

Actiongram

Summit on the Summit...

...certainly took Livestock Publications Council members to new heights last month.

Not only were we able to experience geographic elevations above 11,000 feet, we also reached new heights through our professional improvement sessions and networking. Thanks to the Agricultural Media Summit crew for creating such an outstanding meeting, and also, thanks to everyone who attended. If you weren't able to join us in Utah, you'll find all the awards, highlights and more on the LPC web and social sites.

As your incoming president, I would like to take a moment to recognize the retiring and new board members and the new officer team of **Carey Brown**, **Jennifer Carrico**, **LeAnne Peters** and **Scarlett Hagins**. These folks bring passion and leadership to the LPC table on your behalf.

I was impressed and encouraged by all the members who approached me about working on committees and being considered for board positions. Several volunteers signed up during the LPC annual meeting, but that is not the only chance you have to join in the fun! Feel

free to touch base with **Diane Johnson** or any board member and we will gladly find a position for you. And to all the current committee chairs and members, we certainly couldn't keep LPC functioning without you!

Scarlett Hagins, immediate past president, dedicated her July 2017 column to the people of LPC. I am starting my term in the same manner. Our organization is about the people -- people who are committed to agriculture, people who want to learn more, and people who will become lifelong friends. Whether you chose ag or it chose you, our industry enjoys a kinship like no other. The closing banquet — and many social posts that followed — demonstrated our tight bond.

Speaking of social posts — please be sure to engage in the conversation on the LPC Facebook page. It is a great way to stay in touch throughout the year.

Life is fragile, as proven again just a few short days after leaving AMS. Details of **Adam McClung's** passing follow in this newsletter. We all will miss Adam's smile, charm and wit. As the agriculture family wrapped its arms

around those in indescribable pain, we once again were reminded that we are all stronger together.

As I close my first column I am going to take a bold step here and give you an assignment! During AMS I was honored to serve on a panel talking about ways to work in a multigenerational workplace. I was honored by that right up to the point where I was described as a "seasoned professional!" Time moves so quickly and so do our careers. That description was an eye-opener for me, and a reminder that I have been at my job for more than 25 years. So here is your assignment: Grab your favorite beverage and think about the year 2042. Where do you want to be 25 years from now in your career and where do you want LPC to be in that same time period. Now — let me know how LPC can assist you in achieving those goals.

I leave you with this thought, don't ever let your fears become bigger than your dreams.

Cindy



Cindy Cunningham
2017-18
LPC President

LPC Executive Committee

Cindy Cunningham, President
National Pork Board
ccunningham@pork.org

Carey Brown, First Vice President
Cow Country
cbrown@kycattle.org

Jennifer Carrico, Second Vice President
High Plains Journal
jcarrico@hpj.com

Secretary-Treasurer
LeAnne Peters
CattleBusiness in Mississippi
cbmag@att.net

Scarlett Hagins, Immediate Past President
Kansas Stockman
scarlett@kla.org

Board of Directors

Greg Henderson ('18), *Drovers*, ghenderson@farmjournal.com
Katrina Huffstutler ('20), Cactus Flower Communications, katrina@cactusflowercommunications.com
Kent Jaecke ('19), Focus Marketing Group, wildcatjake@hotmail.com
Julie Mais ('20), *Hereford World*, jmais@hereford.org
Katie Miller ('18), Kate Communicates, kcommunicates@gmail.com
Mike Opperman ('20), Farm Journal's MILK, mopperman@farmjournal.com
Ben Richey ('20), United States Animal Health Association, brichey@usaha.org
Jennifer Scharpe ('19), *Limousin World*, jennifer@nalf.org
Molly Schoen ('18), *Charolais Journal*, mmader@charolaisusa.com
Steve Taylor ('18), *Appaloosa Journal*, staylor@appaloosa.com
Eric Tietze ('19), *Ozarks Farm & Neighbor*, eric@ozarksfm.com

Diane E. Johnson, executive director
Located in the Historic Stockyards of Fort Worth
200 West Exchange Avenue, Fort Worth TX 76164
dianej@flash.net • diane@livestockpublications.com
www.livestockpublications.com
817/336-1130 • cell: 817/247-1200

Photo credit: Erin Worrell



Each month watch for a winning photo from the Best of the Bunch competition held at AMS.

New Officers & Directors for 2017-18



Newly elected officers of the Livestock Publications Council are: (front row) Cindy Cunningham, National Pork Board, Des Moines, Iowa, president; Carey Brown, *Cow Country*, Lexington, Ky., first vice president; Jennifer Carrico, *High Plains Journal*, Redfield, Iowa; second vice president; LeAnne Peters, *Cattle Business in Mississippi*, Jackson, Miss secretary-treasurer; Scarlett Hagins, *Kansas Stockman*, Topeka, Kan., immediate past president. Back row: Board members include: Jennifer Scharpe, *Limousin Today*, Englewood, Colo.; Diane Johnson, LPC executive director, Fort Worth, Texas; Molly Schoen, *Charolais Journal*, Kansas City, Mo.; Steve Taylor, *Appaloosa Journal*, Moscow, Idaho; Kent Jaecke, Rockin' K Productions, Edmond, Okla.; Greg Henderson, *Drovers*, Lenexa, Kan.; Eric Tietze, *Ozarks Farm and Neighbor*, Lebanon, Mo.; Ben Richey, United States Animal Health Association, St. Joseph, Mo.; Katrina Huffstutler, Cactus Flower Communications, Electra, Texas. Not pictured: Katie Miller, Kate Communicates, West Lafayette, Ind.; Julie Mais, *Hereford World*, Kansas City, Mo.; Mike Opperman, *Farm Journal MILK*, Fort Atkinson, Wis.



Watch for more coverage in upcoming Actiongrams

Ed Bible Distinguished Service Award to Kathy LaScala

Recognized with the 2017 Ed Bible Distinguished Service Award (DSA) is Kathy LaScala, Eudora, Kan. The DSA award is chosen by the LPC executive committee and is given to someone who exhibits dedication, support and service considered above and beyond routine participation. It is presented in memory of Ed Bible, long-time LPC supporter and past president. Presenting the DSA award to Kathy is LPC First Vice-President, Carey Brown.

The presentation included the following script:

The Ed Bible Distinguished Service Award has been presented since 1994 to individuals who have distinguished themselves by consistently supporting and providing service to LPC. This year's winner embraces those characteristics and continually finds ways to stay involved with the Livestock Publications Council. She stays current on LPC activities and never hesitates to offer her help on a project. She has served as LPC President, worked tirelessly raising money, and has always stepped up to help from the largest to the smallest of jobs. Kathy LaScala, is this year's Ed Bible Distinguished Service Award winner. It is my privilege to honor Kathy with this award as I am a prime example of her dedication to our group. Kathy has been a mentor for me through the years, and has always been willing to help me through encouragement and by sharing her knowledge. She is in

sales and has always pushed to make sure that sales topics are included in LPC educational events, like AMS. She has helped raise thousands of dollars for LPC through the Beef Breeds Package, stepped up on committees anytime needed and encourages all livestock publications to be members. These days we have to share her a little more with her furry friends, including her horse, cows and even cats but even with those responsibilities, she continually reaches out to support our organization, our members and our future. Kathy, thank you for your support of our organization and our people, we couldn't do it without people like you.



McBride Wins the 2017 Forrest Bassford Student Award

Topanga McBride, senior majoring in agricultural communications and journalism, and agricultural economics at Kansas State University, is the recipient of the 2017 Livestock Publications Council **Forrest Bassford** Student Award sponsored by Alltech. McBride was presented a \$2000 scholarship and a plaque at the Ag Media Summit in Snowbird, Utah, July 22–26.

Born in Phoenix and raised in Fort Collins, Co., McBride was raised showing Milking Shorthorns for her 4-H dairy project. While she initially had no intentions to stay in the agriculture industry, her peers' lack of knowledge regarding their food sparked her passion for agricultural communications.

"When I realized that my teachers' and friends' sole connection to agriculture was me, I knew that I had to use my voice," McBride said. "Agriculture is an industry that touches everyone's lives, and we cannot afford to sit out on the conversation."

McBride is currently a media relations intern for Monsanto Co. She will return to her role as a communications intern at the Kansas Department of Agriculture in the fall. Previously, she served as a public relations intern

for Look East and the Center for Food Integrity. In addition to her intern experiences, McBride is heavily involved in collegiate and national organizations. McBride serves on the Agriculture Future of America Student Advisory Team along with nine other collegiate agriculture leaders. She is an active member in Sigma Alpha Professional Sorority

Each year, following a competitive application process, the LPC Student Award Program presents four young people travel scholarships to attend AMS. In addition to McBride, this year's travel award winners were **Katie Friedrichs**, Oklahoma State University; **Taylor Belle Matheny**, Kansas State University; and **Jill Seiler**, Kansas State University. While at the meeting, the four finalists' portfolios were reviewed and each was interviewed by a panel of professionals. This is the 31st year for the Student Award Program, which was named after LPC founding member Forrest Bassford in 1992.



(l-r) Jenn Norrie from Alltech, with the travel award finalists: Taylor, Jill, Katie and Topanga.

Most Improved Publication to Missouri Beef Cattleman

Winning this year's Jim Flanagan Most Improved Publication was the *Missouri Beef Cattleman*. Shown with **Diane Johnson**, LPC executive director and accepting the award is **Mike Deering**, executive secretary of the Missouri Cattleman's Association and **Andy Atzenweiler**, production manager of the winning magazine.



Community Project Honoring our friend Don Norton

The AMS steering committee chose the Down Syndrome Guild of Greater Kansas City as the benefactor as this year's community project and announced it at AMS. This also reflects on Don's passion for volunteering every fall with the Annual Step Up Walk and Family Festival. In addition he and his beautiful wife, Connie, their son Seth and his wife, Whitney, chaired the Tiny Tim Holiday Fantasy fundraiser in 2015 which raised \$700,000 for support of the NICU at Shawnee Mission Health Center. To donate follow the link below.

https://www.kcdsg.org/give_to_dsg.php



President Norton and his board in 2014

2017 Headliner Award Winners



(above) Jim Odle with Diane Johnson, LPC, and Nancy Gill with Superior Livestock Auction;
(below) Jennifer Carrico, LPC second vice president, presents award to Dr. Maynard Hogberg



This year LPC honored two individuals with the prestigious Headliner Award. This award recognizes those outside of the publishing industry for actions that have produced a positive change in livestock production and marketing.

The first honoree is **Jim Odle**, founder of Superior Livestock Auction based in Brush, Colorado and Fort Worth, Texas. Always having an interest with livestock and marketing Jim purchased the Weld County Livestock Commission Company in 1964 and began to make a name for himself locally and regionally. In 1987, Jim Odle and the late **Buddy Jeffers** founded Superior Livestock Auction. Jim became the General Manager and he led the way in perfecting techniques and business details of the satellite video auction concept. With Jim's leadership, forward thinking and marketing expertise, Superior has become the nation's leader in livestock marketing, selling over 34 million head of cattle since its inception.

The second award winner is **Dr. Maynard Hogberg**, professor emeritus and most recently former Animal Science Department Chair at Iowa State University (ISU). He grew up near Stanton, Iowa and attended ISU, where he received a bachelor of science in Agricultural and Life Sciences Education, a master's degree in Animal Science, and his PhD in animal science. He served as the chair of the Department of Animal Science at Michigan State University for 18 years before coming back to ISU in 2003 to take over the chairmanship there. Not only was he a leader in the universities he was part of, but he also made the people at those universities and in the livestock industry feel important. As a national leader in animal agriculture, Hogberg shaped a generation of animal scientists, extension specialists and industry leaders through his mentoring of students, faculty and staff and academia and industry colleagues.

Coffee and Collaboration - August 23

"Social Media Ideas That Worked For Us"

Wed., August 23 from 10-10:45 a.m.



JEFF HOFFELT

Marketing Manager - Social Media
Filament Marketing



ROBIN KLEINE

Social Media Manager
Focus Marketing Group



JODI OLEEN

Director of Consumer Outreach
Kansas Pork Association



Join the chat at <https://meet.illinois.edu/jshike/YJV8JV6P>.
Or call 888-983-3631, Conference ID: 82586816.

Obituary

Adam McClung Recognized as Transformational Leader



Arkansas Cattlemen's Association (ACA) Executive Vice President **Adam McClung** passed away August, 6, 2017, at Baptist Health Medical Center in Little Rock, Arkansas. McClung succumbed to a brief, but severe illness. The unexpected passing sent shockwaves through the cattle industry in Arkansas and throughout the country.

Adam first served ACA as director of membership before eventually becoming the executive vice president in 2009 after serving one year with the Oklahoma Beef Council as director of industry relations. His success was noticed throughout the country. McClung's policy savvy and ability to draft innovative legislation that would truly advance the state's cattle industry was evident by other state cattle organizations following his lead and pushing McClung's ideas in their respective states. McClung honored tradition, but pushed change when it was necessary to improve the cattle industry. His relentless efforts to bring positive change to the beef cattle industry spurred the White House and the U.S. Department of Agriculture to recognize him in 2014 as just one of 15 "Champions of Change" leaders from across the country.

Despite his passion and success in the cattle industry, those who knew him best would say that wasn't his top priority. Past ACA President **Marcus Creasy**, who was a personal friend, said McClung's first love and primary driver in life was family. On July 3, 2010, McClung married his best friend, **Chantel Powell**. The real "game changer," according to Creasy, came on May 26, 2015, when the family expanded with the birth of daughter, **Magdelana "Maggie" Blair**.

"Maggie Blair was a game changer for Adam. She was his whole universe. His devotion to the cattle industry paled in comparison to his love and commitment to Chantel and that little girl," said Creasy. "It was impossible to have a conversation with Adam and not talk about his family. You could be talking cows one second and somehow his eyes would flicker with excitement and the conversation quickly turned to family."

In honor of Adam, the "Maggie Blair Education Fund" has been set up at People's Bank at 20409 Arch Street, Little Rock, AR., 72206. There has also been a memorial fund established through YouCaring.com.

The Memorial Service for Adam was held Friday, August 11th at 2pm at Springhill Baptist Church in Greenbrier, AR. (source: Arkansas Cattlemen's Assn.)

a BIG thank you!

The following breed associations and cattlemen's associations generously donated one full page four color ad in their publications. The funds raised will benefit the LPC Student Internship program. The buyer of both packages is Safety Zone Calf Catchers based in Dannebrog, Nebraska and netted LPC \$22,500.

Beef Breeds Package

American Chianina Journal
American Red Angus
American Simmental Association
Angus Journal
Beefmaster Breeders United
Charolais Journal
Gelbvieh World
Hereford World
Limousin Today
Maine-Anjou Voice
Shorthorn Country

Cattlemen's Association Package

Alabama Cattleman
Arizona Cattlelog
Arkansas Cattle Business
California Cattleman
Carolina Cattle Connection
Cattle Business in Mississippi
The Cattleman
Cow Country News
Florida Cattleman
Georgia Cattleman
Illinois Beef
Kansas Stockman
Missouri Beef Cattleman
Ohio Cattleman
Oklahoma Cowman
Oregon Beef Producer
Tennessee Cattle Business
Virginia Cattleman

