

Actiongram

January 2007

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

Is the Customer Really Always Right?

I half listen to the television during the day. I pick up a plethora of mindless trivia that pushes crucial information out of my brain. A while back, I heard a story on "The Today Show" that challenged the age-old theory that the customer is always right.

Of course, that's the first thing we learned in Marketing 101. I've pondered on this theory since that show. While the practice may make sense in terms of customer service, could there be some flaws with it otherwise? Surely everything I learned in school is practical in the real world.

The interviewee was a restaurateur. His philosophy was that employee retention is much more important than bending over backward to satisfy the customer. I've always heard that the restaurant business is one of the toughest industries to manage. I've eaten at enough restaurants that are shorthanded on a given night to know that many of a restaurant manager's headaches are staff-related. Even in my parents' pecan business, I'm amazed at how many employees simply don't show up for work without any notice.

Since people are an organization's No. 1 asset and turnover costs money, it

makes some sense to question your company's priorities.

Alicia Grandey, an industrial psychologist at Penn State University, said, "Employers need to reassure employees in private that they are not always at the mercy of customer whims and that they are just as valued as the customer."

So what contributes to employee retention? More often than not, employees leave because of supervisors and office environment, not the job. Typically, satisfied employees receive clear expectations and feedback from supervisors. An open line of communication also provides employees incentives to provide feedback to management.

No doubt, monetary rewards boost an employee's satisfaction, but a simple thank you or other acknowledgement for a job well done goes a long way in making the employee feel valued.

Employees like to feel appreciated and recognized for their role in the company. Employees want to be treated fairly and equitably. If one employee receives a large raise, know that it won't stay a secret. Preferential treatment diminishes employee morale and motivation.

The best employees seek growth and professional development. This is per-

haps the easiest to fix with adequate tools and training. LPC is an excellent way for employees to become involved in a professional organization and develop new skills through our many sessions at the Ag Media Summit or regional workshops.

Motivated employees want to contribute to areas outside of their job description. Employees are more likely to stay if talent and resources are first used within the company before hiring outside consultants.

Satisfied employees help ensure customer satisfaction, product sales, organizational knowledge and a good work environment for everyone. If you keep your employees happy, you're more likely to keep your customers pleased as well. Sounds like a double bonus for all. 

Lisa



By Lisa Bryant,
2006-07 LPC
President

Upcoming Industry Events

January 26: RSVP deadline for luncheon during NCBA Convention

February 2: Luncheon at NCBA Convention, Nashville, 11:30 am – 1 pm

February 15: Deadline for Forrest Bassford Student Award Scholarship

March 1: Deadline for dues

March 20: Deadline for entries for Critique Contest

March 29: Writing and Design Workshop, Des Moines

March 30: Spring Office Bombardment Day

April TBD: Writing and Design Workshop, Fort Worth

April 10-13: NAMA Conference, Dallas

July 28-Aug. 1: Ag Media Summit, Louisville, Kentucky

You are Invited to the *LPC* Luncheon

during the NCBA Convention in Nashville, Tennessee

Friday, February 2, 2007 • 11:30 am • Delta Island E Room

Gaylord Opryland Resort and Convention Center

Bring a guest and join your friends at this annual gathering for LPC! Incoming NCBA President John Queen will address the group plus we'll update you on all of the exciting LPC events planned for 2007.

Cost: \$36.00/buffet style lunch

RSVP with name and company via e-mail to dianej@flash.net by Friday January 26

No-shows will be billed • Questions, contact Diane, 817-336-1130

Mail check to: LPC, 910 Currie St., Fort Worth, TX 76107 (you may combine this with your dues check)

Midwest Regional Design and Writing Workshop March 29, 2007

to be held at the offices of
Meredith Corporation
1716 Locust
Des Moines, Iowa

Registration Fee: \$60.00 (members)
\$75.00 (non-members)
\$35.00 (students)

Planning Committee: Cindy Cunningham,
Gene Johnston, Mindy Williamson,
Julie Olson, Debbie Hoge, Cheryl Oxley,
Jeff Caldwell, Karen Simon, Teresa Roof,
JoAnn Alumbaugh

Questions? dianej@flash.net or 817/336-1130

Here's what you need to know in writing, design, and photography wrapped up in an intensive, one-day workshop. Hear from industry experts on hot topics that affect agricultural journalists and learn how to communicate more effectively with your audience. There will also be time to network with old friends and make new ones.

Tentative Schedule and Speakers confirmed to date

8 – 9 a.m.	Registration
9 – 10 a.m.	Creativity session
10 – 10:45 a.m.	Design workshop Mick Schnepf, Meredith Corporation
10:45 – 11 a.m.	Break
11 a.m. – Noon	Photography workshop: David Lundquist, professional photographer with Cenex Land O' Lakes and many time AAEA Photographer of the Year .
Noon – 1:15 p.m.	Lunch with speaker
1:45 – 2:45 p.m.	Breakout sessions: 1. Career Panel, Karen Simon, Dean Houghton, Cheryl Oxley 2. Bioterrorism in agriculture: Katie Thompson, author of " <i>Deadstock</i> "
2.45 – 3 p.m.	Break
3 – 4 p.m.	Writing session: Chris Clayton, DTN

More information will be
released as it becomes
available!

NEWS About You

■ Charleston|Orwig, Inc. announces that **Beth Andersen** has been promoted to senior vice president. Andersen, who joined Charleston|Orwig in 1997, had been vice president of issues management and will continue to lead the issues management team, directing all issues accounts. Before joining Charleston|Orwig, Andersen worked in communications positions at J.I. Case (now CNH Global) and International Jensen, a leading consumer electronics company. During that time she completed her master's degree in business administration at the University of Wisconsin-Parkside.

■ **Andy Atzenweiler** was honored by the Missouri Cattleman's Association as the 2006 Beef Industry Leader at their recent MCA Convention. He serves as an LPC board of director and is the immediate past chairman of the Ag Media Summit steering committee. He is shown with his father **Larry**, who will be inducted into the LPC Hall of Fame this summer for his many years of service to the industry. Also **Dawn Thurnau** with the Missouri Beef Industry Council was honored with the CattleWoman of the Year award. She is shown with **Jeannie Beltz**.



■ **RaeMarie Gordon** has joined the *Western Livestock Journal* as the new associate editor. She is a native of Castle Rock, Colo., and a graduate of Colorado State University. She has extensive background in the beef industry including working with the National Livestock Producers Association, *Maverick Press* newspaper and the Cattlemen's Beef Board where she helped educate producers about the Beef Check-off compliance laws.

■ **Ben Richey** has been named the first executive director of the United States Animal Health Association (USAHA). He previously served as director of communications for the National Institute for Animal Agriculture (NIAA) and as an account executive for Osborn & Barr Communications in Kansas City. He is the husband of **Meghan Richey**, the American Angus Foundation public relations assistant who was an active member of Ag Communicators of Tomorrow (ACT) at Cal Poly University-SLO. ❧

Two LPC Authors Hit the Book Stores

Jim Rentz who is a lifetime Angus breeder and former *Angus Journal* fieldman, auctioneer, and sale manager has penned a book called *Angus Trails & Tales*. It is 208 pages of interesting stories including 190 photos of Angus personalities, herds and events. Jim writes in his foreword: "The stories told in this book will give you an idea as to the differences in the type of cattle and preparation for shows and sales, as well as the breeding itself. I also try to give you an idea of the fun of traveling the nation with some of the most colorful individuals involved in the promotion and breeding of Angus cattle. The ups and downs, along with so many humorous times that made the business tick, are detailed here to give you a sense of my many memorable Angus experiences during this period in time".

Comments from readers say "Enjoyable reading", "What a treasure!", "Fascinating - couldn't put it down".

You can order the book by contacting **Jim Rentz**, 1005 W. Vine Street, Coldwater, OH 45828; 419-678-2779. Jim will also sign the book which is \$20.00 plus \$4.00 shipping. Book proceeds are shared with the American Angus Auxiliary.



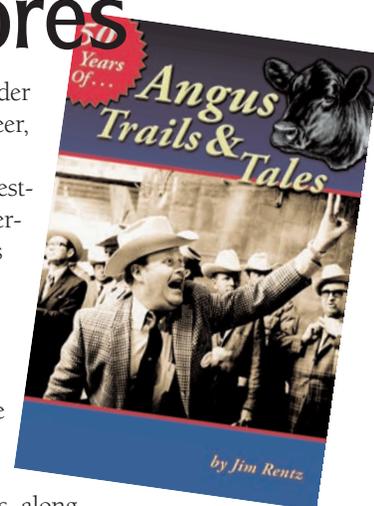
Author and photographer **Jim Jennings** is the Executive Director of Publications for the American Quarter Horse Association (AQHA). Living in Amarillo, Texas, he has been writing about and photographing American Quarter Horses for more than 35 years.

The following is from some of the copy promoting the book: The AQHA annually presents the Best Remuda Award to recognize the outstanding ranches for their efforts in raising American Quarter Horses, an essential "tool of their trade." (Remuda: "Group of working horses bred by the ranch specifically to work and pen cattle.")

Best Remudas features photography and descriptive text about each of the ranches and their horses, on which they rely in their daily work. Featured in this book include the 2006 honoree Tule Ranch, from the Texas Panhandle's Palo Duro Canyon plus the famous Babbitt Ranches, near Grand Canyon in Arizona; Douglas Lake Cattle Company in British Columbia, and Lacey Cattle Company in the Mojave Desert of California.

Readers will hear from varied ranching operations, learning their histories and the details of their breeding and training programs. Other ranches featured include the Van Norman Ranch's remuda in Nevada New Mexico's CS Cattle Company and Bogle Ranches. Other Texas ranches include the Pitchfork, the R.A. Brown, the Waggoner and the Four Sixes, and those in Oklahoma vary from the Stuart Ranch to the Barby Ranch. All the ranches that have won the award are some of the most prestigious in the country.

To order, contact **Quarter Horse Outfitters** 806/358-8571. Book cost is \$39.95 and if you would like it signed just let them know when you order. ❧



JOB BANK

Listing Policy: Only current LPC members may submit job descriptions for listing in the Actiongram. When the listing is extremely detailed it will probably be edited; however you may contact Diane if you wish to see the complete job description that was originally submitted. If it is necessary for a listing to be repeated, the description may also be shortened due to space limitations.

AngusSource® Program Supervisor

Qualifications and Job Duties:

- Responsible for interaction with tag provider, verify billing, work with Assn. accounting dept. correcting tag shipment errors and upload files to tag supplier.
- Extensive knowledge of beef cattle production including but not limited to breeding, calving, herd management and record keeping.
- Basic computer applications
- Be able to accurately record, process, and assemble detailed data/information in accordance with USDA Process Verified Program requirements.
- Very detail oriented person who is a creative, self starter that will be able to initiate and interact with a variety of producers from different regions of the United States.
- Conduct training/risk assessment with commercial producers via phone and ensure producer understand requirements of AngusSource® Program by utilizing work instructions and SOPs that have been written specific for this program.

Application Deadline: January 26, 2007 **Send Resume to:** AngusSource®, Attn: Ginette Kurtz/Sara Moyer, 3201 Frederick Ave., St. Joseph, MO 64506; 816/383-5144

Staff Writer

The Cattleman magazine has an immediate opening for a staff writer, to be based at the Fort Worth, Texas, office.

The primary duty of the position is to write and photograph feature articles and news items for the magazine and publications department of the Texas and Southwestern Cattle Raisers Association. Requirements: Two to five years of experience as a feature, news or public relations writer. Flexibility to travel up to a week at a time. Knowledge of the beef industry or agriculture is preferable, but not a requirement. Salary commensurate with experience. References required.

For complete detailed job description contact Ellen Brisendine (or the LPC office). Benefits available on request. **Please send resume, writing sample and references to:** Ellen H. Brisendine, editor, The Cattleman, 1301 W. Seventh Street, Fort Worth, Texas 76102, ehbrisendine@texascattleraisers.org.

Executive Director

The Executive Director shall, by executing the policies established by the Board of Directors, carry forward the mission of the TLBAA by: a) maintaining the cattle registry; b) promoting outside interest in the breed through aggressive public relations; c) providing cohesive leadership for the widely dispersed regional affiliates and other aligned groups; d) continuously striving toward enhancement of the marketplace for the benefit of all its individual members and the solvency of the TLBAA; e) engendering, at all levels, a true spirit of accommodation toward the membership; f) providing stable and creative leadership couched in integrity and fair play. Individual Qualifications: A college degree is preferred. Experience in top management of a non-profit organization is important. Applicant must be capable of handling considerable stress, long hours and periodic weekend travel.

If you wish to apply, send your resume to: Texas Longhorn Breeders Association, P.O. Box 700, Socorro, NM 87801. Please do not reply by email. *For a more detailed job description, contact the LPC office.*

Communications Director (complete description in Dec. Actiongram)

TCFA is looking for an excellent communicator who has 3-5 years experience in agriculture, preferably in the cattle industry. This position requires strong news and feature writing skills as well as the ability to speak in front of a group, and be the association's spokesperson with the broadcast and print media. **To apply, submit a cover letter and resume to** Ross Wilson, President & CEO, Texas Cattle Feeders Association, 5501 I-40 W, Amarillo, TX 79106, email ross@tcfa.org

Manager, Safety Public Relations (complete description in Dec. Actiongram)

Responsible for building relationships with stakeholder organizations and expert spokespeople, supporting state and national stakeholders in crisis preparedness planning, identifying and coordinating media opportunities in regard to safety issues and serving as a member of the public relations response team on a wide array of beef safety issues. Candidate must have a Bachelor's degree in communications or related field and two to four years of experience in public relations, media relations or journalism. Candidate should have strong skills in writing and editing, media relations, public presentation, relationship management. **Please send cover letter, resume and salary history to:** mpeakman@beef.org 



Head West in 2008?

A committee is being formed to explore the possibilities of a Regional Workshop in the Northwest or Western area of the country in the spring of 2008. If you have any interest or would like to offer input and suggestions please contact Diane, dianej@flash.net, at the LPC office. **Maggie Malson**, *Idaho Line Rider* and **Jenn Woodward**, *Cascade Cattleman* and *Cascade Horseman* are spearheading the efforts. It's a great way to get involved in LPC activities and to help start a new area for regional design and writing workshops, so please consider this as a way to continue to improve the LPC programs and your publications. 

News for Students

Prepare for **BOMBARDMENT** *The college students are coming!*

Help students apply what they're learning in the classroom to real-life publication and agency situations by participating in the **second Office Bombardment Day, to be held Friday, March 30.**

On this day, LPC members across the country can open their doors for students to drop by for a visit. This informal event will allow ACT members and students to see what life is like in agricultural communications. It's also the perfect chance for you to promote internships in your organization to talented students ready to take on the challenge!

Once you've registered for OBD, we'll let agricultural communications programs know your doors are open. A representative from each college will contact the office they plan to visit with information on how many folks they can expect. And we'll provide you with guidelines on how to prepare. This is sure to be a great learning experience for students and great fun for all. The deadline for LPC member registration is March 1. Register today!

To participate, please contact **Christy Lee**, Seedstock EDGE, at Christy@nationalswine.com or 765-463-3594. 

We are gathering information to assist you and students match up for your internships. Please help us help you by sending in this information today!

LPC Mentor Directory Questionnaire

print it, fill it out and

fax to: 765/497-2959 or e-mail to **Christy Lee**

Contact Christy Lee for more information, christy@nationalswine.com

Organization: _____

Address: _____

Contact name: _____

Contact e-mail: _____

Contact phone: _____

Brief description of your organization:

Description of internships available, if applicable: *(attach description if necessary)*

Bassford Student Award Applications due February 15

Scholarship applications for the **Forrest Bassford** Student Award sponsored by LPC are available on the Web site and included in this newsletter. This scholarship will be awarded in Louisville, Kentucky, at the 2007 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: **Angie Denton**, committee chairman, adenton@hereford.org. Deadline for applications is February 15, 2007. 

Three Summer Internships Available



The paid internships begin approximately June 1, 2007, and conclude in mid-August. Application deadline is February 1, 2007. One is with the junior activities department, one with the communications department and the third with Angus Productions Inc./Angus Journal. **Contact: James Fisher**, director of activities and junior activities. **Contact: Shelia Stannard**, director of activity communications and event coordinator, **Contact: Shauna Hermel**, editor, 816/383-5100. Link to the complete release: www.angus.org/newsroom/index.html. Refer to October 18 releases. 



2007 Forrest Bassford Student Award & Student Travel Awards

sponsored by the Livestock Publications Council

Are you eligible?

Yes—if you will be a college junior or senior at the start of the 2007-08 college year with at least one semester before graduation.

The top winner will receive a \$1,500 scholarship and a \$500 travel scholarship to attend LPC's annual convention and Ag Publications Summit in Louisville, Ky., July 29-Aug. 1, 2007. Up to three \$750 travel scholarships to attend the convention will be given in addition to the top award. Students participating in the convention will have the opportunity to interact with more than 100 livestock publication managerial, editorial, advertising, production and circulation personnel while attending workshops and seminars specifically related to this specialized publishing field.

Name _____ Age _____ Marital Status _____

School address _____ Phone _____

City _____ State _____ ZIP _____ E-mail _____

Permanent address _____ Phone _____

City _____ State _____ ZIP _____

Background (check one) Ranch/Farm (what type?) _____ Rural Non-Farm Town City

Major course(s) of study _____

Colleges previously attended _____

Your current college _____

Where will you enroll for the 2007-08 school year (if different from above)? _____

Your 2007-08 school year classification: _____ Cumulative GPA _____

Parent's name _____ Phone _____

Parent's address _____ City _____ State _____ ZIP _____

Name of spouse (if married) _____

MAIL WITH YOUR APPLICATION:

1. Transcript of college work completed and list of courses in progress.
2. List of scholarships and awards received, club and other organization memberships, extracurricular activities.
3. Employment record, including current job(s), hours per week, doing what? for whom?
4. A 200-word (maximum) essay on "The Future of Agricultural Communications and How I Fit in that Career."
5. A one-page press release announcing you won the Forrest Bassford Student Award
6. Three samples of your communications work...news or feature articles, advertisements, photos, etc. (classroom or published material acceptable)

Keep in mind when preparing your application that it will be taken apart and copied for all of the judges. If you want to have original copies for all judges send seven copies of you application and three sets of samples.

You may re-type this form to fit into your application style.

Winners of travel scholarships MUST attend the Ag Media Summit in Louisville, Ky., July 29-Aug. 1, 2007, to receive their scholarship. The travel award winners will go through an interview process at the convention, where the Forrest Bassford Award winner will be determined. **All travel award winners must be in Louisville by Sunday afternoon and stay through the Wednesday brunch.**

Winners will be notified of the outcome by April 7, 2007. All applicant names will be published in the *Actiongram*.

DEADLINE FOR APPLICATION: Must be postmarked by FEBRUARY 15, 2007

Send applications to Angie Stump Denton, *Hereford World*, 1039 Vista Rd., Blue Rapids, KS 66411

For questions contact Angie at (785) 363-7263 or e-mail: adenton@hereford.org

For other questions or more forms: Livestock Publications Council, 910 Currie Street, Fort Worth, TX 76107 • (817) 336-1130 • FAX: (817)232-4820 • dianej@flash.net