

Actiongram

News from the
Livestock
Publications Council

Calendar of Events

July 26-30, 2003

Agricultural Publications Summit
Cleveland, Ohio



Happy Holidays

from the LPC Board of Directors

(back, l-r) Joe Roybal, Wes Ishmael, Scott Vernon, Lisa Bryant, Andy Atzenweiler, Kathy LaScala, Steve Suther, Kyle Haley, Lori Maude (front) Shauna Hermel, Becky Terry, Marilyn Brink, Jim Bret Campbell, Wayne Bollum (not pictured) Lea Stokes and Allen Moczygomba

May 2003 be full of joy, prosperity, and good grammar.

Prestigious Honors to LPC Members

Two LPC members have been recently honored with their outstanding accomplishments in business.

Charleston | Orwig, Hartland, Wis., was honored by *Milwaukee Magazine* as one of 20 small companies that are the "Best Places to Work" in the Milwaukee metro area. The firm was founded in 1992 by **Lyle Orwig**, chief executive officer, and **John Charleston**, president. In ten years it has grown to 62 employees.

The *Milwaukee Magazine* article noted that while the firm pays competitive salaries and provides excellent benefits, it offers talented people much more than that "You can't reward people with gimmicks," Charleston said. "You can't reward them even solely with money. Talented people operate on more than that. When they accomplish something great, you have to care that they did it."

The article also noted, "Still little touches help, such as the homey headquarters, complete with fireplaces, and a custom Friday 'dog days,' when employees can bring their dogs to work."

Branch-Smith Printing Co. of Fort Worth, will receive the Malcom Baldrige award from **President George Bush** during a ceremony in Washington. The Baldrige award is named for the Reagan commerce secretary who promoted the notion of quality and best practices among businesses. They are one of three national award winners that the Commerce Department named. The others were the commercial, government and industrial solutions segment of Motorola who were recognized in the manufacturing category and SSM Health Care of St. Louis who won in the health care category. Branch-Smith won the small business category.

Branch-Smith was founded in the 1920s and does offset lithography printing in the bound magazine and catalog market. They have 70 employees and about \$10 million in annual revenue.

Congratulations to these two outstanding companies. We're proud to have you as a part of LPC!

Forrest Bassford Student Award Applications due February 15



Scholarship applications for the **Forrest Bassford** Student Award sponsored by LPC and the Chicago Mercantile Exchange are now available. This \$2500 scholarship will be awarded in Cleveland at the 2003 Ag Publications Summit (APS). Also, up to four travel scholarships will be awarded to deserving students who must be able to attend the APS. If you need an application, go to the LPC web site at: www.livestockpublications.com or contact the LPC office. For questions, contact: **Angie Denton**, committee chairman 800/821-5478. Deadline for applications is February 15, 2003.

2003 APS Schedule Announced

SUNDAY, JULY 27

Morning: Board Meetings
Afternoon: Design, Photography and Generational Issues Clinics
Evening: Kick-off Event

MONDAY, JULY 28

Morning: Golf Outing
Design, Photography and Generational Issues Clinics cont.
Afternoon: Issues Forum
InfoExpo Grand Opening
Evening: AAEA Awards Dinner

TUESDAY, JULY 29

Morning: InfoExpo Open until 3:00
Breakout Sessions
Luncheon with Keynote Speaker
Evening: LPC Awards Dinner

WEDNESDAY, JULY 30

Morning: Annual Meetings of AAEA & LPC
Brunch with Keynote Speaker
Event to end by 12:00 noon

*Cleveland Renaissance
Cleveland, Ohio*

Obituary

Rosemary Gouldy, owner of the *Weekly Livestock Reporter*, considered the oldest publication of its kind in the Southwest, died in Fort Worth on December 12. She was 85.

The *Weekly Livestock Reporter* is a 106-year-old newspaper and charter member of LPC.

In 1953 Rosemary and her husband, **Ted**, took control of the paper and turned it from a "mom and pop" newspaper that was primarily distributed in the Fort Worth Stockyards to a regional paper with about 11,000 subscribers across Texas, Oklahoma, Arkansas and Louisiana.

Ted died in 1993 but Rosemary continued to be a familiar face around the office and was the "bookkeeping and financial brains behind the paper for the last 50 years", according to **Phil Stoll** general manager.

Two new addresses for LPC members

Cutting Horse Chatter and National Cutting Horse Assn.
260 Bailey Ave. Fort Worth, TX 76107
Phone number remains 817-244-6188

The Brahman Journal
17269 FM 1887, Hempstead, TX 77445
979/826-4347 fax: 979/826-8352

The *Brahman Journal* is under the new management of **Carl** and **Vicki Lambert**. They purchased the magazine from long-time publisher **Joe Ed Brockett**.



• Ag Public Relations Writer

Bader Rutter & Associates, a Marketing Services Agency, is seeking a Public Relations Writer professional with a communications & agricultural background for key livestock & crop-production accounts. Degree/background in agricultural journalism or public relations required. One to two years of writing/reporting, agency, communications or public relations experience helpful. Preference to candidates with a crop/livestock (beef emphasis) production background.

Send resume & writing samples to: Bader Rutter & Associates, Attn: Erik Johnson, 825 "M" St., Ste. 200, Lincoln, NE 68508.

• Graphic & Web Designer

Growing agricultural cooperative seeks an experienced graphic and web designer. Job responsibilities include: design and production of all printed materials (newsletters, catalogs, etc.), and design and maintenance of cooperative's website. Candidate will provide a broad range of support to the cooperative's marketing and advertising efforts. Must have strong design and production skills. Must be PC proficient in the use of Photoshop 6.0, Illustrator 8.0, PageMaker 6.5 and Dreamweaver. HTML coding and Java scripting experience is preferred. Minimum 3 years experience required. **Interested applicants should send resume, including salary requirements to:** NorthStar Cooperative, P O Box 23157, Lansing MI 48910.

• Director of Communications

Trade organization serving animal agriculture industry nationwide seeks qualified individual to serve as editor of its quarterly publications and lead the association's long-range communications strategy. Applicants should have a degree in journalism, public relations or other communications-related field of study, with at least 3-5 years professional experience preferred.

The successful candidate will possess excellent writing talents and oral communication skills. Media relations and speech writing skills, a plus. Proficient desktop publishing skills also a plus, as well as experience with website operations. Must be self-sufficient in editing own work. **Send resume with cover letter and published writing samples to:** National Institute for Animal Agriculture Attn: Chief Executive Officer, 1910 Lyda Avenue Bowling Green, KY 42104-5809

• Experienced agricultural writer needed

Contact LPC office for more information.

• Summer Internship Opportunities

The American Angus Association and the *Angus Journal*, will offer three summer internships to college students. Application deadline is February 15, 2003. For complete descriptions, see November issue of *Actiongram* or contact American Angus Assn. 3201 Frederick Ave., St. Joseph, Mo., 64506. (816) 383-5100.

• American Agricultural Editors Association 2003 summer internship available. Contact **Den Gardner**, 952-758-6502