

# Actiongram 2008 July

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*My how time  
flies when  
you are  
having fun.*

It's hard to believe it has been almost a year since you gave me the privilege of leading this great organization. My time spent on the LPC board has far exceeded the expectations I had when I was asked to consider the possibility back in 1999. If your memory is failing you, that was the first year of AMS and the famed "wild" cow milking held in the pouring Denver, Colorado, rain. I'm sure I wasn't the only one who questioned the direction of the organization at that particular point in time.

Wow. It sure doesn't feel like it's been ten years.

I can still remember LPC's 20th anniversary celebration back in 1994 in Irving, Texas, like it was yesterday. I was still in college and didn't have a true appreciation for what LPC represented, but I remember liking that group of people and hoping someday I would be considered "one of the gang."

I could ramble on and on about all the great opportunities available within LPC, but my guess is you are tired of me rambling in these columns, which is argument enough for LPC term limits.

What I would like to focus on in this final installment of my column are the people of LPC. As the legendary Forrest Bassford said "it's a people business," and in my opinion that is the real reason LPC continues to grow and prosper.

After all, the workshops, student programs, Web site, and various other LPC endeavors, are only as good as the people in charge of their implementation. And that comment is not pointed squarely at my fellow LPC board members. While they are a great group, they are but a small portion of a large group of dedicated LPC members who tackle project after project with enthusiasm like I have seen in no other organization.

I am not going to start naming names, but there have been several leaders in the industry, who were also leaders in LPC, who have given me a tremendous amount of encouragement throughout the years. I learned from them that it is possible to work hard and have a great deal of fun while striving to improve upon the wonderful organization that is LPC. I can say without a doubt that LPC has had, by far, a larger impact on me professionally, than my association with all the other organizations combined. The neat part is large number of friends I have made because of my involvement in LPC. While the conversations almost always begins on a professional note, more often than not we end up talking about stuff other than cows and the rising cost of paper and postage. That, in and of itself, is reason enough to attend workshops and serve on committees.

Serving on the LPC board and getting to know many of you much better has been a highlight of my professional career and I would like to thank each and every one of you for what you have given this organization.

Looking back over the last 15 years, it has been an enjoyable ride, but I get the feeling LPC is just warming up.



*Kyle Haley  
LPC President*

*Thanks Kyle for a great year of leadership!*



## Paul Andre Best of the Bunch Photo Contest

*Don't forget to send your  
photos in or  
bring them to Tampa!*

### RULES - READ CAREFULLY!

- Enter each photograph in one of three categories:
  - A. Livestock
  - B. Livestock industry people
  - C. Livestock scenic (such as a landscape)
  - D. General (the sky's the limit!)
- All entries must be original un-retouched photos.
- There is no limit to the number of entries you may enter and there is no entry fee.
- All photographs must be mounted on lightweight stock. Minimum size for entry is 8"x10" to 10"x12". With the mounting the maximum size of the entry can be no more than 10"x14" inches.
- All photos must be identified with name, affiliation and category. This should be typed or printed on white paper and affixed to the back of each photo. Unidentified photos will be disqualified.
- Those entering photos must work for a member publication of LPC (name must appear in the masthead) or be a service member of LPC. Student members of LPC are also eligible to enter.
- Any photograph that has won a division in the Best of the Bunch contest previously is not eligible for entry.
- The photo contest committee reserves the right to reassign entries to appropriate category, if necessary.
- Entries will be taken until 11 am Mon., July 28 at the registration desk.
- Contestants unable to attend the Summit are responsible for making arrangements in getting their photo(s) returned. •  
For more information or questions contact Chairman Amy Bader, American Salers • [amy@salersusa.org](mailto:amy@salersusa.org)

## Baby News

• **Christy and Craig Lee** welcomed **Nolan Franklyn** into their family on June 18 at 11:10 a.m. He weighed 9 lb., 7 oz., and was 22 inches long and joins "Big Brother" Waylon. Christy is the director of communications with the National Swine Registry and serves on the LPC board of directors. We look forward to meeting Nolan in Tampa! Congratulations to the Lees! (at right are the "Lee Boys")



# The Roving Reporter Wants to Know



**Name:** Andy Atzenweiler

**Age:** 45

**Board Position:** Secretary/Treasurer

**Hometown/State:** Kansas City, MO

**Number of years in LPC:** 21

- 1. How did you get involved in LPC?** I am not really sure how that happened.
- 2. Finish this sentence:** "Tomorrow I absolutely refuse to.....switch to InDesign!"
- 3. What did you do for your most recent vacation?** I went to Branson, MO with my family for a whole week (4th of July week) and did not check my e-mail once. It was great.
- 4. Name a favorite book.** I read a whole book on my vacation last week – *Sail* by James Patterson. I am not sure it is a favorite, but it was good.
- 5. What is your favorite AMS memory?** Falling out of the raft on the white water tour – Portland 2006.
- 6. Disneyland or Disney World?** Disneyland – I like California. I have not been to either. I did go to Silver Dollar City last week – twice.
- 7. What was the last board game you played?** Clue – I am Col. Mustard.
- 8. What superhero do you best compare with?** Underdog
- 9. Name a song you blasted on the radio in your high school parking lot.** Run Like Hell – Pink Floyd – The Wall.
- 10. What did you want to be when you were growing up?** Batman.
- 11. If you were to start a non-profit, what would be its purpose/cause?** To teach people that A.D.D. is not a handicap it is an asset and that most people have it in one form or another.
- 12. How many pairs of shoes do you own?** 9 and they all have to go to AMS with me. Just kidding - sort of – do golf shoes count? 11
- 13. Baseball cap or cowboy hat?** Cowboy hat. Depends on where I am and what I am doing. Golfing is not a very good place for a cowboy hat.
- 14. If you could visit Yosemite, Grand Canyon, DC etc., what national treasure would you choose to see?** Last time I was in DC we went to the National Cathedral. It was one of the coolest things we did while we were there. It is amazing. It is huge and it has gargoyles. I would do the Gargoyle Tour and spend more time there.
- 15. What was your first job after college?** Production Assistant at *Missouri Beef Cattleman* magazine.



## It's a Family Reunion

In just two weeks everyone will start heading to Florida for the 10th anniversary of the Ag Media Summit. Many of you were there in 2004 and know some of the ins and outs. But let's refresh! For those of you who have not been there, get ready, you are in for a real treat!

Saddlebrook Resort is located 28 miles north of the airport. To put it in perspective it's 22 miles from Kansas City Airport to downtown Kansas City and it's 28 miles from Denver International Airport to downtown Denver. Depending on the time of day that you arrive, it will barely take 30 minutes to get to the resort. But, be prepared for inclement weather -- like lightning --- to temporarily close the airport resulting in delays. It's summer in Florida, so just know that you are forewarned.

Also, there is no beach. So if you are planning on wading in the ocean then you need to make other plans. But their 500,000 gallon "Super Pool" will help you get your "ocean fix."

Be sure to look over the information on airport transportation that is on the AMS site. A taxi ride will set you back quite a bit, so make your reservation and take the shuttle. It is a direct shot to and from the airport, so you don't have to worry about swinging by the Hyatt, Marriott, and Holiday Inn on your way. You must have reservations and since we are a big group, please plan ahead. If you choose to rent a car, the parking charge per day is \$10 (valet only.) Driving in just for the day? \$5.00.

After you have checked in you can put your money away! You will receive a charge card linked to your credit card and that's all you'll need to make charges to your room. Of course, they take cash too. **IMPORTANT NOTE:** ALL gratuities are included in your charges. Don't forget this! Most of the time you are reminded when you receive your bill but if you are in the habit of adding in a tip, watch it.

Bellman gratuities: The bellmen are available at all times to transport you to and from your room to the meeting rooms or wherever you want to go. It's no secret that some of the sleeping rooms are a little ways from the meeting rooms, but plan on taking advantage of a ride on their swanky golf carts. You don't have to tip every time they pick up and deliver you but, just be aware of their service for you.

Once you get on the property, more than likely, you'll be happy to stay there and won't want to go seek out a local restaurant. (If you are coming in on Sunday, then all of your meals starting on Sunday evening are a part of your full registration fee (except InfoExpo registrations).) Here are your on-site eating options: **Tropics Restaurant** (in the main building with the front desk) is open for breakfast and lunch. The **Tropics Lounge** opens later in the day for drinks and bar food. Across the way is **TD's Sports Grille** which is open for lunch and dinner. Want to take in breakfast, lunch or a snack by the pool? Then head to the **Poolside Cafe**. As the day goes along, if the bar portion of the Cafe is active, then they stay open way late too. Or is that way too late? And if you have time to take in **Dempsey's Steak House**, it's worth it. Big juicy steaks and, an out-of-this-world salad bar. Just beware, it's not the cheapest place to eat on property but, worth every penny.

**What to pack** --- Overall the meeting is business casual with a slight turn toward the casual. This isn't really a jean-wearing crowd but, obviously if that's your preference that's fine. **WARNING!** The meeting rooms are flat out cold. **PLEASE** dress appropriately. We know it will be warm and muggy outside, but we promise you, the AC works in this hotel.

**Sunday night's dinner** is a beach party so dress beachy. **Monday night is Dive-in movie night** and we'll be poolside so it's shorts and swimsuits if you wish. There'll be rafts in the water to enjoy the movie if you

# Thank You Sponsors!

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more on next page

want to float around. Then on **Tuesday**, it's time to dress it up and celebrate. Coats and ties for the men and cocktail dresses for the ladies. It will be a delightful evening for everyone to enjoy.

If you are coming in and have some free time there are plenty of activities to enjoy. They have **bikes** to rent, **tennis** courts galore, **ping pong** by the pool, **water volleyball**, **hot tubs**, a grand **spa** for that well-deserved **massage**. The **walking trails** are great too and they also have a state-of-art **fitness center**.

**Internet access is complimentary** and available throughout the resort. And you'll enjoy the turn down service complete with chocolate alligators!

For those of you arriving later on Sunday afternoon, and think you might miss part of the dinner, don't worry. We'll have food through 8 pm and it's buffet so you can come and go or get there when you can. Then we'll head to the Grand Marquee Tent, aka **Party Tent**, to enjoy the sounds of **Quasimodo** and help you get your groove on.

If it's your **first AMS** or you are a **new member** of one of the organizations then be sure to come to the Lagoon Pavilion at 5 pm on Sunday night so we can meet you.

**There's still room to play golf or go on the tours**, but please sign up immediately. Forms are on the web site. We're trying to tie up loose ends and it will help us to do that if you get your forms and money in.

What else? Not sure. But hope this primer helps you get an idea of the resort and the event. Be sure to note the generous sponsors who help keep the registration fees down and the tremendous list of exhibitors for the InfoExpo. This event is certainly focused on professional development and we hope that we have provided a program that you will enjoy. Of course we want you to have time to network and see the variety of honors that will be presented during the week.

*On behalf of the Steering Committee, we are really looking forward to seeing every single one of you real soon.*

## CONTRIBUTORS



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### SATURDAY, JULY 26

Agricultural Tours in Tampa region  
Meet in lobby at 7:30 am

### SUNDAY, JULY 27

- 8 am - 5 pm **Registration, Royal Palm Foyer**
- 7:30 am **LPC Board Meeting, Boardroom C**
- 8 am **AAEA Board Meeting followed by PIF Boardroom B**
- Noon-6 pm **BASF Media Room open, Royal Palm East 1-2**
- 1 - 4 pm **Afternoon Sessions**
  - ♦ **Create a More Profitable Web Presence Royal Palm West**
  - ♦ **Make it Interactive-Tell Stronger Stories Online Royal Palm East**
- 2:30 pm **Afternoon Break**
- 2:45 - 4 pm ♦ **Find it Online-Going Way beyond Google Royal Palm East**
- 2 - 5 pm **InfoExpo set up Grand Pavilion**
- 5 - 6 pm **First Timer and New Member Reception Lagoon Pavilion**
- 6 - 10:30 pm **Welcome Dinner, Music and Dancing Lagoon Pavilion then the Grand Marquee Tent, aka Party Tent**

### MONDAY, JULY 28

- 6:30 am- 6 pm **BASF Media Room open Royal Palm East 1-2**
- 7:30 am **Golf Outing at Saddlebrook's Palmer Course**
- 7:30-8:30 am **Pancake Breakfast Lagoon Pavilion**
- 8 am - 5 pm **Registration, Royal Palm Foyer**
- 8 am - 2 pm **InfoExpo set up Grand Pavilion**
- 8:30 - 10 am **Morning Sessions Part One**
  - ♦ **Key Words and Copywriting for the Web, Part 1**  
(continued at 10:15 am) *Royal Palm West*
  - ♦ **Connecting with U.S. Hispanics: Beyond Español Royal Palm West 3**
  - ♦ **Authenticity Rules! A Presenter's Guide to Being Real (and Real Good) (ACT only)**  
*Royal Palm West 2*
  - ♦ **Make Your Photos Shine Royal Palm Center**
  - ♦ **Coaching the Generations Royal Palm West 1**
- 10 am **Morning Break Royal Palm Foyer**
- 10:15-11:30 am **Morning Sessions Part Two**
  - ♦ **Key Words and Copywriting for the Web, Part 2 Royal Palm West**
  - ♦ **Communicating to the Hispanic Market (panel) Royal Palm West 3**
  - ♦ **Impact Without Authority Royal Palm West 1**
  - ♦ **How to Communicate Effectively-C.V.S. Your Presentation Prescription Royal Palm West 2**
  - ♦ **Muddy Waters: Public Relations Ethics and Integrity in the 21st Century Royal Palm East**
  - ♦ **Getting Started with Digital Royal Palm Center**
  - ♦ **From Facebook to MySpace: Is networking in your future? Boardroom A**
- 11:30 am **Luncheon featuring Student Awards Lagoon Pavilion**

# Schedule

- 1- 2 pm **Afternoon Sessions Part Three**  
 ♦ **From Whiners to Winners - Building a Winning Team**  
*Royal Palm West 3*  
 ♦ **Leadership Development** *Royal Palm West 1*  
 ♦ **Legal, Ethics, Ownership - Who owns the file?** *Royal Palm West 2*  
 ♦ **Designing for Postal Savings and Service** *Boardroom A*  
 ♦ **Ten Free Ways to Increase Your Site's Interactivity**  
*Royal Palm Center*
- 2 - 3 pm **LPC Critique Contest and Awards Presentation** *Royal Palm West*  
 2 - 3 pm **Afternoon Sessions Part Four**  
 ♦ **From Whiners to Winners - Building a Winning Team**  
 (repeat of 1 pm session) *Royal Palm West 3*  
 ♦ **Leader as Coach** *Royal Palm West 1*  
 ♦ **Blogging for Beginners** *Royal Palm Center*  
 ♦ **Postal Regulations: Changes, Changes, Changes** *Boardroom A*
- 3 - 6 pm **InfoExpo Grand Opening** *Grand Pavilion*  
 6 - 7 pm **AAEA Contests Awards' Presentation** *Royal Palm East*  
 6 - 7:30 pm **ACT Critique and Contest Awards** *Royal Palm West*  
 8 - 11 pm **Dive-In Movie Night** *Super Pool at Saddlebrook*

## TUESDAY, JULY 29

- 6:30 am - 6 pm **BASF Media Room open** *Royal Palm East 1-2*  
 7 am - 9 am **Coffee & Juice**, *Royal Palm Foyer*  
 8 am - 5 pm **Registration**, *Royal Palm Foyer*  
 7:30 - 8 am **AAEA Affiliate Meeting** *Royal Palm West 1*  
 8 - 9 am **AAEA Annual Meeting** *Royal Palm West 1*  
 8 - 9 am **LPC Annual Meeting** *Royal Palm West 2*  
 8 - 9 am **ACT Annual Meeting** *Royal Palm West 3*

- 9 - 10:30 am **Breakfast in InfoExpo** *Lagoon Pavilion*  
 10:30 - 11:45 am **Morning Sessions**  
 ♦ **Acrobat: Introduction to PDF** *Royal Palm West 1*  
 ♦ **Where Did That Photo Go? How to Develop a Digital Photo Workflow** *Royal Palm Center*  
 ♦ **Branding Your Image** *Royal Palm East*  
 ♦ **How to Get the Youngest Generation to Care!** *Royal Palm West 2*  
 ♦ **Muddy Waters: Public Relations Ethics and Integrity in the 21st Century** *Royal Palm West 3*
- 12 noon - 1:30 pm **Luncheon** *Lagoon Pavilion*  
 1:30 - 3 pm **Dessert in InfoExpo** *Grand Pavilion*  
 3 pm **InfoExpo tear down**  
 3:15 - 4:30 pm **Afternoon Sessions**  
 ♦ **Adobe Acrobat for the Advanced** *Royal Palm West 1*  
 ♦ **Blogging 2.0; Blogging for the Advanced** *Royal Palm West*  
 ♦ **Slow Down, You Move Too Fast --Pull Back from Your Stress Cliff**  
*Royal Palm West 2*  
 ♦ **Search Engine Marketing** *Royal Palm East*  
 ♦ **Photography Session: Making the Best of a Bad Situation**  
 6 pm **10th Anniversary Celebration for AMS and joint awards ceremonies for AAEA and LPC** *Royal Palm Ballroom (NEW LOCATION)*

## WEDNESDAY, JULY 30

- 8 am **Continental breakfast** *Royal Palm East*  
 8:30-11 am **Update planning meeting for 2009 IFAJ Congress and AMS**  
*Royal Palm East*

# 2008 InfoExpo Exhibitors

- 25x'25
- Ag Answers  
 Ag Leader Technology  
 AGCO Corporation  
 Alltech  
 American Farm Bureau Federation  
 American Meat Institute  
 American Society of Agronomy/Certified Crop Adviser  
 AMVAC Chemical Corporation  
 Animal Agriculture Alliance  
 Association of Equipment Manufacturers  
 BASF  
 Bayer CropScience  
 Boelte-Hall, Inc.  
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 Merial
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 National Pork Board  
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**More information at [www.agmediasummit.com](http://www.agmediasummit.com) and [www.saddlebrook.com](http://www.saddlebrook.com)**  
**Questions? Diane, 817/336-1130, Den, 952/758-6502 or Kenna, 815/422-0321**  
**Keep checking the web site for updated information through the event!**