

# Actiongram

## Time Flies



*Cindy Cunningham  
2017-18  
LPC President*

I heard a speaker during the Iowa Pork Congress talk about how fast time flies. He suggested that when you start out life you mark the year by events such as birthdays, summer, county fair, back-to-school, Thanksgiving and Christmas. By the time you grow into adulthood it all spins so fast all you can really count is Christmas and you can barely keep up with that — then it is Christmas again. This year is already spinning at warp speed. But since the January *Actiongram*, we have some very exciting news to share.

First, we congratulate our award winners, who were recognized during the LPC Luncheon at the NCBA Convention. **Minnie Lou Bradley** was announced as the 2018 LPC Headliner award winner and **Steve Suther** was announced as this year's Hall of Fame inductee. Both will be honored during the Ag Media Summit this summer. I would encourage you to take time to get to know these

two pillars of agriculture and consider how they have left their mark. You, too, can make a difference through your career in agriculture communications, a difference that could change the course of our industry.

Over the last few months you've heard us preview the LPC Photo Pen. And today, we bring it to you live! Go to [www.lpcphotopen.smugmug.com](http://www.lpcphotopen.smugmug.com) the photos our members have contributed. Use these images in your work or provide them to others looking for ag-related photos. Your board of directors established this project as a way to add value to members, but also to be a service to those who may not have access to this type of photography. A special thanks to **Diane** and **Grace** for the development of this great tool. Now, let's all work to populate the LPC Photo Pen and make it the go-to-source of great agriculture images.

I'd like to say a special thank you to our newest sponsors, Bruhn Cattle and Rockin' K Productions. **Alan Bruhn** of Bruhn Cattle, Mapleton, Iowa is sponsoring the LPC Photo Contest held during AMS. The photo contest has long been a great way for us to showcase the amazing photography skills of our members. Through this new sponsorship we will be able to grow the contest. Look for contest details in the coming months, but for now be sure to identify those extra special photos you will want to enter. **Kent Jaecke** of Rockin' K Productions has come on board to sponsor the monthly Coffee & Collaboration series. These webinars are designed as a great way to meet up with fellow LPC members and take in some professional improvement through topics geared to the livestock communications professionals. Thanks again to both of these sponsors. *(continued on next page)*

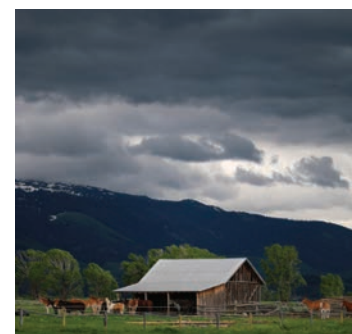
### LPC Executive Committee

### Board of Directors

Cindy Cunningham, President National Pork Board ccunningham@pork.org
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Katrina Huffstutler ('20), Cactus Flower Communications, katrina@cactusflowercommunications.com
Kent Jaecke ('19), Rockin' K Productions, 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), <i>Limousin World</i> , jennifer@nalf.org
Molly Schoen ('18), <i>Charolais Journal</i> , mmader@charolaisusa.com
Steve Taylor ('18), <i>Appaloosa Journal</i> , staylor@appaloosa.com
Eric Tietze ('19), <i>Ozarks Farm &amp; Neighbor</i> , 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: Lisa Bryant



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

(continued)

**Matt Rush**, the Iowa Pork Congress motivational speaker, gave that group something else to think about. He said we all should be viable, valuable and visible. He was talking about being the voice for agriculture. I left that day uplifted, and have thought many times how I can be a better ambassador for agriculture following those three simple words. I would challenge each of you, as LPC members, to consider how you can be more viable, valuable and visible --- as an ambassador for agriculture.

*Cindy*

## Forrest Bassford Student Award applications due Feb. 15

We are happy to announce that Alltech will again be the major sponsor of the **Forrest Bassford Student Award**.

Scholarship applications for the award are available on LPC's website. This scholarship will be awarded in at the 2018 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: **Julie White**, committee chairman, [jwhite@hereford.org](mailto:jwhite@hereford.org). **Deadline for applications is this Thursday, February 15, 2018.**

*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. •*

## "Romancing the Storyline"

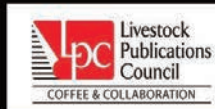
Wed., February 14 from 10-10:45 a.m.



### STEVE WERBLOW

Freelance Writer  
Ashland, Oregon

This Valentine's Day, put the passion back in your writing and get out of the same-old, same-old blues. Just because you've covered the topic before (and you know you'll have to do it again and again) doesn't mean you can't spice it up with a new angle or novel approach. Award-winning freelancer Steve Werblow shares some tips on bringing back the excitement of that first date.



Join the chat at <https://meet.illinois.edu/jshike/TPD1RR56>.  
Or call 888-983-3631, Conference ID: 58169038.

[livestockpublications.com](http://livestockpublications.com)

★ **THANK YOU** ★



**National Cattlemen's  
Beef Association**

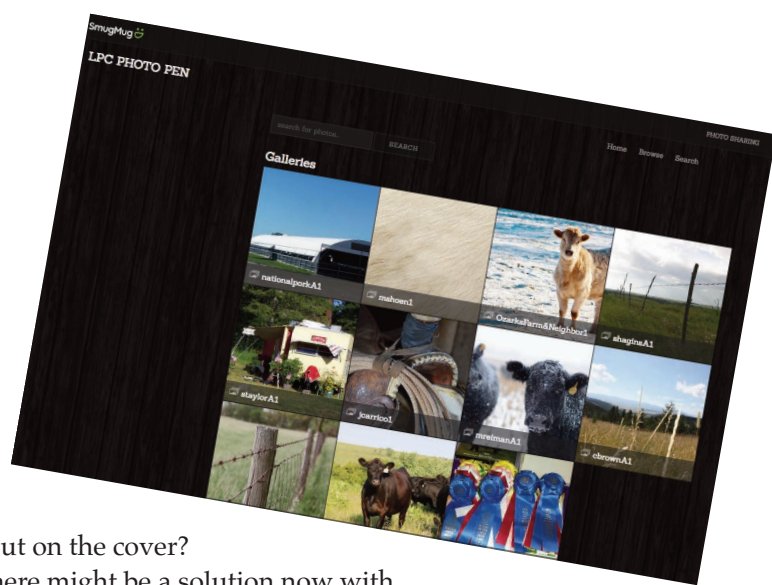
A great crowd of LPC members and friends gathered in Phoenix during NCBA's annual convention for the mid-year luncheon.

The announcements of the 2018 Headliner Award for **Minnie Lou Bradley** and Hall of Fame honoree, **Steve Suther**, were made along with hearing from incoming NCBA President Kevin Kester were the features of this annual event.

Big thanks go to NCBA for sponsoring the luncheon!

# Introducing the newest LPC program

## LPC PHOTO PEN



Magazine due to the printer and you have no idea what to put on the cover? Just wrote a story and need a photo to complete the layout? There might be a solution now with the newest program – “LPC Photo Pen” – which is designed for all LPC members to benefit in more ways than one.

Here’s how it works:

As an LPC member you are eligible to submit your photos to the site. When the photos are purchased you will receive one half of the proceeds with the other half benefiting LPC. At this point all photos are priced the same at \$31.00. Disbursements of your proceeds will be made on a quarterly basis. Keep in mind that the photo does not have to have live-stock in it as it could be a piece of leather, a beautiful sunset, or a fence line.

The site is open to the world to purchase, however only LPC members may submit. Contact Diane or Grace at the LPC office for the link to the DropBox site to upload. But if you are ready to browse and purchase go to:

<https://lpcphotopen.smugmug.com/>

## We heard from...



*By Jeralyn Novak  
Communications Coordinator –  
Beefmaster Breeders United*

Last year I was honored to receive a LPC Professional Development stipend, which I used to attend the 2017 Ag Media Summit (AMS) in Snowbird, Utah. Last summer was my fourth AMS to attend, but this time was superior because I attended the agriculture tour prior to AMS. Thanks to the LPC stipend, I could afford the extra cost and hotel stay required to attend the ag tour on Saturday.

On the ag tour, I met more people than a typical AMS trip and I saw unique agriculture practices that are not common at home in South Texas. I did learn that the Great Salt Lake, really isn’t that great! Overall the tour was educational and a joyful experience, I recommend attending an AMS ag tour.

Each year I have attended AMS it has been a rewarding experience, where I have learned new communication techniques and met new people. The seminars at AMS are always full of information, almost too full if that is possible. However, what I enjoy most about AMS are the people I get to connect with each year and the new people I meet.

Through attending AMS last year, I specifically learned how to create InDesign layouts faster, which has made my design time for newspaper and magazine layouts more efficient. Learning new tips and tricks helps me improve our publications at Beefmaster Breeders United and I plan to teach these techniques to our LPC intern this summer. Thank you to LPC for offering this stipend program, which allowed me to see and do new things in Utah. I look forward to seeing everyone in Scottsdale this summer.



HOTEL HEADQUARTERS:  
The Westin Kierland Resort & Spa  
6902 E. Greenway Parkway, Scottsdale, AZ 885254  
480-624-1000  
kierlandresort.com  
Room rate: \$149  
online reservations: <https://tinyurl.com/yddrc2g4>

## Tentative Schedule

### SATURDAY - AUGUST 4

All day Ag Tours of local area  
9 a.m. - 5 p.m. ACE Board Meeting

### SUNDAY - AUGUST 5

8 a.m. - 5 p.m. Registration desk open  
8 a.m. - 11:30 a.m. LPC board meeting  
8 a.m. - 12 noon ACE board meeting (cont.)  
8 a.m. - 12 noon ACE Research Paper and  
Poster Presentations  
8 a.m. - 2:30 p.m. AAEA & PIF board meetings  
Noon Lunch on your own  
2 - 3 p.m. ACE Learning Community Leaders Meeting  
2 - 4 p.m. Student Session  
2 - 5 p.m. InfoExpo exhibit set up  
3 - 4 p.m. ACE State Representatives Meeting  
3 - 4 p.m. JAC Meeting  
4 - 5 p.m. ACE Retirees and past presidents reception  
5:30 - 6:45 p.m. First-timers/new member reception  
(for ACE members new to ACE conference and AMS first  
timers for AAEA & LPC new members)  
7 - 10 p.m. Famous Welcome Party

### MONDAY - AUGUST 6

All day Registration desk open  
Silent Auction open  
7:30 - 8:30 a.m. Hot buffet breakfast  
8 a.m. - 4 p.m. InfoExpo set up  
8:30 - 11:30 a.m. AMS Deep Dive Session  
**Each Block will have topics that are of interest to all  
groups. AMS will have four sessions per block and there  
will be five blocks considered more ACE focused. You  
may go to either one in all blocks.**  
8:30 - 9:45 a.m. Block I Sessions  
9:45 - 10:15 a.m. Coffee break  
10:15 - 11:30 a.m. Block 2 Sessions  
11:45 a.m. - 1 p.m. Student Awards and Recognition Luncheon  
11:45 a.m. - 1 p.m. ACE Luncheon ACE Reuben Brigham  
Award winner (speaker)  
1:15 - 2:30 p.m. AMS Block 3 Sessions  
2:30 - 2:45 a.m. Coffee break  
2:45 - 4 p.m. Block 4 Sessions  
4 - 7 p.m. InfoExpo Grand Opening  
4:15 - 5 p.m. ACE Block 5 sessions



### TUESDAY - AUGUST 7

All day Registration desk open  
Silent Auction open  
6:00 a.m. Fun Run (open to everyone)  
7 - 9 a.m. ACE Hot Breakfast Speaker ACE Professional  
Award Winner speaker  
7:30 - 10 a.m. AMS Breakfast in InfoExpo  
9:15 - Noon ACE Deep Dive Session  
9:15 - 10 a.m. ACE Block 6 sessions  
10:15 - 11:00 a.m. Block 7 Sessions (for AMS and ACE)  
11:15 - Noon Block 8 Sessions (for AMS and ACE)  
Noon - 1:30 p.m. Luncheon  
1:45 - 2:30 p.m. Educational meeting for 2019 IFAJ Congress  
(open to everyone)  
2:30 - 4 p.m. LPC annual business meeting and  
Contest awards  
2 - 2:45 p.m. ACE Block 9 Sessions  
Noon - 6 p.m. InfoExpo teardown  
3 - 3:45 p.m. ACE Block 10 Sessions  
3 - 4:30 p.m. AAEA and PIF business meeting  
4:30 - 5:30 p.m. ACT business meeting and Critique Contest  
4 - 5 p.m. ACE business meeting  
5:15 - 6:30 p.m. AAEA awards presentation  
6 - 7 p.m. ACE Mix and Mingle with new ACE Manage-  
ment Team  
6:30 - 7 p.m. AMS Reception  
7 - 9 p.m. AMS Joint Dinner, Awards Banquet  
7 - 9 p.m. ACE Dinner and Awards Banquet  
**WEDNESDAY - August 8**  
5:30 - 9 a.m. Coffee-to-go-bar  
8:30 - 10 a.m. Planning meeting for 2019 IFAJ Congress  
Possible post-conference ACE session

AAEA: AAEA - The Ag Agricultural Communicators Network  
LPC: Livestock Publications Council  
Connectiv Agri-Media Committee  
ACT: National Ag Communicators of Tomorrow (students)  
ACE: Association for Communication Excellence in Agriculture, Natural  
Resources and Life and Human Sciences