

# Actiongram

2008  
Apr.  
May

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In 15 years, my LPC brethren has never ceased to amaze me.

I can't think of a more hard-working, fun-loving group of guys and gals anywhere. Whether they are working hard, or playing hard, LPC members are always thinking of ways to help the association grow and better serve the membership.

The latest example of this is the LPC group recently started on Facebook.com.

If you are over 25, you are probably like me, and didn't really understand what all the fuss was about MySpace or Facebook. I just figured it was an excuse for school-age kids not to do their homework.

At our winter board meeting, we actually spent a fair amount of time talking about whether or not LPC would benefit by having a presence on Facebook. Of course the first few minutes of the discussion was spent trying to inform fuddy-duddies like myself about the social revolution that is Facebook and MySpace.

The discussion actually began because we were brainstorming about ways to better interact and communicate with college students. It was brought to our attention by the hip-faction of our board, that the best way to communicate with students these days was electronically, i.e. e-mail, texting and online communities such as Facebook and MySpace.

Since I'm still not sure what LOL and JK stand for, I took their word for it, and got on

board with the idea of developing an LPC online community.

I became an official member of Facebook in early April, and while I am still learning the ropes, I am confident this will turn into an effective form of communication for LPC members and aspiring Ag Journalists of all ages.

I wouldn't blame you if you were a little skeptical, but I have learned one thing over the years and that is—When LPC members set out to do something, you can bet the bank on the fact it will not only happen, it will likely exceed expectations.

If you question that, keep in mind this year's AMS meeting in Tampa will be our 10th such gathering and most will agree it has gotten bigger and better each year.

So create an account, log on, ask me to be your friend. I'll be sure to post something on your "wall."

If you have no idea what I just asked you to do, find someone half your age to help you.

P.S. Due to a pesky magazine deadline, I wasn't able to make it up to the LPC Midwest Regional Design Workshop in Johnston, Iowa April 10. However, reports are that a great crowd turned out. A hearty congratulations to that committee for pulling off another great LPC event. More details on the workshop can be found in this issue of the Actiongram. •



Kyle Haley  
LPC President

[www.livestockpublications.com](http://www.livestockpublications.com)

## LPC Web Site now hosts Job Postings

Since the job postings can take up a lot of space in the *Actiongram*, there is a new policy for posting open positions. You can now post directly to the site at [www.livestockpublications.com](http://www.livestockpublications.com). Click on job postings and sign up with a user name (e-mail address) and password. Upon approval by LPC, you may then post as many jobs as you wish. There is a limit of 500 words for the job description. When the job is filled or you want to delete the post, it's simple to log back on and delete the job description. We hope that everyone finds this to be easier and much more efficient with job openings. Now you won't have to wait for an *Actiongram* to be distributed and these posts are open to the world. **You must be an LPC member to post jobs.** There are several listed right now too -- check them out! •

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

# NEW MEMBERS

Over the past few months we have added several new members to the roster. Welcome to the LPC family!

## PUBLICATION

### **AgWeek Magazine, Fargo, North Dakota**

Kim Deats, editor, Mikkel Pates, staff writer  
[www.agweek.com](http://www.agweek.com)

### **Tri-State Livestock News, Spearfish, South Dakota**

Scott Engel, publisher; Aaron Nelson, editor  
[www.tsln.com](http://www.tsln.com)

### **Working Ranch Magazine, Henderson, Nevada**

Drew Lawler, publisher; Tim O'Byrne, editor  
[www.workingranchmag.com](http://www.workingranchmag.com)

## SERVICE

### **Mid-Atlantic Dairy Association, Harrisburg, Pennsylvania**

Lisa Perrin

### **American Hereford Association, Kansas City, Missouri**

David Mehlhaff, director of communications  
[www.hereford.org](http://www.hereford.org)

### **American Shorthorn Association, Omaha, Nebraska**

Amanda Reeson, director of communications and marketing  
[www.shorthorn.org](http://www.shorthorn.org)

### **Texas Corn Producers Board, Lubbock, Texas**

Lindsay West, communications director  
[www.texascorn.org](http://www.texascorn.org)

### **Texas Peanut Producers Board, Lubbock, Texas**

Lindsay West, communications director  
[www.texaspeanutproducers.com](http://www.texaspeanutproducers.com)

### **United States Animal Health Association, St. Joseph, Missouri**

Ben Richey, executive director  
[www.usaha.org](http://www.usaha.org)

### **Thornridge Consulting Company, Mechanicsburg, Illinois**

Drew Earles  
[www.thornridgeconsulting.com](http://www.thornridgeconsulting.com)

### **Filament Marketing, Madison, Wisconsin**

Ed Peck, president  
[www.filamentmarketing.com](http://www.filamentmarketing.com)

### **Suri Llama Association, Eau Claire, Wisconsin**

Sherri Toelke, office manager  
[www.surillama.com](http://www.surillama.com)

### **Martin Williams Advertising, Minneapolis, Minnesota**

Jill Spiekerman-Carrothers  
[www.creativepr.com](http://www.creativepr.com)

### **Alltech, Nicholasville, Kentucky**

Billy Frey  
[www.alltech.com](http://www.alltech.com)

### **Creative Media, St. Joseph, Missouri**

Eric Grant  
[www.api-creativemedia.com](http://www.api-creativemedia.com)

## Student Award Finalists Named

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

This year's finalists are: **Lindsay Domer**, Kansas State University; **Sarah Jackson**, University of Missouri; **Julie White**, Kansas State University; **Emily Whitmoyer**, Texas A&M University. •

*We could learn a lot from crayons.  
Some are sharp, some are pretty and some are dull.  
Some have weird names and all are different colors,  
but they all have to live in the same box.*

## Make sure you are using the correct LPC logo!

In case you are still using the old logo with 30th anniversary tagline...well you're about four years out of date! You can download the correct LPC logo from the LPC website [www.livestockpublications.com](http://www.livestockpublications.com). You can use the color as it is or change it to fit your publication. •



Livestock  
Publications  
Council

## Calendar of Events

**May 28-30**

Western Regional Workshop  
Boise, ID

**June 16-17**

Sales and Marketing Workshop  
Kansas City, MO

**July 26-30**

10th Anniversary Ag Media Summit,  
Saddlebrook Resort  
Tampa, FL

# The Roving Reporter Wants to Know



Compiled by Megan Brownell, Cal Poly State University

**Name:** Scott Vernon

**Age:** 48

**Board Position:** Director

**Hometown/State:** Hanford, California

**Number of years in LPC:** 16

- 1. How did you get involved in LPC?** I took students to an LPC meeting, then managed the LPC Writing and Critique Contest
- 2. What is one of your proudest moments?** Watching my two boys (Kyler and Conner) as they grow into being gentlemen! And, giving the eulogy at my dad's funeral in Altoona, Alabama with all his high school football team in attendance. For a moment, they were all-stars again.
- 3. Have you kept your New Year's resolution?** Several times!
- 4. What was the most recent movie you saw in the theater?** "No Country for Old Men" when I was in New Orleans at a Farm Bureau Meeting.
- 5. Were you an honor student or passed by the seat of your pants?** Somewhere in-between, but ended up with more degrees than a thermometer.
- 6. Do you collect anything?** Yes, old or vintage metal advertising signs.
- 7. What is your favorite western movie/film?** Jr. Bonner
- 8. Have you ever gotten out of a ticket?** Once, when I was hauling hay for my dad. We went to court and my dad pretended he was an attorney and I was some victim of rural profiling. Judge threw us and the ticket out of court! Hilarious.
- 9. What is the meaning of life?** I've always thought the fourth paragraph of the FFA creed captures a lot of what I believe: *"I believe in less dependence on begging and more power in bargaining; in the life abundant and enough honest wealth to help make it so--for others as well as myself; in less need for charity and more of it when needed; in being happy myself and playing square with those whose happiness depends upon me."*
- 10. What book are you reading right now?** Grisham, The Bible
- 11. If you could own 10,000 acres, what would you do with the land?** Enjoy it and defend it every day!
- 12. Have you ever broken a bone? If so, how?** Collarbone. Got tackled by a girl in sixth grade (she was cute and tough). Leg. Riding bareback broncs.
- 13. Do you play any musical instruments?** Nope. Radio count?
- 14. Are you a talented speller?** Sumtymes!
- 15. You are appointed USDA Secretary of Agriculture, what would be your first action?** Hire Megan Brownell as my communications director, overturn the embargo on Cuban cigars, then speak at a general session of the National FFA Convention (that has been my dream since I was 16 years old, someday.)!
- 16. Where were you three hours ago?** Watching my son Conner show off his California Mission project.

## People News

- The International Brangus Breeders Association (IBBA) and *Brangus Journal* announce **Duncan MacRae** as the new director of communications. He comes from M/C Communications, where he was responsible for the development of both web-based and print educational materials for several journals. His duties at IBBA will be to coordinate communications and be responsible for all content information in IBBA literature, newsletters, web site, member communications and the *Brangus Journal*. He received a Bachelor of Arts from the University of Texas at Austin in 1993.
- Congratulations to **Lyle Orwig**, Charleston, Orwig, who was honored by the University of Illinois College of Agricultural, Consumer and Environmental Sciences (ACES) with one of their prestigious College of ACES Alumni Association Awards of Merit.
- **Burt Rutherford** was a winner in the recent Texas Outdoor Writers Association Excellence in Craft contest. Rutherford won first place in the newspaper feature, less than 25,000 circulation category for an article in the *Raton Range* (Raton, NM) titled "Partnerships Benefiting Wildlife: Controlling Invasive Plants Part of Work;" and a second place in the magazine feature, less than 25,000 category for an article titled "Fencing for Turkeys" that was published in *Texas Wildlife* magazine. Congrats Burt! •

## Paul Andre Best of the Bunch Photo Contest

### RULES - READ CAREFULLY!

- Enter each photograph in one of three categories:
  - A. Livestock
  - B. Livestock industry people
  - C. Livestock scenic (such as a landscape)
  - D. General (the sky's the limit!)
- All entries must be original un-retouched photos.
- There is no limit to the number of entries you may enter and there is no entry fee.
- All photographs must be mounted on lightweight stock. Minimum size for entry is 8"x10" to 10"x12". With the mounting the maximum size of the entry can be no more than 10"x14" inches.
- All photos must be identified with name, affiliation and category. This should be typed or printed on white paper and affixed to the back of each photo. Unidentified photos will be disqualified.
- Those entering photos must work for a member publication of LPC (name must appear in the masthead) or be a service member of LPC. Student members of LPC are also eligible to enter.
- Any photograph that has won a division in the Best of the Bunch contest previously is not eligible for entry.
- The photo contest committee reserves the right to reassign entries to appropriate category, if necessary.
- Entries will be taken until 11 am Mon., July 28 at the registration desk.
- Contestants unable to attend the Summit are responsible for making arrangements in getting their photo(s) returned. •



For more information or questions contact Chairman Amy Bader, American Salers • [amy@salersusa.org](mailto:amy@salersusa.org)

# The Nuts and Bolts of Ag Communication



**MAJOR KUDOS** to this extremely effective committee. Co-Chairs Teresa and Mindy did a whizbang job on managing this committee and creating this tremendous event! Thank you Molly Mader, Tim Hoskins, Christy Lee, Karen Simon, Teresa Roof, co-chair; JoAnn Alumbaugh, Mindy Williamson, co-chair; Deb Hoge, Stephanie Veldman, Alaina Burt, Gene Johnston and Jennifer Bremer. Not pictured: Cindy Cunningham, Miranda Reiman, Nicola Freeman. In the front is Cheryl Oxley who won the BIG door prize. Many others won prizes too. Thank you to all who generously donated!



Pictured above are Brad Hook, Jennifer & Justin Dammann and Scott Tapper who served on the farmer panel who gave insight on their reading habits and very honest opinions on the publications they read. One important point to note is to write concisely because time is always the factor that keeps them from reading more of our publications. In other words be brief!



So you thought we only had a workshop in Des Moines! Well we had what will qualify as an "Educational Party". The night before the workshop it was "Jeopardy-Publication Style" and fun it was. Two rounds of the game was emceed by the talented Tom "Trebeck" Davis. First round team was Molly Mader, Owen Roberts, Harlen Persinger and Edith Munro. Second round was Kori Conley, Deb Hoge, Wayne Swegle and Don Norton.



There were more laughs than right answers but Don and Edith won their rounds to receive the wonderful prizes.



Karen McMahon and Chuck Zimmerman enjoyed the Jeopardy evening too and we thank Chuck for helping to provide some of these photos plus the coverage for this event and all other LPC events on Agwired.com.



Dear Nuts and Bolts Committee,

Just wanted to send a huge thank you back to you all. The workshops were outstanding last week. The Pioneer facility was awesome. I think I enjoyed the "Farmer panel" the most -- really eye-opening. You provided such an interesting variety of topics; it was hard to pick my break-out sessions in the afternoon. It takes a lot of hard work, phone and email time and coordination to put one of those kinds of events together. You did a great job.

But best of all was my prize basket! "Thank You So Much" to each one of you and your organizations, and any others who contributed. What a delightful array of prizes! Everything from golf balls (which I'll definitely use this summer) to the umbrella I immediately used, to tote bags, to the pork cutting board and knife, to that Iowa citrus candle, to a jump drive, to CAB steak knives, to the wine we're serving at family dinner tonight, to gift cards and SO MANY goodies! Thank you, thank you, All! It was great.

Cheryl Oxley, Angus Productions, Inc.



Above are Betsy Freese and JoAnn Alumbaugh and below are Harlen Persinger, Tim Hoskins, Deb Hoge and Jodie Wehrspann who were among more than 80 who attended the workshop on a miserable weather day in Iowa!



Alaina Burt shows her strength with one of the Pioneer props -- now that's impressive! Thanks to Pioneer for their generous donation of their facilities and the delicious lunch. Their offices are wonderful and the entrance is shown at right with the gals from EDJE Technologies. Erin Larsen, Amber Martin, and Tiffany Nickelson pose with the print donated for a door prize from the American Shorthorn Assn. Tiffany was the happy winner and is also the lead designer on the new LPC web site.



As mentioned above the weather was miserable during the workshop with wind, rain, and cold. And to top it off Christy Lee and Kati McQueen got to experience the basement of a McDonald's on their way back to West Lafayette as they escaped tornadoes! What an end to a very successful two days in Iowa!



*It's a Family Reunion*

**SATURDAY, JULY 26**

Agricultural Tours in Tampa region (see tours page)

**SUNDAY, JULY 27**

- 8 am - 5 pm Registration
- 8 am - 12 noon AAEA Board Meeting  
LPC Board Meeting
- 1 - 4 pm Redesigning Your Web Site
- 1 - 4 pm Multi-media Storytelling
- 2 - 5 pm InfoExpo set up
- 5 - 6 pm First Timer and New Member Reception
- 6 - 11 pm Welcome Party and Dinner featuring our own Quasimojo band!

**MONDAY, JULY 28**

- 7 am Golf Outing
- 7:30 - 8:30 am Pancake Breakfast
- 8 am - 2 pm InfoExpo set up
- 8:30 - 10 am Morning Sessions Part One  
Call to Action Writing  
Communicating in the Hispanic Market  
Public Speaking (ACT only)  
Preparing Photos for Output  
Management Session 1
- 10:15 - 10:30 am Break
- 10:15-11:30 am Morning Sessions Part Two  
Call to Action Writing (continued)  
Communicating to the Hispanic Market (panel)  
Management Session 2  
How to Communicate Effectively  
Photography 101  
From Facebook to MySpace: Is networking in your future?
- 11:30 am Luncheon featuring Student Awards and Paul Peavy
- 1 - 2 pm Afternoon Sessions Part Three  
Creativity/Motivation Session 1  
Management Session 3  
Writing Session 1  
Legal, Ethics, Ownership - Who owns the file?  
Designing for Postal Regulations
- 2 - 3 pm LPC Critique Contest and Awards Presentation
- 2 - 3 pm Afternoon Sessions Part Four  
Creativity/Motivation Session 2  
Best Pictures of the Last 10 Years  
Management Session 4  
Writing Session 2  
Postal Regulations
- 3 - 6 pm InfoExpo Grand Opening
- 6 - 7:30 pm ACT Critique and Contest Awards
- 6 - 7 pm AAEA Writing Contest Awards Presentation
- 8 pm Dive In Movie Night

**TUESDAY, JULY 29**

- 7 - 7:30 am AAEA Affiliate Meeting
- 8 - 9 am AAEA Annual Meeting
- 8 - 9 am LPC Annual Meeting
- 8 - 9 am ACT Annual Meeting

A joint meeting of the

American Agricultural Editors' Association

Livestock Publications Council and the

American Business Media Agri-Council

plus the annual meetings of the

Agricultural Communicators of Tomorrow and

Ag Relations Council

**TUESDAY CONTINUED**

- 9 - 10:30 am Breakfast in InfoExpo
  - 10:30 - 11:45 am Morning Sessions Part One  
Adobe Acrobat for Beginners  
Photography Session  
Branding Your Image  
Generational Diversity  
So your publisher says you need to be in video!
  - 12 noon - 1:30 pm Luncheon  
Animal Welfare, Cindy Schoenholdtz
  - 1:30 - 3 pm Dessert in InfoExpo
  - 3 pm InfoExpo tear down
  - 3:15 - 4:30 pm Afternoon Sessions Part Two  
Adobe Acrobat for the Advanced  
Photography Session  
Blogging for the Advanced  
Stress in Today's World  
Search Engine Optimization
  - 6 - 7 pm Cocktail Reception
  - 7 - 8:30 pm 10th Anniversary Celebration for AMS and Joint Awards Ceremonies for AAEA and LPC
  - 8:30 pm Desserts and Dancing
- WEDNESDAY, JULY 30**
- 8 am Continental breakfast
  - 8:30 - 11 am Planning meeting for 2009 IFAJ Congress and AMS: open to everyone

**GENERAL INFORMATION**

All information updated continuously at [www.agmediasummit.com](http://www.agmediasummit.com)

All Ag Media Summit functions will be held at Saddlebrook Resort, Wesley Chapel, Florida (located 30 miles north of the Tampa airport)  
813/973-1111 • 800/729-8383 fax: 813/973-1312

[www.saddlebrookresort.com](http://www.saddlebrookresort.com) Room rate: \$129 single/\$199 suites

Registration: \$325 members \$499 non-members \$175 students  
Online registration begins May 15, 2008  
Early registration deadline: June 30, 2008

*For more information:*

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# EXPERIENCE THE WEST

LIVESTOCK PUBLICATIONS COUNCIL  
WESTERN REGIONAL WORKSHOP  
*May 28-29, 2008 • Boise, Idaho*

**JOIN THE LIVESTOCK PUBLICATIONS COUNCIL FOR TWO FUN AND INFORMATIVE DAYS ...**  
Agricultural Tours on Wednesday, May 28, from 12 p.m. to 9 p.m.  
Informative Industry Speakers and Workshops on Thursday, May 29, from 9 a.m. to 5 p.m.  
*For a complete schedule of events, as well as reservation and lodging information, see page 2.*



Tentative Event Schedule

# WEDNESDAY, MAY 28, 2008

12 p.m. Depart the Grove Hotel to learn about the diverse flavor of local agriculture.

### IDAHO MINT PRODUCTION

Discover Idaho's mint industry with a tour including harvest, distillation and end-user uses for mint, as well as the history behind mint production in Idaho.

### SUGAR BEET PRODUCTION

We'll learn about sugar beet production and the Amalgamated Sugar Company, followed by a tour of the sugar beet production facility in Nampa.

### AREA VINEYARDS

A tour isn't complete until we've seen America's next great wine region! We'll swing through the Koenig Distillery & Winery for a tour and tasting. Then on to Bitner Vineyards for a wine tasting, tri-tip dinner complete with Idaho baked potatoes, Idaho dressing, Idaho sourdough rolls and a taste of Koenig Ice Wine. Now that's an Idaho dinner!

9 p.m. Return to The Grove Hotel

# THURSDAY, MAY 29, 2008

8 a.m. Registration and Continental Breakfast

9 a.m. Photography Workshop by David Stoecklein, western and lifestyle photographer

If you've seen David Stoecklein's work, you know what an incredible photographer he is and we are lucky to have him as our featured speaker. He will show how he works in a variety of situations in regard to lighting, subjects, equipment and other constraints. Attendees will see some of the inspiring work he has created and will learn from his experiences. It's a can't-miss workshop.

12 p.m. Lunch with Roundtable Discussions

1:15 p.m. Creative Writing Workshop with Freelance Writer Steve Werblow  
Learn techniques to improve interviewing and writing, and to find different angles for the same story idea. Steve Werblow covers Western agriculture from his home in Ashland, Ore., just north of the California border. A graduate of Cornell University, he has been a freelance writer since 1995. Werblow has covered agriculture on six continents for an array of magazines. Steve's style of writing makes him one of the best in the business and his ability is enviable. We'll try and get his best secrets out of him.

2:15 p.m. *Change in Perspective*, presented by Media Consultant Dale Dixon  
General Electric CEO Jack Welch said, "When the rate of change on the outside exceeds the rate of change on the inside, the end is in sight." While people working in agriculture, mining and timber may think the external rate of change exceeds the internal rate, Dixon says not a chance. People working in the natural resource areas are the best at change. Using personal stories from growing up on a farm and extensive experience throughout rural Idaho, Dixon makes the case that agriculture is a change agent and people in agriculture are on the cutting edge of exciting new opportunities. With more than 16 years experience in media communications, he created the first communication office for Idaho's second largest city and now teaches media strategy, message mapping techniques and on-camera performance skills.

3 p.m. Refreshment Break

3:15 p.m. Design Workshop: *Discovering Fresh Design*

Graphic designer Mark Winchester will touch on the basics of good design, including layout, typography and the use of the images and color. Mark earned degrees in graphic design and chemistry, laying a foundation for understanding the artistic and technical sides of the creative process. His portfolio includes the gamut from ads to brochures to books, web sites and video projects. In 1996 Mark began his own business providing DTP/prepress services, Mac support and training.

In addition, Winchester will be around to offer one-on-one mini critiques if anyone is interested in having a fresh eye look over their publication or samples. He is offering these sessions at a reduced rate of \$20 per 15 minute session. You may contact him prior to the event with any specific questions at Mark Winchester, MacAnswers, www.macanswers.us, (208) 467-4901 or mark@macanswers.us.

4:15 p.m. The Gang's All Here: A Panel Discussion with an Editor, Freelance Writer and Designer

The panel will discuss the challenges of working from home, and building the network whether as a writer, designer or photographer. How do freelancers keep in touch with their industry and stay out of a rut? Also, there is the publication approach on how to work with freelance help and expectations. We'll also find out how writers, editors and designers can work together to tell the story.

5 p.m. Adjourn for Dinner

Plan to stay around for the evening for a dutch treat group dinner. This will be a chance to visit more with the rest of the group. It's a great networking opportunity!

TOURS & WORKSHOPS: \$95 for LPC Members; \$125 for Non-Members

LODGING: Host Hotel – The Grove Hotel, (208) 333-8000  
\$99 Per Night, Single or Double Occupancy  
Room Reservation Deadline: Thursday, May 1

## REGISTRATION FORM REGISTRATION DEADLINE: THURSDAY, MAY 15, 2008

To register, complete the form below and mail it with a check payable to: Livestock Publications Council, 910 Currie St., Fort Worth, TX 76107. Sorry we do not accept credit cards. \$95 per person for LPC members, \$125 per person for non-members.

	<b>YES</b>	<b>NO</b>
NAME OF PARTICIPANT	<b>ACTIVE LPC MEMBER</b>	
<hr/>		
NAME OF BUSINESS		
<hr/>		
MAILING ADDRESS		
<hr/>		
CITY/STATE/ZIP		
<hr/>		
E-MAIL ADDRESS	PHONE	



# Experience Idaho

## **Plan To Stay A Few Extra Days ACTIVITIES FOR EVERYONE IN THE FAMILY...**

*Idaho offers plenty of other activities in the area. Here are just a few points of interest you may want to look into while visiting the Gem State! Contact Maggie Malson at (208) 674-1283 or [maggiejomalson@mac.com](mailto:maggiejomalson@mac.com) for more information about these and other extra activities, or for possible story ideas while in the area.*



### **ACADEMY OF EQUINE DENTISTRY, Glens Ferry, [www.equinedentalacademy.com](http://www.equinedentalacademy.com)**

*The Academy of Equine Dentistry is located in Glens Ferry, Idaho, just east of Boise. Our main purpose is to help horses by teaching the proper procedures of equine dentistry, thereby helping equestrians obtain top performance in their equine endeavors.*

### **CASCADE RAFT, [www.cascaderaft.com](http://www.cascaderaft.com)**

*Cascade Raft and Kayak has been offering Idaho whitewater rafting trips since 1985, bringing families together one splash at a time. With a variety of whitewater rafting trips from a mellow half day river float to a full day of whitewater thrills, Cascade Raft and Kayak offers the best Idaho rafting experience on the Payette River.*



### **UI PARMA RESEARCH AND EXTENSION CENTER, [www.uidaho.edu/pses/parma/index.htm](http://www.uidaho.edu/pses/parma/index.htm)**

*Contact: Mike Thornton, superintendent of the Parma station, UI Parma Research Center at (208) 722-6701. The Parma Research and Extension Center focuses on production, storage, and related problems of vegetables, forages, cereals, hop, mint, fruit and seed crops that are produced in southwest Idaho. Tours of farmland, fruit trees, greenhouse and growth chamber rooms for entomology research are available.*

### **OLD IDAHO PENITENTIARY, [www.idahohistory.net/oldpen.html](http://www.idahohistory.net/oldpen.html)**

### **IDAHO HISTORICAL MUSEUM, [www.idahohistory.net/museum.html](http://www.idahohistory.net/museum.html)**

### **FOUR RIVERS CULTURAL CENTER, [www.4rcc.com](http://www.4rcc.com)**

### **UNITED DAIRYMEN OF IDAHO, [www.idahodairyCouncil.com](http://www.idahodairyCouncil.com)**

### **IDAHO AG ASSOCIATIONS, [www.agri.state.id.us/Categories/AboutISDA/associations.php](http://www.agri.state.id.us/Categories/AboutISDA/associations.php)**





Livestock Publications Council

# SALES & MARKETING WORKSHOP

*How to sell ice to an eskimo!*

**June 16-17, 2008**  
**Kansas City, Mo.**

## Registration .....

- \$60 — LPC, AAEA or ABM Member
- \$75 — Non Member
- \$35 — Students
- \$125 — On Site



## Location .....

Residence Inn by Marriott, Kansas City Airport  
 10300 N. Ambassador Dr.  
 \$115 — ask for Livestock Publications Council block  
 (includes evening reception and hot buffet breakfast)  
 Call (816) 741-2300.



## Transportation .....

Residence Inn offers complimentary airport transportation as well as free parking.

**Watch for more details and registration forms coming soon to your igloo.**

## Monday, June 16 .....

6:30 p.m. Dinner  
**Navigating the dog sled**  
*Learn to stay the positive lead dog you are! Mush ahead when all you hear is "no." Navigate the twists and turns of the Tundra and make sales to customers who deal with skyrocketing input costs competing for advertising dollars.*

## Tuesday, June 17 .....

8 a.m. Registration

8:30 a.m. **The art of the cold call**  
*Break the ice with the new eskimo on the block.*

10 a.m. **Chill**

10:15 a.m. **Choose one:**  
**Scale the Tundra**  
*Melt the ice and learn to deal with the most polar, difficult bears. Learn how to answer difficult questions from your favorite eskimo.*

**Light their fire**  
*Package your publication to compete with larger fish in the sea: radio, Internet, TV, etc.*

11:30 a.m. Lunch  
**Salmon on your chin?**  
*"Seal" the meeting with a client by using proper business etiquette.*

1 p.m. **Choose one:**  
**See the great Northern Lights**  
*Panel discussion of clients and agencies will identify evolving client/agency needs and how they have changed. Roadmap communication paths between all individuals.*

**Prospecting by phone**  
*Panel discussion. Use the phone to turn cold prospects into sizzling sales. Learn to prospect, close and keep your customers.*

2:15 p.m. **Chill**

2:30 p.m. **Build the igloo**  
*They said yes! Now what? Keep your client warm and happy and learn the cold, hard truth to building and maintaining customer relations.*

4 p.m. **Kick butt and take no prisoners on your safe journey home.**

## Confirmed Speakers .....

- Larry Atzenweiler, advertising manager, *Missouri Beef Cattlemen*
- Cliff Becker, vice president/publishing director, *Food 360*
- Al Bonner, general manager, *Lawrence Journal-World*
- Jay Carlson, Penton Media
- Colleen Church McDowell, Osborn & Barr
- Cassi Dowling, advertising manager, *Ozarks Farm & Neighbor*
- Diane Johnson, Details by Design
- David Juda, director of livestock and equine marketing, Ft. Dodge
- Dave Melhoff, director of communications, American Hereford Association
- Jon Peterson, media services manager, Swanson Russell & Associates
- Don Ravellette, owner, *The Cattle Business Weekly*
- Doug Swanson, account executive, McCormick Company
- Anita Vanderwert, Brownfield Network