

# ACTIONGRAM

August 2003

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

## NEW OFFICERS ELECTED

**Wayne Bollum**, Northfield, Minn., was elected to serve LPC as its president for 2003-2004. Bollum is the national sales manager for *Beef Today/Dairy Today* and was elected at the LPC annual meeting held during the Agricultural Publications Summit in Cleveland, Ohio, July 27-30. This event is a joint convention of LPC, American Agricultural Editors' Association and American Business Media Agri-Council.

Serving as first vice president is **Joe Roybal**, editor, *BEEF*, Minneapolis, Minn., while **Lori Maude**, editor, *Gelbvieh World*, Westminster, Colo. will serve as second vice president. **Lisa Bryant**, owner of Cowboy Connection, Ada, Okla., was elected to the office of secretary/treasurer. **Wes Ishmael**, owner of Clearpoint Communications, Benbrook, Texas, will serve as immediate past president.

The newest addition to the board is **Stan Coffman**, owner and publisher of *Ozark's Farm and Neighbor*, Lebanon, Mo. Members re-elected to serve terms on the board of directors include: **Marilyn Brink**, *Braunvieh World*, Lawrence, Kan; **Shauna Hermel**, *Angus Journal*, Saint Joseph, Mo.; **Allen Moczygamba**, *Beef Today/Dairy Today*, Fredericksburg, Texas and **Steve Suther**, Certified Angus Beef LLC, Onaga, Kan.

Those members continuing their term on the board of directors include: **Andy Atzenweiler**, *Missouri Beef Cattleman*, Kansas City, Mo.; **Jim Bret Campbell**, *The American Quarter Horse Journal*, Amarillo, Texas; **Kyle Haley**, *Limousin World*, Yukon, Okla.; **Kathy LaScala**, *Drovers/Dairy Herd Management/Pork*, Lenexa, Kan.; **Scott Vernon**, Brock Center for Ag Communication, San Luis Obispo, Calif., and **Rebecca Terry**, *Braford News*, Winchester, Kan. •



back row: Stan Coffman, Marilyn Brink, Scott Vernon, Steve Suther, Kyle Haley; next row, Andy Atzenweiler, Shauna Hermel, Wes Ishmael; next row: Jim Bret Campbell, Kathy LaScala, Joe Roybal, Lisa Bryant; front row, Diane Johnson, Becky Terry, Wayne Bollum and Lori Maude; not pictured: Allen Moczygamba



Greg Henderson, *Drovers* and Terry Cotton, *Angus Productions, Inc.* representing the sponsors of the DSA award with Angie Denton.

## DENTON AWARDED DSA

**Angie Denton**, is the recipient of the 2003 Ed Bible Distinguished Service Award (DSA) presented in Cleveland. This award is given to a LPC member who exhibits dedication and support to LPC. Candidates for the DSA are considered for committee work, sponsor solicitation, meeting planning, visible leadership, and service considered above and beyond routine participation. The DSA is named after long-time LPC supporter and past president, **Ed Bible**.

Denton is currently the web marketing director for Angus Productions Inc., St. Joseph, Mo. where she has worked since January 1996. She is a past **Forrest Bassford** Student Award winner and has chaired this committee for the past four years after serving on it for two years. She has also been active with the student mentor program and helping chair the Real World Rally for students in the Kansas City area.

She is a graduate of Kansas State University and was active in the Kansas and National Junior Polled Hereford Associations showing cattle and participating in leadership roles. Angie and her husband John have one son, Wesley. •

# HALL OF FAME AND HEADLINER AWARDS to OXLEY and BREWER



Angus Production Inc. staff with Cheryl Oxley include: Terry Cotton, general manager, Shauna Hermel, editor and Angie Denton, director of web marketing.

President Wes Ishmael presents Headliner Award to Bill Brewer and his wife, Sue.

LPC presented two of its most prestigious awards at this year's awards banquet during the Summit.

Cheryl Oxley, St. Joseph, Missouri, was named as the winner of the Hall of Fame award while Bill Brewer, Amarillo, Texas, received the Headliner award.

The Hall of Fame Award is given to individuals who have served on the staff of an LPC member publication and who have adhered to the high standards of the livestock publications industry.

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 typesetter and progressed to production-management responsibilities in 1982. Those duties were combined with overseeing the advertising department in 1991.

As advertising/production manager, 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 has been active in LPC for many years and was elected to the board of directors in 1983. She then moved to the executive committee and served as secre-

tary/treasurer from 1988 until 1993. After serving as second and first vice president she served as president in 1995-96.

She grew up on a small farm in west central Missouri and was active in 4-H. After earning a bachelor of science degree in secondary education from Southwest Baptist College, Bolivar, Mo., she taught high school English for seven years in suburban Kansas City high schools. She was introduced to the advertising and publishing business when she worked two years as assistant advertising manager for *The Packer*, a Vance Publishing publication.

She and her husband, John, enjoy spending time with their granddaughter, Emily Dean.

The Headliner Award recognizes a person outside the livestock publishing field for actions that have produced a positive change in livestock production and marketing.

Brewer graduated with a bachelor of science degree in Animal Science from Oklahoma State University in 1967. 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 the AQHA's five-member executive committee and seven executive directors in planning and coordinating business of the world's largest equine breed registry. He also oversees the 320 employees who manage the day-to-day operations of the Association, which has more than 341,000 worldwide members and has registered more than 4.5 million American Quarter Horses.

He currently serves on the Amarillo Chamber of Commerce Agriculture Council and on the executive committee of the Tri-State Fair Board. Brewer is past chairman of the Washington, D.C.-based American Horse Council's Horse Show Advisory Committee and presently serves on AHC's Government Affairs Advisory Council.

Brewer was raised in Mountain Park, Okla. where he was a member of the Kiowa County 4-H Club, and a regular rodeo competitor throughout high school. Bill and his wife, Sue, who have been married for 37 years and have one son, Shane, who resides in Baltimore, Maryland, with his wife, Shanna, and their son Grady. •

*What deserving folks to recognize as LPC's finest - congratulations to both!*

Committee Chairman, Marilyn Brink presents the traveling award to Harlen Persinger



Paul Andre  
**BEST OF THE  
 BUNCH  
 PHOTO  
 CONTEST  
 RESULTS**

*Livestock Category*

- 1st Shari Holloway-Turner, The Lone Coyote Co. The Calf Roping
- 2nd Shelly Sitton, Oklahoma State University Lambs
- 3rd Lisa Bryant, Cowboy Connection Fat Pig

*People Category*

- 1st Lisa Bryant Boy with Rope
- 2nd Janet Ebrite Taber, Ozarks Farm & Neighbor Wisdom Beyond Years
- 3rd Lisa Bryant Rodeo Boy & Mom

*Scenic Category*

- 1st Harlen Persinger, Bader Rutter & Associates Dairy Cows
- 2nd Lisa Bryant Cow and Calf
- 3rd Lisa Bryant Bison Herd

*General Category*

- 1st Harlen Persinger **OVERALL WINNER** Scenic Farmstead
- 2nd Luke Mobley, Cattle Today Dog on Bale
- 3rd Andy Atzenweiler, Missouri Beef Cattleman Telescope Kids

Congratulations to all and start snapping away to enter next year's competition. Entry is free, you don't have to be present to win and the voting is done by participants at the APS. Money is awarded!

The Silent Auction continues to be a successful fundraiser for the student funds of LPC and AAEA. Thank you for all of the continued support from both donors and buyers. This year's auction totalled more than \$2,500! This money combined with the funds from the Sunday night "APS Idol" competition added another \$8,000 to the student funds. THANK YOU!!

<u>Item</u>	<u>Donor</u>	<u>Buyer</u>
4C junior page ad in American Beef Journal	American Beef Journal	Marilyn Brink
Signed and numbered Frank Murphy limited edition print For the Record Rock and Roll Board Game	Angus Foundation	Stephanie Veldman
2002 Best of the Bunch winning photo matted and framed	APS	Steve Mercer
Signed and Framed portrait of actor Sam Elliott	Boelte-Hall Litho, Inc.	Lisa Bryant
Lexion Combine	Cattlemen's Beef Board	Teres Lambert
Garmin electronic map	CLAAS Omaha, Lexion Combine Division	Desiree Fletcher-Hayes
Schaefer Outfitter Large Wool Vest	Dow AgroSciences/Mycogen Seeds	Paul Queck
Picture "Coolin Down", signed and numbered by Earl Kuhn	Hereford World Publications	Cliff Becker
Cow Tie	High Plains Journal	Teres Lambert
Hot and Cold Mini Fridge from Sharper Image	Hoard's Dairyman	Diane Henderson
Centennial 4-H stuffed cow	IMC Global	Donna Taylor
Mary's Moo Moos Christmas plate with tractor	Janice Keene	Harlen Persinger
John Deere Pedal Tractor	Janice Keene	Lori Maude
Beef Gift Basket	John Deere	Scott Vernon
Remote Control Pork race car	Kansas Livestock Association	Teres Lambert
Large All-Weather Jacket	National Pork Board	Gil Gullickson
X-Large All-Weather Jacket	Primedia/Corn & Soybean Digest	Shauna Hermel
Western Art Print "The Chow Line"	Primedia/Corn & Soybean Digest	Sonja Hillgren
Western Art Print "Sign Readers and Wild Cow Hunters"	Primedia/Corn & Soybean Digest	Lori Maude
Zippered portfolio with calculator and Quill-brand pen	Primedia/Corn & Soybean Digest	Christi Haley
Summer Grilling Package	Select Sires, Inc.	Cheryl Oxley
Long Sleeve Pork Shirt	Successful Farming	Janice Keene
Short Sleeve Drivers Shirt	Vance Publishing	Becky Terry
Dairy Herd Management Winter Jacket	Vance Publishing	Becky Terry
First Edition Gleaner Model Combine, autographed	Vance Publishing	Beth Dement
First Edition Massey Ferguson Model	AGCO Corporation	Susan Rhode
First Edition FENDT Model Tractor	AGCO Corporation	Angie Denton
First Edition Hesston Model Semi Tractor/Trailer Truck	AGCO Corporation	Gary Vorpahl
First Edition Hesston Model Semi Tractor/Trailer Truck	AGCO Corporation	Janet Hunter
First Edition Challenger Model MT665 Tractor	AGCO Corporation	Bill Spiegel
Western Art Print "Splittin' and Getting"	AGCO Corporation	John Vogel
Western Art Print "Escape"	Primedia/Corn & Soybean Digest	Jennifer Shike
Picnic Set for 4	Primedia/Corn & Soybean Digest	Lisa Bryant
OSU Gift Basket	Georgia Cattleman	Teres Lambert
Candle and Holder	Oklahoma State University	Maggie Malson
20X or 25X Resistol Cowboy Hat	Maggie Malson and Jennifer Shike	Teres Lambert
	Showboat Hatters & Western Wear-Becky Terry	Cheryl Oxley
	Homestead Graphics-Gail Lombardino	
	Kanwaka Com.-Marilyn Brink	
	Missouri Cattleman-Andy Atzenweiler	
	United Braford Breeders- Rodney Roberson	
	Kim & Scott Holt	

Thanks also to *The American Quarter Horse Journal* for their donation of the "lost article" of Arthur Court Designs large horse platter. We appreciate your efforts!

# Student Award Winners Named

The Forrest Bassford Student Award winner for 2003 is **Lance Zimmerman**, 20 from Schoenchen, Kan. He was honored with the \$1,500 scholarship from the Chicago Mercantile Exchange, in addition to a \$500 travel scholarship. Lance is a senior at Kansas State University majoring in agricultural communications and journalism with minors in animal science and industry, agricultural economics and contemporary citizenship in agriculture. Lance is involved in many organizations including the National FFA Organization, College of Agriculture Ambassadors, Student Alumni Board, Agricultural Communicators of Tomorrow (ACT), Student Alumni Association, LPC student member and Kansas Junior Livestock Association, plus many other organizations. This summer he served as an intern for Charleston | Orwig, Inc. in Hartland, Wis. He has also served as the industry information intern for Certified Angus Beef Program, LLC.

The two travel award winners include, **Leslie Shuler**, 21, is a senior studying agricultural marketing communications



**Jim Graham**, Chicago Mercantile Exchange, **Lance Zimmerman**, **Katrina Waters**, **Leslie Shuler**, **Angie Denton**, committee chairman.

with minors in agribusiness and journalism at the University of Wisconsin-River Falls. Leslie is a member of ACT, Agriculture Future of America, Dairy Club, American Agricultural Editors Association and FFA Alumni. She has served as a marketing communications intern for Land O' Lakes, newsroom intern for the National FFA Convention, communications intern for the National Crop Insurance Services and State FFA Officer intern for the Wisconsin Association of FFA. She has also been a news editor for the University of Wisconsin's newspaper and a freelance writer for two agricultural newspapers.

**Katrina Waters**, 22, is a senior majoring in agricultural communications at Texas Tech University. She also attended Clarendon College for two years where she was named Outstanding Student in Agriculture. Her collegiate activities include: Block and Bridle, the National Junior Swine Association, Collegiate FFA, ACT and is a student member of LPC. She has served as a publicity intern for the State Fair of Texas and as an intern for the National Swine Registry writing for their publication, *Seedstock Edge*. She continues to be a contributing writer for *Seedstock Edge*. •



## Diamond Awards

Being the best in your craft is an honor that LPC recognizes in naming its outstanding writers and designers with the Diamond and Peerless awards. In the Writing category **Steve Suther**, Certified Angus Beef, LLC, was presented with the Peerless Writing Award for the service category and **Kindra Gordon**, contributing writer for *Angus Journal*, was named winner of the Peerless award for the publications category. These two then vied for the highest award, the Diamond Award, which was presented to **Gordon. Mark Ringenberg**, *Charolais Journal* was named the Diamond Award winner for the Outstanding Designer of 2003. At left is **Steve Suther** accepting his award from President **Wes Ishmael**. •

## Flanagan Award to AQHRJ

The *American Quarter Horse Racing Journal* was presented with the coveted James Flanagan Award during the awards banquet in Cleveland. This award named in honor of longtime LPC supporter, James Flanagan, is given to the publication which has shown the most overall design improvement and is judged on samples from the last three years of the magazine.

Following are the comments from the judges: "A winner throughout! The masthead for this is a cutting-edge design. You've created a wonderful table of contents, although the text in the colored bars is a bit of a challenge to read. The overall change in design and layout was drastic improvement for both stories and covers. It was great to see the articles designated by the colorful bars to separate them from the advertising – a helpful tool for the readers. Be cautious of photo quality; some are a little soft. Perhaps rethink the design of the photo captions. Congratulations on a wonderful transformation!" At right are AQHA's Executive Director of Publications, **Jim Jennings** receiving the award from **Wes Ishmael**. •



## ABOUT PEOPLE

- Former LPC student member, **Michelle Nikolai** has joined the staff of DTN in Omaha, Neb. as a Commodity News Editor. She is a May 2003 graduate of the University of Wisconsin - River Falls, with a bachelor of science degree in agricultural marketing communications with a minor in animal science. While in college, she served as National ACT Editor, Co-editor of the College of Agriculture, Food & Environmental Sciences alumni newsletter, and worked in the UWRF News Bureau office.
- **Joe Link** of *Progressive Farmer*, Birmingham, Ala., was the winner of the wool and leather sports jacket given away by Miller Electric and Hobart Welders at the conclusion of APS' InfoExpo. When called about his Grand Prize win, Joe was taken aback, noting that he had never won anything before! Miller Electric/Hobart Welders thanks Joe and other APS attendees who completed the survey for the Grand Prize drawing. •



## JOB POSTINGS

- **Montana Stockgrowers Association Seeks Communications Coordinator.** This position involves developing and maintaining strong media relations, coordinating programs that promote a positive image for MSGA members, and coordinating promotion and publicity of all MSGA special events and programs. The successful candidate will have a bachelor's degree in journalism, communications or a related field, with a strong knowledge of Montana's livestock industry, as well as excellent oral and written communications skills. Salary is commensurate with experience. To apply, send a resume and cover letter to **Steve Pilcher**, Executive Vice President, MSGA, 420 N. California, Helena, MT 59601.
- Agency position available for person with 7-10 years agency and/or agriculture. Account Supervisor level; both PR and Advertising. Must be able to be strong account manager with great attention to details and the ability to delegate. Some travel. **Contact LPC office.**
- Editor for weekly newspaper in Northwest U.S. **Contact LPC office.** •

## VOLUNTEER HELP WANTED:

Will you be attending the 2003 **National FFA Convention** or be

willing to travel to Louisville, Kentucky in October? If so, the Agricultural Communications Career Development Event needs your help.

The Agricultural Communications Career Development Event exposes FFA members to career opportunities in agricultural communications and journalism fields. These students may be your future interns, employees or peers.

We need experienced agricultural communicators to serve as judges for the 2003 Agricultural Communications CDE. The event will be held on October 30 beginning at 8 a.m. Judges will evaluate and score practicums in news writing, press release writing, and graphic design. The second component of the event involves team presentations based on communication proposals. The team presentations begin at 1 p.m. and we plan to conclude by 6 p.m. All judges are also invited to attend the awards banquet on October 31 at 6 p.m.

If you can assist with either or both of these event components, please contact Tracy Rutherford at (979) 458-2744 or trutherford@aged.tamu.edu or Jeff Miller at (501) 575-5650 or jdmiller@uark.edu. •

## OH BABIES!

For the second year in a row the new LPC president has been a new father in August! Congratulations to **Wayne Bollum** and his wife, **Jean** on the birth of **Wendy Jean** on August 21.

And the *Quarter Horse News* staff has also been visited by the stork several times this summer. Publisher **Carl Mullins** and his

wife **Lori** announce the birth of **Caroline Grace** on June 3. **Patty Tiberg**, general manager, and her husband, **Stephen** greet **Colby James** into the world on August 13 and **Jenn** and **Jason Sanders** gave birth to **Carter Douglas** on August 20. Jenn is in the sales department for Cutting Horse accounts. ••

## LIVESTOCK PUBLICATIONS COUNCIL EXECUTIVE COMMITTEE

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**1st Vice President, Joe Roybal**  
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**2nd Vice President, Lori Maude**  
*Gelbvieh World*, 303/465-2333  
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**Secretary/Treasurer, Lisa Bryant**  
Cowboy Connection, 580/332-7480  
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**Immediate Past President, Wes Ishmael**  
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### DIRECTORS

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