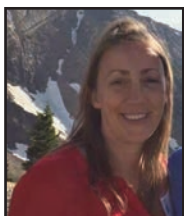


# ACTIONGRAM

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

## Signing off



Carey Brown  
2018-19  
LPC President

As we all look forward to another Ag Media Summit, I can't help but look back at my year as President. I will be the first to admit that I was a little overwhelmed leaving Ag Media Summit last year.

**Diane Johnson** had just announced that she would be retiring in one year and that became the number one priority in my term as president. The Board and Search Committee spent a lot of time planning our hiring process and setting our goals and priorities for our organization. Our Executive Director position is unique and requires a lot of

skill sets to accomplish our mission and purpose. We have been so fortunate to have **Diane** as our Executive Director for so long. She has done so much to build our organization, both through membership and finances. We are thankful for her willingness to help through the entire process and to spend one month with our new executive director to prepare them for the job ahead.

With all of that being said, I am excited to announce that we have hired **Lindsay Runft** as our new Executive Director. Lindsay graduated from Kansas State University with a

Bachelor of Science degree in Agriculture and completed her Master of Science degree in Agricultural Communications from Texas Tech University. She currently runs Prairie Public Relations in north-central Kansas but also worked for Livestock Marketing Association from 2013-2018. She has been a member of LPC in the past and looks forward to



### LPC Executive Committee

Carey Brown, President  
*Cow Country*  
cbrown@kycattle.org

Jennifer Carrico, First Vice President  
*JC Communications*  
j2kcattle@gmail.com

LeAnne Peters, Second Vice President  
*CattleBusiness in Mississippi*  
cbmag@att.net

Molly Schoen, Secretary-Treasurer  
*Charolais Journal*  
mmader@charolaisusa.com

Cindy Cunningham  
Immediate Past President  
National Pork Board  
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

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@jsignaturebrand.com

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

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

Diane E. Johnson, executive director

Located in the Historic Stockyards of Fort Worth  
200 West Exchange Avenue, Fort Worth TX 76164

dianej@flash.net • diane@livestockpublications.com • www.livestockpublications.com  
817/336-1130 • cell: 817/247-1200

working for our organization. We feel very fortunate to have Lindsay leading our organization and we hope you get the chance to meet her very soon.

Lindsay starts on July 15 and will work for the first month alongside Diane. The LPC headquarters will be moved from Ft. Worth, TX to Courtland, Kansas, effective August 15, 2019.

Another big decision was made in the past year to hire someone to manage AMS. In the past the responsibilities were split between AAEA and LPC. In March 2019, the committee chose **Tina Bowling** to be the new conference manager. Tina is president of Innovative Association Management and they have a lot of experience in ag event management.

Tina and her staff are already working on planning the 2020 AMS in Kansas City and look forward to attending AMS this year to learn more about the event.

We welcome you to meet both Tina and Lindsay at AMS this year. They will be around for the entire event and we invite all of our members to visit with them and let them know your thoughts and ideas regarding LPC and AMS. As they both begin their new roles, it will be beneficial for each to get to know our members so that they know how to serve our membership. The current plan is to have a trade show booth that will also serve as a meet and greet for both. Stop by to introduce yourself!

It was a huge burden on all of the

search committees to get these two positions hired. I want to personally thank **Steve Drake** for his role in each of the searches. He kept both committees on task and presented some of the best candidates for each position. Also thanks to the search committees for each group. There was a lot of travel and calls that went into each position and it was not an easy job. Our volunteers are without a doubt the best there is. It is a huge relief to know that we have two very talented people that will continue to grow our organization into the future.

I look forward to seeing many of you at AMS. Safe travels!

*Carey*

## Meet new AMS manager: Tina Bowling

*Thank you Kenna Rathai for your permission to re-run your story from the Byline of the AAEA The Agricultural Communicators Network*

Ag Media Summit has a new conference manager, Tina Bowling, president of Innovative Association Management Solutions (IAM Solutions) for almost 12 years. Tina's experience in agriculture includes serving as executive director for both the American Forage and Grassland Council and the Western Seed Association. She is based in Berea, in east central Kentucky, and graduated from the state's Morehead University.

She'll attend this summer's event in the Twin Cities and is excited to get first-hand working knowledge of AMS so she can ensure a smooth transition into the 2020 event. We asked her a few questions, so let's get to know her better!

### **Q: Why do we have a separate Ag Media Summit conference manager now vs. staffs of AAEA and LPC?**

A: AMS has been very successful through the years and both groups wanted some changes so that the AAEA and LPC staffs could focus on their organizations. I'll be responsible for providing conference and event planning, and consultation. All groups will continue to work together and are excited about the future of AMS.

### **Q: Why were you interested in the job?**

A: I enjoy conference planning and working with agriculture organizations so this seemed like an excellent fit.

### **Q: What do you think will be the most challenging part of the job?**

A: The transition is always a challenge as it is an attempt to learn 20 years of information and history as quickly as possible. However, I am extremely fortunate to have support from Diane, Samantha and the Steering Committee to provide all the resources necessary for success.

### **Q: What's your favorite part about planning an event?**

A: Creating a memorable experience for attendees, whether that be during an educational session or while networking, that leaves a positive impression of the organization.

### **Q: What place(s) is on your "bucket list" of places to visit?**

A: I would love to tour Europe for a summer!

### **Q: What food is always in your cabinet or fridge?**

A: Popcorn

### **Q: Name a few things you enjoy?**

A: My five daughters, being around water but not in it, and sunsets with a glass of wine.



*Diane got to meet Tina after she was selected and while Tina was in Fort Worth for other meetings.*



IFAJ Congress: July 26-31  
 Ag Media Summit: July 27-31  
 Minneapolis/Bloomington, Minnesota  
[www.ifaj2019.org](http://www.ifaj2019.org)  
[www.agmediasummit.com](http://www.agmediasummit.com)

## Notice of LPC Annual Meeting:

July 30, 2019

2:15 pm

Edina Room

DoubleTree by Hilton Hotel

Bloomington - Minneapolis South

Minneapolis, Minnesota

### TUESDAY, JULY 23

8 am Pre-tour leaves for Iowa from airport hotel

### WEDNESDAY, JULY 24

8 am - 8 pm Young Leaders and Master Class Boot Camp

### THURSDAY, JULY 25

7 am - 7 pm Registration open

8 am - 7 pm Concierge desk open

8 am - 5 pm Young Leaders and Master Class Boot Camp

Orientation/Sessions

12 noon Young Leaders and Master Class Boot Camp Lunch

3 pm Break

6:30 pm IFAJ Executive Committee Dinner

### FRIDAY, JULY 26

7 am - 6 pm Registration open

8 am - 7 pm Concierge desk open

6 am - 7 pm Media Lounge and Room

10 am - 3 pm IFAJ Executive Committee Meeting

12 noon IFAJ Working Lunch

4 - 4:45 pm Master Class/Young Leader Alumni Reception

5 - 10 pm IFAJ Congress Welcome Party

### SATURDAY, JULY 27

7 am - 6 pm Registration open

8 am - 7 pm Concierge desk open

6 am - 7 pm Media Lounge and Room

8 am Continental Breakfast for IFAJ Delegates

9 - 11:30 am IFAJ Delegate Meeting

11:45 am - 1 pm Luncheon

1:30 - 6 pm Area Tours

6:30-9:30 pm Dinner at Gale Woods Farm\*

### SUNDAY, JULY 28

7 am - 6 pm Registration open

6 am - 7 pm Media Lounge and Room

7:30 - 11:30 am LPC Board Meeting

7:30 - 11:30 am AAEA Board Meeting

7:30 - 11:30 am Professional Improvement Foundation

8 am - 4 pm InfoExpo Set up

8 am - 7 pm Concierge desk open

8:30 - 10 am Continental Breakfast

10:15 - 11:30 am IFAJ Session

Unexpected Partners: Improving Improving

Food Security Through Genetic Innovation

11:45 am - 1 pm Luncheon

1:15- 5 pm University of Minnesota Arboretum Extravaganza

1:30 - 5 pm Off-site Photography Workshop:

4:30 - 5:30 pm Student Welcome Session

5:30 pm Buses start departures

6 - 10 pm Famous Welcome Party! (for both IFAJ and AMS attendees)

### MONDAY, JULY 29

7 am - 6 pm Registration open

8 am - 7 pm Concierge desk open

6 am - 7 pm Media Lounge and Room

The nominating committee will submit this slate of officers at the upcoming annual meeting of LPC.

## 2019-2020 Board of Directors

### EXECUTIVE COMMITTEE

President, Jennifer Carrico

JC Communications

First Vice President, LeAnne Peters

*Cattle Business in Mississippi*

Second Vice President, Molly Schoen

*Charolais Journal*

Secretary/Treasurer, Ben Richey

United States Animal Health Association

Immediate Past President, Carey Brown

*Cow Country*

### BOARD MEMBERS

Nicole Erceg

Certified Angus Beef

Sheila Grabosky

Biozyme

Autumn Fuhrman

*Arkansas Cattle Business*

Casey Hinnant

*Carolina Cattle Connection*

Katrina Huffstutler

Cactus Flower Communications

Julie Mais

*Angus Journal*

Katie Miller

Kate Communicates

Codi Mills

*Cattle Business Weekly*

John Robinson

*National Cattlemen*

Jennifer Shike

*Farm Journal's PORK*

Tim Steinbeck

Modern Litho



7 - 8:30 am Hot Breakfast Buffet  
 8 am - 4 pm InfoExpo set up  
 7:30 am - 5 pm IFAJ Livestock Tour  
 8:30 - 9:45 am LEARNING SESSIONS: Block 1

- Think Outside the Pyramid
- Any Face, Any Place: Mastering the On-Location Portrait
- Magazine Makeover: Where to start and what to consider
- So You Have a Podcast, Now What?
- Communicating with Impact - Boosting Personal Presence

9:45 - 10:15 am Break  
 10:15 - 11:30 am LEARNING SESSIONS: Block 2

- Color Readers Fascinated
- Bring out the Best of the Beast: Creating Powerfully Authentic Livestock Images
- Intro to Infographics
- Video Power in Your Pocket (repeats on Tuesday)
- From B to Z: Talking About my Generation, a Discussion about Timeless Communication and Leadership Styles
- Newsmaker: Data Drives Sustainable Solutions

11:45 am - 1 pm Student awards & recognition luncheon  
 1:15 - 2:30 pm LEARNING SESSIONS: BLOCK 3

- Make Magic with Metaphor
- Stand Out on Social with Design that Delivers
- Ace Aerial Imagery: Pro Tips for Shooting Impactful Aerial Video and Photos
- 30 Ideas in 60 Minutes for Sales Success
- Influencers — How to Cultivate, Manage and Work with Them

2:30 - 2:45 pm Afternoon Break  
 2:45 - 4 pm LEARNING SESSIONS: BLOCK 4

- Master the Art of Storytelling
- Think Like a Movie-Maker: Cinematographic Techniques for Compelling Visual Stories
- Creating Iconic Covers
- Taking Social Media to the Next Level: 6 Steps to Success
- Newsmaker: In Need of a Lifeline: Today's Farmer Emotional Health Issues

4 - 7 pm ARC silent auction open for bidding  
 4 - 7 pm InfoExpo Grand Opening and reception followed by a free evening  
 5 - 7:30 pm Student Development and Networking

**TUESDAY, JULY 30**

7 am Box breakfasts available on bus departing from  
 7 am - 6 pm Registration open  
 6 am - 7 pm Media Lounge and Room  
 8 am - 7 pm Concierge desk open  
 7:30 am - 5 pm Area Tours  
 8:15 - 10:15 am Breakfast in InfoExpo  
 8:30 am - 2 pm ARC silent auction open for bidding (closing bids at 2 pm)  
 10:30 - 11:45 am LEARNING SESSIONS: Block 5

- Rock On Writing!
- Get More from Your Next Photo Shoot
- Video Power in Your Pocket (repeat from Monday)
- Elevating Excellence in a Cynical World

12 noon - 2 pm Working Lunch in InfoExpo  
 2 - 6 pm InfoExpo closes teardown  
 2:15 - 3:45 pm AAEEA Annual Business Meeting  
 2:15 - 4:15 pm Livestock Publications Council Annual Meeting and Contest Awards Presentation  
 2:30 - 5 pm Student Awards and ACT Business Meeting  
 4:15 - 5:30 pm AAEEA Contest Awards presentations  
 5:30 - 7 pm Cocktail reception for everyone  
 6:45 - 8:30 pm AMS Closing Dinner and Awards  
 7 - 8:30 pm IFAJ Congress Closing Dinner  
 8:30 - 11:30 pm Celebration Closing Party

**WEDNESDAY, JULY 31**

5:30 - 9 am Coffee-to-go Bar  
 7 am Post tours depart

All information updated continuously at  
[www.agmediasummit.com](http://www.agmediasummit.com)  
 Direct link to registration:  
[www.agmediasummitregistration.com](http://www.agmediasummitregistration.com)  
 Also join our Facebook page and  
 tweet to: #AgMS

All activities at the  
 DoubleTree by Hilton Hotel  
 Bloomington - Minneapolis South  
 7800 Normandale Boulevard  
 Minneapolis, MN 55439  
 952-835-7800



Hall of Fame honoree **Todd Domer** and  
 Headliner award winner **Lyle Orwig**  
 will be honored during the Tuesday  
 evening awards dinner.

UPDATED DEADLINES AND VOTING!

# LPC Best of the Bunch <sup>Facebook</sup> Photo Contest

Eligibility:

1. All entries must be original 'straight out of the camera' photos. Basic color and lighting adjustments only. No digital enhancements.
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.

Timeline:

**1. Photo submissions: Monday, July 15, 2019 to Friday, July 19, 2019 by noon central.**

2. Voting: Monday, July 22, 2019 through July 29, 2019

Photo Submission:

1. Each LPC member can only submit ONE photo for the online contest
2. Photos, name, affiliation and photo category must be emailed to Carrie Webster at [cwebster@pork.org](mailto:cwebster@pork.org) by Friday, **July 19 at noon central** to be entered in the contest.

3. Photos must fall within one of the three of the Best of Bunch Photo Contest categories: 1. Livestock, 2. Livestock Industry People, or 3. Livestock scenic (such as landscape, must have livestock in the photo).

4. The photo committee reserves the right to remove a photo from the contest if it doesn't meet category submission or has been digitally enhanced

5. No entry fee for the online contest

Voting:

1. Votes will only be counted on the LPC Facebook page (original entry post)

2. Shares and comments will not be counted for voting

Winner:

1. Winner will be announced at Ag Media Summit during the Annual Banquet Tuesday evening

2. Winner does not have to be present at AMS to receive prize

3. Winner will receive \$100 cash prize

## LPC 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 four categories:

- a) *Livestock*
- b) *Livestock industry people*
- c) *Livestock scenic (such as a landscape, must have livestock in photo)*
- d) *General (may include 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 29 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 "straight out of the camera" photos. Basic color and lighting adjustments only. General category does allow for digital enhancement.

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.

# My final countdown - from Diane

Wow, as I finish my final newsletter as executive director I find myself in a puddle of emotions.

I have to admit I'm a little weary after these past months of planning for the upcoming Ag Media Summit and IFAJ Congress which doesn't help. And knowing others are like me and, when tired, can cry just looking at a cute baby.

*My final thoughts - here we go.*

I first became acquainted with LPC at my first job in 1985 when I was the editorial and advertising assistant at the *Brangus Journal* in San Antonio. Being low man on the totem pole I saw LPC only from the fringes. However after moving to Fort Worth in 1987, and becoming editor of the *Texas Hereford* magazine, I quickly saw its merits and became involved. I'm still not sure how that happened so quickly.

Before I knew it I was co-chair of the 1990 LPC Convention in Fort Worth and then co-chaired the 1996 Convention with **Greg Henderson** in Reno and ended up voted in as a service member on the board that year. I was hooked.

In 1998, then executive director, Bill Shepherd announced his retirement from LPC. Having started my own advertising and marketing company in 1997, the opportunity to apply could turn into a natural addition to my business. The interview process took place at the LPC Convention in Lexington, Kentucky. I remember it was odd to be a board member, be excused from the room, then be invited right back in for a job interview with my fellow board members. The rest is history.

When I announced my intentions to "retire" last July I knew that I would be committed to this year's event especially with its international component. Another reason for my commitment is because of the generosity of the Ag Media Summit committee trusting me to attend IFAJ Congresses all around the world since 2005. What a blessing to connect with journalists from around the world who will now come to the U.S. for a second time in ten years.

*\*Side note: in 2009 when we were planning and executing the Congress I remember thinking "Wow. Glad I'll never have to go through this again." \*Sigh\**

When I think back on all the memories that I have from the past 21 years, there are too many to comprehend. The friendships made are, by far, the most important – bar none. And not only my personal friendships, but the ones I have seen develop between others. Every year at Ag Media Summit it truly is a family reunion and the support that we all give each other is incredible.

One should never list specific people but I would be remiss if I didn't recognize some publicly.

**Greg Henderson** has been my rock from the very beginning and has been a mentor, friend and was responsible in a big way for me being hired. I still have the fax that was considered my "contract" and he has been with me every step of the way. **Cheryl Oxley, Todd Domer** and **Neil Orth** fit into this category as well. All Hall of Fame honorees. How appropriate.

My presidents: **Belinda Ary, Jim Jennings, Greg Henderson, Lea Weinheimer Stokes, Wes Ishmael, Wayne Bollum, Joe Roybal, Lori Maude, Lisa Bryant, Kyle Haley, Jim Bret Campbell, Marilyn Brink, Andy Atzenweiler, Scott Vernon, Kathy LaScala, Christy Lee, Don Norton, Angie Denton, Scarlett Hagins, Cindy Cunningham, Carey Brown.** And the rest of this year's executive committee including **Jennifer Carrico, LeAnne Peters** and **Molly Schoen** who will all be president in the very near future.

The late **Don Norton**. If you knew Don then there are no words to describe how much he is missed. The friendship that I had with Don was indescribable and it hurts during this time of year with the pre-planning for AMS because he was always there. Oh for the stories. **Paul Shanks** - thank you for saving my sanity.

To all of the student award winners. I'm so proud to look in the directory each year and see nearly three quarters of them still involved in the industry. While they certainly don't have to, it's invigorating to know that they are staying involved and, in many ways, giving back to LPC through their involvement.

**Steve Drake** and **Kenna Rathai**. My respect for both of you is immense. I wouldn't have picked any others to work with on Ag Media Summit for so many years. But also **Greg Lamp, Gregg Hillyer, Karen McMahon, Steve Werblow** and **Kurt Lawton**. What a team. This year (and 2009) have rocked.

My volunteer staff for AMS: **Marilyn Brink, Kent Jaecke, Cindy Peterson, Nancy Gill-Pardue**. They give of their time to come and support me at AMS and get nothing in return. But through the last ten years they have helped make the AMS have the "friendliest registration desk" and are a well-oiled machine.

And now to **Tina** and **Lindsay** who will make their own imprint on LPC and AMS. Sure there are many things that I have done the same for years and I'm looking forward to their take on the Summit and activities of LPC. There is so much that can be done, new programs to develop, old ones to re-vamp and with everyone's support and open mind, the future is bright for both LPC and the Ag Media Summit.

I'm not going away. I plan to enhance my event planning and etiquette training that I so passionately love. And one day I'm going to go to an AMS and sit in a workshop and listen and learn. And I'm still going to see all of you in many places around the country. But more than anything I'm going to cherish the moments that I have had with you and the laughs we are going to have as we reminisce for years into the future.

My love for this organization, the people and its purpose has no boundaries. Thank you for the memories that will forever be a part of my life. We are in this life for moments but these moments are the most cherished of my forever life.

Thank you LPC.

*My first official board in 1999.*

