

Actiongram

2015
Special
AMS issue



Time Flies

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It's time to resurrect that old and trite adage about how time flies.

We are just days from gathering for the 17th Agricultural Media Summit. It doesn't seem possible 12 months have passed since we were doing the same thing in Indianapolis.

Reconnecting with LPC friends and making new ones ranks near the top of the "AMS Favorite Things" list for many of us. That time we spend together can be an opportunity to consider how to become more involved in LPC throughout the year. There are many ways for you to do that.

Awards

Every member is eligible to nominate a person for the Headliner Award and the Hall of Fame Award. Those nominations remain active for three years.

The LPC Headliner Award honors a person from outside the livestock publishing field for actions that produce a positive change in livestock production and marketing. These actions could range from genetic research to marketing advances or scientific dis-

coveries. The important factor is that these actions produce a positive change.

LPC annually inducts one of its distinguished leaders into the Hall of Fame. This honor is reserved for those who have adhered to high standards of professionalism in all aspects of their endeavors. The award is open to anyone who has been listed on the masthead of an LPC member publication or a service member. Contributing editors who come from the ownership organization of a member publication are also eligible. Nominees may be persons who are currently active or those who have moved on to other endeavors. The award is open to persons in sales, circulation, production and editorial.

The deadline for submitting nominations for these awards is October 1. That's only two months away. Nomination forms are available at www.livestockpublications.com.

Contests

Judging the LPC photo contest is a favorite AMS activity. We have many great photographers among our

members and you do not have to attend AMS to submit an entry. The committee that organizes the contest can always use additional volunteers, too.

With more than 50 categories, nearly everyone can find an opportunity to submit an entry in the LPC Awards Contest. There were nearly 500 entries submitted this year. Contest winners are announced and recognized during AMS. The deadline for submitting entries next year is April 18, 2016. Contest rules and forms can be found on LPC's website.

The contest is judged by multiple professionals with experience in the category they are judging. Do you know someone who could be added to the pool of judges?

Events

We have an excellent committee in place working on Vision 2015 which will be November 10 just prior to the NAFB convention in Kansas City. Put that on



Don Norton
Boelte Hall
2014-15
LPC President

your calendar if you can be in the area and consider volunteering for the committee in 2016.

Regional workshops have become popular with members whose schedule and/or budget preclude them from attending AMS. They are organized by a committee of members with a geographic connection with support by the LPC board and executive director. Would you like one in your area? Gather a few LPC friends and make a plan.

If you attend the NCBA Convention, join LPC for the luncheon each year. This is the event where the Headliner and Hall of Fame Award winners are announced.

If you want to up your involvement with LPC, contact **Diane Johnson** or any of the board members listed here. You can help make LPC a better organization for all members.

LPC CALENDAR OF EVENTS

JULY 25-29

17th Annual Ag Media Summit, Scottsdale, Arizona

OCTOBER 1

Nominations for Headliner and Hall of Fame awards

NOVEMBER 10

Vision Event, Kansas City, Missouri

FUTURE AG MEDIA SUMMIT DATES

July 23-27, 2016 | St. Louis, MO

(Hyatt Regency St. Louis at The Arch)

Closest airport is STL (St. Louis)

July 22-26, 2017 | Snowbird, UT

(Snowbird Ski and Summer Resort)

Closest airport is SLC (Salt Lake City)



LPC Best of the Bunch Photo Contest at Ag Media Summit

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 four categories:
 - a) Livestock
 - b) Livestock industry people
 - c) Livestock scenic (such as a landscape)
 - d) Digitally enhanced (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 11"x14".
- 4) All photos must be identified with your 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 per photo) but we have added larger cash prizes.
- 8) Entries will be taken until 9 a.m., Monday, July 27 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, "straight out of the camera" 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 and can use the photo for a 1-time canvas printing.
- 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:
Carrie Horsley chorsley@angusfoundation.org
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Carey Brown at cbrown@kycattle.org

Coming to your inbox!

Watch for a copy of last year's directory listing to update and return for the new 2015-1016 LPC Directory

ALL EVENTS WILL BE HELD AT THE HYATT REGENCY SCOTTSDALE RESORT & SPA AT GAINNEY RANCH

SUNDAY, JULY 26

- 8 a.m. - 5 p.m. Registration desk open
8 - 11:30 a.m. LPC board meeting
9 - 11:30 a.m. AAEA board meeting followed by PIF meeting
Noon Lunch on your own
2 - 4 p.m. ACT Welcome and Student Professionalism Sessions
2 - 5 p.m. InfoExpo exhibit set up
5:30 - 6:45 p.m. First-timers reception
7 - 10 p.m. Famous Welcome Party at the hotel

MONDAY, JULY 27

- 8 a.m. - 5 p.m. Registration desk open
7:30 - 8:30 a.m. Hot Breakfast
8 a.m. - 3 p.m. InfoExpo set up
8:30 - 11:30 a.m. DEEP DIVE
 - Design Deep Dive: Adobe Illustrator**8:30 - 10:00 a.m. BLOCK 1 SESSIONS**
 - Troubleshoot Your Photography
 - Automating Journalism: "Robot Writers" Turn Data Into Narratives
 - Building brand and reputation: A case study
 - Newsmaker Panel: What Does the Drought Mean for Agriculture and Beyond?

10 - 10:15 a.m. Coffee break
10:15 - 11:30 a.m. BLOCK 2 SESSIONS
 - Good Questions and Better Stories: Effective Interviewing
 - "World's Greatest Salesperson...Your Video!"
 - We're in this together: Fostering client / agency bliss
 - How We Judged Your Winning Photos

11:45 a.m. - 1 p.m. **STUDENT AWARDS AND RECOGNITION LUNCHEON**
1:15 - 2:30 p.m. BLOCK 3 SESSIONS
 - Let's Talk About Ethics: Panel and Open Discussion on Ethics in Ag Journalism
 - Tackling a Redesign (by someone who's been there, done that)
 - Open Up the Story: 10 questions that lead to fresh ideas
 - Happily Ever After: The Union of Craft and Connection in Portraits

2:30 - 2:45 p.m. Coffee break
2:45 - 4:00 p.m. BLOCK 4 SESSIONS
 - Tell a Better Story with Multiple Platforms
 - Think Like a Marketer When You're Selling Marketing Tools
 - Harness the Power of Infographic Communication
 - Ever wonder what's happening in business to business media?

4 - 7 p.m. **InfoExpo Grand Opening** followed by a free evening.
4:30 p.m. ACT Critique and Contest Awards

TUESDAY, JULY 28

- All Day Registration
7:30 - 9 a.m. LPC annual business meeting
LPC Contest awards will follow LPC meeting
8:30 - 10 a.m. Breakfast in InfoExpo
10:15 - 11:00 a.m. BLOCK 5 SESSIONS
 - Crash Course on Business Journalism
 - Happily Ever After: The Union of Craft and Connection in Portraits
 - Post It! How to Craft Your Social Media Plan
 - It's Not You, It's Me: How to Network and Lead as a Young Professional

11:15 - Noon BLOCK 6 SESSIONS
 - Find Financial Angles in Everyday Stories
 - You Only Have Two Hands: How to Write and Shoot the Same Story
 - Do They Like Us? How to Evaluate Your Social Media Plan
 - Leadership: Transitioning skills gleaned from the boardroom to the newsroom

Noon - 1:15 p.m. LUNCHEON
1:30 - 3 p.m. Dessert in InfoExpo
3 - 6 p.m. InfoExpo teardown
3:15 - 4:30 p.m. AAEA business meeting
4:30 - 5:30 p.m. ACT business meeting
5 - 6:30 p.m. AAEA awards presentation
6:30 - 9 p.m. Cocktail Reception, Joint Dinner, Awards Banquet



SATURDAY, JULY 25

7 am - 3:30 p.m. *Bus is full!*
Ag Tours of Southern Arizona
(Additional fee of \$75. Breakfast, lunch and light snacks included)
The group will leave the Hyatt to the first stop at **Knorr Family Farms** in Maricopa, Arizona. Knorr Farms is family owned and operated more than 5,000 acres of farm land in several locations and is known for their jalapeño peppers. Over the course of a year, they will harvest more than 25 million pounds of different types of jalapeño peppers. They have patented a "Pepper De-Stemmer," which is used during harvest. They grow numerous other products as well.

The second stop is **Pinal Feeding Company**, which is the largest cattle feeding operation in Arizona, as well as one of the largest in the U.S. The total capacity of the operation is 150,000 head throughout three locations. Pinal Feeding Company feeds out a large number of Holstein cattle. The family owned business also includes a feed mill and the largest hay brokerage company in Arizona.

The final stop is at **Shamrock Farms**, one of the largest family owned and operated dairies in the U.S. The farm runs 10,000 cows and has a full line of dairy products that are distributed throughout the U.S. The goal at Shamrock Farms is to provide products that are "farm-to-table fresh."

All details and updates can be found at www.agmediasummit.com and be sure to join the Facebook page for new posts.

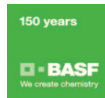


Exhibitors
with booth
numbers at
this year's
AMS

- 1 Modern Litho *In-kind*
- 2-3 AGCO Corporation
- 4 Titan Tire
- 5 Valent U.S.A. Corporation
- 6 U.S. Wheat Industry
- 7 Eco Agro Resources
- 8 Farmers Edge
- 9 USDA SARE
- 10 USDA/NRCS
- 11 Northern Pulse Growers Association
- 12 Kuhn North America, Inc.
- 13 Donald W. Reynolds National Ctr. for
Business Journalism
In-kind
- 14 Farmer Mac
- 15 Unverferth Mfg. Co., Inc.
- 16 FarmLink
- 17 The Propane Education & Research
Council
- 18 GYPSOIL Brand Gypsum
- 19 American Soybean Association
- 20 Arysta LifeScience
- 21 Rabo AgriFinance
- 22 Nufarm *Contributor*
- 23 National Pork Board *Silver*
- 24 Verdesian Life Sciences *Contributor*
- 25 Association of Equipment
Manufacturers
- 26 Advanced Biological Marketing
Contributor
- 27 WinField *Contributor*
- 28 Oregon Ryegrass & Tall Fescue
Commissions
- 29 Merial
- 30 Krone North America
- 31 Wyffels Hybrids
- 32 Alltech *Contributor*
- 33 Boehringer Ingelheim Vetmedica, Inc. *Contributor*
- 34-35 Monsanto Company *Silver*
- 36 John Deere *Silver*
- 37 U.S. Custom Harvesters, Inc.
- 38-39 FMC Corporation *Bronze*
- 40 Kinze Manufacturing *Contributor*
- 41-42 Farm Credit *Gold*
- 43 Case IH *Silver*
- 44 DuPont Pioneer *Silver*
- 45 Publication Printers Corp. *Contributor*
- 46 Bayer CropScience *Silver*
- 47 Amer. Soc. of Agronomy / CCA
- 48 Advanta
- 49 Crop Copter
- 50 West Central Distribution *Contributor*

Thank You Sponsors

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