

July 2009

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

## LPC EXECUTIVE COMMITTEE

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## Giving Up The Reins

I got to ride a really nice horse the other day.

Now, working at a horse magazine, you might think I would get to do that all of the time. Unfortunately, that's not always the case. These days I find myself in way too many meetings, worrying about advertising or circulation dollars, developing new promotions or marketing campaigns, analyzing readership surveys and Web traffic logs, working with editors, writers, marketers and designers, taking complaints, balancing the budget, and, and, and... You get the idea because I'm sure you're in the same boat.

When I get horseback, it's a constant reminder for me that THAT is what it's all about. The numbers can show us trends and give us some collective understanding of our audiences, but nothing can replace knowing how people connect with the land and livestock on an individual basis.

Of the thousands or millions of people who read our publications or visit our Web sites, we need to always remember that each of them has a face, a story and a reason for being in this business and lifestyle.

Today, the challenge for those of us in the livestock publications business is finding

ways to meet their information needs wherever they're most comfortable - not just in the ways we are used to delivering the "news." For AQHA these days that means that we are maintaining our commitment to our print publications, but they look a lot different than they did five years ago. And it also means that we are increasing our commitment to the Web, e-mail newsletters and blogs. You can find us on Facebook, MySpace, and we have 15 different Twitter accounts.

As we grow as an organization, LPC is going to have to meet some of those same challenges. I appreciate this year serving as your president and getting to look down the trail at some of the opportunities we have this year and beyond. Thanks for the chance to serve, and I look forward to many more years of LPC involvement.

While we ride down this un-blazed trail, we can always look where we're going - let's just not forget where we've been.



Jim Bret Campbell  
LPC President

*Thanks Jim Bret for serving as LPC's trail boss this past year!*

## It's Almost Here... and you can still join us!

The much anticipated Ag Media Summit and International Federation of Agricultural Journalists Congress will begin before the month's end. More than 600 participants have already registered! And, there is still time for you to join the group. In this newsletter you will find all the information you need to pack your saddle bags and head to Fort Worth.

Need more information? Go to [www.agmediasummit.com](http://www.agmediasummit.com) or [www.ifaj2009.com](http://www.ifaj2009.com).

# Saddle Up!

CATCH THE COWBOY SPIRIT!  
AG MEDIA SUMMIT



*There's still time to  
sign up... pardner!*

Ag Media Summit (AMS) and  
International Federation of Agricultural  
Journalists Congress (IFAJ)  
July 31 - August 5, 2009

AMS event only  
August 2 - 5, 2009

*Saddle up at...*

[www.agmediasummit.com](http://www.agmediasummit.com)

or

[www.ifaj2009.com](http://www.ifaj2009.com)

Visit these sites for sites updated  
information, blog entries and full  
schedules to keep you in the know.

## Saturday, August 1

- 9 - 11:30 am **IFAJ delegate meeting**  
11:45 am - 1 pm **Lunch "About Texas Agriculture"** Representatives from the TDA  
1:30 - 7 pm **Agriculture Tours** - These tours are open to everyone and will include  
ranching, agri-business, horses and more!  
1:30 - 5 pm **AAEA and LPC board meetings**  
7 - 8 pm Tours return to hotel. Evening free.

## Sunday, August 2

- 8:45 - 9:45 am **Continental Breakfast** followed by **Cowboy Church Service**  
10:15 - 11:45 am **The Great Debate:** Charlie Stenholm and Barry Flinchbaugh  
12 noon - 1 pm **Buffet Lunch** - Jim Richardson, National Geographic photographer  
1:15 - 1:45 pm USDA Secretary Tom Vilsack (invited)
- Concurrent Sessions**  
1 - 2:30 pm **Adobe Photoshop I** (Beginners)  
1:45 - 3 pm **Newsmaker Session:** Safety and Biosecurity in the Context of Global  
Food Systems, William D. Hueston, DVM, PhD  
1:45 - 3 pm **Newsmaker Session:** Carbon Sequestration-The Path to the Promise  
3 - 4 pm **Yesterday, Today and Tomorrow:** Journalism Ethics Among Ag Writers  
3 - 4 pm **Tips from the Masters/IFAJ Photography Awards**  
2:30 - 4 pm **Adobe Photoshop II** (Advanced)  
4:30-5:30 pm **New Member/First Timer Reception**  
6 - 10 pm **Big 'Ol Western Welcome Party**

## Monday, August 3

- 7 am - 1 pm **Golf outing** (additional fee), Fossil Creek Golf Club  
7:30 - 8:30 am **Continental Breakfast**
- 8:30 - 10 am **Morning Sessions Part 1**  
**writing:** The Architecture of Information:  
Building to Engage Readers with Loring Leifer  
**management:** What's On the Mind of Top Producers, Texas A&M  
Extension Economist Danny Klinefelter  
**design:** The Best of Adobe InDesign, Claudia McCue  
**All-Day Photography School** - Michael Schwarz, Blue Pixel  
10 - 10:30 am **Morning Break**
- 10:45 am - 12 noon **Morning Sessions Part 2**  
**photography:** The ABCs of Digital Photography and Digital SLRs  
**writing:** They Went That-a-Way: Leading Your Audience to Action  
with Loring Leifer  
**students:** Strength Training: How to Identify and Market Your Strengths

12:15 - 1:15 pm

**design:** Designing for the Web - What Works Online  
**management:** Keeping Up with USPS Requirements

1:30 - 2:30 pm

**Luncheon** - Five Life-Changing Mistakes and How I Moved On  
Featured Speaker Julie Wainwright, Smartnow.com

1:30 - 2:30 pm

**LPC Critique Contest and Awards**

**Afternoon Sessions Part 1**

**writing:** Kick-Start Your Writing with Better Story Ideas, Loring Leifer  
**management:** Steering Your Magazine to Greatness with Evan Smith,  
editor and publisher of *Texas Monthly*  
**photography:** All-day Photography School participants return

2:30 - 2:45 pm

**Afternoon Break**

2:45 - 4 pm

**Afternoon Sessions Part 2**

**student:** Staying Ahead of Change: How to Adapt and Stay Motivated  
**editorial:** Steering Your Magazine to Greatness Part II, Evan Smith,  
editor and publisher of *Texas Monthly*  
**newsmakers:** Livestock Nutrient Management: Facing the Challenges  
**marketing:** All About Sales, Anita Geddes-Vanderwert  
**photography:** All-day Photography School continues  
**design:** Designing for the Web - What Works Online  
**online media:** Coping as a New-Age Communicator

4 - 7 pm

**InfoExpo Grand Opening and Reception**  
**Evening on your own**

9 - 11 pm

**Informal Jam Session with Quasimojo band**

## Tuesday, August 4

- 7 am - 4 pm **Optional Tours** to include dairies, wineries, registered Hereford cattle  
ranch near Stephenville and Dublin, Texas
- 7 - 7:30 am **AAEA Affiliates Meeting**  
7:30 - 8:30 am **AAEA Annual Meeting**  
7:30 - 8:30 am **LPC Annual Meeting**  
7:30 - 8:30 am **ACT Annual Meeting**  
8 - 10:15 am **Breakfast in InfoExpo**
- 10:30 - 11:45 am **Morning Sessions**  
**writing:** Blend Research, Reporting and Opinion into Persuasive  
Narrative, Prize-winning journalist Macarena Hernandez  
**management:** Redefine Your Business with Scott McKain  
**freelancers:** Tips for Freelancers - Your Questions Answered Here  
**students:** What Do Employers Want?  
**design:** Rediscovering Fresh Design  
**Online media:** Bridging the Gaps between Online, Print, Radio and TV

12 noon - 1:15 pm

**Luncheon** - Differentiation is the Key to Longevity, Scott McKain  
**Dessert in InfoExpo**, award-winning journalist **Macarena Hernandez**  
will be available in an informal setting, allowing you to follow up on her  
earlier presentation, glean more insight on the art and craft of stellar  
writing, and delve into other areas such as ethics.

1:30 - 3 pm

**InfoExpo closes**

**AAEA Awards Presentation**

**Cocktails**

**Cowtown Wowtown** - awards, closing dinner and dancing

3 pm

3:30 pm

6:30 - 7:30 pm

7:30

## Wednesday, August 5

7 am Departures for post convention tours

## Thursday, August 6 - Saturday August 8

Tours return to Fort Worth on Saturday

Departures on Sunday, August 9

# Notice of Annual LPC Meeting

The annual meeting of the Livestock Publications Council will be Tuesday, August 4, 2009 in Fort Worth, Texas starting at 7:30 am. Below is the slate of officers from the nominating committee chaired by Kyle Haley and members Lisa Bryant and Lori Maude. The nominating committee is annually the past three presidents and chaired by the immediate past president.

## Nominations for 2009-10:

**President:** Marilyn Brink, Kanwaka Communications  
**First Vice President:** Andy Atzenweiler, *Missouri Beef Cattleman*  
**Second Vice President:** Scott Vernon, Cal-Poly  
**Secretary/Treasurer:** Kathy LaScala, *Drovers*  
**Immediate Past President:** Jim Bret Campbell, *The American Quarter Horse Journal*

## Nominated for 3-year terms:

Don Norton, Boelte-Hall for a second three-year term  
Stephanie Veldman, Broadhead & Co. for a second three-year term  
Beverly Moseley, *Land and Livestock Post*, for a second three-year term  
Carey Brown, *Cow Country News*, for a three-year term

## Nominated for a 1-year term:

Shelly Sitton, Oklahoma State University,  
(to complete Kathy LaScala's one year term)

## Continuing members with remaining terms:

Scarlett Hagins, *Kansas Stockman*, 1 year  
Stan Coffman, *Ozarks Farm & Neighbor*, 2 years  
Christy Lee, *Seedstock Edge*, 2 years  
Angie Denton, *Hereford World*, 2 years  
Jay Carlson, *BEEF*, 2 years  
Cindy Cunningham, National Pork Producers Council, 2 years

The board of directors will meet on Saturday, August 1, 2009 at 1:30 p.m. If you are a committee chairman and need to present a report, please let Diane know so you will be listed on the agenda. The board meetings are always open meetings.

## Dressing for the Occasion

General dress for the event is business casual. Meeting rooms are usually on the chilly side. If you're joining us on Friday night, we're heading to a rodeo and honky tonk, so break out the jeans and boot-scootin' boots.

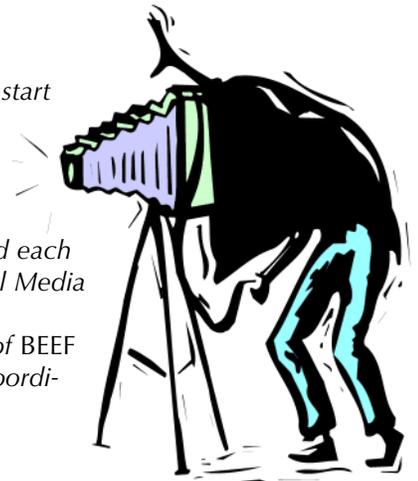
We'll be dancing to a Western swing band at our welcome event on Sunday night, so be sure your dancing shoes are broken in.

Dress up for the Tuesday evening awards night and closing dinner - we're talkin' ties and jackets (or even tuxes!) and cocktail dresses.



## Paul Andre Best of the Bunch Photo Contest

Get your cameras out and start snapping away or find that winning photo in your files because it's time for the Best of the Bunch Photo Contest! Held each year during the Agricultural Media Summit it is named after **Paul Andre**, retired editor of BEEF magazine and long time coordinator of this contest. Cash Prizes are awarded!



### Two new rules...

- LPC retains the right to use any of the photos submitted in the Photo Contest for publishing in print or on the web.
- The LPC Executive Committee has the discretion to select the directory cover photo from the winners of each category.



### 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 entry can be no more than 10"x14".
- 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 a.m., Monday, August 3** 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**, at amy@coloradocattle.org

# howdy!

By Amy McDonald, McDonald Marketing Communications, resident Texan

Well, “git to gittin’,” and start packing your saddlebags if you’re planning to attend the Ag Media Summit (AMS) in Fort Worth, Texas, near the end of summer.

Here in Texas, we have a little different way of sayin’ things, and a little bit different way of doin’ things. To make your transition easier, I’ve been asked to create this “Furinurs Guide to Texas.” I’ve lived nearly all my life here, except for ambassadorial stays in Washington D.C.; Virginia; Germany; Russia; Iowa; and Missouri/Kansas. That means I am through-and-through Texan, but have dealt with enough friendly criticism to know what is different about our fine state.

So, saddle up, get your spurs on and let’s get ready to ride!

## “Furinurs Guide to Texas” (that means “foreigners”)

If you’re not from Texas, that makes you a Yankee - even if you’re from across the pond. Being a Yankee does not refer to the “war between the states,” or the “war of northern aggression.” And, it isn’t a bad thing. It just means you’re not a Texan...yet. But Texas has five of the top 10 fastest growing cities in the nation, so it’s definitely a possibility we’ll call you “pardner” or neighbor soon.

Contrary to popular belief, you won’t need to bring your six shooters (guns) when you cross the state line. Six shot glasses, on the other hand, might come in “purty handy” at AMS.

When you see us wearing a 10-gallon Stetson cowboy hat, it is not a 38 liter cowboy hat. We didn’t much take to the metric system here in the Lone Star State - and a gallon of sweet tea will always be a gallon. In Texas, you do have to ask for your tea to be sweet in most restaurants, but expect it to pour slow. When we say sweet, we’re saying “support the sugar cane farmers” here!

And speaking of beverages, while the tendency has diminished through the years, you’ll still find many fine country folks asking for a “coke.” Don’t be surprised when the waitress (yes, she’s often a female) asks “Will that be Dr Pepper (<http://www.dublindrpepper.com/>) Coke, 7-Up or root beer?” It’s not a pop, it’s not a soda. It’s a coke. That’s the category. More delving is necessary to identify what type of beverage is desired.

You’ll find that Texans think the world begins, and ends, here in the state. So, be gentle when you tell us there’s a world outside of the far-reaching Texas borders. (Did you know when you start driving at the southern tip of Texas, by the time you reach the tallest state line, you’re already halfway to Canada?)

Because our state offers “mountains,” deserts, prairies, lakes, beaches, the ocean (gulf), forests and cities in its 267,339 square miles, we think we have it all! After all, if Texas were a country, it would be the 10th largest country in the world, with the 12th largest economy in the world (based on GDP).

Don’t be offended when someone older than you (or wiser) calls you sir or ma’am. It’s part of the courteous way we treat people we respect.

Y’all (pronounced yawl) is the contraction for “you all” and the apostrophe goes between the “y” and the “all”. We don’t say “you guys,” “you’s guys,” “you-uns,” or “you all.” A true Texan (who has not yet registered that state lines are not “barricade lines,”) will say y’all with regularity.

Another “sayin’” y’all will find in Texas is “fixin’ to.” Short for “fixing to,” it means “preparing to” and seems to be necessary for nearly all statements telling of things to come. “There’s fixin’ to be a storm blowin’ in,” or “I’m fixin’ to go to the store” are examples. Believe it or not, once you start using the phrase, it seems necessary for nearly all your statements!

As mentioned, Texans have an inordinate amount of pride in their country state. (Yes, there are a few extremists that want to take advantage of Texas’ unique option to secede from the United States.) Just cut us some slack if we get cocky. At least we’ll be politely arrogant.

Surprising to numerous visitors, we have many large cities in the state. Three of the nation’s 10 most-populated cities are found in Texas: Houston, San Antonio and Dallas. And yes, most of the city slickers found there know nothing about agriculture. Even though the economic impact of agriculture on the Texas economy is \$100 billion and the agricultural industry employs one out of seven working Texans, don’t expect your high-falutin’ waitperson to know diddly squat about livestock, cotton or biodiesel. City slickers are city slickers, regardless of their home state.

Speaking of cities, don’t get confused when you hear someone speak of the Metroplex. That term refers to the area of Dallas, Fort Worth, Arlington and all surrounding cities (also known as DFW). The Texaplex, on the other hand, refers to the triangle of land drawn between DFW, San Antonio and Houston. Four out of five of the state’s 24 million residents live in this area. Learn more at <http://www.youtube.com/watch?v=FC16-4fh-Qc’>.

You can expect some hot weather in August in Fort Worth. At an average temperature of 97 degrees F with a historical range of 75 F to 109 F, and an average low of 76 F (range 60 F to 82 F), there is a 90 percent chance of a hot day (temperature higher than 90 F / 32 C). We get little rain this time of year. For Fort Worth, you might want to pack layers to wear. We keep our hotels frigid to counter the extreme heat outside. You just have to expect it though; we’re a little closer to heaven here. (Did I just say that?) Plan to bring sunscreen for the outside events.

To fit in when speaking Texan, you’ll need to speak in a nasal twang, especially when saying your As and Is. Leave off the ending of many of your words, drop in a Spanish word like gracias, taco or hola every once in a while. And finally, add sir or ma’am to every sentence. You’ll be well on your way!

Okay, now this is IMPORTANT. As an Aggie (a graduate of Texas A&M University), there is a HUGE difference between what I call that little high school over in Austin (a.k.a. University of Texas) and the fine institute of higher education in College Station. I beg of you, do NOT get them confused. I might just have to come unglued on you, as will any other Aggie. We take the inter-school rivalry VERY seriously.

We’re looking forward to welcoming you to Texas. The sayin’ “everything’s bigger in Texas” also refers to our hospitality. We’re going to show you a rip-roaring, boot-scootin’ good time. We hope you come prepared to fall in love with our (uh-hum) “little” piece of paradise state, and teach us a little about your’s. And, if you play your cards right, we’ll send you home as an honorary Texan!

Adios!



# The Roving Reporter Wants to Know



**Have you ever eaten a crayon?** I'm colorful enough the way I am.

**Choose a unique item from your wallet and explain why you carry it around.**

My driver's license . . . I might need it if I get pulled over for going too slow.

**What book are you reading**

**right now?** Purple Cow by Seth Godin

**Name four places that you have lived?** A brownstone in Chicago, an igloo in Minnesota, a hunting lodge in Austria and a dorm in Kansas.

**What is your favorite cartoon character?**

Kyle Haley

**Describe your mornings. Are they hectic or carefully planned?** Yes.

**Do you root for a particular sports team?**

Yes.

**What did you enjoy most about AMS last year?** Air conditioning

**How often do you stretch the speed limit?**

Did you mean "how often do you drive"?

**Are you a BBQ master or king of the kitchen?** No king or master, just a prince.

Compiled by Brie Whitehead

**Name:** Don Norton

**Board Position:** Member

**Employed By:** Boelte-Hall

**Hometown/State:** Roeland Park, KS

**How did you get involved in LPC?** Amber Spafford invited me to attend the 1998 LPC convention in Lexington, KY, and no one ever said I couldn't come back.

**What do you call those little plastic things on the ends of shoelaces?** Those little plastic things on the ends of shoelaces.

**Have you ever peed in your pants after age 8?** I discard my pants when they get to be 5 years old.

**What's the last sporting event you watched?** Jayhawk Basketball

**Do you believe in karma?** Never since she lied to me.

**What person do you trust the most?**

Tabatha Jeter.

**What is the one thing you think scientists should invent?** Paint that makes a car undetectable by radar.

**Baseball cap or cowboy hat?** What...and have hat hair?

**Do you buy lottery or Powerball tickets and have you ever won?** I'm so lucky I've been banned.

**Name a favorite book.** My diary.

**The last thing I do before I go to bed at night is....**turn off the light.

**Where do you wish you could go right now?** Outside.

**What superhero do you best compare with?** Superman, according to Tabatha Jeter.

**If you could visit Yosemite, Grand Canyon, DC etc., what national treasure would you choose to see and why?** Diane Johnson,

she's the most fun national treasure I know.

**What is a reason you would call into work for a sick day....other than a sick day?**

Who you planning to show this? I love my job and can hardly wait to go to work every day.

## Record Number of Sponsors for AMS

More than 40 companies and organizations have signed up to be sponsors for the 2009 Ag Media Summit (AMS). Spurring this record number of sponsors is the addition of more than 120 international ag communicators who will be attending the International Federation of Agricultural Journalists (IFAJ) Congress held in conjunction with AMS. Sponsors will experience increased visibility from the IFAJ attendees as well as from our AMS attendees.

The sponsors also have donated a record amount of funding to help offset the increased cost of this joint meeting. Without this financial support from, AMS registrations would increase substantially. So we hope attendees will thank our sponsoring companies and organizations!

### Platinum

Monsanto

### Gold

John Deere

### Silver

Pioneer Hi-Bred International, Inc.,

SFP, Bayer CropScience

### Bronze

United Soybean Board, BASF Corporation, AGCO

### Contributor

Cattlemen's Beef Board, DLG-Agritechnica, National Pork Board, Trimble Navigation, AEM, Syngenta Seeds, Elanco, FMC Corporation, Alltech, AGROTAIN International

### Patron

PERC, Dow AgroSciences, 25x'25, MANA

### Supporter

Qualisoy, Yamaha Motor Corp. USA, American Society of Agronomy, Nufarm Americas Inc., Kinze Manufacturing, The Mosaic Co., BCS Communications, Fort Dodge Animal Health, Certified Angus Beef, DMI, Drake & Co., Gardner & Gardner Communications, Iowa Soybean Association, *The Cattleman*, Imagination Unlimited Consulting Group, Quebecor World, Certified Angus Beef, Broadhead + Co

Also thanks to Colle+McVoy, Osborn & Barr and *The Progressive Farmer* for their help with design and printing.

## Booking Your Stay

Just outside our hotels is historic Sundance Square in the heart of downtown Fort Worth, a 16-block collection of restored and replicated turn-of-the-century shops, restaurants, theaters, jazz clubs, museums and more.

### Renaissance Worthington Hotel

200 Main St., Fort Worth - **SOLD OUT**

Our Ag Media Summit headquarters hotel is the Renaissance Worthington in downtown Fort Worth. This hotel is full, so you'll need to book your stay at the Courtyard, which is a short, three- to five-minute walk from the Renaissance.

### Courtyard by Marriott Blackstone

601 Main St., Fort Worth

Our overflow hotel, a stunning, 23-story 1929 art deco hotel, is located three short blocks or just five minutes from the headquarters hotel. Call **817-885-8700** and ask for the Ag Media Summit \$145 room rate. <http://www.marriott.com/hotels/travel/dfwms-courtyard-fort-worth-downtown-blackstone/>

If you are registering for both AMS and IFAJ, your hotel reservation and cost is included with your registration, so there is no need to book your hotel room separately.



# OFFICE BOMBARDMENT MONTH

The best way to get your foot in the door is to knock it down.

**SEPTEMBER 2009**

The Livestock Publications Council (LPC) invites you to bombard LPC members' offices during September — the LPC Office Bombardment Month.

During Office Bombardment Month, our professional journalists, designers, production specialists — agricultural communications gurus — will open their doors for student visitors. Contact one of our participating offices to set up a visit. You can swing by with a question or stay for the day.

A list of participants and locations will be provided to your ACT chapter.

Want to spend time with ACT members from other schools? Why not team up with another college's chapter and bombard an LPC office on the same day!

Can't bombard an office in September? No problem! LPC mentors are available 24 hours a day in the LPC Student Mentor Directory at [www.livestockpublications.org](http://www.livestockpublications.org).

Give us a call or drop an e-mail — we'll help you on your way any day!

**For more information, contact Christy Couch Lee at 765.463.3594 or [christy@nationalswine.com](mailto:christy@nationalswine.com).**