



The AMS program committee has been hard at work since the conclusion of the 2010 AMS and there are some exciting announcements of speakers who have been confirmed.

We are taking a unique angle with this year's keynote speaker at Tuesday's luncheon and will hear from Ted Jackson who is a staff photographer for the New Orleans Times-Picayune. He paddled into the Lower Ninth Ward just after the levee broke and spent harrowing days in the devastation that followed, challenging himself both as a photographer and as a human being. He's going to share his stories and images with us. According to program chairman, Steve Werblow, "We are in for an unforgettable look at Katrina and New Orleans that will touch us personally and professionally". For some insight on Ted, click [here](#).

Other news:

Ann Wylie is back! She is a dynamic and insightful writer and coach and will conduct four workshops on Monday.

Photographer Peter Krough will deliver two sessions on digital workflow management. The step after shooting a photo is knowing what to do with it and where to find it next. Krough is expert at every step of the process.

Other topics for the 2011 Jazz It Up Ag Media Summit are:

Measuring results in digital media.

Sales and marketing

"How-to" session on surveys and statistics

Ethics case study review

"Nuts and bolts" session with photography

These are just a few teasers to whet your appetite for AMS 2011! Have a topic you want more information on? Let us know we might still have time to get them on the docket.

## NCBA Luncheon will feature recognition of student award winner

The annual luncheon for LPC will once again be held during the National Cattlemen's Beef Association Convention in Denver. The date is THURSDAY, FEBRUARY 3, 2011, 12 noon. The location is the Hyatt at 650 15th Street. This is NOT the Grand Hyatt.

Intervet/Schering-Plough Animal Health will once again co-sponsor the luncheon with LPC and tickets are complimentary. More information will be published later but for now mark THURSDAY on your calendars. Below is sponsor representative **Bob Giblin** with the 2010 Forrest Bassford Student Award winner **Lisa Brown** and the travel scholarship winners: **Kristen Odom**, **Kelsey Fletcher** and **Nichole Ely**. Student award committee chairman **Scarlett Hagins** is on far right. This award was presented in St. Paul, Minnesota, at the Ag Media Summit.

Applications for the 2011 student award are now available at: <http://www.livestockpublications.com/forms.php>

**DEADLINE: February 15, 2011**



*Jeff Baxter, Intervet/Schering-Plough Animal Health, welcomes everyone to the LPC luncheon during the 2010 NCBA Convention.*



# Three, Two, One - Network!

by Jill Johnson, University of Illinois

A student fills out a name tag and walks into the room. She takes a look at the other students dressed to impress with resumes in hand. She takes a seat at one of the round tables and greets the students seated next to her as they anxiously await the start of the event.

This may sound like your typical career development workshop, except these Agricultural Communicators of Tomorrow (ACT) students were on the fast track to make an impact on more than 20 professionals in 90 minutes.

Nearly 40 students gathered at the American Royal livestock show on Oct. 28 in Kansas City. Virginia Tech University, the University of Illinois, the University of Missouri, the University of Arkansas, Kansas State University, Butler Community College, Oklahoma State University and Texas Tech University were represented at the first-ever Speed Networking Event, sponsored by the Livestock Publications Council (LPC). Speed networking is similar to the concept of speed dating, but with a professional twist. Groups of four students were seated at a table with two professionals. The professionals shared their background and career path within the agriculture communications industry.

Angie Denton, American Hereford Association Director of Communications and a graduate of Kansas State University, was active in ACT as a student and believed it was an amazing organization. She said the Speed Networking Event was a way to give back to students and entice people to work for the association. Crystal Young, Assistant Director of

Public Relations for the American Angus Association, said she came to the event looking for a great intern and was impressed with the quality of students. She also understands the importance of networking.

"I never would've gotten a job if it hadn't been for networking," Young said. Jay Carlson, BEEF Magazine, said the Speed Networking Event was a great opportunity for ACT students to not only network and connect with professionals, but also connect with each other. He thought the students were very motivated and inspiring.

The students had the opportunity to ask a few questions and were given time after the event to speak with professionals one-on-one.

Rebecca Lewis, a senior at the University of Missouri, said she is not comfortable networking, but this event gave her the opportunity and confidence to sit down and interact with her future colleagues and professionals. Lewis said she knew about all of the associations and publications represented, but had never made a direct contact. Speed networking gave her the chance get in touch with industry leaders.

Claire Benjamin, a sophomore at the University of Illinois, said the event was very beneficial.

"I learned to not only have an updated resume available, but also a list of references," Benjamin said.

Jennifer Shike, communications specialist at the University of Illinois, coordinated the event.

"One of the greatest things a student can do is network," she said. "When it comes time to look for a job, your network can mean even more than your resume. It's important to develop both your professional skills and your professional network while you are in college."

The LPC Student Development Committee met at the 2010 Ag Media Summit to brainstorm ways to improve student development efforts. One of the results of that brainstorming session was this American Royal networking event, Shike said. The event was a fun, exciting and effective way for students to connect with leaders in agricultural communications, she added. Students walked away with a stack of business cards and possible internships and career opportunities. Shike said the event was well received by students and professionals. LPC hopes to sponsor the event in conjunction with the American Royal for years to come.

*Forty students (Oklahoma State, University of Missouri, Butler Community College, University of Illinois, University of Arkansas, Virginia Tech, Texas Tech) and 20 industry professionals gathered at the American Royal for nearly 2 hours to share ideas and stories about agricultural communications. Industry professionals represented a wide variety of agricultural communications paths and opportunities. Thanks to all of the volunteer professionals who gave up their evening for an intense workout of networking!*

*A new program established this year by LPC at the American Royal was an intern program to assist the livestock department. These four were selected out of 15 applicants to work during the Royal and send out feature articles, coordinate distribution of results and work on a blog they created for the American Royal. It was a smashing success and the program will continue next year. The interns were: Lisa Brown and Krista Anderson both from Oklahoma State University; Janell Baum, University of Illinois and Hannah Wine, Virginia Tech. They gussied up and attended the Gala too and all was coordinated by Jennifer Shike, University of Illinois and past LPC student award winner. (In order they are pictured Lisa, Janell, Hannah and Krista with Jennifer holding court)*





*Lionel Chambers (left) and Bob Funk (below) hang their plaques during the Royal Gala ceremonies. Chambers is the newest member of the LPC Hall of Fame and Funk was honored as the Headliner award winner.*

## One more shout out to everyone on another successful LPC Royal Gala!



### **Thanks to the following for BUYERS who supported the silent and live auction.**

Greg and Ruth Henderson  
Barry and Rhonda Nelson  
SFP - Melanie Acklin  
Bob Funk  
Anita Vanderwert  
Tim Tobeck  
Lori Maude  
Jennifer Shike  
Paige Lemenager  
Carey Brown  
Vince Basso  
Jay Carlson  
Cindy Cunningham  
Christy Lee  
Jarold Callahan  
Scarlett Hagins  
Marilyn Brink  
Sheryl Clanton  
And Atzenweiler  
Becky Terry  
Kyle Haley  
Jennifer Carrico  
Mary Chambers  
Stephanie Meyers  
Angie Denton  
John Lee  
Larry Atzenweiler

### **And thank you also to the DONORS!**

Beef Breeds Journal Package  
Donated by Angus Journal, Beefmaster Cowman, Brahman Journal, Brangus Journal, Braunvieh World, Charolais Journal, Hereford World, Limousin World, Shorthorn Country, American Red Angus, Maine-Anjou Voice, ACJ (Chianina), The Register (Simmental), Gelbvieh World, Santa Gertrudis USA and American Salers  
Weekend fishing package at a country retreat / Kanwaka Communications,  
Bob and Marilyn Brink  
Jowler Creek Vineyard & Winery / Jason and Colleen Gerke  
Rowdy Blonde Studio / Suzette Nesbitt  
Charleston/Orwig, Inc. / Lyle Orwig  
Successful Farming / Scott Mortimer  
Kentucky Cattlemen's Association  
Lizzies Lather Soap Company / Suzette Nesbitt  
Jeff Walker  
Christy Couch Lee / Cee Lee Communications  
J Elaine Art / Jill Harker  
Kansas Agriculture Network / Jason Weil  
I Love Farmers... They Feed my Soul / J. Scott Vernon  
National Pork Board / Cindy Cunningham  
BEEF Magazine / Jay Carlson  
Certified Angus Beef / Miranda Reiman  
Hereford World / Angie Denton  
Country Jems / Jennifer Carrico  
Boelte-Hall Printing / Don Norton  
Brownfield Network/Anita Vanderwert  
Our Little Ranch Photography / Catherine and Luke Neumayr  
K.C. Kinder  
Proud Souls / Brittainy Barton-Frost  
The American Quarter Horse Journal  
Details by Design / Diane Johnson  
SFP/Melanie Acklin  
Traveling Cowgirl Designs  
La Diva Du Chateau / Leslie Eshbach Stelzer  
Cliff Becker  
Brownfield Network / Anita Vanderwert

**Want to see and order photos?**

**Copy/paste:**

**<http://2010lpcroyalgala.shutterfly.com>**

## Are you looking for a jobs or internships in the livestock communications industry? Need to post a job that is available for your company?

Be sure to check out the jobs section of the LPC site. Several jobs are newly posted and many internships are there too for students. Do you have a job position that you want to promote? You must be a LPC member to post but you don't have to be one to find a job.



**Were you an ACT member in college?**

**You can help the current ACT organization by signing up as an alum.**

Dear Current Professionals and Former ACT members:

One of the goals of this year's National ACT Officer Team is to develop a better relationship with our organization's alumni. Because one of the main goals of the Agricultural Communicators of Tomorrow is professional development, we believe it would be in the best interest of our membership to develop a database of former members who are now involved in the workforce. These relationships will be mutually beneficial - graduating collegiate members can have a smoother transition into the workforce through guidance from a seasoned professional and those currently in the workforce will have an easily accessible avenue to recruit our organization's best and brightest.

Additionally, we have recently re-designed our National ACT Newsletter. We would like to be able to disseminate this publication to former members to spread the word about our activities, but can also highlight internship or job opportunities with various companies through this printed newsletter, our website or our new twitter accounts, @NACT\_NEWS and @act\_alumni. The newsletter also contains an "alumni spotlight" section and we would like to find current professionals to feature in this section every other month.

If you are interested in connecting with our organization's base of membership, please complete the survey found at the link below. It is only a few questions and should not take much of your time. Copy and paste the following into your browser window.

<http://www.surveymonkey.com/s/QHC6N62>

We appreciate your cooperation and support of our organization. Feel free to contact me if you have any questions or concerns.

Thank you,  
*Kelsey Fletcher, Texas Tech University  
Agricultural Communications Major  
National ACT 2nd Vice President  
kelsey.e.fletcher@ttu.edu*

## 2011 is just around the corner

and lots of exciting things are planned for LPC members and potential members! A few things to note for the first couple of months:

- The winter board meeting for LPC will be held on January 6 and 7. If you have something you would like added to the agenda, contact LPC President **Andy Atzenweiler**, [mobeef@sbcglobal.net](mailto:mobeef@sbcglobal.net)
- Dues notices will be mailed the first week of January.
- Don't forget to mark your calendar for February 3 for the annual luncheon at NCBA. You do not have to be registered for the NCBA Convention to attend.
- February 15 - deadline for the Forrest Bassford Student Award applications. Students-- it's FREE money!
- Are you interested in serving on the board of directors for LPC? Let us know!



*Merry Christmas from your  
LPC board of directors*

Andy Atzenweiler, *Missouri Beef Cattleman*, president; Scott Vernon, Brock Center for Ag Communication, first vice president; Kathy LaScala, Vance Publishing, food360, second vice president; Christy Lee, Cee Lee Communications, secretary-treasurer; Marilyn Brink, Kanwaka Communications, immediate past president; Diane Johnson, LPC executive director; Jay Carlson, *BEEF*; Angie Denton, *Hereford World*; Scarlett Hagins, *Kansas Stockman*; Carey Brown, *Cow Country*; Cindy Cunningham, National Pork Board; Stephanie Hoult, Broadhead + Co.; Jennifer Carrico, *High Plains Journal*; Amy Bader, *Cattle Guard*; Beverly Moseley, NRCS; Shelly Sitton, Oklahoma State University and Don Norton, Boelte-Hall.