

Actiongram

December 2011

 **Livestock Publications Council**
Advancing livestock media professionals

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All I ever needed to know I learned at Christmas...

I was looking back in some old Actiongrams and found this article from December 2007. I thought it was worth reprinting and even decided to keep the same picture! My how the years change us!

First of all, I'm going to make LPC President **Kyle Haley** one happy camper as I give him a "hall pass" and let him have December off for writing a column.

Which means I have the ball in my court. That's OK, because in my sleepless nights my mind wanders and last night it wandered into thoughts of chaos that this time of year offers.

I'm sure you've heard people complain about the commercialization of Christmas, that it's a tragedy to see December decor in the stores in July and how the day after the forgotten holiday of Thanksgiving has turned into a day of "risk-your-life" if you like to hit the sales at 4 am. What would the news be like on the Friday after Thanksgiving if they can't show the Best Buy store in Seattle OVER and OVER with throngs of people tackling each other?

Hummmm... who is to blame? Toy companies, jewelry stores or *The Today Show* and the Rockefeller Center tree?

Well, personally I love Christmas and everything that goes with it...snow that I hardly ever get to see in Texas, holiday music starting on November 1 and the familiar saying "Let's get together more often" to those that I only see once a year at a Christmas party. OK, I'll make a better effort in 2008.

So in my fog of falling back to sleep, I started thinking about all of the lessons that we learn at Christmas and wonder if I could write a book stealing the name from the bestselling book by Robert Fulghum, "*All I Ever Really Needed to Know I Learned in Kindergarten*". It says:

"Share everything. Play fair. Don't hit people. Put things back where you found them. Clean up your own mess. Don't take things that aren't yours. Say you're sorry when you hurt somebody. Wash your hands before you eat. Flush. Warm cookies and cold milk are good for you. Live a

balanced life. Learn some and think some and draw and paint and sing and dance and play and work every day some. Take a nap every afternoon. When you go out into the world, watch for traffic, hold hands, and stick together."



by Diane Johnson
executive director
Photo taken while she was
enjoying Christmas in NYC

In thinking about these simple lessons, I compared them to some things I've learned in my life during this season.

Like the time when I was about eight years old and I peeked in the shopping bags and found out I was getting a Chrissy doll. I never did that again and I felt such remorse when I faked my surprise that night.

Then when I was around college age, for some reason, my brothers and father convinced me to pick out all of the gifts they were to give to my mom. That year I discovered that opening gifts and the surprise of not knowing what others are getting is as fun as opening my own. I guess I've learned I really like surprises.

I learned it's alright to cry during the dinner prayer on Christmas Eve the first time without Grandma or the very first time our family wasn't together.

One year I volunteered to serve the homeless at a holiday dinner. There I learned more lessons that I can list here. One thing that everyone should learn is how to volunteer and give time to others.

I've learned that you need to use your best china, best glassware and best linens all year--not only at Christmas. Special occasions happen every day. Why wait?

I've learned from others that it is hard to have family in the military, especially right now. I can

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only imagine, but I always pray for them and want all of them to come home too.

“Think of what a better world it would be if we all — the whole world — had cookies and milk about 3 o’clock every afternoon and then lay down with our blankets for a nap. Or if we had a basic policy in our nation and other nations to always put things back where we found them and clean up our own messes. And it is still true, no matter how old you are, when you go out into the world, it is best to hold hands and stick together.”

For the rest of this year I’m going to see what else I can learn. From my past I won’t peek anymore, but I will look for more surprises in life. I’m going to look for more special occasions and see how much I can learn from others. Then I’m going to start bringing a blanket to work and take a nap at 3 o’clock.

Make this Christmas yours. Stay safe and believe. And don’t forget what you have and are yet to learn. •

LPC Business notes:

2012 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 5 and 6 in Fort Worth. If you have something you would like added to the agenda, contact LPC President **Scott Vernon**, svernon@calpoly.edu
- Dues notices will be mailed the first week of January. It certainly helps if these are paid right away! Credit cards are now accepted for an additional service fee.
- Don’t forget to mark your calendar for February 2 for the annual luncheon at NCBA. You do not have to be registered for the NCBA Convention to attend. This year’s event will be sponsored by Elanco. More details to come.
- 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 or on a committee? Let us know!

Forrest Bassford Student award applications due Feb. 15: New sponsor Alltech

We are happy to announce that Alltech is the new sponsor of the **Forrest Bassford** Student Award. Scholarship applications for the award are available on LPC’s website. This scholarship will be awarded in Albuquerque, New Mexico, at the 2012 Ag Media Summit (AMS). Also, up to four travel scholarships of \$750 each will be awarded to deserving students who must be able to attend the AMS. If you have questions, contact: **Scarlett Hagins**, committee chairman, scarlett@kla.org. Deadline for applications is February 15, 2012.

About Alltech: Alltech is a global leader in the animal health and nutrition industry and among the top 10 animal health companies in the world, focused on natural scientific solutions to today’s biggest agriculture and food industry challenges.

Headquartered in Nicholasville, Kentucky and with Bioscience Centres in the US, Ireland and Thailand, Alltech has offices and distributors in 128 countries and 31 Tier 1 and Tier2 manufacturing facilities located strategically throughout the world. •

Agricultural Media Summit

Future dates - mark ‘em down!

Albuquerque, NM
August 4-8, 2012

•
2013: Buffalo, NY
August 3-7, 2013

•
2014: Indianapolis
July 26-30, 2014



*Merry Christmas from your
LPC board of directors
and executive committee!*

(front row) Scott Vernon, Kathy LaScala, Christy Lee, Don Norton, and Andy Atzenweiler
(back row) Diane Johnson, Mike Deering, LeAnne Peters, Scarlett Hagins, Jennifer Carrico, Cindy Cunningham, Stephanie Hoult, Amy Bader, Carey Brown, Beverly Moseley, Shelly Sitton, Jay Carlson.

Annual LPC

Luncheon

During the National
Cattlemen’s Beef Assn.
(NCBA) Convention,
Nashville, Tennessee

FEBRUARY 1, 2012

11:30 AM TO 1 PM

Open to the world -- bring a friend,
client, yourself!

More details to come in
January Actiongram and
your dues statement envelope

The 14th annual Ag Media Summit will be in Albuquerque, New Mexico this August. (The hotel is the Hyatt Regency Downtown.) It will be the first time this event has been held in this area of the country and the AMS Steering Committee is very excited about this location. Speakers are being confirmed right now and more details on the special events, speakers, tours and much more will start showing up on the blogs, Facebook pages, and in the newsletters. The following is from the Albuquerque Convention and Visitor's Bureau website: www.itsatrip.com.

Centuries of History

The one-of-a-kind character of Albuquerque is the result of many different forces, perhaps none as important as the centuries of history that have shaped the city of Albuquerque, New Mexico. Starting with the Native Americans who have lived here for thousands of years and continuing through Albuquerque's official founding in 1706, the city has grown into a multi-cultural metropolis of approximately 840,000 people. While the modern city of Albuquerque is a center of high-tech industry and research, it retains vital connections to the past, such as the ancient rock carvings at Petroglyph National Monument, the historic Old Town Plaza and the trail of vintage neon signs along Route 66 spanning the city.

Albuquerque proudly celebrated its Tricentennial in 2006—but our roots go back much farther. It is important to understand all of the people who have influenced the area to fully appreciate the com-

plexity of the history of Albuquerque. The Rio Grande Valley has been populated and cultivated since as far back as 2,000 B.C. The Pueblo people who lived in the area when Europeans arrived had a sophisticated culture and advanced skills in stone masonry, ceramics and a wide range of arts and crafts.

Many of these traditional techniques are practiced to this day, handed down through the generations.

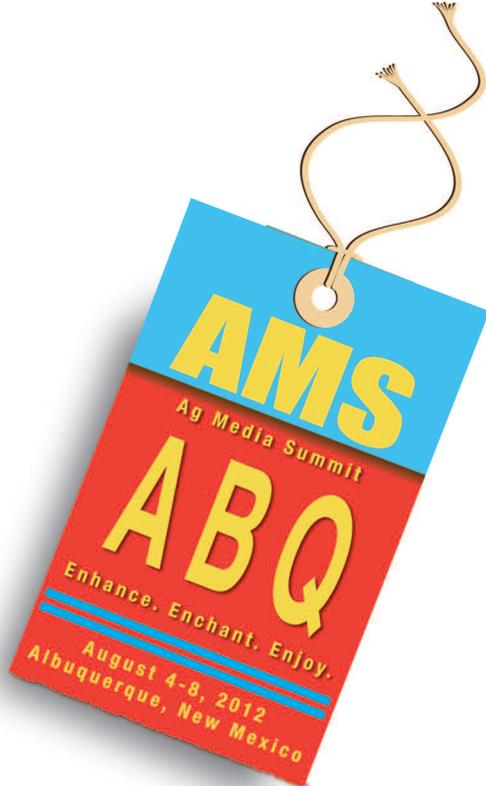
The first Spanish explorers arrived in Albuquerque in approximately 1540 under General Francisco de Coronado, and later expeditions brought settlers deep into New Mexico's river valleys.

In 1706, a group of colonists were granted permission by King Philip of Spain to establish a new villa (city) on the banks of the Rio Grande (which means big or great river). The colonists chose a spot at the foot of the mountains where the river made a wide curve, providing good irrigation for crops and a source of wood from the bosque (the cottonwoods, willows and olive trees that grow along the river). The site also provided protection from, and trade with, the Indians in the area. The colony's Governor, Francisco Cuervo y Valdez, penned a letter to the Duke of Albuquerque back in Spain to report their newly

founded villa, named La Villa de Alburquerque in honor of the Duke. Over the centuries the first "r" was dropped, leaving Albuquerque spelled as it is today.

The early Spanish settlers were religious people, and the first building erected was a small adobe chapel where today's San Felipe de Neri Church still stands in Albuquerque's Old Town. Its plaza was surrounded by adobe homes, clustered close together for mutual protection. The chapel collapsed after the particularly rainy summer of 1792, but was rebuilt a year later. While the San Felipe de Neri Church has been enlarged and remodeled several times since the 1700s, its original thick adobe walls remain intact. The church is the anchor of Old Town, the historic and sentimental heart of Albuquerque, and the Plaza is host to many cultural events and local celebrations.

Today, Albuquerque is a major Southwestern city with a diverse population and some of the nation's leading high-tech research facilities including Sandia National Laboratory, Intel and University of New Mexico. At the same time, its cultural traditions continue to be an essential part of everyday life in the city. With one foot in the past, one foot in the present and both eyes on the future, Albuquerque is a fascinating place to visit and an even better place to call home.



Find updates at www.agmediasummit.com and the Facebook page for Ag Media Summit.