

Actiongram

News from the Livestock Publications Council

2002 upcoming events & deadlines

- April 17-19
National Agri Marketing Assn.
Annual Convention, Nashville, TN
- May 19-21
Food For Health Conference
Minneapolis
612/625-6710 for more info



AGRICULTURAL PUBLICATIONS SUMMIT LLC

APS Registration Info in the Mail

The Agricultural Publications Summit (APS) registration information has just been put in the mail and if you have not received it in a week or so, please contact Diane for your information. The first deadline for registrations is June 21.

2002 LPC Student Travel Award Winners

Committee chairman, **Angie Denton**, has announced that four students have been chosen as finalists for this year's **Forrest Bassford** Student Award which is sponsored jointly with the Chicago Mercantile Exchange and LPC. These students will be attending this year's Ag Publications Summit in Reno with \$500 travel scholarships and the opportunity to network with professionals in the ag communications industry. The winner will be announced on Wednesday evening at the LPC Awards Banquet.

The finalists will go through an interview process which will be combined with their application scores and then a winner will be determined in Reno.

The student award committee and judges includes: Chairman **Denton**, *Angus Journal*; **Erik Johnson**, Bader Rutter & Associates; **Lee Clark**, *Cow Country News*; **Jerilyn Johnson**; **Amanda Powell**, McCormick Company; and **Christy Couch**, *Homestead*; **Susan Rhode**, American Angus Assn; **Lori Gillmore**, Deerfield Communications; **Gabe Eckert**, *Georgia Cattleman*.

2002 Travel Winners

- | | |
|---|--|
| Shannon Hartenstein
Kansas State University | Lucas Shivers
Kansas State University |
| Melissa Karcher
The Ohio State University | Sharlene Swaim
California Polytechnic State University |

Headliner and Hall of Fame winners to be announced soon!

In December the LPC board of directors selected the winners of these two prestigious awards but have been keeping mouths shut! Traditionally it has been announced during an official LPC event at the National Cattleman's Beef Assn. (NCBA) Convention in the winter. Since this event was not held this past year, it was decided to wait until this spring to announce the two winners. Watch for the names in the next issue of the *Actiongram*. Drum roll....!

APS Summer Intern Named

Alisa Tarter, junior at Texas Tech University, Lubbock, will be this year's APS summer intern which will include assisting with the coordination and planning of the Ag Publications Summit in Reno. Alisa's main interest is public relations and advertising sales with plans to graduate in May 2003.

Life's Unanswered Questions...

- Why is "abbreviated" such a long word?
- Why is it that doctors call what they do "practice"?
- Why is it that when you're driving and looking for an address, you turn down the volume on the radio?
- Why can't women put on mascara with their mouth closed?
- Why is the man who invests all your money called a broker?
- Why is the time of day with the slowest traffic called rush hour?
- Why isn't there mouse-flavored cat food?
- Why can't they make the whole plane out of the same substance that little indestructible black box is?

Check it out!

Website to check out
www.milkbottleoftheweek.com



Members in the News

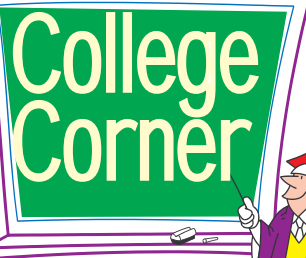
Burt Rutherford, communications director at the Texas Cattle Feeders Association, recently won two awards from the Texas Outdoor Writers Association--first place in newspaper features for a freelance article he wrote profiling the author of a book on hunting poetry and honorable mention for his "Ponderings" column published in "Outdoors in the Southern Rockies." In addition to freelancing for several publications on outdoor and wildlife management subjects, Rutherford is editor/publisher of the Texas Outdoor Writers Association's monthly newsletter.

Terry L. Stokes has been named chief executive officer of the National Cattlemen's Beef Association (NCBA) effective immediately. Stokes is currently the organization's executive vice president and chief financial officer, and has served as interim CEO since the departure of Chuck Schroeder in February. Before joining NCBA in 1996 he was the executive vice president and CFO for the Texas Beef Council, where he had worked for three years.

New LPC members, **Browarny Photographics LTD**, Calgary Alberta, announces the addition of **Jim Koch**, of Arvada, CO, to the photography and livestock marketing staff of Browarny Digital.

Koch brings strong talents to the expansion of the digital capabilities and scope of operation of Browarny Digital. He has an animal science degree from University of Nebraska, and was previously employed by *Western Livestock Journal*, Polar Publications, *Colorado Rancher Farmer*, *Charolais Journal*. For the past 15 years **Koch** owned and operated a photography studio in Arvada which he recently sold.

Koch and Walt Browarny were featured in an article published on the front page of the *Wall Street Journal*. Jim was also featured on three nationally televised programs with stories on his role as a professional livestock photographer, including *Good Morning America*.



SEEKING JOB IN AG INDUSTRY

Maggie Martin writes:

"I have the good fortune of becoming an Idahoan in July and am seeking employment opportunities in the area. I will be living on a ranch about 50 miles northwest of Boise, but am willing to travel anywhere in the area. My experience has been with editorial writing and design, public relations, fund development and photography. Before graduating from Kansas State University in December 2001, I interned with the American Quarter Horse Association and the Kansas 4-H Foundation. At present, I am interning for the American Hereford Association as part of the communications staff.

For a résumé and samples, please contact me at 816-243-7422 or maggiejmartin@hotmail.com."

Mentor Programs Planned

The Central Region Mentor event has been postponed. Watch for more details for a re-scheduled event in November.



POSITION ANNOUNCEMENT

Montana Stockgrowers Association seeking **Publications & Marketing Specialist**, based in Helena, Mont. Duties include day-to-day management of bi-monthly newsletter, bi-annual magazine and annual Montana Cattle Directory, as well as association marketing and outreach program assistance. Candidate should possess a degree in agricultural communications, journalism, marketing, or a related field, with firsthand knowledge of and commitment to the beef cattle industry. Demonstrated written and oral communications skills, and working knowledge of PageMaker, Photoshop, Microsoft Office Suite, digital photography and scanner a must. Some travel may be necessary. Full benefits package included. Salary based on experience. For a complete job description contact **Beth Emter** at (406) 442-3420 or beth@mtbeef.org.

Writer Wanted: PR agency adding staff and seeks livestock production-oriented writer whose strength is the swine industry and/or animal health. Journalism or English degree required with 2 years or more professional writing experience. Contract writers considered. Casual office atmosphere, no long hours, terrific clients. Submit resume with three writing examples to McKinley Communications, 3675 S. Noland Road, Suite 111, Independence, MO 64055. Questions can be directed to **Teres Lambert** at (816) 833-8100.

Director of Communications

The North American Limousin Foundation (NALF) is seeking to fill a multifaceted position to oversee communication and advertising functions. This position is responsible for the production of quarterly newsletters, written material for the monthly publication of the breed, development of breed promotional pieces, press releases, and on-line content included on the organization's web site. As well, the position guides creative development, budgeting and placement for advertising and promotions efforts. Requirements include strong writing and editing skills and practical experience in communications related work. The ability to work cooperatively as a team with members and staff, as well as strong organizational and administrative skills are required. Please direct questions and resumes to: Kent Andersen, Executive Vice President, North American Limousin Foundation, P.O. Box 4467, Englewood, Colorado, 80155.



tentative schedule as of 4/1/02

Monday, July 22

9:00 am - 6:00 pm Registration
 7:00 am - 11:30 am AAEA Board Meeting and LPC Board Meeting
 12:00 noon - 6:30 pm APS Golf Tournament

1:30 pm - 5:00 pm **Design Clinic Part One:** Design: Tips, Tricks and Solving Real Life Issues on Shoestring Budgets
 Topics will include producing a graphically-pleasing magazine on a limited budget; practical tips on how to better work with your designer to get the desired results for the reader; innovative ideas that save time and money in the design process and new approaches the use of the Internet and design.

Karen Angus, art director, *Lawn & Landscape Magazine*; **Jennifer Ray**, art director, *Grounds Maintenance Magazine*; and **Lisa Lehman**, art director, Advanstar Communications (*Landscape Management* and *GolfDdm* magazines)

1:30 pm - 5:00 pm **Writing Clinic Part One:** Where the Right Word is Everything: A Seminar with Master Writer Joe Dan Boyd
 The 2002 Writing Workshop will be a forced march of six and one-half hours into territory that is often uncharted for writers. An interactive search will focus on self-discovery of individual habits, habitat and handicaps that define, enhance or limit our approach to writing. Points of emphasis will include finding a voice, honing a style, playing to strengths and coping with major article categories in agricultural journalism.

Joe Dan Boyd, Joe Dan Boyd Communications

Tuesday, July 23

8:00 am - 6:00 pm Registration
 8:00 am - 11:00 am InfoExpo Set-up
 8:00 am Breakfast
 Conclude board meetings

8:00 am - 11:00 am **Design Clinic Part Two:** Rethinking Your Design, Editing, Planning and Teamwork **Ron Reason**, Garcia Media

8:00 am - 11:00 am **Writing Clinic Part Two:** Where the Right Word is Everything

9:30 am - 11:30 am ACT Business Session

11:45 am - 1 pm Luncheon with Guest Speaker **Ambassador George McGovern**, "The Third Freedom: Ending Hunger in Our Time"

1:15 pm - 4 pm Grand Opening of InfoExpo 2002

3:00 pm - 4:30 pm Issues & Newsmakers: Perspectives on Agro-Terrorism

Dr. David Huxsoll, USDA's Animal Disease Center of Plum Island; **Dr. Peter Chalk**, Rand Corporation; and **Dr. Marc Mattix**, Montana Veterinary Diagnostic Laboratory

5:00 pm - 6:30 pm Beer and Bull in InfoExpo

7:00 pm - 10:00 pm Evening of Bowling Bonanza & Calcutta, Reno Hilton

Wednesday, July 24

8:00 am - 6:00 pm Registration
 7:30 am - 9:00 am AAEA Annual Meeting
 8:00 am - 9:00 am LPC Annual Meeting
 9:00 am - 9:30 am AAEA Mentor Meeting
 9:00 am - 10:00 am InfoExpo with Continental Breakfast
 9:00 am - 11:00 am ACT Elections
 9:30 am - 12:00 noon LPC Critique Contest
 10:00 am - 11:00 am Breakout Sessions #1

- I. Computer Anatomy & Fixology for Beginners, **Dave Potter**
- II. Map-U-lator: Finding the Real Story, **Paula Bock**, *Seattle Times*
- III. Protecting Photo Rights, **Nancy Wolff** (*invited*)

12:00 Noon - 1:15 pm Luncheon with Guest Speaker: **Carl Hiebert** "A Gift of Wings"

1:30 pm - 3:00 pm InfoExpo with Dessert

1:30 pm - 4:30 pm ACT Contests

3:00 - 4:00 pm Breakout Sessions #2

- I. What's New with Photoshop & Illustrator, **Dave Potter**
- II. Giving Your Stories Perspective and Zing, **Paula Bock**
- III. Protecting Photo Rights, **Nancy Wolff** (*invited*) (repeat)

4:00 - 5:00 pm Breakout Sessions #3

- I. Fixing Your Computer--Beyond the Basics, **Dave Potter** (advanced)
- II. Recasting Your Content on the Web, **Scott Hall**, *Streampipe*
- III. From Editor to Publisher, **Tony Silber**, *Folio*

6:30 pm - 8:30 pm LPC Awards Banquet or evening on your own

Thursday, July 25

9:00 am - 10:00 am Breakout Sessions #4

- I. Working Across Generations, **Heather Neely**, Rainmaker Thinking, Inc.
- II. What Real Readers Want A panel discussion with three farmers from across America
- III. Byline Book Club, The Skeptical Environmentalist, **Bjorn Lomborg**, Ph.D (*invited*)

10:00 am - 11:00 am Breakout Sessions #5

- I. What Real Readers Want...(repeat)
- II. Working Across Generations (repeat)

11:15 am - 1:15 pm AAEA Awards Luncheon and Photo Show

Hotel Headquarters: Silver Legacy Resort & Casino, Reno, Nevada

RESERVATIONS: 800-687-7733 Conference Rate: \$85 Code: APS

Southwest Airlines is the official airline of the Agricultural Publications Summit in Reno. This includes a 10% discount on most of its already low fares for air travel to and from the event. You or your travel agent may call Southwest Airlines Group and Meetings Reservations at 1-800-433-5368 and reference the ID Code: **L301**. Reservations Sales Agents are available 8:00 a.m. to 5:00 p.m. M-F or 9:30 a.m. to 3:30 p.m. Sat & Sun. You must make reservations through this reservations office and it must be five or more days prior to travel to take advantage of this offer.

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- IV. Photography Tips and Tales with the AAEA Photo Judge
- V. The Right Word is Everything, Developing an "ear" for writing that "sings." **Joe Dan Boyd**

- IV. See the Story Panel
- V. Using Color, **Leatrice Eiseman**
- VI. Turning Your Stories into Books, **Carl Hiebert**

- IV. How to Treat Freelancers: A Panel Discussion
- V. Using Color (repeat) **Leatrice Eiseman**