

ACTIONGRAM

JUNE 2003

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

Dare to Design

REGIONAL DESIGN CLINIC



A SMASHING SUCCESS

LPC's quest to offer regional workshops for designers was proven to be a successful goal! The Dare to Design Regional Design Clinic was held on May 20 in Stillwater, Okla. and was a huge hit! Sixty LPC members and guests attending the day-long event learned the basics of Adobe Illustrator and Adobe Photoshop and were able to use Oklahoma State University's (OSU) computer labs. This hands-on approach was an excellent way for the "students" to learn more about these design programs.

Teaching the Illustrator class was **Brian Smith** designer with *The American Quarter Horse Journal* (AQHJ). **Steve Ricketts**, Quebecor World was the instructor of the Photoshop class. Also during the morning some of the attendees went to the OSU cattle barns with photographer, **William Pope**. The weather was less than cooperative, but the group was still able to find out what it's like to work in these conditions.

During lunch two printer representatives, **Steve Ricketts** and **Steve McKinzey** shared advice from their perspective. An active question and answer period helped everyone address individual problems. The afternoon sessions also included website basic design by OSU's **Dwayne Cartmell** and **Julie Cox**.

Extra thanks goes to workshop coordinator **Lisa Bryant**, Cowboy Connection, for all of her work on putting this event together. Her committee included **Kyle Haley**, *Limousin World*, **Jim Bret Campbell**, AQHJ, **Shelly Sitton**, OSU and **Jodi Nichols**, OSU.

The next Design Workshop will be held in Kansas City during the third week of October. The dates will be confirmed soon. •



REMEMBER DESIGNERS - WE STILL NEED YOUR INPUT FOR CLEVELAND!

There are two design workshops at this year's APS that are going to be very "audience participation required events". The most important part is YOUR INPUT! Send your information to workshop leaders: **Gail Lombardino**, gail@eatech.net and **Julie Seitz-Aud**, julieaud@mac.com. Also if you have signed up for this workshop, you will be receiving a questionnaire that we will need to have filled out. This is to make sure that YOU are the "workshop designers". Watch for more information on that and start sending in your comments - we can't do it without you! Questions? contact **Gail, Julie or Diane**, dianej@flash.net, 817/336-1130.



Paul Andre

BEST OF THE BUNCH PHOTO CONTEST

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 unretouched photos.
- All entries must be 8x10 in size and mounted on heavyweight stock.
- 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, July 28 at registration.
- Contestants unable to attend the Summit are responsible for making arrangements in getting their photo(s) returned. •

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 Publications Summit it is named after Paul Andre, retired editor of BEEF magazine and long time coordinator of this contest. Prizes are awarded with the top overall photo printed on the cover of the 2004 LPC Directory!



SILENT AUCTION benefiting the STUDENT PROGRAM

This year's Silent Auction will be the primary fund raiser during the APS and we need your support!

Do you have a time share condo in the Florida Keys?

How about a Remington bronze?

Or do you know someone willing to donate their time and talent in lessons, computer consulting or some other great feat?

These are just a few ideas, but we also love items like gift baskets, clothing items, or toys to take home to the little ones back home. Everyone is invited to donate an item representing either your company or just something that you would like to share for this great cause. This important event supports the student scholarship funds of LPC and AAEEA. For more information or to make a contribution, contact Luann Ulrich (APS intern) at 817/336-1130 or luannu@okstate.edu. Please let us know prior to the APS that you have an item so we can assure that there is proper signage and your name and company will be recognized. We thank you in advance for your generosity! •

MEET LUANN!

Luann Ulrich, a student at Oklahoma State University is this year's Agricultural Publications Summit intern and is working working out of the LPC office in Fort Worth. Here are a few of the important things about her:

If you were a crayon, what color would you be? **Purple**
What is the last movie you watched?

Alex and Emma

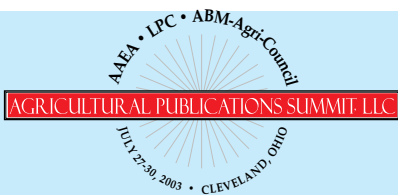
What do you think is the perfect job or what do you want to be when you grow up? **Horse trainer**

If you could have dinner with three other people who would they be?

Martina McBride, Billy Graham, John Lyons (famous horse trainer)

Perfect vacation spot? **Australia**

Luann is an Animal Science and Ag Communications double major; December 2004 and she says her favorite thing about OSU is: all the people! Luann is handling all of the registration information for APS and you'll meet her there. •



Schedule updated 6/15/03

The full registration packet with complete details of the workshops can be found at www.livestockpublications.com

Sunday, July 27

- 7:00 - 11:30 a.m. Board and Committee Meetings
 8:00 a.m. Registration
 1:00 - 5:00 p.m. **Working Effectively Across Cultures**
 Come learn from nationally-known Intercultural Communication trainers Dr. Dan Distelhorst and Dr. Gordon Watanabe on how to use differences as a resource for synergy, creativity and increased team/organizational effectiveness.
 1:00 - 5:00 p.m. **How'd You Do That? Design Clinic Part 1**
 Here's your opportunity to ask questions on methods and short-cuts with practical application within design programs. This will be the most comprehensive, practical design workshop you've ever seen at APS! Gail Lombardino and Rob Giseburt, instructors.
 6:00 - 10:00 p.m. **Rock and Roll Welcome Party**
 It's time to get together with your friends and enjoy great music from the decades of Rock and Roll!

Monday, July 28

- Morning **InfoExpo set up**
 7:00 a.m. **Depart for Golf Outing** at Manakiki Golf Course
 7:30 a.m. **Registration begins**
 8:00 a.m. **Continental Breakfast**
 8:00 - 11:00 a.m. **Never Forget a Name**
 Tom Weber, The Memory Institute
 8:00 - 11:00 a.m. **Photo Clinic**
 Coordinated by AAEA Photo Committee
 8:00 - 11:00 a.m. **How'd You Do That? Design Clinic Part 2**
 A continuation of Part 1 with designer Julie Seitz-Aud and emphasis on Quark Xpress.
 11:30 a.m. **Lunch followed by Wellness 101 - Brian Bradley, Egoscue**
 The Egoscue Method Pain Free @ Work Programs
 1:00 - 4:00 p.m. **LPC Critique Contest and presentation of awards**
 2:00 - 3:30 p.m. **Issues & Newsmakers: Food Safety/Food Security**
 Moderator: Dr. Robert Gravani, Cornell University
 Panelists: Kyle Vickers - Missouri farmer; Rep. Marcy Kaptur (D-OH) (invited); Dr. Michael Osterholm (invited)
 2:00 - 3:30 p.m. **What Readers Need - Panel Discussion with Farm Consultants**
 Moe Russell, Panora, Iowa; Dan Kniffen, Penn State University.
 4:00 - 6:00 p.m. **Grand Opening of InfoExpo and Beer & Bull**
 7:00 p.m. **AAEA Awards Banquet**

Tuesday, July 29

- 7:00 - 8:30 a.m. **Breakfast in InfoExpo**
 8:30 - 10:00 a.m. **Breakouts Block One**
 I: Photography: Learning from the Masters, Mike Raine
 II: Writing: Learning from the Masters, Fred Myers
 III: Protecting Your Photos Nancy Wolff, Picture Agency Council
 IV: What's New in Digital? Jodi Miller, The Ohio State University
 V: The Workings of Adobe Acrobat, Gail Lombardino and Rob Giseburt
 10:00 - 10:30 a.m. **Break in InfoExpo**
 10:30 - 11:30 a.m. **Breakouts Block Two**
 I: Building Better Teams, Keith Woods, The Poynter Institute
 II: Trust What You Read? - The Ethics Arena, Trudy Lieberman, journalist with Consumers Union
 III: The AAEA Photo Contest Critique, by Jodi Miller, The Ohio State University
 IV: Recasting Your Content On The Web, Robert Garrigan, Streampipe
 V: Master Microsoft Outlook in 10 Easy Steps, John Brandon, Writer
 12:00 n - 1:30 p.m. **Keynote Luncheon with Craig Zablocki**

- 1:30 - 2:30 p.m. **Dessert in InfoExpo**
 3:00 p.m. **InfoExpo Closes**
 2:30 - 3:30 p.m. **Breakouts Block Three**
 I: Capture Creativity, Craig Zablocki
 II: How to Stay Alive in Your Profession, Gene Logsdon
 III: Master Microsoft Outlook in 10 Easy Steps (repeat)
 IV: Redefining Your Comfort Zone, Keith Woods, Poynter Institute
 V: The Ethics Arena (repeat)
 3:30 - 4:30 p.m. **Breakouts Block Four**
 I: So You Think You're Funny? Roger Welsch, author
 II: How to Stay Alive in Your Profession (repeat)
 III: Recasting Your Content On The Web (repeat)
 IV: Photo Copyright Protection, (repeat)
 V: Marketing your Magazine, Scott Stines, Mass 20ne
 4:30 - 6:00 p.m. **One on One with Roger Welsch**
 7:00 p.m. **LPC Awards Banquet**

Wednesday, July 30

- 8:00 - 9:15 a.m. **AAEA Annual Meeting**
 8:00 - 9:15 a.m. **LPC Annual Meeting**
 9:30 - 11:15 a.m. **Closing Brunch with Don Logan**

WELCOME NEW MEMBERS!

SINCE JANUARY 2003



Publication

- Beef Business Journal**
 Allen Moczygemba, Philadelphia, PA
Braford News
 Rodney Roberson, Nacogdoches, TX
Cattlemen's News
 Mark Harmon, Carthage, MO
Jersey Journal
 David Jordan, Reynoldsburg, OH
Line Rider & News Brief
 Maggie Malson, Parma, ID
Pork Business Journal
 Allen Moczygemba, Philadelphia, PA

Service

- The Ag Agency - Farm Credit Bank of Texas**
 Penny Banks, Austin, TX
Agri-Labs
 Rick Cozzitorto, St. Joseph, MO
Agri Marketing Magazine
 Bill Schuermann, St. Louis, MO

Cummings Printing

- Ed Bellamare, Hooksett, NH
Elkhorn Creek
 Clifford Mitchell, Edmond, OK
Kim & Scott Holt, Nampa, ID
NKH&W
 Rick Purnell, Kansas City, MO
Showboat Graphics
 Becky Terry, Winchester, KS
Texas Tech University Dept. of Ag Ed & Comm.
 David Doerfert, Lubbock, TX
Two Girls Web/Ranchhouse Design
 Rachel Williams, College Station, TX
Village Press
 Terry Stillin, Traverse City, MI

Student

- Lena Williams**
 Angelo State University, San Angelo, TX
Lance Zimmerman
 Kansas State University, Manhattan



CRITIQUE CONTEST & AWARDS

Make sure your plans during the Summit include attending the Critique Contest and Awards

Presentation on Monday afternoon starting at 1:00 p.m.

Through the years the critique contest has not only been good for those who win, but also for those who enter, read their critique, enter again the next year and win. It's definitely meant to help all of us improve our work. Plus it shows us in an organized presentation the top quality work which we should all be striving toward.

For those of you who haven't attended the awards presentation here's how it works:

During the presentation, a brief overview of each category will be read. Then in reverse order of the category

numbers, the winning entries appear on the screen with brief comments and placing announcements until the winner in each category is named. The service member categories are always done first and the entire contest presentation culminates with the top awards which include overall excellence for the various publication categories.

The VERY top award is called the Flanagan award and is named after longtime supporter and past president of LPC, **James Flanagan**. The award is reserved for the publication which has shown significant improvement in overall design.

So, again when are the awards presented? Monday afternoon, 1:00 p.m. Can't make it to Cleveland and still win? We'll send you your hardware.

SEEDSTOCK EDGE has made some staff changes this spring

including the addition of **Christy (Couch) Lee** as the director of communications for the National Swine Registry. Many of you remember Christy when she was at *The Furrow* in Kansas City, and her newly married status has taken her back to her roots in Indiana and this new position. You can catch up more with Christy in Cleveland.

Also making a move at *Seedstock Edge* is Advertising Coordinator, Dan Baker who has moved toward retirement after almost eight years at SE, and a long line of work in the swine industry. NSR's CEO **Darrel Anderson's** comments in the April/May issue of their magazine gives Dan credit for increased advertising dollars and his ability to make his advertisers aware of their publication's opportunities. It's apparent that he will be missed - Good Luck Dan!

Wedding Bells

Eric Grant and **Patti Long** escaped to Las Canals, France to marry on June 5th. Both are active LPC members - Eric owns Wahoo! Productions and is a familiar freelance writer in many publications. Patti is a former editor at *Alabama Cattleman* and currently with the *American Salers* magazine. Congratulations!

LPC MEMBERS RECOGNIZED BY NAMA

Several LPC members were winners in the National Agricultural Marketing Association (NAMA) Marketing competition held this spring in San Diego. **Morgan&Myers** achieved a new record in the communications industry as the first firm to win Best of Show in both advertising and public relations.

Other LPC members winning multiple first place awards in the Best of NAMA competition were: **American Angus Association, Charleston | Orwig, and McCormick Company, John Deere, United Soybean Board, Osborn & Barr Communications, Bader Rutter & Associates, NKH&W Inc., Fleishman-Hillard Intl., and Colle + McVoy.**

LIVESTOCK PUBLICATIONS COUNCIL EXECUTIVE COMMITTEE

President, Wes Ishmael
Clear Point Communications, 817/249-4545
clearpoint@usa.net

1st Vice President, Wayne Bollum
Beef Today/Dairy Today, 507/664-9592
wbollum@farmjournal.com

2nd Vice President, Joe Roybal
BEEF, 952/851-4672
jroybal@primediabusiness.com

Secretary/Treasurer, Lori Maude
Gelbvieh World, 303/465-2333
lorim@gelbvieh.org

Lea Stokes, Immediate Past President
Reata Advertising, 830/995-5672
horseshoe@hctc.net

DIRECTORS

Andy Atzenweiler ('05)
Missouri Beef Cattleman
816/471-0200 - mobeef@birch.net

Marilyn Brink ('03)
Braunvieh World
785/841-9444 - kanwaka@earthlink.net

Lisa Bryant ('03)
Cowboy Connection
580/332-7480 - bryantl@cableone.net

Jim Bret Campbell ('04)
Quarter Horse Journal
806/376-4888 - jbcampbell@aqha.org

Steve Suther ('03)
Certified Angus Beef LLC
785/889-4162 - cabsteve@aol.com

Kyle Haley ('05)
Limousin World
405/350-0040 - limousin@limousinworld.com

Shauna Hermel ('03)
Angus Journal
816/383-5200 - shermel@angusjournal.com

Kathy LaScala ('04)
Drovers/Dairy Herd Management/Pork
913/438-8700 - klascala@drovers.com

Allen Moczygemba ('03)
Beef Today/Dairy Today
830/990-5855 - allenm@farmjournal.com

Rebecca Terry ('04)
Braford News
913/774-2628 - rebeccat@grasshoppernet.com

Scott Vernon ('05)
Brock Center for Ag Comm. Cal Poly State University
805/756-2707 - svernon@calpoly.edu

LPC OFFICE: Diane E. Johnson, Executive Director
dianej@flash.net 910 Currie St. Fort Worth, TX 76107
817/336-1130 • 817/232-4820 fax