

Actiongram

Jan. Feb. ²⁰¹²



LPC EXECUTIVE COMMITTEE

Scott Vernon, President
Brock Center for Ag Communication
Cal Poly State University
svernon@calpoly.edu

Kathy LaScala, First Vice President
Cowsmopolitan Magazine
katelascala@gmail.com

Christy Lee, Second Vice President
Cee Lee Communications
christy@ceeleecomunications.com

Don Norton, Secretary-Treasurer
Boelte-Hall
donn@boelte.com

Andy Atzenweiler, Immediate Past President
Missouri Beef Cattleman
mobeef@sbcglobal.net

BOARD OF DIRECTORS

Amy Bader ('13)
Cattle Guard
amy@coloradocattle.org

Carey Brown ('12)
Cow Country
cbrown@kycattle.com

Jay Carlson ('14)
BEEF
jcarlson@beef-mag.com

Jennifer Carrico ('14)
High Plains Journal
jcarrico@hjp.com

Cindy Cunningham ('14)
National Pork Board
ccunningham@pork.org

Mike Deering ('12)
National Cattleman
mdeering@beef.org

Scarlett Hagins ('13)
Kansas Stockman
scarlett@kka.org

Stephanie Hoult ('12)
Broadhead + Co.
shoult@broadheadco.com

Beverly Moseley ('12)
USDA - Natural Resources Conservation Svc.
beverly.moseley@tx.usda.gov

Leanne Peters ('14)
Cattlebusiness in Mississippi
cbmag@att.net

Shelly Sitton ('13)
Oklahoma State University
shelly.sitton@okstate.edu

Diane E. Johnson, executive director
910 Currie St. Fort Worth TX 76107
dianej@flash.net • www.livestockpublications.com
office: 817/336-1130 fax: 817/232-4820

Don't tippy toe around the edges, Jump in - volunteer

The strength of any non-profit, member organization is based in the unselfish dedication of its volunteers. The Livestock Publications Council (LPC) is blessed to have members from all over the nation who give of their time and talents to help make our organization a dynamic, ever-changing professional organization.

Each year members step up to help plan and execute our regional workshops, manage our photography contest, our critique program and provide mentorship to the next generation of agricultural communicators. Not only do they do it well, they do it with enthusiasm. We are grateful our members who, in many cases, volunteer year-after-year to help grow our organization. Without their dedicated service it is unlikely we would be able to provide the range of services and benefits our members have come to enjoy over the years.

As a professional organization, LPC is committed to helping our members stay current in a profession that has seen constant and rapid change. The pace of change can be difficult without having the necessary resources of time, money and people available to help navigate the world publishing. LPC members serve as a valuable resource to other members and willingly share their expertise and experiences.

While LPC values the rich history and traditions of our past, we recognize that we cannot rest on our laurels, nor can we ignore the realities of our profession. Things

change. The publishing world has evolved; thus LPC must evolve as well.

To that end, we have adopted the mantra of "advancing livestock media professionals." You'll see it as part of our logo. And, you'll see it expressed in our programming and membership. Livestock publishing remains the core of our mission even as the publishing platforms change. No longer are our members charged solely with getting out a "book." Today they must develop and create valuable content to be used over a variety of



J. Scott Vernon, PhD
LPC President
Cal Poly State University

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mediums - much of it digital. This reality involves new ways of thinking and a new set of skills. LPC remains committed to helping its members develop the skills necessary to "publish" their work for the livestock industry. We also welcome the new breed of communicators who are "digital natives." They will help some us "digital immigrants" learn new skills that will help us remain viable and relevant in delivering the information to livestock producers.

We encourage you to be an active member. Volunteer, attend workshops, participate in our contests and seek positions of leadership in our organization. When you do, rest assured you will help us in "advancing livestock media professionals."

Deadline for Forrest Bassford Student award applications due Feb. 15. *Sponsored by Alltech and LPC*

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 Tier 2 manufacturing facilities located strategically throughout the world. •



Future dates - mark 'em down!

Albuquerque, NM • August 4-8, 2012

Buffalo, NY • August 3-7, 2013

Indianapolis • July 26-30, 2014

CRITIQUE

CONTEST

DEADLINE

April 20, 2012

Go to

www.livestockpublications.com

and click on

Member/Industry News

for rules and forms.

Awards will be announced on August 7 in Albuquerque at the Ag Media Summit.

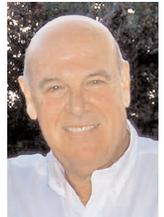
People in the News

Julie White has recently joined the Ohio Beef Council and Ohio Cattlemen's Association as the Director of Communications and the Managing Editor for the *Ohio Cattleman* magazine. Julie is a native of Warrensburg, Missouri and completed her Master's degree in International Agriculture at Oklahoma State University after graduating from Kansas State University in 2009. She will coordinate all of the internal and external communications for the OBC and OCA.

The Georgia Cattleman's Association has hired **Dallas Duncan**, as the new Director of Communications and Youth Activities. She is a graduate of the University of Georgia, where she double majored in animal science and agricultural communication. She is going to the GCA from *The Times* in Gainesville, Georgia where she has been an education reporter since last May.

Welcome to LPC ladies!

New LPC member **Vet-Advantage Magazine (VAM)** announces that current industry adviser **Kirk A. Augustine** moves into a new role as executive vice president of business development. He has been consulting and advising with U.S. animal health manufacturers, distributors and veterinarians since 2002 following positions in distribution and manufacturing organizations. **Lorne Elder**, current VAM vice president of sales, enters a new role as vice president of industry relations. Elder has more than 25 years of experience in the animal health industry. He'll focus his efforts toward strengthening VAM relationships with manufacturers, distributors and marketing communications agencies for the benefit of the distribution channel. **Rick Boggess** joins VAM as vice president of sales. A former printing industry executive, Boggess built and grew Heidelberg USA, Inc. from inception to \$40 million in sales over the past seven years.



Former AMS Speaker Jeffrey Zaslow dies in car accident

By now you have seen the news on the tragic death of Jeffrey Zaslow, a reporter for the *Wall Street Journal* and author of the "The Last Lecture," died of injuries suffered in a car accident February 10. He was 53.

He was a featured speaker at Ag Media Summit (AMS) in 2010 in St. Paul, Minnesota, and received accolades for his presentation. Several LPC members and AMS attendees have expressed their thoughts and sympathy to his family via Facebook.

His career included work as an advice columnist at the *Chicago Sun-Times*, succeeding Ann Landers, after winning a competition for the position, the Journal said. Zaslow wrote about a column about Carnegie Mellon University professor Randy Pausch, who gave an inspiring lecture in 2007 after being told he only had months to live following a diagnosis of pancreatic cancer, the Journal said. He followed that with a best-selling book called "The Last Lecture." Zaslow also collaborated on "Gabby: A Story of Courage and Hope," the story of U.S. Representative Gabrielle Giffords, who survived a shooting last year. (source, *Wall Street Journal*)•

DEEP IN THE HEART

I received this note from Martha Garrett writer with LPC member Southern Livestock Standard.

"Dick Wallrath was a purebred Brangus breeder and Lindsay (Martha's daughter) is one of his scholarship recipients. I've read the book that the movie is based on and he's a true Texas success story. He still maintains Brangus commercial cows and has been giving 80 \$10,000 scholarships to 4-H and 80 \$10,000 to FFA for a number of years. Not to mention a major buyer at stock shows also!"

And I was the Youth Premium Auction last week at the Fort Worth Stock Show and Rodeo and he broke the record for the champion steer paying \$230,000. I even had the opportunity to visit with him after the sale and thank him for his generosity. Many of you know that I'm a terrible movie goer, but this will probably be one that I go to. I also acknowledge that although this is a Texas story. But if you grew up showing livestock like I did, it doesn't matter where you are from to understand the generosity from someone like this man.

DEEP IN THE HEART - "Official Release Date for Texas" February 17th. (nationwide to be determined)

"Deep in the Heart" reveals the true-life story of Mr. Richard "Dick" Wallrath. No one person has ever given more financially to the Texas 4-H and Texas FFA Scholarship Programs than Dick Wallrath. He has also provided tremendous financial assistance to 4-H and FFA members through major livestock show premium auctions.

We sincerely request that our Extension and 4-H Family support this emotion-packed documentary of Dick's life for two reasons. First, it could have an impact on your own life. And secondly, because of Mr. Wallrath's continued generosity, a portion of all ticket sales will go to both Texas 4-H and Texas FFA to further strengthen their much needed scholarship programs.



Livestock Marketeers Honor Five in Denver

The Livestock Marketeers added five industry professionals to their Hall of Fame wall at the National Western Stock Show Club on Jan. 14.

The Livestock Marketeers — an informal fraternity of livestock fieldmen, auctioneers, sale managers and related livestock business leaders — met for their 47th Annual Banquet in conjunction with the National Western Stock Show in Denver, CO. The event is hosted by LPC member, American Live Stock.

This year's honorees included **Don Cagwin**, *Shorthorn Country*, Virginia, IL; **Dick Carmichael** of Springfield, TN; and **Jay George** of Lebo, KS.

Master of ceremonies was **J. Neil Orth**, executive vice president of the American-International Charolais Association and a 1984 Hall of Fame inductee. Neil is also a member of the LPC Hall of Fame.

Posthumous additions included **Walt Browarny** of Calgary, Alberta, and **Ed Huff** of Warrenton, VA. Their names were added to the special plaque provided by LPC member, Crow Publications.

The Livestock Marketeers group was started in 1965 by Harry Green, Ross Miller and Claud Willett. Their purpose was to form a fraternal organization of livestock professionals, and to make annual awards in order to encourage younger members of the industry to succeed in their chosen profession. *(submitted by Kim Wolfe)*



The Livestock Marketeers inducted three members of their fraternity — Don Cagwin, Dick Carmichael and Jay George — into the Hall of Fame during the 2012 National Western Stock Show in Denver, CO. They're shown with the friends who "roasted" them (left to right): Craig Reiter, Elmore, OH; Delvin Heldermon, Sulphur, OK; Dick Carmichael, Springfield, TN; Lynn Weishaar, Reva, SD; Jay George, Lebo, KS; Gary McDonald, Benson, AZ; Don Cagwin, Virginia, IL; Sherman Berg, Blair, NE; Bruce Brooks, Marietta, OK; and Neil Orth, Kansas City, MO.

ANNUAL LPC LUNCHEON

Nashville, Tennessee



*The National Cattlemen's Beef Association (NCBA) had a record setting attendance at their convention and so did LPC at its annual luncheon held recently in Nashville, Tennessee. More than 80 LPC members and guests were in attendance to enjoy lunch and a brief presentation from sponsors Elanco and Heifer International. The group was also treated to a welcome from incoming NCBA President **J.D. Alexander** (shown at right)*

***Marleen New**, director of corporate and foundation relations at Heifer International and **Ted McKinney**, director of public affairs at Elanco (shown at left) told the group about the partnership and commitment to a better life—for animals and people—by ending world hunger with the two groups. By identifying small communities in emerging countries that could substantially benefit from the gift of an animal, the partnership's goal is to help create healthy livelihood, healthy communities, and healthy futures in countries such as Indonesia, Zambia and China. They announced the new initiative and described how beef producers and industry members can help support the efforts to grow a world without hunger. (find more at www.heifer.org)*

The tradition of the LPC Luncheon would not be complete without the self-introductions from everyone and certainly no one was in a hurry to leave as the networking and socializing continued after the meal was over. Thanks to everyone for attending and especially to Elanco and Heifer International for their support. See you next year in Tampa, Florida!



At a separate function during NCBA honored Angie Denton, Hereford World, with the Excellence in Communications and Public Relations Award. Shown with Angie are Paul Shanks, Don Norton and "Boelte Bull" who happened to slip into the photo...or did he? Congratulations to Angie on this honor.

