

Actiongram ²⁰¹¹ Summer



Livestock
Publications
Council

Serving livestock media professionals

LPC EXECUTIVE COMMITTEE

Andy Atzenweiler, President
Missouri Beef Cattleman
mobeeff@sbcglobal.net

Scott Vernon, First Vice President
Brock Center for Ag Communication
Cal Poly State University
svernon@calpoly.edu

Kathy LaScala, Second Vice President
Kathy LaScala
katelascala@gmail.com

Christy Lee, Secretary-Treasurer
Cee Lee Communications
christy@ceeleecommunications.com

Marilyn Brink, Immediate Past President
Kanwaka Communications
kanwaka@powwwer.net

BOARD OF DIRECTORS

Amy Bader ('13)
Cattle Guard
amy@coloradocattle.org

Carey Brown ('12)
Cow Country
cbrown@kycattle.com

Jay Carlson ('11)
BEEF
jcarlson@beef-mag.com

Jennifer Carrico ('11)
High Plains Journal
jcarrico@hpj.com

Cindy Cunningham ('11)
National Pork Board
ccunningham@pork.org

Angie Denton ('11)
Hereford World
adenton@hereford.org

Scarlett Hagins ('13)
Kansas Stockman
scarlett@kla.org

Stephanie Hoult ('12)
Broadhead + Co.
shoult@broadheadco.com

Beverly Moseley ('12)
USDA - Natural Resources Conservation Svc.
beverly.moseley@tx.usda.gov

Don Norton ('12)
Boelte-Hall
donna@boelte.com

Shelly Sitton ('13)
Oklahoma State University
shelly.sitton@okstate.edu

Diane E. Johnson, executive director
910 Currie St. Fort Worth TX 76107
dianej@flash.net • www.livestockpublications.com
office: 817/536-1130 fax: 817/252-4820



LPC Board Members pictured left to right: Andy Atzenweiler; Christy Lee; American Royal Chairman of the Board, David Fowler; Jenn Carrico; Marilyn Brink; Kathy LaScala; Cindy Cunningham; Carey Brown; Scott Vernon; Scarlett Hagins; Diane Johnson; Don Norton; Bob Peterson, President and CEO American Royal; kneeling are Beverly Moseley and Angie Denton.

LPC is proud to announce the completion of the renovation of the kitchen at the American Royal facilities in Kansas City. The ribbon cutting ceremony took place on June 14 with several dignitaries from the executive committee and staff of the American Royal. About 60 guests enjoyed a reception that followed the ribbon cutting.

This gift is a result of LPC's involvement, not only during the show, but also through the year when so many of our members participate in activities at the facilities. In the next 30 days the facility will host four major national junior heifer shows – Hereford, Maine Anjou,

Chianina and Charolais. All four of these breed associations hold long-time memberships in LPC and now will be able to enjoy the new kitchen that the Gala funds have been able to pay for.

Through the past several years the LPC Royal Gala has been held during the American Royal Livestock Show in the fall. Generous corporate donors and LPC members have made it possible for LPC to raise funds that have created its Heritage Center. This Center includes a Hall of Honor that houses the individual plaques of all LPC Hall of Fame and Headliner award winners plus recognizes the Student Award winners and Distinguished Service Award winners.

Through the years funds have purchased two curio cabinets to show historical documents and elements of the livestock publishing industry and more specifically, LPC's history.

During the American Royal, LPC hosts a hospitality suite where members and friends can gather and relax during the show. This has become a meeting area for LPC members, its advertisers and of course, potential members.

This renovation was done to reinforce the commitment that LPC has with the American Royal and the establishment of a home for LPC archives.



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!

Rules...Read carefully!

Photo Submissions

- 1) 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!)
- 2) The photo contest committee reserves the right to reassign entries to appropriate category, if necessary.
- 3) 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 an entry can be no more than 10"x14".
- 4) 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.
- 5) All photos must ALSO be submitted digitally for use in the slideshow presentation of winners, along with your headshot.
 - 6) There is no limit to the number of entries you may enter.
 - 7) There will be a small entry fee (\$5) but we have added larger cash prizes.
 - 8) Entries will be taken until 11 a.m., Monday, July 25 at the registration desk.
 - 9) You may enter without attending the Summit but contestants are responsible for making arrangements in getting their photo(s) returned.
- ### **Eligibility**
- 1) All entries must be original un-retouched photos.
 - 2) 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.
 - 3) Any photograph that has won a division in the Best of the Bunch contest previously is not eligible for entry.

Winning Photos

- 1) Each category will pay \$100/first; \$50/second; \$25/third.
- 2) The LPC Executive Committee has the discretion to select the directory cover photo from the winners of each category.
- 3) The winner of the "Best of the Bunch" will receive a canvas print of their winning entry.

General Information

- 1) LPC retains the right to use any of the photos submitted in the Best of the Bunch Photo Contest for publishing in print or on the web.
- 2) ALL entries will go on the LPC web site and remain on there for one year with your name attached to the entry. We feel that this is a way of "advertising" for your photo(s) and then it's also like an online "portfolio" for you.

For more information or questions contact Chairman Amy Bader, at amy@coloradocattle.org



Bring your
shoes to NOLA!
WIN AN iPad

and need not be present to win :)

When the AMS steering committee started planning for this year's event in New Orleans, there was a consensus to participate in a community service project with the Katrina devastation still at top of mind. As the schedule was developed, it quickly became apparent that time would be a factor. So with some research on the variety of needs that would make an impact, the committee decided on a SHOE DRIVE.

The committee has connected with a national organization, Soles4Souls, to make this happen. As an attendee all you need to do is throw an extra pair of shoes in your suitcase and give them up when you arrive! For every pair of shoes you donate, you will get a chance at a new iPad. Since we know that luggage is always an issue, you might consider purchasing a pair (or two) when you get to New Orleans. Just a thought!

We hope you will participate in this project knowing that you will be making a difference in someone else's life. Here are a few things to keep in mind:

- Shoes can be any size, new or gently used.
- They can also be any style (within reason!).
- One pair of shoes equals one chance to win the iPad - no limit.
- You can also donate money - a \$20.00 donation equals one chance to win - no limit.

The shoes and money will be given to Soles4Souls and distributed to those in need - here in the U.S. (new shoes only) and other parts of the world.

If you are in New Orleans on Sunday and would like to participate, Soles4Souls is setting up a shoe distribution which will be sponsored by Ag Media Summit. The shoes that we collect during AMS will then replenish their supply that we distribute on Sunday.

So save a little space in your suitcase and throw in an extra pair of shoes. Or get together with your co-workers and ship a box to New Orleans. Contact **Andy Atzenweiler** (mobeef@sbcglobal.net) for more details or any questions on this and, thank you in advance for your generosity. Oh and you do not even have to be coming to AMS to help out!



Many awards will be presented in New Orleans at AMS

As the Ag Media Summit approaches so does the award season for LPC. The first of many awards presented in New Orleans will be the **Forrest Bassford** Student Award. This is always a highlight for LPC as so many of the past award winners continue to be involved in the livestock and agriculture communications industry. Four travel award winners have been chosen through their applications and they will go through an interview process in New Orleans. One will be selected as the 2011 winner and receive a \$2000 scholarship. The other three will also receive \$750 travel stipends. This honor will be announced at the luncheon on Monday, July 25. This year's finalists are: **Andrew Barth**, Oklahoma State University; **Janell Baum**, University of Illinois; **Jill Johnson**, University of Illinois; **Shannon Watson**, Oklahoma State University. This award is named in honor of one of LPC's founders and long-time executive director, **Forrest Bassford**.

On Tuesday morning, immediately following the annual meeting, the awards for the Contest will be presented. This is the first time that these have been presented at this early hour - approximately 8 am. With a very tight schedule of events for all of the AMS activities this will allow for all AMS attendees to see the results. Entries in the contest were up considerably this year from past year's so the competition is tough for these awards! Be sure

to watch for the results that will be posted after AMS on the LPC website.



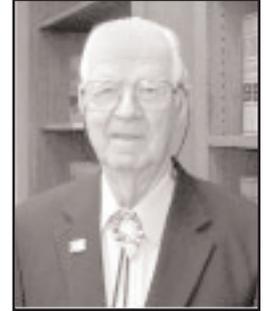
This year's Hall of Fame winner, **A.J. Smith**, an icon in the world of livestock representatives will be honored posthumously. Before his 24 years with the *Oklahoma Cowman*, he man-

aged the family farm north of Lone Wolf, Okla.; was field representative and editor for *Better Beef Business*, and a field representative for both *Gulf Coast Cattleman* and *Weekly Livestock Reporter*. He also served as an agricultural and 4-H educator for the Oklahoma Cooperative Extension Service.

Then the Hobart, Okla., native began his storied career as editor of the *Cowman* in 1985, and built the magazine into a nationally recognized publication. During his tenure, he wrote 295 editorials and countless feature stories, took thousands of photographs, planned numerous ranch tours and traveled the country providing ring service.

The Headliner Award will be presented to agriculture economist, **Glenn Grimes**, professor emeritus at the University of

Missouri. Grimes is recognized for pioneering pork industry economic outlooks, the pork demand index and practical application of gilt data. In 1983, he began a 20-year consulting relationship with the National Pork Producer's Council.



Grimes, who earned bachelor's and master's degrees in agriculture economics from the University of Missouri, worked for the school for more than 58 years. He has been honored by many state and national organizations for his impact on the industry, providing expertise to dozens of pork-industry and agricultural partners.

Both of these awards will be presented during the Awards Dinner on Tuesday night. Also that night the LPC executive committee will have chosen their **Ed Bible** Distinguished Service Award (DSA) winner. This award is chosen by the executive committee and presented to someone who has gone over and beyond routine participating. The award is named after long-time LPC supporter and past president, **Ed Bible**.

Watch for more details and news releases on these winners and new winners in August.

IT'S NOT TOO LATE TO REGISTER!

REMEMBER TO CHECK OUT
THE EXTRA ACTIVITIES TOO-
SATURDAY'S AG TRANSPORTATION TOUR
AT THE PORT OF NEW ORLEANS
AND GOLF ON MONDAY!

For complete information go to:
www.agmediasummit.com
To register:
www.agmediasummitregistration.com

HOTEL INFORMATION

New Orleans Marriott Downtown
555 Canal St., New Orleans, LA 70130
504/581-1000
For reservations, call 800-966-9432 or
506-474-2009
Room rate for hotel: \$135 + tax

LIVE STREAMING:

If you cannot make it to New Orleans, be sure to check out the schedule anyway as several workshops are going to be streamed live and also recorded for viewing later. Check out the AMS site (file name: **2011 AMS Reg Print Friendly.pdf**). Those that are scheduled to be streamed/recorded are indicated with an asterisk. Oh....and it's free!

WELCOME NEW MEMBERS

PUBLICATION

American Black Hereford Association Journal

719 Walnut, Kansas City, MO 64106

816/472-1111 fax: 816/842-8998

www.blackhereford.com, mail@blackhereford.com

Owner - Joe Hoagland

Editor/Ad/Production Mgr.: Craig Ludwig

Publishes news and information pertinent to breeders of Black Hereford cattle across the country.

SERVICE

2 Ponies Equine & Design, LLC

13806 W 66th Drive, Arvada, CO 80004, 303/425-5839

2ponies.equine@gmail.com

Owner: Katie Danneman, cell: 720/628-8485

2 Ponies provides design and promotional pieces for the live-stock supplier or for publications seeking additional advertising design support. Specializing in the cattle and horse industry, but open to all! Magazine and livestock publications advertising background.

Micky Burch Communications

28425 340th St., Coon Rapids, IA 50058, 308/440-8179

www.mickyburchcommunications.com

mickywilsoncomm@yahoo.com

Owner: Micky Burch

Specializing in feature writing, copy editing, photography, print design, and newsletter layout and design for the agricultural industry.

DP Sales Management

153 Bourbon Hills Dr., Paris, KY 40361

859/987-5758 fax: 859/987-0709

www.parkelivestock.com, pleent@aol.com

Doug & Debbie Parke, owners

Staff: Holli Parke Hatmaker, 859/707-5248 holliparke@aol.com

Drew Hatmaker, 423/506-8844 forrestridgecc@aol.com

Brenda Kendall

DP Sales Management is a full service sales management company primarily focusing on cattle operations in the Simmental breed across the United States. DP Sales Management specializes in giving our customers in the complete marketing experience for their herd. Other services include marketing advisement, herd consultation, bull management, and semen sales.

Make sure you are using the correct LPC logo!

You can download the correct LPC logo from the LPC website www.livestockpublications.com. You can use the color as it is or change it to fit your publication.



M&D Printing

515 University Ave., Henry, IL 61537

309/364-3957 fax: 309/364-3355

www.mdprint.com kerryc@mdprint.com

Michael Kingery, president

Kerry Caba, sales

Printing company, printing, bindery, mailing services.

The Ovid Bell Press, Inc.

1201 Bluff Street, Fulton, MO 65251, 800/835-8919

www.ovidbell.com sales@ovidbell.com

John O. Bell, CEO

David O'Donley, VP of Sales and Marketing

Dan Grubb and Zach Harrison, account executives

The Ovid Bell Press, Inc. is a family-owned, third-generation publication printer serving publishers in the short to medium-run market since 1924. The Ovid Bell Press offers all digital pre-press, CTP, online soft-proofing via Insite, heat-set web printing, complete bindery with in-line mailing and full mailing services including drop shipping and co-mail options. Large enough to be professional, small enough to be personal.

Silver Spur Ranch

5944 W. Kiowa Creek Rd, Elbert, CO 80106, 979/777-9419

www.silverspurranches.com, cheramiev@gmail.com

Thad York, General Manager

Cheremie Viator, Marketing and Genetics

Commercial and Registered cattle operation with ranches in Colorado, New Mexico and Wyoming. Currently run over 13,000 head of cattle.

Reminder that Job Postings are on the LPC site

Since the job postings can take up a lot of space in the *Actiongram*, you can now post directly to the site at www.livestockpublications.com. Click on job postings and sign up with a user name (e-mail address) and password. Upon approval by LPC, you may then post as many jobs as you wish. There is a limit of 500 words for the job description. When the job is filled or you want to delete the post, it's simple to log back on and delete the job description. We hope that everyone finds this to be easier and much more efficient with job openings. Now you won't have to wait for an *Actiongram* to be distributed and these posts are open to the world.

You must be an LPC member to post jobs. There are several listed right now too -- check them out!•