Rom Brockman
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DAIRY TODAY
1818 Market Street, 31st Floor
Philadelphia, PA 19103-3654
215/557-8900 fax: 215/568-4238
www.agweb.com e-mail: jdickrell@farmjournal.com
Published 10 times annually, Dairy Today provides readers with advice on issues affecting the future of the dairy industry and the future of their businesses. In addition, Dairy Today also addresses various aspects of dairy production. Dairy Today also publishes the official program of the World Dairy Expo (August) and the Elite Producer magazine which is a demographic section for 500+ herd size subscribers. Regular features include Dairy Talk, Dollars and Sense, Outlook, Milking Center Management, Nutrition.
continued on next page
continued

Tabloid Issues: Jan., Feb., Aug., Oct.-Commercial Editions (special ad rates apply)
Mailed 25th preceding issue date. Deadline 25th preceding month.
BW page LS $725, col in $35, 1C, add $150, 4C, add $425 bleeds n/c.
Tabloid: trim size 10 1/2” x 14 1/2”, live area 9 1/2” x 13 1/2”
Page trim size 8 1/8” x 10 3/4”, live area 7” x 9 3/4”, col 13 picas (magazine)
Subscription: $35

GUERNSEY BREEDERS’ JOURNAL
7614 Slate Ridge Blvd.  (P.O. Box 666)
Reynoldsburg, OH  43068-0666
614/864-2409 fax: 614/864-5614
Monthly magazine (except Jan, July). Est. 1910. Published for members of The American Guernsey Association and allied dairy interests. Featuring herds, sales, shows, dairy industry topics, production records, appraisal results, meetings and other Guernsey events in US and some foreign countries.
Circulation: 1,400, 2nd class swarm  Subscription: $20 1 year $50 for 3 years
Page trim size 8” x 11”, live area 7” x 10”, col 13 picas
Publisher: Purebred Publishing, Inc.
Owner: The American Guernsey Assoc.
Managing Editor: Lynnette Wright lwright@usguernsey.com

GULF COAST CATTLEMAN  Charter Member
11201 Morning Court
San Antonio, TX  78213-1300
210/344-8300 fax: 210/344-4258
e-mail: info@gulfcoastcattleman.com
Circulation: 15,601 periodical
Subscription: $15 or requested
Page trim size 8 3/8” x 10 7/8” live area 7” x 10”, col 13 picas
BW page $960/Commercial $1150, col in $30/$37
Page trim size 8 1/8” x 10 7/8”, live area 7” x 10”, col 13 picas
BW page Livestock $1,040, Commercial $2,100, 2C add $115, $200, 4C add $325, $400. Agency 15%. Mailed 1st. Deadline 30 days prior.
Freelance features accepted, negotiable rates. Send SASE.
Published by: Gulf Coast Publishing Corp.
Publisher: E.C. Larkin, Jr.
Editor: Chel Terrell editor@gulfcoastcattleman.com
Advertising: Charlie Wood sales@gulfcoastcattleman.com
Production: Cheryl Moy graphics@gulfcoastcattleman.com
Accounting: Margie Larkin
Circulation: Joan Dover circulation@gulfcoastcattleman.com

HEREFORD WORLD
1501 Wyandotte  (P.O. Box 014059)
Kansas City, MO  64101
816/842-8878 fax: 816/842-6931
www.herefordworld.org  e-mail: hworld@hereford.org
Circulation: 5,300 (mag); 25,000 (tabloid), 2nd class swarm
Subscription: $35
Page trim size 8 1/8” x 10 3/4”, live area 7” x 9 3/4”, col 13 picas (magazine)
Tabloid: trim size 10 1/2” x 14 1/2”, live area 9 1/2” x 13 1/2”
BW page LS $725, col in $35, 1C, add $150, 4C, add $425 bleeds n/c.
Mailed 25th preceding issue date. Deadline 25th preceding month.
Tabloid Issues: Jan., Feb., Aug., Oct.-Commercial Editions (special ad rates apply)
Publisher: Hereford Publications, Inc.
continued

HOLSTEIN WORLD
6437 Collamer Road
East Syracuse, NY  13057-1031
315/703-7979 fax: 315/703-7988
www.holsteinworld.com  e-mail: kknutsen@dairybusiness.com
Saddle stitched magazine published monthly. The subscribers are Holstein dairymen in US and worldwide. The World features the latest in genetics, marketing and management of Holstein cattle in more than 2,500 pages annually.
Circulation: 8,913, 2nd class swarm  Subscription: $38.95
Page trim size 8 1/8” x 10 7/8”, live area 7” x 10”, col 13 picas
BW page Livestock $1,040, Commercial $2,100, 2C add $115, $200, 4C add $325, $400. Agency 15%. Mailed 1st. Deadline 30 days prior.
Specials: Each issue features editorial emphasis.
Published by: DairyBusiness Communications
Publisher: Joel P. Hastings
Editor: Karen Knutsen kknutsen@dairybusiness.com
Sales/Advertising Manager: Julie Brown jbrown@dairybusiness.com

ILLINOIS ANGUS NEWS
P.O. Box 397
Carmi, IL  62821
618/382-8553 fax: 618/382-3436
e-mail: illinoisnews@angustopics.com
Published by: Bingman Publications
112 N. Church St., Carmi, IL 62821
Ad Representative: Ernest Bingman ernie@angustopics.com
314/308-2048, cell
Editor: Theresa Garrett theresa@angustopics.com 812/205-5130

ILLINOIS BEEF
2060 W. Iles Ave., Suite B
Springfield, IL  62704
217/787-4280 fax: 217/793-3605
www.illinoisbeef.com  e-mail: philler@shelbywh.coop
Bi-monthly mag. Est. March 1987. Serving all beef producers in Illinois. As official publication of the Illinois Beef Association is dedicated to advancement and improvement of the beef industry by representing all of its segments. Regular departments written by university and industry leaders, association officers and council chairman for education, information and member recruitment. Feature articles are unique in interest to Illinois producers.
continued on next page
Circulation: 17,000 standard A mail, 500 distributed
Subscription: $19.95/year
Page trim size: 9.667” X 11.5”, 5 column
Ad rates: BW-full page, $633.71, half page, $330.69, quarter page $207.64
other sizes and color available. Contact Jesse Wright for advertising deadlines.
Published by: The Bryan-College Station Eagle newspaper
Publisher and Editor: Dennis Baggett
Land & Livestock Post Editor: Beverly Moseley
Marketing Consultant: Jesse Wright

LIMOUSIN WORLD
2005 Ruhl Drive
Guthrie, OK 73044
405/260-3775 fax: 405/260-3766
www.limousinworld.com e-mail: limousin@limousinworld.com
Circulation: 6,007, 2nd class A
Subscription: $30
Page trim size 8 3/8” x 10 7/8”, live area 7 1/2” x 10”, col 14 picas
BW page $690, col in $33, 1C $110, 4C $330. Rates do not include agency commission. Mailed 20th of month. Deadline 25th of month preceding mailing, i.e. Feb 25 for April issue.
Specials: Feb., Commercial Cattlemen; March, Showcase of Champions; April, Herd Sire; June/July, Herd Reference
Freeance features, fillers, photos accepted. Rates negotiable.
Published by: Limousin World, Inc.
Editor: Kyle Haley
Director of Field Services: DeRon Heldemon
Advertising Manager: Mary Quigley
Production Manager: Ricki Rookstool
Circulation Manager: Misti Sloan

LINE RIDER AND NEWS BRIEF
Idaho Cattle Association
2120 Airport Way (P.O. Box 15397)
Boise, ID 83715
208/343-1615 fax: 208/344-6695
www.idahocattle.org
Maggie: 3135 Elmoro Road, Parma, ID 83660
208/674-1283 e-mail: maggiejomalson@mac.com
Official publications of the Idaho Cattle Association. Est. 1984. Dedicated to communicating cattle and beef industry news, legislative and membership updates, and current events to ICA membership. Line Rider magazine is published six times per year and mailed by the first of January, February, March, July, September and October. Deadline is the first of the month preceding publication. News Brief newsletter is published six times per year and mailed the first week of April, May, June, August, November and December. Deadline is the 25th of the month preceding publication.
Circulation: 1,300 Subscription: included with membership or $40
Page trim size: 8 1/2” X 11”, live area 7 1/2” X 10” col. 3 3/4” or 2 1/2”
Advertising rates: BW page-$300; 4-color (Line Rider only)-$700; Four and six issue discounts available, rates doubled for non-members. Call (208) 674-1283 for rate card and media kit.
Freelance features and photos accepted. Rates negotiable.
Editor/Publisher/Advertising: Maggie J. Malson

LIVESTOCK WEEKLY
P.O. Box 3306
San Angelo, TX 76902
325/349-4611 fax: 325/349-4614
www.livestockweekly.com e-mail: info@livestockweekly.com
Weekly tabloid newspaper. Est. 1949. Serving cattle and sheep producers, feeders, market operators, etc., in all leading states. Offering staff-written market reports, features, photos plus freelance or contracted features.
Circulation: 18,121 paid 2nd class USPS audited.
Subscription: $30
continued

MAINE-ANJOU VOICE
204 Marshall Road (P.O. Box 1100)
Platte City, MO 64079
816/858-9954 fax: 816/858-9953
www.maine-anjou.org e-mail: voiceeditor@kc.rr.com
Bi-monthly magazine. Est. 1990. Official publication of the American Maine-Anjou Association. Serving US, Canadian and foreign Maine-Anjou breeders, keeping them informed on shows, sales, and association, breed and industry events. Also includes features on breeders, management and others.
Circulation 3,500, 3rd class; US $20, Canada $25 in US funds
Foreign $35 in US funds plus postage
Page trim size 8.125” x 10.75”, live area 7” x 10”, col 14 picas
BW page $555, 2C $655; 4C page $755 Discounts for pre-paid
Deadlines, 1 month preceding (Apr. 1 for May/June issue)
Specials: March/April, Sire Reference; May/June, Herd Reference; August, Focus on Youth
Editor: Kyla Nesheim voiceeditor@kc.rr.com

MISSOURI BEEF CATTLEMAN
P.O. Box 480977 (13130 Walnut, 64145)
Kansas City, MO 64148
e-mail: mobeef@sbcglobal.net
Monthly magazine. Est. 1971. Official publication Missouri Cattlemen’s Association. Dedicated to the Missouri cattle producer. Association activities and University of Missouri programs featured plus articles on animal health, herd management, breed association events, purebred sales, field days, fairs.
Circulation: 6,500, 2nd class controlled, sworn
Subscription: $50 (includes membership in Missouri Cattlemen’s Assn.). Page trim size 8 1/2” x 10 7/8”, live area 7” x 10”, col 20 picas
Publisher/Editor: Andy Atzenweiler
Advertising Manager: Larry Atzenweiler

MONTANA STOCKGROWER
420 N. California
Helena, MT 59601
406/442-3420 fax: 406/449-5105
www.mtbeef.org e-mail: msga@mtbeef.org
Bi-weekly. Official newsletter of the Montana Stockgrowers Association. Est. 1989. Published as a service to Montana’s largest single economic sector, the beef cattle industry. Informs members of industry and association news, legislative activity, regulatory affairs, Montana sale information.
Circulation: 2,500, 2nd class. Subscription: included with membership.
Page trim size 8 1/2” x 11”, live area 7 1/2” x 10”, col 3 3/4”
BW 1/4-page (5” x 3 3/4” or 2 1/2” x 7 1/2”) $200 Member/Rancher, $250 Commercial. Agency 15%. Photos $10 each. Contact editor for publishing and deadline dates.
Specials: March and Nov. Magazine. Est. 1928. Trim size 8 1/2” x 11”
Subscription: $19.95/year
Circulation: 6,500, 2nd class. US $20, Canada $25 in US funds
Foreign $35 in US funds plus postage
Deadline Monday; mailed Thursday
Publisher: Robert S. Frank rfrank@livestockweekly.com
Editor: Steve Kelton skelton@livestockweekly.com
Advertising Manager: Paula Rankin paularankin@livestockweekly.com

National Sales Rep: The Powell Group

Published by: Limousin World, Inc.
NATIONAL CATTLEMAN
9110 E. Nichols Ave. #300
Centennial, CO 80112
(P.O. Box 3469 Englewood, CO 80155)
303/694-0305 fax: 303/694-2851
www.beefusa.org


Circulation: 27,000–28,000 10X; 100,000 2X; 2nd class
Subscription: included in NCBA membership
Page trim size 8 3/8 x 10 7/8, live area 7 1/4 x 10, col 14 picas
BW page $1,300, 4C page $1,900, one add’l add $600. Agency 15%. Mailed last week of month.
Deadline 6 weeks in advance.
Published by National Cattlemen’s Beef Association
Editor: Curt Olson colson@beef.org
Advertising: Jill Delucero 303/850-3321 jdelucero@beef.org

NATIONAL HOG FARMER
7900 International Drive, Suite 300
Minneapolis, MN 55425
952/851-4710 fax: 952/851-4601
www.nationalhogfarmer.com
e-mail: nationalhogfarmer@penton.com

Monthly magazine. Est. 1956. Serving the US commercial pork producer – providing information on technical developments, political and regulatory actions and economic forces as they apply to the business of raising hogs.

Circulation: 28,000, 2nd class BPA
Subscription: $35, $45 foreign
Page trim size 7 7/8 x 10 3/4”, live area 7” x 9 1/2”, col 13 picas
BW page $8,435, 1C add $600, 4C add $1980, col in. $420. Agency 15%.
Mailed 15th of each month. Deadlines 1 month prior to issue date. Freelance: occasionally.
Published by: Penton Media
Editor: Dale Miller dpmiller@nationalhogfarmer.com
Production Manager: Eric Meester eric.meester@penton.com

NEBRASKA CATTLEMAN
134 S. 13th St., Suite 900
Lincoln, NE 68508-1901
402/475-2333 fax: 402/475-0822
www.nebraskacattlemen.org   e-mail: nc@nebraskacattlemen.org

The Nebraska Cattlemen is published as a service to Nebraska’s beef industry and is the only magazine dedicated solely to cattle producers in Nebraska – the beef state. Editorial material is prepared by the Nebraska Cattlemen Association. Editorial features emphasize business management and include such topics as marketing, genetics, nutrition, forage and pasture management, and animal health. Editorial also includes member profiles, coverage of beef industry activities and comments about issues important to cattlemen in Nebraska. Staff departments include Beef Quality Assurance, Nebraska Cattled Fed Beef, legal affairs, member services and marketing.

Circulation: 9,000
Subscription: $50
Frequency: 10/Year; Distribution: 1st of month
Deadlines: advertising – 25th of second preceding month; editorial – 15th of second preceding month
Trim size: 8 1/8” x 10 3/4”; Live area: 7 1/4” x 10”; Col. width: 14 picas
Member ad rates: BW page $730, 4C page $1,195, one add’l color $195, col in $33, scans $25
National commercial ad rates: BW page $1,300, 4C page $1,900, one add’l color $290, agency commission 15%
Special issues: August, Cattle Feeders Annual; December, Seedstock Directory (Contact the publisher or managing editor for the complete editorial calendar.)
Owner: Nebraska Cattlemen
Publisher & Editor: Mike Fitzgerald mfitzgerald@nebraskacattlemen.org
Production Manager: Lisa Field 970/498-9306
Advertising sales: National – The Powell Group 334/271-6100
Nebraska – Mike Fitzgerald

NEBRASKA PORK TALK
A103 Ani. Sci. Bldg.-UNL East Campus (P.O. Box 830909)
Lincoln, NE 68583-0909
www.nepork.org e-mail: nppa@nepork.org
Quarterly magazine. NPPA’s primary vehicle for the distribution of state specific information about Nebraska’s pork industry.
Circulation: 6,500
Published by: Nebraska Pork Producers Association
Editor: Amy Novak amy@nepork.org

NORTH DAKOTA STOCKMAN
407 S Second St.
Bismarck, ND 58504
701/223-2522 fax: 701/223-2587
www.ndstockmen.org e-mail: stockman@ndstockmen.org

Monthly magazine. Est. 1953. With a wide array of editorial material and people oriented photographs, the magazine contains a blend of news, industry issues, production tips, livestock meetings, shows and sales. There also are feature stories about ranchers and their operations. The Stockman was the proud recipient of the 2001 James Flanagan Award and the 2005 National Federation of Press Women’s Champion Non-profit Magazine Award.

Circulation: 3,500, 2nd class sworn
Subscription: $50 annual association dues
Page trim size 8 1/2” x 11”, col 2 3/8”
Commercial rates: BW page $425, col in. $25, 1C $160, 4C $390. Livestock rates also available. Mailed 10th, deadline 20th of preceding month.
Published: North Dakota Stockmen’s Association
Editor: Julie Schaff Ellington stockman@ndstockmen.org

OHIO CATTLEMAN
10600 US Hwy 42
Marysville, OH 43040
614/873-6736 fax: 614/873-6835
e-mail: beef@ohiobeef.org


Circulation: 3,000, 2nd Class periodical
Page trim size 8.375” X 10.875”, live area 7.5” X 10”
BW page $446, 1C $90, 4C $270
Mailed Jan. 1, Feb. 20, May 1, Aug 1, Sept. 1, Oct. 1
Published by: Ohio Cattlemen’s Association
Editor: Elizabeth Harsh eharsh@ohiobeef.org
Managing Editor: Jamie King jking@ohiobeef.org
Sales Coordinator: Lori Lawrence lawrence_lori@hotmail.com

OKLAHOMA COWMAN
2500 Exchange Ave (P.O. Box 82395)
Oklahoma City, OK 73148
405/235-4391 fax: 405/235-3608
www.okcattlemen.org e-mail: ajsmith@okcattlemen.org

Subscription: $100 OCA membership
Page trim size 8 1/2” x 11”, live area 7 1/2” x 10”, col 2 5/16”
BW page Livestock $600, Commercial $800, col in $48, 1C $150, 4C $400.
Agency 15%. Mailed 1st week of month. Deadline 10th of preceding month. Specials: Jan., Membership; Feb., Range & Pasture Management; March, Performance; April, Focus on Youth; May, Ranch Round-up; June, OCA Ranch Tour; July, Convention/Feeder’s Reference; Aug., Brahman influence and Brangus; Sept., Angus; Oct., Marketing; Dec., Hereford
Freelance: Features with photos, rates negotiated.
Published by Oklahoma Cattlemen’s Association
Editor: A.J. Smith ajsmith@okcattlemen.org
Livestock Marketing Representative: Chisolm Kinder
Graphic Production: Kami Scott and Chancy Redgate
OKLAHOMA PORK COUNCIL
One N. Hudson, Suite 900
Oklahoma City, OK 73102
405/232-3781 fax: 405/232-3862
www.okpork.org e-mail: communications@okpork.org
Producer based organization with bi-monthly newsletter, Pork Pages; bi-
monthly membership newsletter, Pork Partner.
Executive Director: Roy Lee Lindsey rflindsey@okpork.org
Staff: Nikki Snider nsnider@okpork.org
Kathryn Bolay kbolay@okpork.org

OZARKS FARM & NEIGHBOR - ARKANSAS
140 E. Buchanan St., Suite 2 (PO Box 6)
Prairie Grove, AR 72753
479/846-1002 fax: 479-846-1003
866-532-1960
www.ozarksfn.com e-mail: ofn@ozarksfn.com
To provide area farmers the most useful timely agricultural information available from their peers within their marketplace. Help farmers improve their operations where providing advertisers with the only means of achieving high market penetration and provide a profitable, enjoyable flexible working environment for the staff.
Publish every three weeks. Deadline is three weeks before publication. Trim size: 9 1/2” x 11 1/4” BW: $986  Four color page: $1061  add one color $75
Circulation: 14,164 mailed
Agency commission: 15% Freelance local editorial only

OZARKS FARM & NEIGHBOR - MISSOURI
P.O. Box 1319, Lebanon, MO 65536
www.ozarksfn.com e-mail: ofn@ozarksfn.com
Est. Sept. 1, 1998. Our mission is to provide area farmers the most useful timely agricultural information available from their peers within their marketplace. Help farmers improve their operations while providing advertisers with the only means of achieving high market penetration and provide a profitable enjoyable flexible working environment for the staff.
Circulation: 14,164 mailed
Deadlines: three weeks prior, published every three weeks
Page trim size: Full page 9 1/2 x 11 1/4”. No bleeds and n/c for scans
Rates: BW: $1,035, 4C: $1,110, 1C: $1,110. Classified ads: col in $15.50, Agency commission: 15% Freelance local editorial only
Owner/Publisher: Stan Coffman
Editor: Lindsay Haymes
Advertising Manager: Cassi Dowling
Classified Advertising Manager: Kathy Myers
Production Manager: Eric Tietze
Circulation Manager: Stan Coffman

PACIFIC SHOWCASE
18455 Uvas Rd., Morgan Hill, CA 95037
(PO Box 41430, San Jose, CA 95160)
408/776-7611 fax: 408/776-9811
www.pacificshowcase.com
Circulation: 4,000, 3rd class and 1st class
Subscription: bulk, $25 or $45; 1st class, $35 or $65
Page trim size 8 1/2” x 11”, live area 7 1/8” x 9 7/8” col 2 1/4”
BW page $390, 1C $115 extra, 4C $325 extra, col in $35, bleeds add $15
Breeder rates available.
Publisher/Editor: Heidi Beljean pacshow@earthlink.net

PAINT HORSE JOURNAL
2800 Meacham Blvd. (P.O. Box 961023, 76161-0023)
Fort Worth, TX 76137
817/834-2742 fax: 817/222-8466
www.apha.com www.painthorsejournal.com
Circulation: 29,513, 2nd class sworn
Subscription: members $30; non-member, $35
Page trim size 8 1/2” x 10 7/8”, live area 7 1/4” x 10”, col 2 1/4”. BW page LS 6610, 1C $100 extra, 4C $390 extra. Mailed 21st preceding cover date.
Deadlines: Apr. 15th for June issue; Oct. 15th for Dec. issues; all others are 20th of the second preceding month.
Specials: Jan., Breeder’s; Feb., Breeder’s Trust Stallions and Recreational Riding; March, Show Season Preview; April, Annual Top 20 Review; May, Regional Spotlight: the Northeast; June, World Show Program; July, International; Aug., Weanling Yearling Showcase; Sept., World Show Results; Oct., State Spotlight-Oklahoma; Nov., Reining/Working Cow Horse; Dec., Stallion Issue
Published by American Paint Horse Association
Editor: Jessica Smith jsmith@apha.com
Production Manager: Liz Honaker lhonaker@apha.com

PORK
10901 W 84th Terrace, Lenexa, KS 66214
913/438-8700 fax: 913/438-0695
www.porkmag.com
Monthly magazine. Est. 1981. PORK is a business magazine for professional pork producers. Readers range from individuals running farms that market 3,000 or more hogs annually to owners and managers of large-scale operations. PORK readers produce 98 percent of the nation’s pork. Managing those businesses requires skills in animal health and well-being, food safety, engineering, finance, marketing, employee management and much more. PORK also provides readers with news, trends and big-picture perspectives.
Circulation: 17,898, 2nd class BPA audited
Subscription: free to qualified pork producers, others $59.88.
Page trim size 7 7/8” x 10 3/4”, live area 7 1/8” x 10 1/4”, col 2 1/8”
BW page Commercial $4,677, 1/3 page $1,778, 1C Commercial $600, 4C Commercial $1,500. Agency 15%. Mailed 1st of month. Deadline approx. 1st of preceding month.
Published by: Vance Publishing Corp.
Vice President/Publishing Director: Cliff Becker
Editor: Marlys Miller mmpork@aol.com
Advertising Coordinator: Patty Lawson
Director of Audience Development: Doug Keimer

PROGRESSIVE DAIRYMEN
18 West 100 South (physical) or PO Box 585 (mailing)
Jerome, ID 83338-0585
208/324-7513 or 800/320-1424 fax: 208/324-1133
California office: PO Box 1295, Corona, CA 92878-1295
915/340-3580 or 877/532-4376 fax: 915/340-3581
Texas office: 6821 84th Street, Lubbock, TX 79424
806/787-8703 fax: 806/687-1526
www.progressivedairy.com e-mail: walt@progressivedairy.com
Est. 1986. Progressive Dairy Publishing began publishing Progressive Dairyman as a newsletter to Idaho’s dairymen in 1986. Every year since then, the magazine has grown, becoming the top choice for dairy information among U.S. producers. The company also publishes Progressive Hay Grower, Ag Nutrient Management and El Lechero.
Tri-weekly. Trim size: 10.5” X 14.5” Live area: 9.5” X 13.5” Col. inch: 2.24” Rates: BW page $3,355; 4-color page $4026; 1 color: $3,691 $99/col. in. Rates are net. Circulation: 28,030 Subscription: $27 Frequency: 18/year
Best of... Published each December
Special issues: Best of... published in December
Buy freelance: Stocky photography, articles, illustrations
Publisher: Leon Leavitt leon@progressivedairy.com
Associate Publisher: Alan Leavitt alan@progressivedairy.com
Circulation: Laura Marlatt laura@progressivedairy.com
Administration: Katie Howell katie@progressivedairy.com
Editor: Walt Cooley walt@progressivedairy.com
Editor: Darren Olsen darren@progressivedairy.com
continued on next page
PROGRESSIVE DAIRYMAN continued
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National Accounts Manager: Sal Gomez sal@progressivedairy.com
Regional Manager: Brandon Covey brandon@progressivedairy.com
Advertising Sales: Jeff Stoker jeff@progressivedairy.com
Classified/Marketplace Advertising:
Natalie Kite natalie@progressivedairy.com
Design/IT: Bill Paul bill@progressivedairy.com
Design/Marketing/Webmaster: Ray Merritt ray@progressivedairy.com

PURPLE CIRCLE
14200 FM 1062
Canyon, TX 79015
806/499-3749 fax: 806/499-3759
www.purplecircle.com e-mail: purplecircle@midplains.coop

PURPLE CIRCLE will strive to keep its readers and advertisers informed of the latest news and show trends. It will showcase exhibitors and breeders from all across the US helping all to become better acquainted with your colleagues in the livestock realm.

Circulation: 3,500 Subscription: $35 (10 times yearly)
Rates: BW page $450, 4C page $650, one add’l color $90 Agency commission 10% of BW rate; 5% pre-paid ad Trim: 8 3/8” X 11” Live: 7 1/2” X 10” Col. width: 2 3/8”; Deadline 10th of month; Editorial 15th. Special issues:
March, Lambs; September, Pigs. Freelance material accepted on informative articles on junior livestock industry.

Owners: Gary and Melita Cramblet
Publisher: Gary Cramblet
Editor/Circulation Manager: Melita Cramblet
Advertising Manager: Gary Kennedy
Production Manager: Kara Dorenkamp
Office Manager: Matthew Cramblet
Staff: Ashley Griggs

QUARTER HORSE NEWS
2112 Montgomery Street (P.O. Box 9707, 76147)
Fort Worth, TX 76107
817/737-6397 fax: 817/737-9266
www.quarterhorsenews.com

RECORD STOCKMAN  Charter Member
THE SOUTHWEST STOCKMAN
4800 Wadsworth Blvd.  (P.O. Box 1209)
Wheat Ridge, CO 80034
303/425-5777 fax: 303/431-8911


Published by: Record Stockman, Inc.
Publisher: Harry Green, Jr.
Editor/General Manager: Dan Green
Advertising Coordinator: Kim Wolfe
Circulation Manager: Cam Shaeffer

THE REGISTER
2 Simmental Way
Bozeman, MT 59715
406/587-2778 fax: 406/587-8853
www.simmgene.com


Circulation: 6,500, periodical rate. Subscription: $30, foreign $50 and $75. Bleed page 8 3/4” x 11 1/8”, trim size 8 1/2” x 11”., live area 7 3/8” x 10, col 13.5 picas, BW page LS $770, 1C $150, special match at cost, 4C $300. Mailing date 25th preceding month.

Owner: American Simmental Association
Publisher: ASA Publication, Inc.
General Manager: Linda Kesler lkesler@simmgene.com
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Est. 1998. Monthly publication to promote the Santa Gertrudis breed. Deadline: Advertising, 1st of the month
Rates: BW page $500, 4C $850, one add’l color $100
Circulation: 1,500 Subscription: $30
Owner: Santa Gertrudis Breeders International
Publisher: Santa Gertrudis USA
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Published nine times a year (monthly, except Feb./March, April/May, Nov./Dec.) Est. 1994. Official publication of the National Swine Registry. Dedicated to enhance the value, influence, and image of purebred Durocs, Yorkshires, Hampshires, and Landrace, and to provide an effective medium for National Swine Registry members and swine breeders to promote their product.

Circulation: 4,500, 2nd class sworn
Subscription: $25 1 yr., $60 3 years, $50 foreign and Canada, $150 1 yr 1st class foreign and Canada.
Page trim size 8” x 10 3/4”, live area 41 picas x 60 picas, col 13p BW page: breeder $350, commercial, $495; $15 col in, 1C add $75, 4C add $300 Deadline 1st of month preceding issue.
Specials: (all with additional circulation up to 11,000) Feb./March, Showpig; June, Youth; July, Herdshires; Sept., Showpig
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Est. 1980. Monthly magazine. The National Reining Horse Association (est. 1966) is the governing body of the sport of Reining, responsible for enforcing the standards of competition, promoting the sport and educating its members and general public about the performance of the Reining Horse in the show arena.

Subscriptions: Member $25, Canada $50, International $75
Non-member $35, Canada $60, International $85
Electronic Reiner Subscriptions: Member $25, Non-member $35
Page trim size 8 1/4” X 10 7/8”, Live area 7” X 9 5/8”, Col 2 5/16” BW page: $550, 4C add $300, 1C add $125
Color scan charges vary; no charge for BW
Deadlines: first of month for advertising; 25th of month two months prior to publication for editorial.

Special issues: Futurity
Owner: National Reining Horse Association
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Circulation: 2,900  Subscription: $35  
Trim size: 8” x 10.875”, Live area 7” x 9.875”, col 2.22”
Breeders Rates: BW page $230, 4C page $430, 1C add $60, Scans $8.50. 
Commercial Rates: BW page $400, 4C page $600, 1C add $60, Scans $8.50. 
Mailed 11-times a year on or about the 3rd-5th of month.

Advertising Deadline: 10th of preceding month, 
Editorial Deadline: 15th of preceding month.

Specials: Red and White Issue; Youth; Show Results; Annual Calendar.
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Published by: Wisconsin Holstein Association
Editor: Laura Wackershauser
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816/238-3950 fax: 816/238-7487
e-mail: gallhs@bovineonline.com

Specializes in pre-press production of advertising, sale books, brochures, magazines and promotional pieces for breed associations, livestock publications and ranchers.

Owner: Gail Lombardino  cell: 816/261-2432
Assistant: Angie Myers anjiels@bovineonline.com

HOUSTON LIVESTOCK SHOW AND RODEO ™
Reliant Center 8334 Fannin St., 77054 • (PO Box 20070)
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main: 832/667-1000  fax: 832/667-1134
www.rodeohouston.com or www.hlsr.com

The Houston Livestock Show and Rodeo is the world’s largest livestock show, one of the world’s largest and most prestigious horse shows and the world’s largest regular season rodeo. The Show is also a 501(c)(3) charity, annually committing millions of dollars to youth and education in Texas.

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Manager, Advertising and Media: Sarah Poole
Executive Director, Agricultural Exhibits: Joel Cowley

THE INTEGER GROUP
2633 Fleur Drive
Des Moines, IA 50321
515/247-2663
www.integermidwest.com

Integrated communications include: broad retail channel expertise; crisis management; producer communication; and sales promotion. Clients include Dairy Management, Inc., NCBA, Viagen, Garst Seed, Pella Windows and Doors, Scotts, Maytag Commercial.

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CFO: Michelle Diehl
Client Director: Jane Hillstrom
jhillstrom@ingtegermidwest.com
Client Director: Sharyl Sauer
515/247-2820  ssauer@integermidwest.com

J3 GROUP, LLC
1501 Norwood Dr., Suite 101
Hurst, TX 76054
817/285-7101 fax: 817/285-7104
www.j3group.net  e-mail: anne@j3group.net

J3 Group is a full service marketing communications firm. We offer services in marketing plans, budgets, media placement, layout and design and public relations. From concept to finished products we are here to serve and tailor services to your needs.

Partner: Letitia Johnson
Partner: Anne Griffeth
Staff: Kate Fullhart  kate@j3group.net
Jill Ellis  jill@j3group.net
Sarah Colvin  sarah@j3group.net

k/h COMMUNICATIONS
20079 Homedale Rd.
Caldwell, ID 83607
mobile: 208/841-8250 e-mail: kkholt1@msn.com
Specializing in agricultural communications, beef cattle emphasis, for the Northwest and beyond.

Owners: Kim and Scott Holt

KANWAKA COMMUNICATIONS
765 80th St.
Piedmont, KS 67122
620/583-5226 e-mail: kanwaka@powwwer.net

Kanwaka Communications specializes in pre-press services for the livestock industry. A full-line desktop publishing system provides the tools for producing eye-catching and functional pieces for associations and cattlemen. With nearly two decades of experience in breed publication work, the firm is uniquely qualified to produce the magazines and sale promotion pieces that are Kanwaka’s specialty.

Owner: Marilyn Brink

THE LONE COYOTE CO.
24018 St. Hwy 5
Chattanooga, OK 73528
580/695-3788 fax: 580/597-6619
www.americancattleservices.com e-mail: shari@edje.com

Specializes in computer graphic production and design of advertising, sale catalog, brochure, newsletter and breed directory services to purebred cattle producers. Works closely with clients of American Cattle Services, a purebred Limousin sale management firm that was established in 1971 and has held a very close relationship to the livestock publishing industry through the promotion of its sales.

Owner: Shari Holloway

LOOS TALES
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Owner: Trent Loos

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816/584-8444 fax: 816/584-8310

Des Moines office:
10550 New York Ave., Suite 100, Des Moines, IA 50322
515/251-8805 fax: 515/251-8909

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2900 E. CR 600 NFrankfort, IN 46041765/258-3913www.lisa-writes.com e-mail: lisa@lisa-writes.com

Lisa Munnikisma has been involved with writing, marketing, and public relations since 1996 and has worked as a freelance writer since 2004. As a freelance writer, she has written for a number of business, horse and lifestyle magazines as well as newspapers. In her marketing consultant capacities, Lisa assists small businesses and non-profit organizations in developing their image-building and communications strategies, does public speaking on these topics and offers copywriting and editing services.

NATIONAL INSTITUTE FOR ANIMAL AGRICULTURE
1910 Lyda AvenueBowling Green, KY 42104-5809270/782-9798 fax: 270/782-0188www.animalagriculture.org e-mail: NIAA@animalagriculture.org

The National Institute for Animal Agriculture emerged onto the scene in January 2000 as the successor to the Livestock Conservation Institute (LCI). The new organization is the result of a comprehensive visioning process by LCI Leaders to develop a modern, more efficient organizational structure that can best serve the needs of animal agriculture in the 21st century. NIAA will serve as the leading forum for building consensus and advancing solutions for animal agriculture, and will provide continuing education services and communication linkages for animal agricultural professionals. NIAA Publications include Cattle Health Report, Swine Health Report, Equine Health Report, Poultry Health Report, Sheep and Goat Health Report, and Animal Agriculture Quarterly.

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Director of Operations: Pamela Meador
Director of Communications: Gale Johnson
Director of Educational Programs: Kenneth Olson
Staff Assistant: Jenna Brown and Cora Newsom

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Morgan & Myers builds brands, relationships and reputations for clients in the agricultural, veterinary, food, companion animal, and business-to-business industries. Ag group specializes in livestock and veterinary communications counseling. Clients include Novartis Animal Health and Cargill.

Novartis Animal Health Team Members:
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301 Centennial Mall S.
Lincoln, NE 68509
www.agr.ne.gov e-mail: lgordon@agr.ne.gov

The Ag Promotion and Development (AP&D) division of the Nebraska Department of Agriculture works closely with commodity organizations, research institutions and other State agencies to open new markets for Nebraska farm commodities and value-added agricultural products. Our mission is to support and promote the buying, selling and development of Nebraska agricultural products both domestically and internationally.

Contact: Lynn Gordon
NEW MEMBER

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Osborn & Barr concentrates on business-to-business communications and has more than $125 million in capitalized billings divided among five North American offices. Osborn & Barr creates, develops and implements effective communications to maximize the image and profitability of its clients. The agency has particular competency in channel communications, dealer network relations and high-end, considered-purchase products. Our client list includes: John Deere, Intervet, Fed Source, USDA Rural Development, National Pork Board, Michelin, Monsanto, United Soybean Board, National Cattlemen’s Beef Association Checkoff, Monsanto Dairy, USDA National Agriculture Statistics Service, National Pork Board, FCS Financial-Missouri, Iowa Farm Bureau Federation. Services available: advertising, brand management, business planning, channel marketing, collateral, co-op advertising, consultative selling, corporate communications, crisis management, database services, dealer incentives, digital marketing, direct marketing, employee communications, event marketing, executive training, marketing research, market segmentation/planning, media relations, newsletters, packaging, product publicity, public relations, sales promotion, special events, speech and technical writing, strategic planning, trade show management, training materials, video programming.

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VP, Director of Public Relations: Colleen Church McDowall

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3510 S. First Ave. Circle
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www.paulsenagribranding.com e-mail: nicola@paulsenmarketing.com

Paulsen AgriBranding is a division of Paulsen Marketing, a full service marketing company of 27 marketing professionals serving a broad range of international, national, and regional clients with a full spectrum of agribranding and marketing communication services. Paulsen has received more awards for creative excellence in agri-business than any other agency in South Dakota.

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Vice-President and Director of Client Services: Greg Guse
gguse@paulsenmarketing.com
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Director of Media: Krist Miss kmoss@paulsenmarketing.com
Director of PR: Bryan Bjerke bryan@paulsenmarketing.com
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100 Bluegrass Commons Blvd. Ste 2200
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615-265-2700 800-325-3398 fax: 615-265-2848
e-mail: Tabatha.jeter@pic.com or info@pic.com

PIC is the international leader in providing genetically superior pig breeding stock and technical support for maximizing genetic potential to the global pork chain. PIC combines quantitative sciences with leading edge biotechnology to develop non-GMO breeding stock that is focused on meeting the needs of its customers. This approach provides healthier animals that cost less to produce and provide higher quality products to customers. Operating for over 40 years, PIC’s success is attributed to its thorough concentration and significant investment in aspects of genetics, technology and health.

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Staff: Jeff Peden x2728
Charlene Stott x2725
Tabatha Jeter x2726
MANAGEMENT, copy writing (editorial and promotional), market research, PR activities, including: public relations, publicity, sales promotion, media relations, media training, new production introductions, issues management, copy writing (editorial and promotional), market research, continued

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www.ranchhousedesigns.com  e-mail: rachel@ranchhousedesigns.com
Ranch House Designs is a full service livestock advertising agency specializing in web design and print media.
Owner: Rachel Williams
Senior Design Specialist: Catherine Williams
catherine@ranchhousedesigns.com
Web Designer: Kacey VanDeaver  kacey@ranchhousedesigns.com
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Executive Vice President/Creative Director: Van Kaiser
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Jim Zumwalt, 630/955-2527  jim_zumwalt@rkconnect.com
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760/325-2300 fax: 760/325-2667
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Sutherland Companies is located in the heart of the Midwest, Montezuma, Iowa, where the old fashioned work ethic and customer value still exists. Sutherland Companies specializes in periodicals, catalogs and other time-sensitive commercial work. Sutherland prides itself on high quality, quick turns and the highest customer satisfaction. Our pre-press department features the most up-to-date technology to go along with our two-color, five-color and six-color Heidelberg presses, which are supported by our full service bindery.

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Communications Coordinator: Misty Martin

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573/884-7863 fax: 573/882-8007  
ssu.missouri.edu/ajag or www cafnr missouri edu/admin/eai.htm  
e-mail: allenwi@missouri.edu
The Extension and Agricultural Information Unit prepares and presents news and information from the College of Agriculture, Food and Natural Resources. The MU Agricultural Journalism program offers a B.S. in agricultural journalism in conjunction with the Missouri School of Journalism.  
Coordinator Ag Journalism: Bill Allen  
Publications Manager: George C. Laur  
laurg@missouri.edu

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817/488-7668 fax: 817/421-0105  
e-mail: jwallace@airmail.net
JWC provides editorial, photography and public relations services for publications, agribusiness firms and agencies. Accounts and project work are primarily in range and pasture management and animal health.  
Writer/Consultant: John Wallace
The Wyoming Business Council - Agribusiness Division was established in 1998 to encourage and promote the development of agriculture and value-added agribusiness in Wyoming. The division publishes an annual livestock directory and other marketing material.

Director: Cindy Garretson-Weibel  cindy.weibel@wybusiness.org

ZimmComm is a marketing and communications services company. Services include writing for publications, press releases, speeches and newsletters, ad design, copywriting, audio production, digital photography and slide shows, member and public relations.

President: Chuck Zimmerman
Creative Director: Cindy Zimmerman  cindy@zimmcomm.biz

STUDENT MEMBERS

BRIAN MILLER  NEW MEMBER
303 Nicholas C. Schouten Lane
Chico, CA 95928  California State University, Chico
530/514-2715
e-mail: bmiller21@gmail.com
Permanent address: PO Box 927, Clearlake Oaks, CA 95423
707/998-4941
Major: Livestock marketing and advertising
Main interest: Advertising and design
College activities: Designers in Progress, Stockdog Association, Young Cattlemen Assn., Students for Responsible Agriculture and CSU, Chico Symphony Orchestra
Goals: I would like to work in a graphic design position with an emphasis on agricultural subjects or clients, in order to better and more accurately represent agriculture for the eyes of the general public.

EMILY STEIGER  NEW MEMBER
9934 E. Plentywood Rd.
Bentonville, AR 72712
479/531-3998 479/464-0032
e-mail: els002@dake.edu  Drake University
Main interest: design and production
Date of graduation: May 2010
College activities, Drake Magazine (school magazine), Kappa Kappa Gamma, Panhellenic
Goals: To be a graphic design artist at a livestock or equestrian publication. Possibly own an equestrian publication.

JESSICA STEWART  NEW MEMBER
4617 S. Vassar Road
Mulhall, OK 73063
405/714-7690 405/649-1110
jdstewart@brightok.net  Oklahoma State University
Major: Agricultural Communications
Date of graduation: December 2007
Main interest: Writing feature stories, publication design and layout
Member of ACT since January 2006; member of the OSU Horseman’s Association since Fall 2005
Goals: My goal upon graduation is to pursue a career in agricultural magazine publication in writing or graphics and layout. No matter what my destination is, my goal will always be to contribute to the agricultural media industry via promotion and education.
~LPC Presidents~

1974-75  Charles W. Whitney (Chairman), Publisher, Charolais Way, Mt. Vernon, OH
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1985-86  Ed Bible, Editor, Polled Hereford World, Kansas City, MO; 84-85 1st V. P., 83-84 2nd V.P.
1986-87  Susan Wagner, Production Manager, The Cattleman, Fort Worth, TX; 85-86 1st V.P., 84-85 2nd V.P.
1987-88  Paul D. Andre, Editor, BEEF, St. Paul, MN; 86-87 1st V.P., 85-86 2nd V.P.
1988-89  Audie Rackley, Executive Editor, Quarter Horse Journal, Amarillo, TX; 87-88 1st V.P., 86-87 2nd V.P.
1989-90  Fred Knop, Editor, Drovers Journal, Shawnee Mission, KS; 88-89 2nd V.P.
1990-91  Amber E. Spafford, President, Spafford & Associates, Kansas City, MO; 88-89 1st V.P., 87-88 2nd V.P.
1991-92  Bill Fleming, Editor, National Hog Farmer, Minneapolis, MN; 90-91 1st V.P.
1992-93  Dan Wedman, Publisher, Limousin World, Yukon, OK; 91-92 1st V.P., 90-91 2nd V.P.
1993-94  Larry E. Mead, Publisher/Editor, Sheep Breeder & Sheepman, Columbia, MO; 92-93 1st V. P., 91-92 2nd V.P.
1994-95  Cheryl Oxley, Advertising/Production Manager, Angus Journal, 94-95 1st V.P., 93-94 2nd V.P., 88-93 Secretary-Treasurer
1995-96  Todd Domer, Editor, Kansas Stockman, 95-96 1st V.P., 94-95 2nd V.P.
1997-98  Janice Grauberger, Editor, National Lamb & Wool Grower and Sheep Industry News; 96-97 1st V.P.; 95-96 2nd V.P.
1998-99  Belinda Ary, Editor, Cattle Today, Fayette, AL; 97-98, 1st V.P.; 96-97, 2nd V.P.
1999-00  Jim Jennings, Director of Publications, Quarter Horse Journal, Quarter Racing Journal, Amarillo, TX; 98-99, 1st V.P.; 97-98, 2nd V.P.
2000-01  Greg Henderson, Associate Publisher/Editor, Drovers, Lenexa, KS; 99-00, 1st V.P.; 98-99, 2nd V.P.
2001-02  Les Weinheimer, General Manager, Brangus Journal, San Antonio, TX; 00-01, 1st V.P.; 99-00, 2nd V.P.
2002-03  Wes Ishmael, Owner, Clearpoint Communications, Benbrook, TX; 01-02, 1st V.P.; 00-01, 2nd V.P.; Secretary-Treasurer
2003-04  Wayne Bollum, Beef Today/Dairy Today, Northfield, MN; 02-03, 1st V.P.
2004-05  Joe Roybal, BEEF, Minneapolis, MN; 03-04, 1st V.P.; 01-02 2nd V.P.
2005-06  Lori Maude, Gelbvieh World, CO; 04-05, 1st V.P.; 03-04 2nd V.P.; 01-03 Secretary-Treasurer
2006-07  Lisa Bryant, Cowboy Connection, Ada, OK; 05-06, 1st V.P.; 04-05 2nd V.P.; 04-03 Secretary-Treasurer

~Annual Meeting History~

July 11, 1975 – Kansas City, Missouri
July 9, 1976 – Denver, Colorado
July 8, 1977 – Kansas City, Missouri
July 13-14, 1978 – Kansas City, Missouri
July 12-13, 1979 – Kansas City, Missouri
August 14-15, 1980 – Montgomery, Alabama
August 13-14, 1981 – Fort Worth, Texas
July 29-30, 1982 – Oklahoma City, Oklahoma
July 28-29, 1983 – Kansas City, Missouri
July 25-27, 1984 – Denver, Colorado
July 31-Aug 2, 1985 – Minneapolis, Minnesota
July 30-Aug 1, 1986 – Fort Worth, Texas
July 29-31, 1987 – Denver, Colorado
July 27-29, 1988 – San Antonio, Texas
July 24-27, 1989 – Kansas City, Missouri
July 25-28, 1990 – Fort Worth, Texas
July 24-27, 1991 – Steamboat Springs, Colorado
July 28-Aug 1, 1992 – Chicago, Illinois

July 28-31, 1983 – Kansas City, Missouri
July 27-30, 1984 - Irving, Texas-20th Anniversary
July 26-29, 1985 – Breckenridge, Colorado
July 24-27, 1986 – Reno, Nevada
July 23-26, 1997 – Kansas City, Missouri
July 22-25, 1998 – Lexington, Kentucky
July 24-27, 2000 – San Antonio, Texas
Aug. 1-4, 2001 – Grand Rapids, Michigan
July 22-25, 2002 – Reno, Nevada
July 27-30, 2003 – Cleveland, Ohio
July 31-August 3, 2005 – Milwaukee, Wisconsin
July 23-26, 2006 – Portland, Oregon
July 28-August 1, 2007 – Louisville, Kentucky

APS was renamed to Agricultural Media Summit in 2005.
~Past Directors~

Paul D. Andre, BEEF, St. Paul, MN; 81-85
Belinda Hood Ary, Cattle Today, Fayette, AL; 93-96
Jess Asher, Shorthorn Country, Omaha, NE; 91-93
Terry Atchison, AJC, platte City, MO; 88-92
Andy Atzenweiler, Missouri Beef Cattlemen, Kansas City, MO; 02-07
Larry Atzenweiler, Missouri Beef Cattlemen, Kansas City, MO; 78-81
Sherman Berg, Shorthorn Country, Omaha, NE; 78-81
Roger Berglund, Beef Business Bulletin, Englewood, CO; 82-85
Donald E. Berry, Florida Cattlem, Kissimmee, FL; 84-88
Ed Bible, Polled Hereford World, Kansas City, MO; 77-83
Wayne Bollum, BEEF, National Hog Farmer, Minneapolis, MN; 94-00
Marilyn Brink, Brauvieth World, Lawrence, KS; 00-06
Carey Brown, Cow Country, Lexington, KY; 07-
Lisa Bryant, Cowboy Connection, Oklahoma City, OK; 98-04
Mildred Bunting, Livestock Reporter, Lancaster, PA; 95-97
John Byrnes, Dairy, Hogs, Beef Today, Brooklyn Center, MN; 89-92
Jim Bret Campbell, Quarter Horse Journal, Amarillo, TX; 01-06
Jay Carlson, BEEF, Overland Park, KS; 07-
Stan Coffman, Osarks Farm & Neighbor, Lebanon, MO; 03-Jim Connor, Tri-State Livestock News, Sturgis, S.D.; 81-87
Scott Cooper, National Cattlemen, Englewood, CO; 91-93
Terry Cotton, Angus Journal, St. Joseph, MO; 06-07
Rick Cozzitorto, California Cattlemen, Merced, CA; 00-02
Richard A. Crow, Western Livestock Journal, Denver, CO; 77-82
Fred L. Dailey, Ohio Cattlem, Reynoldsburg, Ohio; 87-90
James A. Danekas, Angus Magazine, Fair Oaks, CA; 89-93
Bob Day, American Hereford Journal, Kansas City, MO; 80-82
Todd Donner, Kansas Stockman, Topeka, KS; 90-94
James J. Flanagan, Florida Cattlem, Kissimmee, FL; 78-81
Bill Fleming, National Hog Farmer, St. Paul, MN; 87-90
Kendal Frazier, National Cattlemen, Englewood, CO; 95-97
Murry Fretz, Aberdeen-Angus Journal, Webster City, IA; 75-77
Lynn Gordon, Hereford World, Kansas City, MO; 00-01
Janice Grauberger, National Wool Grower, Englewood, CO; 91-95
Eric Grant, Beef Today and Wahoo Productions Denver, CO; 98-02
Dan Green, Record Stockman, Wheatridge, CO; 83-86, 90-92
Jimmy Guillot, Beefmaster Cownan, San Antonio, TX; 88-90
Scarlett Hagins, Kansas Stockman, Topeka, KS; 07-
Kyle Haley, Limousin World, Yukon, OK; 99-04
Joel P. Hastings, Holstein World, Sandy Creek, NY; 87-90
Greg Henderson, Drovers, Lenexa, KS; 96-98
Shauna Hermel, Angus Journal, St. Joseph, MO; 00-06
Sharla Ishmael, The Cattlem, Fort Worth, TX; 98-02
Wes Ishmael, Clear Point Communications, Benbrook, TX; 96-00
John T. Jenkins, Livestock Breeder Journal, Macon, GA; 77-79
Jim Jennings, Quarter Horse Journal, Quarter Racing Journal, Amarillo, TX; 93-97
Diedra A. Johnson, Holstein World, Sandy Creek, NY; 89-95
Diane Johnson, Access Creative, Fort Worth, TX; 96-98
Jerilyn Johnson, Beef Today, Polo, MO; 00-01
Robert Judd, Better Beef Business, N. Kansas City, MO; 75-77
Fred Knop, Drovers Journal, Shawnee Mission, KS; 85-87
E.C. Larkin, Gulf Coast Cattlemen, San Antonio, TX; 79-83
Kathy LaScala, Drovers, Lenexa, KS; 02-
Kent Leach, Dairy Goat Journal, Scottsdale, AZ; 86-87
Christy Couch Lee, Seedstock Edge, West Lafayette, IN; 04-
Larry E. Mead, Sheep Breeder & Sheepman, Columbus, MO; 84-91
Lori Maude, Gelbvieh World, Westminster, CO; 97-01
Bill Miller, Beef Today, Council Grove, KS; 94-96
Malinda Miller, Pork Leader, Des Moines, IA; 98-00
Clifford Mitchell, Bottom Line, Englewood, CO; 00-02
Allen Moczyngebera, Beef Today/Dairy Today, Fredericksburg, TX; 01-05
Beverly Moseley, Land and Livestock Post, College Station, Texas; 05-
Warren E. Morse, Drovers Journal, Shawnee Mission, KS; 77-80
Gerry Nevins, High Plains Journal, Dodge City, KS; 92-96
Don Norton, Boedle-Hall, Roeland Park, KS; 06-
Jim Orton, Oklahoma Cowman, Oklahoma City, OK; 82-85
Cheryl Oxley, Angus Journal, St. Joseph, MO; 83-88
Becky Payne, Purebred Publishing, Reynoldsburg, OH; 97-00
Chester Peterson, Jr., Simmental Shield, Lindsborg, KS; 80-83
Audie Rackley, Quarter Horse Journal, Amarillo, TX; 83-86
Joe Roybal, BEEF, Minneapolis, MN; 97-00
Dale F. Runnion, Int. Limousin Journal, Fort Collins, CO; 75-78
Larry Russ, Pork Challenger, Des Moines, IA; 81-84
Burt Rutherford, TCFA Newsletter, Amarillo, TX; 91-93
Alan K. Sears, Shorthorn Country, Omaha, NE; 85-88
Bill Shepard, Paint Horse Journal, Fort Worth, TX; 87-91
Amber E. Spafford, Certified Angus Beef, LLC; 02-06
Pat Swan, Cow Country, Cheyenne, WY; 77-79
Dennis Taylor, Cascade Cattlem/Horsemam, Klamath Falls, OR; 93-97
Rebecca Terry, Showboat Graphics, Winchester, KS; 01-07
Melissa B. Tubbs, Alabama Cattlem, Montgomery, AL; 88-92
Stephanie Veldman, BEEF, Minneapolis, MN; 06-
Scott Vernon, Brock Ctr for Ag Comm. CPSU, San Luis Obispo, CA; 02-
Susan Wagner, The Cattlem, Fort Worth, TX; 79-84
Dan Wedman, Limousin World, Yukon, OK; 86-89
Cindy Garretson-Weibel, Wyoming Business Council, Cheyenne, WY; 96-00
Lea Weinheimer, Brangus Journal, San Antonio, TX; 97-99
Charles W. Whitney, Charolais Way, Mt. Vernon, OH; 75-77
E. Ham Wilson, Alabama Cattlem, Montgomery, AL; 77-80

~Executive Officers~

1974-80 Forrest Bassford, Secretary-Treasurer, Encinatas, CA
1980-92 Forrest Bassford, Executive Director, Encinatas, CA
1992-2006 Forrest Bassford, Executive Director Emeritus
1992-98 Bill Shepard, Executive Director, Eureka, CA
1998– Diane E. Johnson, Executive Director, Fort Worth, TX
The history of the livestock press could contain accounts of mighty struggles among competitors within the species. Before the early 70s, seldom if ever was any cooperation or quarter given to one’s peers since many were looked upon as fierce adversaries. Through the existence of the Livestock Publications Council (LPC), this situation has for the most part been put aside as a relic of yesteryear. Today a spirit of comradeship under an umbrella of common interest prevails. In July 1988, Dale and Jane Runnion and Bob Day compiled this brief history. It is now updated each year to reflect new points of interest.

LPC has become a vital driving force in the livestock publication industry, involving scholastic and governmental matters as well as maintaining a steady vigilance on its members to aid them in improving their publications esthetically, financially and in content. Today the organization spans the species that represent the livestock industry with 207 members.

Late in 1973, Henry King and Orin Whitten of the Ranchman, Tulsa, Oklahoma, invited several publishers to meet in Tulsa to discuss mutual problems and to explore the possibility of forming an association of livestock publications. Whitten’s desire was to create an organization of privately-owned livestock periodicals to compete more effectively with the growing number of association-owned breed publications.

Meeting with Whitten and King in Tulsa were Frazier Biggs, Record Stockman, Denver, Colorado; Charles W. (Chuck) Whitney, Charolais Way, Mt. Vernon, Ohio; Forrest Bassford, Western Livestock Journal, Denver, Colorado; Duke Neff, Heart of American Horseman and Paint Horse Racing News, Belton, Missouri.

All agreed on the need to organize. Whitney and Neff were delegated to call an organizational meeting. A few months later they fixed time and place and sent messages inviting representation from a number of publications.

Results: The original six, representing seven magazines and newspapers, were joined by four more at the La Quinta Inn, Irving, Texas, on July 13, 1974. The four: Bob Cody, Florida Cattlematic, Kissimmee, Florida; Ted Gouldy, Weekly Livestock Reporter, Fort Worth, Texas; Paul W. Horn, The Cattlematic, Fort Worth; and John T. (Johnny) Jenkins, Livestock Breeder Journal, Macon, Georgia.

Chuck Whitney presided with Duke Neff as temporary secretary. Those present, representing 11 publications, readily agreed to organize. And they carried word that several publishers unable to attend were potential members.

Most of the meeting was spent discussing the purpose of the organization and the direction it should take. It was soon apparent that Whitten’s desire for restricting membership to privately-owned publications had little support, consensus being that membership should be open to all. Throughout the meeting a pattern developed that was destined to become a trademark of future meetings — the free exchange of ideas and policies among participating members.

Topics mentioned in minutes of the session included postal problems, publisher representatives, methods of handling slow pay accounts, establishing accountability for payment on advertising received from sale managers, ring service, agency commissions, exchange subscriptions, free subscriptions to advertisers, obtaining commercial rates at hotels, cooperative handling of advertising layout and copy, photo exchange charges and amounts charged for use of lists for special mailings.

Cody recommended the name that was unanimously approved — Livestock Publications Council. Membership eligibility was defined as “all agricultural livestock and horse publications on the North American continent (later broadened to international), published four times or more a year.” Dues were established at $50 per publication. A committee was appointed to draw up a proposed constitution and by-laws.

The organization was incorporated as a non-profit corporation in the state of Colorado as Livestock Publications Council, Inc., on Nov. 4, 1974. Article 2 of the bylaws defined its purpose as:

A. To promote understanding and cooperation among publications serving the livestock industry. That industry being the production and marketing of beef cattle, dairy cattle, horses, swine, sheep and goats.
B. To conduct meetings, workshops and seminars on matters involved in livestock publishing.
C. To publish a periodic newsletter to keep members informed on matters germane to livestock publishing enterprises.
D. To promote understanding and cooperation among all facets of the livestock industry.
E. To encourage and support research and activities designed to further the livestock industry.
F. To foster and preserve the traditions of the livestock industry that are consistent with its progress.
G. To provide a forum whereby members may benefit through the exchange of ideas and information.
H. Through cooperative effort to foster relations between publishers and legislators, administrators and regulators at all levels of government, as well as between publishers and people in all segments of the livestock industry and allied enterprises.
I. To carry on other activities deemed by the membership and/or officers and directors to meet with the standards and goals of the organization.

These officers were elected to serve until the first annual meeting, set for Friday, the second week of July, 1975:

Charles W. Whitney, chairman
Paul W. Horn, vice chairman
Duke Neff, second vice chairman
Forrest Bassford, secretary-treasurer

First Annual Meeting in Kansas City

The 1975 first annual meeting, held at the Crown Center Hotel in Kansas City, July 11, 1975, saw membership of the fledgling organization doubled. It was decided to declare all publications represented at the meeting, and with membership fee paid, charter members. Listed here are those publications in the order they joined:

1. Weekly Livestock Reporter, Fort Worth, TX
2. Florida Cattlematic, Kissimmee, FL
3. Livestock Breeder Journal, Macon, GA (Re-named Beefweek)
5. Western Livestock Reporter, Billings, MT
7. Heart of America Horseman, Belton, MO
8. Record Stockman, Denver, CO
9. Western Livestock Journal, Denver, CO
10. The Cattlematic, Fort Worth, TX

Our official photographer is always on the other side of the camera so this time we caught Jim Bret Campbell. He’s the editor of The American Quarter Horse Journal and stands with fellow board member, Scott Vernon, Cal Poly State University.

Joe Roybal, editor at BEEF magazine, can’t always make a decision so an ice cream cone with a beer chaser is just perfect for the outing at Huber Farms at this year’s AMS.

The welcome party was a big hit at the 2007 AMS and these three were having some fun! Gary Robertson, Boehringer Ingelheim, is shown with BCS Communications partners, Leigh Ann Cleaver and Kelly Schwilke.
attended the session. It was the beginning of a trend for several staff members from a member-publication to participate in LPC meetings.

By 1978, LPC had 34 members and a cash balance exceeding $3,000. Beef publications were predominant. The steady growth of LPC in formative years, despite the cattle depression, is testimony to the steady leadership of LPC Secretary-Treasurer Forrest Bassford (Executive Director from 1980 until his retirement in 1992).

**Actiongram, Contest begun in 1978**

The monthly newsletter, Actiongram, was begun in 1978, and supplemented LPC’s Publications Contest in attracting memberships in the years to come.

President Jim Flanagan, Florida Cattlemen editor, was the moving force in starting both Actiongram and the Publications Contest. First contest critique and awards was at the 1978 annual meeting in Kansas City.

Flanagan had observed and participated in Florida Press Association contests conducted by Prof. Charles G. Wellborn, Jr., University of Florida Department of Advertising and Public Relations. He secured the services of Wellborn to supervise judging and do the illustrated critiques for LPC contests. Professor Wellborn’s wide, practical print shop experience combined with his colorful discussions and critiques of that first contest, with its 160 entries, sent many back home to make major changes in their publications’ format, style and content.

Tracing directly to the 1978 and succeeding contests are pronounced improvements in writing and photography skills and advertising design and copy.

As word spread, membership grew, contest entries increased and more talented men and women, including students, participated in the annual meetings.

**More than 100 members**

The first year of LPC operations saw 19 memberships. In 1986, contest entries totaled 790, each paying an entry fee double that of the first contest. Membership for 1996 included 112 U.S. and Canadian livestock magazines, newspapers and newsletters, and 54 Associate members (109 & 59 for 1997). Contest entries in 1996 were 757. Entries for 1997 were 672.

Professor Wellborn continued supervising the judging and giving the illustrated contest critique through 1981. In asking to be relieved, he cited LPC’s need to obtain other opinions through new judges and a new moderator. Dr. Dennis Jeffers, Central Michigan University, was selected. He supervised judging and gave the critiques for the 1982-86 contests. That responsibility was next assumed by Dr. Edward Smith, Texas A & M University, for the years 1987 through 1991.

Dr. Curt Paulson of Ohio State University accepted the position beginning with the 1992 contest. He continued through the 1995 contest, resigning at that time following a change in employment from Ohio State University. Dr. J. Scott Vernorn, associate director of the Brock Center for Ag Communications at Cal Poly State University, San Luis Obispo, California, first became responsible for the judging and critique of the contest in 1996. In 1999, Dr. David Krueger of Michigan State University (MSU) took over the reins of the contest. Oklahoma State University have been responsible for the contest for the past four years under the leadership of Shelly Sitton. In 2005, Texas Tech University has taken on this massive project. Starting in 2008, Dr. Ricky Telg at the University of Florida will take on the challenge with the help of his ACT members.

The contests were LPC member Jim Flanagan’s “baby.” His death left a void into which stepped Paul D. Andre, editor of Beef magazine, St. Paul, Minnesota. Andre began in 1987, working first with Jeffers and then Smith and finally Paulson. In 1992 Amber E. Spafford, LPC 1990-91 president, and since 1991, president of Spafford & Associates, an Associate (Service) member, became contest chairperson. In preparation for Andre’s retirement in 1993, the pair worked together on the 1993 contest. Spafford was the third contest chairperson and retired from her duties in 2002.

The contest relies on close communication between the university representatives who manage the judging and critique compilation. They accept suggestions from members, propose rules and present their recommendations to the LPC Board. Contest entries are sent directly to the college office and are then relayed to judges. They are also responsible for producing the critique booklet, which contains judging comments on each entry. First and second place winners along with honorable mention placings are recognized during the formal presentation at the annual convention.
The purpose was education

In 1974's organizational meeting, Ted Gouldy, Weekly Livestock Reporter, Fort Worth, suggested that annual meetings should include workshops. The first departmental type workshops were incorporated into the 1979 meeting. President Flanagan arranged for workshops on administration, advertising, circulation and editorial.

He divided those attending into four groups by the simple process of having them count off, "1, 2, 3, 4." Each group was assigned to a workshop for approximately a 30-minute session and then rotated to another until each person had participated in all four.

Workshop leaders were:
Administration: John T. Jenkins, Livestock Breeder Journal; E.C. Larkin, Jr., Gulf Coast Cattlemen.
Circulation: Jerry Smith, Crow Publications (Dairy, Livestock, Western Livestock Journal); Chuck Stocks, New Mexico Stockman.

Workshops have been highly rated segments of each annual meeting since that first one engineered by Flanagan.

As membership expanded and benefits of annual meeting agendas became more widely known, attendance increased and meetings were changed from one day to two, and eventually to three and four, providing more time for workshops, seminars, contest critique and for guest professionals to address the gatherings.

Since it was the policy from LPC's beginning to hold these summer seminar meetings near major airline cities, it has been possible to include visits to publication offices and modern printing and production plants for on-site observation of equipment and practices. This policy changed in 1991 when the annual meeting was held in Steamboat Springs, Colo., a resort area.

There have been extreme changes in printing since LPC began. The industry has moved from the Ludlow and Linotype to cold type, to in-house typesetting and pasteup, and to desktop publishing. Most member magazines have moved from no-four-color to having 50 percent of the book in color. Newspapers too have moved to wider use of color. LPC seminars have been a primary source of information for such changes.

In addition to the summer meeting, an informal winter breakfast meeting has been held each year. From 1975 through 1981 these breakfast meetings were held in January during Denver's National Western Stock Show. Since 1982 either an organized lunch or breakfast has been held in conjunction with the National Cattlemen's Beef Association annual convention. In 2005 50 members and friends of LPC attended then lunch in San Antonio.

Associates become Service members

In 1979 Associate memberships were inaugurated with this qualification bylaw: "Individuals or firms devoting 50 percent or more of their endeavors to livestock promotion — but not meeting eligibility requirements for active Council membership — are eligible to Associate Membership."

Over time, these qualifications became loosely applied, and Associate membership was granted to individuals in allied enterprises. Associates had the privileges of membership except for the vote. Special contest categories were established for them. Many of the associates freelanced in editorial, advertising and photography, supplying member publications.

They add substantially to LPC's progress, help in meeting planning and conduct, and participate actively, including leading workshop sessions.

In 1990 LPC members voted to change the Associate Member bylaw limiting membership to individuals and firms devoting 50 percent or more of activities related to livestock publishing. The focus was on individuals rather than on their organizations. The reworded bylaw broadened the category and put the focus on firms and organizations.

It opened the membership to those involved directly or indirectly with livestock publishing. It also suggested that listings in the Directory be headed by an organization name rather than that of an individual. Regularly published livestock newspapers, magazines and newsletters still are not eligible to Associate membership.

An additional change to the Associate category was made during the 1996 annual meeting. At that time members approved bylaw changes giving the vote to Associate members, allowing them to have two members serve on the board of directors, increasing their dues from $75 to $150 a year and changing their designation from Associate to Service member.

LPC changed its membership year effective January 1, 1993. From its beginning the organization operated on a fiscal year, and dues were paid from July 1 through June 30. Because the greatest financial activity was tied to the annual meeting and contest, it was decided to change the membership and financial year to the calendar year. This kept both expenses and income in the same reporting year rather than in separate fiscal years as had been the case previously. The change was approved in July, 1992, at the annual meeting held in Chicago, Illinois.

LPC AWARDS
• Headliner • Hall of Fame
• Distinguished Service Award
• Forrest Bassford Student Award

LPC's Headliner Award program inaugurated in 1980 was designed to annually salute an individual for meritorious service to the livestock and/or livestock publishing industry. From the beginning, this award has been one of the top honors bestowed in the field of animal agriculture.

LPC's Hall of Fame Award, instituted in 1990, honors livestock publishing leaders. At the same time eligibility for the Headliner Award was limited to livestock industry leaders. For consistency, publishing personnel previously honored with the Headliner Award are listed in this Directory under Hall of Fame.

In 1984 a Student Award Program was instituted by LPC with the first recipient named in 1985. The program is designed to recognize an outstanding student with special interest, skill or background in both livestock and communications.

The award is an all expense-paid trip to, and participation in, LPC's annual meeting. The program's purpose is fostering closer relationships and exchange among member publications, university journalism and communication departments and Agricultural Communicators of Tomorrow (ACT), the student Ag Journalism organization.

Chester Peterson, Simmental Shield, and Susan Wagner, The Cattleman, did yeoman work in getting the program established. It is funded by donations from member publications and Service members and by fund raising activities that take place during annual meetings.

Networking and making new friends is a big part of LPC. Above Cheryl Oxley, Angus Productions Inc., and Todd Domer, Kansas Stockman, enjoy a laugh at the opening night of the 2007 AMS. Both are past presidents of LPC and remain involved in committees.

Chris Lee, Lisa Bryant, Angie Denton, Don Norton, Megan Sheridan say cheese!

Luckily LPC members are generous with their time and expertise and give back to the organization. Wes Ishmael, Ellen Briserudine and John Wallace all participated on an editorial panel during one of the workshops through the past year.
Upon Forrest Bassford's retirement announcement in 1991, the LPC Board approved changing the name of the LPC Student Award to Forrest Bassford Student Award. This was done to honor Bassford's special interest in the student program. The first student named to receive the Forrest Bassford award was Joyce L. Elliott of Texas, in 1992.

In 1993, an associate member, Mary Hearne of the Chicago Mercantile Exchange (CME), introduced a proposal to officials of the CME that a $2,500 scholarship be awarded to LPC's Forrest Bassford Student Award winner. The first CME Scholarship was awarded to the 1993 student winner.

A Distinguished Service Award was initiated by President Larry E. Mead in 1994. Purpose is to annually recognize an individual who has provided special service to LPC over a period of time. In addition to an individual award the one selected for the honor has his or her name engraved on a perpetual trophy. Winner of the first DSA award in 1994 was Audie Rackley, executive editor of the Quarter Horse Journal and of the Quarter Racing Journal, both publications of the American Quarter Horse Association of Amarillo, Texas. Rackley is also a past board member and president of LPC, who remained an active member following his term as a board member and officer.

Next person to receive the Distinguished Service Award, in 1995, was an Associate member, Wes Ishmael, director of communications and advertising for the North American Limousin Foundation of Englewood, Colorado. In 1996, Amber Spafford, former LPC president and now a Service member, was presented the award for her contributions. In 1997, Wayne Bollum, was honored and in 1998, long-time LPC supporter, Cheryl Oxley, Angus Journal was presented with the award.

At the 1999 winter meeting the board decided to honor the late Ed Bible and renamed the award to include his name. Mary Atchison, ACI, the official publication of the American Chianina Association was awarded the newly named award. The following year Terry Atchison, Maine Anjou Voice received the award presented to him by his wife.

In 2001, longtime LPC member, supporter and past president Todd Domer, of the Kansas Stockman received the award. 2002 honored Greg Henderson, Drovers and Angie Denton of Angus Productions was presented with this award in 2003.

In 2004, a first was presented with three very active members from Boeote-Hall being awarded the DSA award. Don Horton, Paul Shank and Rob Giseburt all were recognized for this prestigious award. For 2005, the committee chose to honor long time Ag Media Summit assistants Kristin Johnson and Nancy Anderson both from Lindsborg, Kansas. Jay Carlson, BEEF magazine was presented with the award for his enthusiasm for the LPC Gala fundraising efforts along with his years of work in this industry. Then in 2007, Shelly Sitton, Oklahoma State University was honored for her years of work on the contest, her service as a national advisor to the ACT organization and her undying desire to help make LPC better.

LPC's charter membership included eight breed magazines, six livestock newspapers, five general livestock magazines (primarily beef), two state cattle association magazines and one horse publication.

Membership broadened in the early 1980s, becoming truly representative of the livestock industry, encompassing beef and dairy cattle, horses, sheep, hogs, goats, llamas, bison and elk. Purebred books, state and multi-breed magazines and newsprint publications are all well represented.

Early thrust of the organization zeroed in on dialogue for self-improvement, concentrating on getting the advertising and editorial messages across to readership in the most effective manner. As the organization grew it was evident some self-promotion needed to be done. An LPC logo was designed by Karla King of the Angus Journal, and adopted for use by member-publications. In 2004, Dale Smith, American Southdown Breeders Journal, developed a new logo to tie into the 30th Anniversary of LPC.

Closer dialogue was established with academia through the student award program and internships. National publicity has been given to the Publications Contest, the Headliner, Hall of Fame, CME Scholarship and Forrest Bassford Student Award and now the Distinguished Service Award.

One of the best media for LPC communications has been Actiongram, the monthly newsletter. Circulation has been expanded beyond members and associates to include journalism professors, students, livestock association leaders and allied individuals.

The four-page monthly is packed with news of LPC members, resumés of successful campaigns and stories appearing in member publications. Help wanted and situation wanted blurbs appear in nearly every issue, resulting in helping many young people find their first jobs and also benefiting the livestock publishing industry. With the advent of the computer, this is now distributed via e-mail.

A major step was made in 1988 at the direction of President Paul D. Andre. He asked Audie Rackley, 1st vice president of LPC and editor of the Quarter Horse Journal, to conduct a salary and compensation survey of members. Rackley and Dr. Edward Smith of Texas A & M University organized and conducted the survey and published the results for members-only use. Forty-two publications participated. In 1997 another survey was done to update the members are the current situation of compensation in the ag communications industry.

In 1994 at the close of the 20th anniversary annual meeting held in Irving, Texas, Cheryl Oxley proposed to the LPC board that a mentoring program be established between LPC and members of Agricultural Communicators of Tomorrow (ACT). Following approval for the idea at that meeting she began a program to research the subject. This led to a pilot program held during the 1995-96 school year. Purpose of the program is twofold. It is designed to better prepare ag communications students to enter the field as well as to provide a qualified pool of people to work on livestock publications. The pilot program has been successful and the mentoring program will be expanded in the years ahead.

After four years of planning, the first ever joint meeting of the American Agricultural Editors’ Association (AAEA), American Publishers Association (APA) and LPC met in Denver. Appropriately named Agricultural Publications Summit, it included the collegiate group of Ag Communicator’s of Tomorrow (ACT). This event was projected to be a turning point for LPC. More than 500 people registered for this monumental occasion. Success was determined from all attending and the boards of all three organizations decided unanimously to continue indefinitely with the event.

In 1998, Bill Shepard resigned as executive director and Diane Johnson, Fort Worth, was named as only the third executive director in the 25 year history. The organization continues to thrive and move forward with new ideas and programs as the century proceeds.

The newest program developed in 2004 was the first ever LPC Royal Gala. This event was a fund raiser for the new LPC Hall of Honor and Hall of History which will become a permanent fixture of the American Royal facilities in Kansas City. Attendees generously helped raise more than $6,000 to kick off this exciting effort which will bring even more exposure to LPC and its past history.

Since its beginning in 1974, LPC has grown and prospered through the efforts of members and Associate (now Service) members, even during the livestock industry’s lean years. LPC has been blessed with active, unselfish officers and board members. To them the livestock business owes a debt of gratitude. Under their leadership the livestock press has dramatically improved the dissemination of news, advertising and developments pertinent to the industry.

Wisdom of the founders in setting up an organization in which a free exchange of ideas and practices is possible is admirably exemplified by the leadership of Jim Flanagan of the Florida Cattlemaster. It was Flanagan who, as president, set LPC's course with the newsletter, the contests, the workshops and seminars. His examples and the work of other early officers and directors have been carried on by able successors.
2007: Larry Atzenweiler’s experience stems back to 1970 when he founded the Atzenweiler Company to sell commercial advertising for several livestock publications. Seeing a need in the beef cattle business in Missouri for a publication, the first issue of Missouri Beef Cattlemen magazine was published in June 1971 and one year later this became the official publication for the Missouri Cattlemen’s Association.

Always a promoter of business in agriculture he was one of the founders and served two terms as the first president of the International Ag-Business Club, headquartered in Kansas City. In 1987 the American Simmental Association hired Larry to start a magazine to be owned by the Association. The first issue of The Register was published in September 1987. When the association moved it to their home in Bozeman, Montana, Larry decided to stay in Kansas City. Some of Larry’s achievements include the Beef Industry Award by the Missouri Cattlemen’s Association, then in 2002 he was presented an Honorary membership of the Ag Alumni Organization of the University of Missouri. He is a member of the Livestock Committee of the American Royal and serves as a Governor. Larry served on the LPC board from 1978 to 1981.

2006: Amber Spafford brings nearly 20 years of service to LPC. Her years in LPC leadership roles started in 1985 when she was elected as director and continued through her presidency in 1990-91. For 10 years she chaired the Critique Contest and was also the chairman of the 1989 Kansas City LPC annual convention, chair of the Royal Gala and was instrumental in the concept of the LPC Heritage Center in Kansas City. She has also been honored with LPC’s Distinguished Service Award.

A graduate of Oklahoma State University, her professional career started at the Charolais Banner, Gulf Coast Cattleman, then back to the Charolais Journal for nine years. This job took her to Kansas City where she eventually went to the American Polled Hereford Association, then back to Missouri. She has also worked for other LPC-member-publications, specifically with the Charolais Journal.

2005: Jim Jennings 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. 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.

2004: Henry King has more than 40 years of continuous years of service to the livestock publications industry. In 1960 he went to work for the Quarter Horse Journal. After 10 years he left to co-own and publish the Ranchman magazine. Following its sale he went to work for the American Paint Horse Association. In the early ‘80s he started the Lone Star Horse Report selling it in 1996. He then became editor of the Fort Worth based Drover magazine. In 2002 he became a contributing editor for the Texas Longhorn Trails. King is a founding member of LPC, writing the original letter outlining the mission of the organization.

2003: Cheryl Oxley has been a part of Angus Productions Inc. (API) since the Angus Journal was purchased by the American Angus Association in 1979. She started as a type-setter and progressed to production-management responsibilities. Those duties were combined with overseeing the advertising department in 1991. Today Oxley oversees and coordinates activity relevant to API office personnel and business activity, primarily supervising the production of all API published materials, including the Angus Journal, Angus Beef Bulletin and Special Services promotional products. Oxley was elected to the LPC board in 1983. She then served as secretary/treasurer from 1988-93. After serving as second and first vice president she served as president in 1995-96.

2002: Dan Wedman has a lifetime with the Limousin breed when right out of college Dale Runnion hired him at the International Limousin World in 1974. In October 1983 Wedman and Runnion branched out and started Limousin World. Wedman has owned and operated Limousin World for 15 years after Runnion sold his interest in 1986. This proves Wedman’s determination and hard work to be with the same company for more than 26 years. Wedman graduated from Oklahoma State University with a degree in animal science. He is also a past president of LPC and served on numerous committees and on the board from 1986 through his presidency in 1991-92.

2001: E.C. Larkin, San Antonio, Texas has been active in the livestock communications industry for 35 years and is currently publisher of the Gulf Coast Cattlemen, an LPC charter member, and The Beefmaster Cowman, the official publication of Beefmaster Breeders United. Larkin graduated from East Texas State University in 1966. He was LPC president from 1984-85 and has served on many LPC committees since 1979. Larkin has also worked for other LPC-member-publications, including Polled Hereford World magazine and Western Livestock Journal.

2000: J. Neil Orth, San Antonio, Texas. For 12 years Orth served as executive vice president of the International Brangus Breeders Association and president of Brangus Publications, Inc. (BPI). He has been on the staff of member organizations of LPC since 1975 plus being involved in numerous other livestock associations including U.S. Beef Breeds Council, National Pedigreed Livestock Council, Beef Improvement Federation, National Cattlemen’s Beef Association (NCBA) Seedstock Steering Committee.

1999: Warren Morse, Lenexa, Kansas. Morse, was vice president and publishing director of Vance Publishing overseeing the livestock division including the titles of Drovers, Dairy Herd Management, Pork ’99, Swine Practitioner, Bovine Veterinarian, Meat and Seafood Merchandising. He joined the Drovers Journal in 1958 as a livestock fieldman and became livestock sales manager in 1966. He was also an active member of the APA. Morse served in the US Army following his graduation from the University of Missouri.
**AWARD WINNERS**

1998: **Warren Kester**, Bella Vista, Arkansas. Features editor, *BEEF* Magazine. He has more than 54 years’ experience in both broadcast and written media with a trademark throughout his career being his commitment to the producer. A native of Audubon County, Iowa, he graduated from Iowa State University with a degree in agronomy. His background extends into radio work but in 1969 became managing editor of the *Beef Extra* supplement for *Farm Journal*. In 1980 he moved to *BEEF* in a similar position and remained until 1986. He continued in semi-retirement as features editor for *BEEF*.

1997: **Susan Wagner**, Fort Worth. Associate editor of *The Cattleman* magazine. Joined the magazine soon after graduation from the University of Texas at Austin. She was instrumental in designing the LPC student award program and was its first chairperson. She was also the first woman to serve as LPC president (1986-87) and helped plan and produce several annual meetings. She was news editor and then production manager at *The Cattleman* before becoming associate editor.

1996: **Audie Rackley**, Amarillo, Texas. Executive editor of the *Quarter Horse Journal* and *Quarter Racing Journal* at the time of his retirement in 1995. Serving longer than any previous editor of the *Quarter Horse Journal*, he joined the American Quarter Horse Association in 1970 as advertising director. During Rackley’s tenure the Journal became one of the largest equine breed magazines in the country. *Quarter Racing Journal*, EXTRA, Show Results and Race Results were begun while he was editor.


1994: **Ed Bible**, Kansas City, Missouri. Editor of the *Polled Hereford World* and president of the American Polled Hereford Association (APHA) since February, 1994. Bible earned B.S. and M.S. degrees from the University of Tennessee before joining APHA in 1973. He is a past LPC president and his publication is a charter member. The winner of numerous publishing awards, he is especially noted for his efforts to improve the marketing of Polled Hereford cattle and for being an innovator in publication production.

1993: **Roger Berglund**, Littleton, Colorado. Retired National Cattlemen’s Association (NCA) Director of Public Information. At NCA he established a communications department that was responsible for an external public relations program as well as industry and member communications. As vice president of communications at NCA, he played a part in establishing the *National Cattlemen* magazine, *Beef Brief* and other publications designed to fulfill specific communication needs.

1992: **Keith E. Evans**, St. Joseph, Missouri. Director of Communications and Public Relations of the American Angus Association. In his work with the association, Evans developed a network of news releases for individual and breed promotion, has won national media awards for advertising and educational programs and has set professional standards for the entire industry.


1990: **Paul D. Andre**, Founder and only editor of the now 28-year-old *BEEF* Magazine. Minneapolis, Minnesota. Highly respected innovator in livestock publishing. At the startup of *BEEF* only two things had been decided, the logo and the page size. Andre proceeded to select type faces, style and design. He enjoyed complete freedom in the direction and philosophy of editorial product. He was LPC’s 1988-89 president and was chairman of the LPC Publications Contest. 1993 marked his retirement as editor of *BEEF* Magazine as well as chairperson of the publications contest.

1988: **John T. Jenkins**, Macon, Georgia. For major contributions to livestock publishing and the livestock industry. Editor/publisher of *Beefweek*. Starting on Florida *Cattlemen* in 1947, buying *Southern Livestock* in 1948, merging with *Breeder Stockman* to establish *Livestock Breeder Journal* 10 years later, converted *LBJ* into *Beefweek*. Jenkins was president of the Association of Georgia Printers, and of LPC. He was awarded more honors than there is space to mention.


**Headliner**

Stanley E. Stout was honored posthumously as the 2007 winner. He was raised on the famous Titus Stout Hereford Ranch in the Flint Hills of Kansas and called Cottonwood Falls, Kansas home. He attended Kansas State University and went on to receive his formal auction training at the Walter Britton Auctioneer School in Bryan, Texas. In the early stages of his career, Stanley held field representative positions with publications such as the *Western Livestock Journal* and *Drovers Journal*, (now *Drovers*) He was eventually promoted to head of field staff for *Drovers* and then director of advertising for the *Charolais Banner*. After working with the North American Auction Company, Stout founded his own company, Stanley E. Stout Auction Services, in 1975. It didn’t take long before he established himself as a leading auctioneer in the industry. For more than 30 years he was the auctioneer to have on your sale and he eventually was selling anywhere between 140 and 180 dates annually.

He was also deeply involved in other aspects of the industry including his effort to revitalize the American Royal Livestock Show. He served on the Board of Governors and was the voice when the grand champion steer sold. And now the exhibitor of the Supreme Champion Heifer at the American Royal receives the Stanley Stout Memorial scholarship. He was also known as a generous supporter of youth across the nation with his time and financial support.

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**AWARD WINNERS**

**LPC’s Headliner Award Program, inaugurated in 1980, salutes an individual for meritorious service to the livestock industry. Following are recipients of the award:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Name</th>
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<tr>
<td>2003</td>
<td>Bill Brewer</td>
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<td>2002</td>
<td>Phil M. Seng</td>
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<td>2001</td>
<td>Dr. Harlan Ritchie</td>
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<td>Mick Colvin</td>
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**Bill Brewer** graduated from Oklahoma State University. He joined *The Quarter Horse Journal* in 1971 as an advertising sales representative and was promoted to senior director of administration in 1978. From 1979 to 1991 Brewer also served as general manager of the AQHA World Championship Show and American Quarter Horse Youth Association World Championship Show. He was promoted to AQHA’s executive vice president in March 1992 and works with it’s five-member executive committee and seven executive directors in planning and coordinating business of the world’s largest equine breed registry. He oversees the 320 employees who manage the day-to-day operations, which has more than 341,000 worldwide members and has registered more than 4.5 million American Quarter Horses.

**Phil M. Seng**, president and CEO of the US Meat Export Foundation (USMEF), has been a driving force in the US red meat industry’s impressive level of growth in foreign markets. Under his leadership, USMEF programs have grown to be recognized in more than 50 countries, and exports of US beef and variety meats have grown from $500 million 20 years ago to a record of $3.6 billion in 2000. Raised on an Iowa farm, Seng has a degree in political science and a master’s in East Asian studies. He speaks Japanese and worked as a journalist in Tokyo in the late 1970s.

**Dr. Harlan Ritchie** has taught at Michigan State University for the last 37 years. Since that time, he has been involved in teaching and research in swine and beef cattle improvement, beef cattle efficiency, beef cattle dystocia and vertically coordinated beef production and marketing systems. He has also held positions within several organizations such as the Beef Improvement Federation, American Society of Animal Science and the American Association for the Advancement of Science.

**Mick Colvin**, Minster, Ohio, Certified Angus Beef. In 1978 Colvin became executive director of the new Certified Angus Beef Program® (CAB). Under his supervision the program set up monitoring, licensing and promotional aspects that are the basis of the CAB’s product quality and integrity. Colvin retired from the position in 1999. Aside from Colvin’s involvement with CAB, he is also a member of many other agriculture organizations including: NCBA, American Angus Association and Ohio Cattlemen’s Association.

**Rob Brown**, Throckmorton, Texas. Owner of the R.A. Brown Ranch, a family owned business established in 1895. They are an active registered and commercial cattle operation along with top Quarter Horse breeders. The R.A. Brown Ranch was presented the prestigious AQHA and NCBA Remuda Award and the NCBA’s Centennial Cattle Business of the Century Award in 1998. Brown is a graduate of Texas Tech University.

**Topper Thorpe**, Englewood, Colorado, executive vice president of Cattle-Fax, a market information, analysis, research and educational service for cattlemen. He is also executive vice president of CF Resources, Inc., a wholly owned subsidiary of Cattle-Fax. He holds degrees from New Mexico State University. He joined Cattle-Fax as a market analyst in 1968.

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2006: Darrell Anderson, CEO of the National Swine Registry has nearly 30 years of experience in agriculture related areas including his current role with the NSR. Ten years ago, he was the leader in the successful merging of the four breeds that comprise the NSR (Duroc, Hampshire, Landrace and Yorkshire) which created the largest purebred swine association in the nation. Prior to this position he served as executive secretary of the American Yorkshire Club. He also has a deep-rooted belief in youth programs and was instrumental in the establishment of the first junior directors of both the National Junior Suffolk Association and the NSR. He serves on numerous professional committees in the swine industry, is a livestock auctioneer for sheep sales and is a certified llama judge. His scope of knowledge and influence in the swine, sheep, llama and cattle industries make him a true leader in the livestock industry.

2005: Dr. Bob Totusek, joined the animal science faculty at Oklahoma A&M College (now Oklahoma State University, OSU) in 1952 where he spent 38 productive years in teaching, research, public service and administration. It has been said that he is a rare combination of “scientist, teacher and practical cattlemann.” He was the head of the animal science department for 14 years and is credited with increasing department enrollment by more than 60% while other departments were losing students. He coached the OSU Livestock Judging Team from 1953 to 1961 and won 10 national and international contests.

2004: Henry Gardiner, Gardiner Angus Ranch, is known as a leader in both the commercial and registered cattle business. Their 25th annual production sale broke the industry record when it grossed more than $5.6 million. Gardiner, along with his wife Nan, their three sons and families run the ranch located near Ashland, Kansas. They sell about 1,200 bulls and 600 females annually. They are known for using new technologies as well as meticulous record-keeping.

Gardiner is a past recipient of the NCBA Vision Award and is the only producer to have received the Beef Improvement Federation Commercial Producer of the Year and Outstanding Seedstock Producer of the Year awards.

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2001: A distinguished professor of animal science, Dr. Harlan Ritchie has taught at Michigan State University for the last 37 years. Since that time, he has been involved in teaching and research in swine and beef cattle improvement, beef cattle efficiency, beef cattle dystocia and vertically coordinated beef production and marketing systems. He has also held positions within several organizations such as the Beef Improvement Federation, American Society of Animal Science and the American Association for the Advancement of Science.

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AWARD WINNERS

1997: Don L. Good, Manhattan, Kansas, head of Kansas State University Animal Science Department for many years, noted for both administrative abilities and teaching results. He is a highly talented livestock judge and is presently director of development for The Livestock & Meat Industry Council, Inc.

1996: John P. Hughes, DVM, Davis, California. Noted for work in equine reproduction, Chairman of the University of California School of Veterinary Medicine Department of Reproduction. Director of the UC School of Veterinary Medicine Equine Research Laboratory, and director of the UC Veterinary Genetics Laboratory since 1981.

1995: Robert H. Rumler, Chambersburg, Pennsylvania, retired executive of Holstein Freisian Association of America noted for his contribution to international marketing. Served 18 years on world trade advisory panels and took part in GATT negotiations. He is an organizer and was chairman of the US Agricultural Export Development Council.

1994: Don C. King, Fort Worth, Texas, secretary-general manager, Texas & Southwestern Cattle Raisers Association. In his present position since 1966, King is noted for his work in preventing theft and in recovering stolen livestock. He has worked at the state, regional and national levels to inform and to educate livestock owners and managers. His work has resulted in saving the industry millions of dollars.

1993: Clinton K. Tomson, Geneva, Illinois, executive vice president, American Live Stock Insurance Company. Tomson has been a livestock breeder, association executive and livestock judge. He was instrumental in the formation of American Live Stock Insurance Co., a company formed to underwrite livestock insurance contracts. He has also been active in importing and exporting livestock.

1992: Dr. Gary C. Smith, Fort Collins, Colorado. Professor Department of Animal Sciences; Montfort Endowed Chair in Meat Science, Colorado State University. Dr. Smith is one of the world’s leading researchers in the areas of food safety and new product development. He has done much to stimulate and evaluate consumer acceptance and food safety of red meat.

1991: David G. Eller, Houston, Texas. Founder, chairman and CEO of Granada Corp., Granada BioSciences and Granada Foods. Actions produced positive change in livestock production, marketing and product marketing. From inception in 1972, Granada has been driven by Eller’s premise that food and protein production could benefit from technological advances and sound business practices in producing better food products at less cost.

1990: Dr. Glen P. Lofgreen, El Centro, California. Renowned animal scientist who labels himself as “just a quiet cowboy with a Ph.D...” and says, “Everything I do is motivated by answering the questions of how this research will be of value to the producer, whether he be in the cattle feedlot business, dairy or some other livestock activity.” The industry daily benefits from practices Lofgreen pioneered before and during his years as superintendent of New Mexico State University’s Clayton Research Center.

1989: Fred H. Johnson, Summitville, Ohio. For cattle breeding and industry leadership. Owner/operator of Summitcrest, one of the nation’s largest Angus operations with divisions in Ohio, Nebraska and Iowa. Founder, American Angus Association’s Certified Angus Beef Program. Chairman of Cattlemen’s Beef Promotion & Research Board and Beef Promotion Operating Committee.

1986: Jo Ann Smith, Micanopy, Florida. Only woman president of the National Cattlemen’s Association. Former vice president, American National Cowbelles; director, Beef Promotion & Research Project; President Reagan’s Advisory Committee on Trade Negotiations; board chairman, Jackson Branch, Federal Reserve Bank of Atlanta. Later was first chairman, The Beef Board; 1989 USDA Assistant Secretary of Agriculture.

1984: John L. Huston, Chicago. President, National Live Stock & Meat Board. Started as beef industry council assistant secretary in 1967. He took a leave of absence to direct the Beefendum. Though it failed, lessons learned served in expanding financing and promotions of the Board. Honored for his consistent leadership in research and promotion of the livestock industry.

1983: John B. Armstrong, Kingsville, Texas. Recognized for state, national and international leadership roles. Executive vice president of King Ranch, with operations in six foreign lands and two US properties. Noted Santa Gertrudis breeder; chairman, National Live Stock & Meat Board; president, Texas & Southwestern Cattle Raisers.

The student winner receives an all-expenses-paid trip to participate in LPC’s annual convention and now the Ag Publications Summit. This award recognizes and rewards excellence, leadership and encourages professionalism among students. This opportunity provides the recipient face-to-face exchanges with leaders in livestock publishing. Forrest Bassford’s name was appended to the LPC Student Award in 1992 in honor of his contribution to LPC, and his particular interest in furthering the Student Award. Introduced in 1993, the Chicago Mercantile Scholarship is also presented to the Forrest Bassford Student Award winner. The overall winner receives a $1,500 scholarship plus $750 travel scholarship. Up to four additional students each receive $500 travel scholarships to attend the convention. Following are recipients of the Forrest Bassford Student Award.

**Travel Scholarship Winners**

**2007:** Stephanie Miles, Texas Tech University; Clint Blaes, Kansas State University, and Melissa Leander, Kansas State University.
2006: Sara Muri, University of MO–Columbia; Melissa Hildebrand, Kansas State University; Heather Jennings, Texas A&M University
2005: Sara Muri, University of MO–Columbia; Stephanie Jeter, TAMU; Wendy Mayo, Kansas State
2004: Leslie Shuler, University of Wisconsin–River Falls; Katrina Waters, Texas Tech
2003: Rachel Bobbitt, Oklahoma State; Garrett Wilkerson, Texas A&M; Audrey Young, Kansas State
2002: Shannon Hartenstein, Kansas State; Lucas Shivers, Kansas State; Melissa Karcher, Ohio State
2001: Kerri Howell, Texas Tech; Maggie Martin, Kansas State; Beverly Moseley, U. of Florida
2000: Jennifer Ryan, Kansas State; Lindsay Williams, Oklahoma State
1999: Sarah Domeier, U. of Nebraska at Lincoln; D. Mischelle Coston, U. of Arkansas at Fayetteville; Jennifer Simonson, Oklahoma State
1998: Linda Albers, Kansas State; Diane Dinse, U. of Missouri; Rebecca Rhoades, U. of Missouri
1997: Janna Quaring, Oklahoma State; Wendy Meyer, Hastings College (Neb.); Melissa J. Markway, U. of Missouri

Angie Denton, *Hereford World* and student award committee chairman, presents Katie Allen with the $2000 scholarship and the Forrest Bassford Student Award. Also pictured are the travel award winners: Stephanie Miles, Texas Tech University; Clint Blaes, Kansas State University, and Melissa Leander, Kansas State University.
Ed Bible

Distinguished Service Award

2007: Shelly Sitton, Oklahoma State University, Stillwater
2006: Jay Carlson, BEEF, Overland Park, Kansas
2005: Kristin Johnson and Nancy Anderson, Lindsborg, Kansas
2004: Don Norton, Paul Shanks and Rob Giseburt, Boelette-Hall
2003: Angie Denton, Angus Productions Inc.
2002: Greg Henderson, Drovers
2001: Todd Domer, Kansas Stockman
2000: Terry Atchison, Maine Anjou Voice
1999: Mary Atchison, ACJ
1998: Cheryl Oxley, Angus Journal
1997: Wayne Bollum, BEEF
1996: Amber Spafford, Spafford & Associates
1995: Wes Ishmael, North American Limousin Foundation
1994: Audie Rackley, Quarter Horse Journal

Shelly Sitton was recognized by the LPC executive committee with the Distinguished Service Award for her dedication and service to LPC. She has been an active participant through the Ag Communicators of Tomorrow (ACT) serving for the past four years as national advisor along with working with LPC for many years on a variety of committees. Pictured with Shelly of Oklahoma State University (center) are Kyle Haley, Limousin World; Lisa Bryant, Cowboy Connection; Jim Bret Campbell, The American Quarter Horse Journal; Marilyn Brink, Kanwaka Communications.

Cross reference of membership by states

Service members listed in gray.

ALABAMA
Alabama Cattleman, Montgomery
Cattle Today, Fayette

ARKANSAS
Arkansas Cattle Business, Little Rock
Ozarks Farm & Neighbor - Arkansas, Prairie Grove

CALIFORNIA
Angus, The Magazine, Sacramento
California Cattlemans, Sacramento
Pacific Showcase, Morgan Hill
Western Cowman, Sacramento
Cal Poly State University-Brock Center for Ag Communication, San Luis Obispo
Cornerpost Publications, Visalia
RPR Company, Palm Springs
Trailhead Designs, Visalia
Brian Miller, student, California State University

COLORADO
American Sales, Parker
The Bagpiper, Denver
Colorado Livestock Assn. Newsletter - Friday Facts, Greeley
Gelbvieh World, Westminster
National Cattlemen, Centennial
Record Stockman, Wheat Ridge
Sheep Industry News, Englewood
Western Livestock Journal, Greenwood Village
AgTown Technologies, Greeley
BluePrint Marketing, LLC, Fort Collins
Carnivore Communications, LLC, Littleton
Cattlemen’s Beef Board, Centennial
Cowboy Designs, Elizabeth
Digital Advantage, Inc., Arvada
National Western Stock Show, Denver
North American Limousin Foundation, Englewood
United States Meat Export Federation, Denver

FLORIDA
Florida Cattlemans, Kissimmee

GEORGIA
Georgia Cattlemans, Macon

IDAHO
Line Rider and News Brief, Boise

ILLINOIS
Angus Topics, Carlinville
The Banner, Cuba
Illinois Angus News, Carlinville
Illinois Beef, Springfield
American Live Stock Insurance Co., Geneva
Chicago Mercantile Exchange, Chicago
Rhea & Kaiser Marketing Communications, Naperville
INDIANA
Indiana Beef, Indianapolis
Seedstock Edge, West Lafayette
Lisa Munnskma, Frankfurt

IOWA
Iowa Cattlemans, Ames
Iowa Farmer Bureau Speaker, West Des Moines
Iowa Farmer Today Publications, Cedar Rapids
Morgan & Myers, Communications Counselors, Waterloo
National Pork Board, Des Moines
The Interal Group, Des Moines
Successful Farming, Des Moines
Sutherland Companies, Montezuma

KANSAS
Calf News, Garden City
Feedlot Magazine, Dighton
Grass & Grain/Ag Press, Manhattan
High Plains Journal, Dodge City
Kansas Stockman, Topeka
Allen Press, Inc., Lawrence
Boenzi-Hall, Rockland Park
Graphic Arts of Ropeka, Inc., Topeka
Kanwaka Communications, Piedmont
Showboat Graphics Co., Winchester
The Territorial, Garden City

KENTUCKY
Cow Country, Lexington
National Institute for Animal Agriculture, Bowling Green

MICHIGAN
Julie McMahon French Promotional Strategy, Beaverton

Quebecor Printing (USA) Corp., Midland
Village Press, Inc., Traverse City

MINNESOTA
BEEF, Minneapolis
National Hog Farmer, Minneapolis
Broadhead & Co., Minneapolis

MISSISSIPPI
Cattle Business in Mississippi, Jackson

MISSOURI
ACI American Chianina Journal, Platte City
Angus Beef Bulletin, St. Joseph
Angus Journal, St. Joseph
Charolais Journal, Kansas City
Cattlemens’ News, Carthage
Dairy Herd Management, Lenexa
Drovers, Lenexa
Hereford World, Kansas City
Maine-Anjou Voice, Platte City
Missouri Beef Cattlemans, Kansas City
Ozarks Farm & Neighbor - Missouri, Lebanon
Pork, Lenexa

AdFarm, Kansas City
AgriMarketing Magazine, Chesterfield
American Angus Association, St. Joseph
American-International Charolais Assn., Kansas City
Anchor Management Group, LLC, St. Louis
BCS Communications, Kansas City
Boehringer Ingelheim Vetmedica, Inc. St. Joseph
Brownfield AgNews.com, Jefferson City
CattleNet.com, Kansas City
Certified Hereford Beef, LLC, Kansas City
Fleishman-Hillard, Kansas City
Homestead Graphics, Fauckett
Missouri Beef Industry Council, Columbia
Modern Livestock Print, Jefferson City
Osborn & Barr Communications, Kansas City
Sheep Breeder Sale Management Service, Columbia
Spafford & Associates, Kansas City
University of Missouri-Columbia Extension and Ag Information/Agricultural Journalism, Columbia
ZimmComm, Holts Summit, MO
Most Improved award was given in 1986 and 1987.

First presented in 1988 the Flanagan Award was named for Past President James Flanagan of Florida Cattleman. He also initiated the Publications Contest and the Actiongram newsletter. Prior to the Flanagan Award, a Most Improved award was given in 1986 and 1987.

Cross reference of membership by states

MONTANA
Agri News, Billings
Montana Stockgrower, Helena
The Register, Bozeman
Western Livestock Reporter, Billings
Demeter Communications, Capitol
NEBRASKA
Braunvieh World, Omaha
Shorthorn Country, Omaha
Nebraska Cattleman, Lincoln
Nebraska Pork Talk, Lincoln
Agriculture Online, Des Moines
AK-SAR-BEN 4-H Livestock Exposition, Omaha
DTN, Omaha
Loos Tales, Loup City
Nebraska Dept of Agriculture Ag Promotion & Development Division, Lincoln
Swanson Russell Associates, Omaha
Emily Steiger, student, Drake University
NEVADA
Working Ranch, Henderson, NV
NEW YORK
Holstein World, East Syracuse
NORTH CAROLINA
ADGA News & Events, Spindale
Carolina Cattle Connection, Fuquay-Varina
NORTH DAKOTA
North Dakota Stockman, Bismarck
Collette Knutson Gjermundson, Richardton
OHIO
Guernsey Breeders' Journal, Reynoldsburg
Jersey Journal, Reynoldsburg
Ohio Cattleman, Marysville
Certified Angus Beef, LLC, Wooster
Ohio Agricultural Research & Development Center, Wooster
The Ohio State University Dept. of Human and Community Resource, Columbus
Post Printing Co., Minster
Select Sires, Plain City
OKLAHOMA
Limousin World, Guthrie
Oklahoma Cowman, Oklahoma City
Oklahoma Pork Council, Oklahoma City
Reiner Magazine, Oklahoma City
Speedhorse/The Racing Report, Norman
The Cowboy Connection Designs, Ada
Elkhorn Creek, Guthrie
Farm Credit Services of East Central Oklahoma, Broken Arrow
The Lone Coyote Co., Chattanooga
Mercury Press, Oklahoma City
Oklahoma State University, Stillwater
Jessica Stewart, student, Oklahoma State University
OREGON
Cascade Cattleman, Klamath Falls
Cascade Horsecman, Klamath Falls
PA NI SYLVIANA
Dairy Today, Philadelphia
SOUTH DAKOTA
Cattle Business Weekly, Philip
Paulsen AgriBranding, Sioux Falls
TENNESSEE
Angus News, Dowelltown
Tennessee Cattle Business, Murfreesboro
PIC, Hendersonville
TEXAS
America’s Horse, Amarillo
The American Quarter Horse Journal, Amarillo
The American Quarter Horse Racing Journal, Amarillo
American Red Angus, Denton
Beefmaster Cowman, San Antonio
The Brahman Journal, Hempstead
Brangus Journal, San Antonio
The Cattleman, Fort Worth
Cutting Horse Chatter, Fort Worth
Gulf Coast Cattlemen, San Antonio
Land & Livestock Post, Bryan
Livestock Weekly, San Angelo
Paint Horse Journal, Fort Worth
Purple Circle, Canyon
Quarter Horse News, Fort Worth
Santa Gertrudis USA, Kingsville
The Showbox, Crockett
Southern Livestock Standard, San Antonio
Texas Agriculture, Waco
Texas Cattle Feeders Assn. Newsletter, Amarillo
Texas Hereford, Fort Worth
Texas Longhorn Trails, Fort Worth
Track Magazine, Stephenville
Weekly Livestock Reporter, Fort Worth
Western Horsecman, Fort Worth
Allflex USA, Dallas-Fort Worth Airport
Branch-Smith Printing, Fort Worth
Camp Cooley Ranch, Franklin
Cattle Design, Abilene
Clear Point Communications, Benbrook
Details by Design, Fort Worth
Farm Credit Bank of Texas, Austin
Houston Livestock Show and Rodeo, Houston
J3 Group, LLC, Hurst
McCormick Company, Amarillo
MG M Printing Services Inc., Fort Worth
Ranch House Designs, College Station
Texas Beef Council, Austin
Texas Tech University, Dept. of Ag Education & Communications, Lubbock
John Wallace Communications, Grapevine
VERMONT
Holstein Association USA, Inc., Brattleboro
VIRGINIA
Virginia Cattleman, Daleville
WISCONSIN
American Farriers Journal, Brookfield
Wisconsin Holstein News, Lancaster
Bader Rutter & Associates, Brookfield
CharlestonOrwig, Inc., Hartland
Cooperative Resources Intl., Shawano
Filament Marketing, LLC, Madison
Suri Llama Association, Eau Claire
WYOMING
Cow Country News, Cheyenne
Wyoming Livestock Roundup, Casper
Wyoming Business Council Agribusiness Division, Cheyenne

Accepting the award for the Most Improved Publication are: Lindsay West; owners/publishers Sandy and Stan Coffman; and Lindsay Haymes all with the Ozarks Farm and Neighbor.
Article I — Name: The name of this organization shall be Livestock Publications Council.

Article II — Purpose: Livestock Publications Council shall be a non-profit organization, the purpose of which shall be:
A. To promote understanding and cooperation among publications serving the livestock industry. 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, bison, and bison. Excluded from membership are publications for feather-bearing species, small fur-bearing species, and species generally regarded as exotic animals.
B. To conduct meetings, workshops, and seminars on matters involved in livestock publishing.
C. To publish a periodic newsletter for members to keep them additionally informed of matters pertaining to livestock publishing enterprises.
D. To promote understanding and cooperation among all facets of the livestock industry.
E. To support all organizations and institutions dedicated to furthering the livestock industry.
F. To maintain as complete as practical a list of publications serving the livestock industry, along with facts pertaining to the readership, extent and geographical spread of circulation, and the advertising rates of each for use of the membership.
G. To encourage and support research and activities designed to further the livestock industry.
H. To foster and preserve the traditions of the livestock industry which are consistent with its progress.
I. To carry on all other activities deemed by the Membership and/or Officers and Directors to meet with the standards and goals of the organization.

Article III — Membership
A. Membership in this organization shall be international and shall be limited to those magazines, newspapers, and other periodicals (published on a regular basis four or more times each year) devoting 50 percent or more of average content to the livestock industry.

B. Membership is also open to those individuals, firms, and organizations that service the livestock industry, but do not meet eligibility requirements as publication members. These Service members may participate in all Council activities, including voting and holding office.

C. Annual dues for each publication, firm, or organization are payable the first of each calendar year. All payments are to be in U.S. dollars.

D. Voting in all regular and special meetings of the Council shall be by each member publication’s, firm’s, or organization’s single, designated representative present.

E. Excluded from publication membership would be those publications whose primary purpose is to promote the publisher’s own specific products or services, and that advertise only products or services of the publisher or a subsidiary that is owned and/or controlled by the same organization that owns or controls the publication. However, these publications may join as Service members with all Association benefits.

Article IV — Directors
A. The LPC Board of Directors will consist of 11 LPC members, comprised of both LPC Publication and LPC Service members. Service members will occupy a minimum of two seats on the LPC Board and may never represent more than 40% of the entire Board of Directors.

B. Directors shall be elected by the general membership in annual meeting. Nominations may be made by a nominating committee appointed by the President, and/or by members from the floor.

C. Directors shall be elected for a period of three years, except that in the first annual meeting one-third will be elected for three years, one-third for two years and one-third for one year in order that the terms may be staggered. No individual may serve more than two consecutive three year terms on the LPC Board of Directors, not including time served on the LPC Executive Committee or time served fulfilling an uncompleted term of another director. After term limits are met, individuals must sit out at least one year and then would be eligible for re-election to the LPC Board of Directors.

D. It shall be the duty of the Board of Directors to make Council decisions and establish policy for the Officers on Council matters arising between meetings.

E. Once elected, directors are expected to attend all scheduled meetings of the LPC Board of Directors, including the annual summer meetings and the mid-winter meeting. If a director misses more than one meeting in a year, the Board of Directors has the right to vote to remove the director in question if the circumstances warrant. A simple majority vote can dismiss a director.

F. If an elected board of director’s status as an LPC member changes due to a change in employment during his/her term, that person shall be allowed to finish the term, pending board approval. This shall include regular members who become service members, service members who become regular members, or either regular members or service members who become ineligible for membership due to their new employment status. The LPC Board of Directors has the right to vote to remove a director if the circumstances warrant. A simple majority vote can dismiss said director.

G. If the director chooses not to fulfill the term, the board of directors of LPC shall appoint an individual to complete that term in cases where a successor is not provided for in the bylaws.

Article V — Officers
A. These shall be the President, First Vice President, Second Vice President, Secretary-Treasurer, and Executive Director.

B. The President, Vice Presidents, and Secretary-Treasurer shall be elected by the membership in annual meeting. Any elected officer who takes office while in good standing with LPC, and complies with all requirements for membership and office, shall be allowed to complete the current term of office if that individual’s status changes during the term, if the individual so chooses. If the individual chooses not to fulfill the term of office, the board of directors of LPC shall appoint an individual to complete that term in cases where a successor is not provided for in the bylaws.

C. The Executive Director shall be appointed by the Board of Directors.

D. The LPC Board of Directors has the right to vote to remove an officer if the circumstances warrant. A simple majority vote can dismiss said officer.

Article VI — Executive Committee
A. The Executive Committee shall consist of the Council officers and the Immediate Past President. It is empowered to carry out the activities of the Council as directed by the membership and/or the Board of Directors.

Article VII — Officer Duties
A. The President shall preside at all general meetings and at the meetings of the Executive Committee and of the Board of Directors. He/she shall appoint committees as necessary, and shall carry on all of the business designated by the membership and/or the Board of Directors.

B. The Vice Presidents shall serve as assistants to the President and, according to rank, in the stead of the President in the absence of the President.

C. In dual capacity as Secretary-Treasurer, this officer shall keep minutes of all Council general and board meetings, shall record votes taken and shall carry out all other duties designated by the officers and the Board of Directors. As Treasurer, he/she shall supervise Council’s financial affairs, shall make a full financial report annually to the Board and the membership, and shall direct the Executive Director in the maintenance of Council’s accounts and the preparation of bi-annual financial reports to the Board. Authorized signatures on checks and financial documents may be either Sec’y-Treasurer or Executive Director.

D. The Executive Director shall conduct the Council’s office, produce the monthly Actiongram, solicit additional members and associate members and carry out the instructions of the President, Vice Presidents, Secretary-Treasurer and Board in furtherance of Council aims and activities. Shall be responsible for all general correspondence and receive and have charge of all Council funds. He/she shall, under the direction of the Secretary-Treasurer, present a bi-annual financial report to the Officers and Directors. Shall, in cooperation with the Secretary-Treasurer, prepare an annual budget to be presented to the Board. The Executive Director also shall be charged with any other financial duties pertaining to Council operation as directed by the Secretary-Treasurer.

Article VIII — Meetings
A. Annual meeting of the Council shall be called by the Officers and Directors for dates and locations established each year by the Executive Committee. Notice of the annual meeting shall be mailed by the Executive Director to all members at least one month prior to the meeting. Other special meetings may be called by the Officers and Directors at times and places designated by them.

Article IX — Quorum
A. Members present at a duly called meeting shall constitute a quorum.

Article X — Amendments
A. These by-laws may be amended or altered in any manner by a majority vote of the members present in an annual meeting.

Article XI — Parliamentary Procedure
A. Parliamentary procedure shall be as outlined by Roberts Rules of Order.