

Actiongram

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Advancing livestock media professionals

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Dare to Dream Big Enough

As we embark upon a new year, the excitement of what lies ahead can be overwhelming! Making New Year resolutions and trying to keep that commitment past Valentine's Day, is a challenge most of us face year after year. Lose weight, spend more time with family, do better at my job, are all things we've heard people say more than once. What are your New Year resolutions? How do you plan to stay steadfast to achieve goals outlined? One thing I know is that the LPC board resolves to provide resources to help our membership improve, grow and thrive in the ever challenging world of food production, while keeping a balance in other aspects of our lives.

One huge priority of mine is to learn more about people I "think" I know. I was reading Orion Samuelson's book recently and it made me sad to think that I've known him for so many years, but don't **really** know him. So while at our LPC board meeting I was interested in knowing more about the people that lead this great organization and was excited to learn things I never took the time to ask. Along with this, we want to continue to discover more about all of you, the members, and never assume we know your thoughts, or needs, or the direction you believe our organization should be taking. So we will continue to solicit ideas and uncover member desires throughout the year, while building upon and tweaking previous ideas and requests.

During our board meeting we looked at and discussed some of those ideas and put action items into place. In the coming

months you will see some of those tactics come into play. For example, we will continue to improve the LPC website to make it more engaging and useful, devote more attention to member services, such as providing more regional workshops, bring the critique contest in house to better utilize resources, developing regular educational columns to appear in the *Actiongram* and on the website and provide better communication and greater value to the membership throughout the year. In addition, a strong focus remains on young people – the future of our organization and industries we serve depends upon it and Student Development programs will continue to evolve. An even greater emphasis will be devoted to new members to ensure that they have the opportunity to realize all the Livestock Publications Council has to offer. There are a lot of chances to become engaged or share your thoughts. If you have any suggestions, unique ideas, or any concerns you wish to share, please feel free to contact me or any board member.

I am proud to serve this incredible organization and look forward to all the opportunities that lie ahead. As you continue to move through this New Year, don't forget to listen to and learn more about people that you "think" you know, but really don't. And most of all, Dare to Dream Big Enough!!



LPC President
Kathy LaScala

Texas Hereford Association recognized by peers

Please allow me to indulge a little bit of personal time to report on a recent honor bestowed on one of our LPC members, the **Texas Hereford Association (THA)**. Last Thursday the THA was presented with the **W.A. "Bill" King** award from the Fort Worth Farm and Ranch Club and the Fort Worth Chamber of Commerce. This award recognizes businesses or individuals who have made significant contributions to the agricultural or agri-business industry in Fort Worth. It is presented at the annual luncheon held during the Fort Worth Stock Show and Rodeo (FWSSR) and is a significant event confirmed by the 1,000 Fort Worth business leaders who attend.

And there is no doubt that the THA, based in Fort Worth, is definitely worthy of this honor and now is listed among past honorees including **Justin Boot Company** and the **National Cowgirl Hall of Fame and Museum**.

To me though, the THA are more than LPC members.

My first job out of college was as editorial and advertising assistant at the San Antonio-based (and founding LPC member) – *Brangus Journal*. But after two years there, and at the young age of 24, I was then hired to become the editor of the THA's monthly publication, *Texas Hereford* magazine. This was only my second job out of college but I knew I had hit the big time because I went from being at the bottom of the masthead to the title of EDITOR! Yes, I was now a big deal. Well, I thought so!

Oh how I remember every bit of that move from San Antonio to Fort Worth. Getting lost on my first day to the office was only one of the new challenges I faced. While I was merely an assistant at the *Brangus Journal*, this new gig was now my own. But all was going to be good because I was also getting a \$4,000 pay increase from my first job!



Past presidents and officers of the THA joined Lyn and Jack Chastain (4th and 5th from left) for the day.

My four years as editor pales in comparison to the man who hired me. **Jack Chastain** has spent more than 40 years as the executive secretary of the Association. It was Jack and his wife, Lyn, (who is an integral part of THA with no real paycheck) believed in me and let me put my stamp on that association. Through the past 22 years that I have been gone I continue to be welcomed into the "Hereford circles" and was so proud on Thursday to see a small association be recognized for its huge contributions.

It continues to be said that the livestock industry is a "people business" and this could not be any more true for me. While the years pass, the friendships remain strong. And you know what I'm doing this weekend? I'm going out to the Stock Show and hang out with the cool people...the Hereford people...again. Yes I am – wanna join me?

Congratulations Texas Hereford Association.

LIVESTOCK PUBLICATIONS COUNCIL ANNUAL LUNCHEON

Thursday, February 7, 2013

11:30 am - 1 pm Marriott Waterside Hotel Third Level in Meeting Room 1

during the NCBA Convention in Tampa, Florida

Incoming NCBA President Scott George has been invited to address the group plus we'll update you on all of the exciting LPC events planned for 2013.

Everyone is welcome so please be sure to pass the word around your office! This is a complimentary lunch.

You MUST RSVP by Friday, February 1 to Diane dianej@flash.net or call 817/336-1130 • No shows are highly discouraged.

Thanks to these generous sponsors for their continued support of LPC and this luncheon.



People on the Move

JoAnn Alumbaugh has just joined Vance Publishing Corporation as Editor and Brand Champion of PorkNetwork.



The PorkNetwork brand, formerly *Pork* magazine, has a new design and new focus in 2013 based on in-depth research conducted among the largest pork producers and contract growers. Pork Network's print publication, e-newsletters and website serving the pork industry and business affiliates will reflect the direct feedback of the market. The new approach delivers more business solutions for pork producers and focuses on animal production and management; markets; operation management; and social issues linked to consumer understanding.

Alumbaugh has a proven track record in communications, marketing and editorial management. She was an Executive Editor at Farm Progress Publications, served as Director of Communications for Farms.com, and immediately prior to joining PorkNetwork, Alumbaugh was a counselor at Morgan & Myers. Alumbaugh holds a Bachelors degree in English from Eastern Michigan University.



Texas Cattle Feeders Association (TCFA) has just announced **Jim Bret Campbell** as the new Director of Communications and Member Relations. Campbell brings 15 years of experience in strategic communications, publishing and membership services having served previously as editor of

The American Quarter Horse Journal and, most recently, as senior director of marketing and publications for the American Quarter Horse Association.

"We are excited to have someone of Jim Bret's experience, qualifications and talent join our team as we enhance our public and member outreach along with other TCFA member services," stated TCFA CEO **Ross Wilson**. "With the recent changes in our communications and membership areas, we are reviewing all of those processes with an eye to more effectively communicate with our members, the media and the public. As we make changes, I'll look forward to updating our members."



LPC CALENDAR OF EVENTS

FEBRUARY 7

Annual Luncheon at NCBA Convention (see info page 2)

FEBRUARY 15

Deadline for Forrest Bassford Student Award applications

MARCH 1

Membership dues/renewals due

APRIL 20

Deadline for entries for LPC Publications Contest

MAY (DATE TBD)

Regional workshop for

LPC and American Agricultural Editors' Assn. (AAEA)

Milwaukee, Wisconsin

AUGUST 3-7

15th Annual Ag Media Summit, Buffalo, New York

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 Buffalo, New York, at the 2013 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, 2013.**

Stipends awarded to LPC members

by Jennifer Carrico

The Livestock Publications Council board of directors believes that expanding knowledge and excitement in one's profession will keep dedication and commitment to that job. The board approved the addition of a new program to help members expand their professional development.

For 2013, three \$1,000 stipends were awarded to the following LPC members: **Carrie Heitman**, **Katie Danneman** and **Amy Bader**.

Heitman will be attending a photography workshop in Wyoming, while Danneman and Bader will be attending Ag Media Summit in Buffalo, NY.

Look for other programs to benefit LPC members and watch for reports from our stipend award winners in the *Actiongram* later this year.