

ACTIONGRAM

Newsletter of the Livestock Publications Council, an international organization serving the dynamic livestock communications industry.

New Year Brings Big Changes for LPC



Carey Brown
2018-19
LPC President

The New Year is always a good chance to review where you have been over the past year and where you want to be in 2019. I am not big on making specific resolutions but I do think it is valuable to consider ways to make yourself better in the coming year. Your LPC Board has had to rethink a lot of things in the past few months and are preparing for the changes.

The biggest change, as mentioned in my column before, will be the retirement of our Executive Director, **Diane Johnson**.

The job announcement has been released and can be found

on the LPC website or you can contact **Steve Drake** at steve@scdgroup.net to get the full job description. The board looks forward to finding the next person to lead LPC. If you know of anyone interested, please share this information as the due date for applications will be February 28, 2019.

Another change that involves LPC, is a new search for someone to manage the Ag Media Summit. With recent changes in both LPC and AAFA's leadership, all groups involved in AMS thought it would be a good time to consider hiring a group that could take over full conference

management and planning. The AMS Steering Committee (which consists of 2-3 LPC members) will still be in place to make decisions, but planning and on-site management is critical to the success of this event. Proposals for the full service conference management are due by January 31, 2019.

Your board understands that filling both of these positions is crucial to our organization and we are excited for the possibilities ahead. As **Steve Drake** has mentioned to us many times, it will be impossible to replace **Diane Johnson** and her 20 years of experience, but we look for-

LPC Executive Committee

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Molly Schoen, Secretary-Treasurer
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Cindy Cunningham
Immediate Past President
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ccunningham@pork.org

Board of Directors

Katrina Huffstutler ('20), Cactus Flower Communications, katrina@cactusflowercommunications.com

Kent Jaecke ('19), Focus Marketing Group, wildcatjake@hotmail.com

Julie Mais ('20), Angus Journal, jmais@angus.org

Katie Miller ('21), Kate Communicates, kcommunicates@gmail.com

Codi Mills ('21) Cattle Business Weekly, cattlenews@gwtc.net

Mike Opperman ('20), Farm Journal's MILK, mopperman@farmjournal.com

Ben Richey ('20), United States Animal Health Association, brichey@usaha.org

John Robinson, ('21) National Cattlemen, jrobinson@beef.org

Jennifer Scharpe ('19), JSignature Branding & Media, jennifer@jsignaturesbrand.com

Steve Taylor ('21), *Appaloosa Journal*, staylor@appaloosa.com

Eric Tietze ('19), *Ozarks Farm & Neighbor*, eric@ozarksfm.com

Diane E. Johnson, executive director

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ward to hiring someone that can begin their own journey within our industry.

While those are some pretty big changes, we continue to move forward with an excellent program for this year's combined AMS and IFAJ. IFAJ registration will open February 1 if you are interested. If you only plan to attend AMS that registration will operate as it normally does. There will be additional tours and sessions available to all attendees but please note they will be on a first come, first

serve basis. For more information on the IFAJ Congress, please visit ifaj2019.org.

While some things change, others remain the same. It is time to start thinking about the LPC Contest. General rules and information can be found on the LPC website and the entry deadline will be April 19, 2019. Start thinking now about your entries!

The **Forrest Bassford** Student Award applications are also due on February 15. The finalists each re-

ceive a \$750 for travel expenses to the AMS with the overall winner receiving a \$2,000 scholarship. If you know of an Ag Communications student who exemplifies leadership and excellence, please let them know of this opportunity.

If you have any questions or concerns regarding the changes in the coming year please reach out to any of our Board members for clarification. We look forward to the future of LPC.

Carey

★ **MARK YOUR CALENDAR** ★
LPC ANNUAL LUNCHEON

Thursday, January 31, 2019 • 11:30 am - 1 pm
during the National Cattlemen's Beef Association
Cattleman Industry Convention
New Orleans, Louisiana

Location:
Rivergate Room
Ernest N. Morial Convention Center

★ **Thanks to a generous sponsorship from National Cattlemen's Beef Association,**
the lunch is free to attend. However you need to RSVP immediately!

★ And, as always, no shows are highly discouraged. ★

Sponsored by:



National Cattlemen's
Beef Association

a BIG thank you!

The following breed associations and cattlemen's associations generously donated one full page four color ad in their publications. The funds raised will benefit the programs of LPC. The buyer of both packages is Tru-Test based in Mineral Wells, Texas and netted LPC \$18,000.

About the company:

Tru-Test was recently acquired by Datamars, a leader in delivering intelligent tracking, identification and animal management solutions. Tru-Test is a global leader in agri-technology products offering tools for advanced livestock management, including electric fencing, weighing and identification systems and portable milk metering solutions. Its vision for the livestock market is to deliver integrated, smart animal management tools that promote animal health, enhance overall livestock business management and ultimately improve precision protein production for its customers.

Beef Breeds Package

American Red Angus
American Simmental Association
Angus Journal
Charolais Journal
Gelbvieh World
Hereford World
Maine-Anjou Voice
Shorthorn Country

Cattlemen's Association Package

Arkansas Cattle Business
California Cattleman
Carolina Cattle Connection
Cattle Business in Mississippi
The Cattleman
Cow Country News
Florida Cattleman
Georgia Cattleman
Illinois Beef
Kansas Stockman
Keystone Cattleman
Missouri Beef Cattleman
Ohio Cattleman
Oklahoma Cowman
Oregon Beef Producer
Tennessee Cattle Business
Virginia Cattleman



LPC business notes

- Dues notices should be in your mailbox by now and we certainly appreciate it if these are paid right away. Credit cards are accepted for an additional service fee.
- Don't forget to mark your calendar for **January 31** for the annual luncheon at National Cattlemen's Beef Association convention. See the notice on page 2 in this newsletter.
- February 15 - deadline for the Forrest Bassford Student Award applications. Students -- it's FREE money! See below for more information.
- Are you interested in serving on the board of directors for LPC or on a committee? Let us know!
- The registration system for this year's Ag Media Summit will open early due to the joint conference with the International Federation of Ag Journalist's Congress. Watch for announcements when it opens on February 1.

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 Bloomington/Minneapolis, at the 2019 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@angus.org. Deadline for applications is February 15, 2019.

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 51 Tier 1 and Tier 2 manufacturing facilities located strategically throughout the world.

Check out the tours and schedule on the websites and know that updates are constantly being made now. Registration opens Feb. 1!



IFAJ Congress: July 26-31
Ag Media Summit: July 27-31

Minneapolis/Bloomington, Minnesota

www.ifaj2019.org
www.agmediasummit.com