

Actiongram

June 2007

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It Wasn't Raining When Noah Built The Ark

Remember when we all wanted to be firemen or nurses? We had our whole life planned out when we were younger. I've realized lately that I don't have dreams and goals like I did when I was younger. Yes, this comes from the girl who worked extra hard when someone told her that a female couldn't do "that" in the agriculture industry.

I remember all the seminars on goal setting from my 4-H and junior Hereford days. In fact, I used to teach workshop after workshop on this very topic, but yet here I am living day to day without goals in my life.

I don't know if my lack of plans is common, but as I think about it, you can flip through any woman's magazine and see stories of women who say their lives revolve around their children and they've lost their identity. They no longer have goals for themselves.

How does anyone get to this point? Like the women in these magazines, some of us put everyone's needs before our own and end up on the short end of the stick at the end of the day. Maybe failure to dream comes from settling in a job for several years. Or maybe life has upset your apple cart so many times that you start to accept that you don't control your life like you once thought you did and you give up on your dreams.

Is it right that you stop making plans for your life just because your body parts have started creaking and sagging, graying or falling out all together? I certainly don't think so. I think that as long as you are breathing on this great green earth, you should have hopes.

If your life hasn't turned out the way you thought it would, it's never too late to turn it around. After all, renowned folk artist Grandma Moses didn't even begin painting until she was in her seventies. Yes, the stresses and happenings in our lives can be confusing. Sometimes it's hard to figure out which fork in the road you should take. If like me, you've ever got to this point of

living day to day, maybe it's time to take a deep breath and start planning ahead again.

Maybe it's something small like clearing off your "to do" list by the end of the week. (On second thought, that's no small goal after looking around my office.) Perhaps it's to refresh on AP style if you're a writer, to learn a new software program if you're a designer or to get your digital photos identified and organized if you're a photographer. Remember that dreaded interview question asking where you want to be in five or 10 years?

Possibly you have a major life-altering goal in mind.

If you stop planning and living your life, what purpose are you serving mankind? Don't ever fail to dream. Envision plans for your future, whether big or small. Shoot for the moon and make plans now for the rest of your life. So what if you miss here and there? You'll still land among the stars if you're trying. Now if you'll excuse me, I've got to think ahead and write down some goals.

P.S. Don't forget to set a goal to attend this year's Ag Media Summit. The plans are coming together and it's shaping up to be an event you won't want to miss.



By Lisa Bryant,
2006-07 LPC
President

*If you stop planning
and living your life,
what purpose are you
serving mankind?*

Lisa

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NEWS About You

• **Shari Holloway**, Chattanooga, Okla., is joining EDJE Technologies based in Indianola, Iowa. EDJE is an agriculture Web site and print design company specializing in the development and management of web sites and print projects for over 1,500 customers across the United States plus several overseas customers. Although their customers are varied they specialize in the purebred livestock and agribusiness industries. Shari will continue to work out of her Oklahoma office and work on the print division specializing in the design and production of purebred livestock sale catalogs and advertising campaigns. EDJE is also one of LPC's newest service members.

• Charleston|Orwig, Inc. announces the addition of **Casey Marstaller** as a Public Relations Writer in its agricultural account service department. Marstaller recently completed a Bachelor of Science Degree at Virginia Tech. While majoring in Dairy Science with a minor in English, she was extremely active around campus, serving as a College of Agriculture and Life Sciences student ambassador, the Dairy Club's Dairy Ambassador and a charter member of the campus' Agricultural Communicators of Tomorrow.

Prior to joining Charleston|Orwig full time, Marstaller completed internship experiences with *Hoard's Dairyman*, *The Country Today*, the Pennsylvania Department of Agriculture and the College of Agriculture and Life Sciences at Virginia Tech.

Oh Baby!



UPDATE: Last month we told you all we new about the new baby born to **Becky and Charles (Boat) Terry**, Winchester, Kansas. **Chase David Terry** was born on May 9th but needed to spend one extra week in the hospital which allowed him to pass his "lung development" test. Then he got to go home to be with big sister, **Lauren**. And it appears that someone is already training him to be a meat eater! Congratulations to all!



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!

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 un-retouched 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 30 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,
Arkansas Cattle Business, magazine@arbeef.org

LPC Web Site to Undergo Overhaul

After many years of existence, the LPC Web site is going in for an overhaul! With the wide variety of opportunities offered by LPC and the demand for information, it was determined that we would start all over. The LPC Board appointed a task force to develop a RFP which is now available by contacting **Don Norton**, Boelte-Hall, donn@boelte.com or **Stephanie Veldman**, Broadhead + Co., sveldman@broadheadco.com. Proposals are due July 15.



Much more information is available on the Web site, www.agmediasummit.com. A special issue of new details will be coming out in the next couple of weeks. Watch for updates and be sure to sign up before the early deadline of June 30. Book your hotel too! See information below. Keep in mind, there is NOT a scheduled trip to Churchill Downs but we will help you make a trip there on Sunday morning if you wish. More details to follow.

SATURDAY, JULY 28

8 am - 4 pm Tours to Lexington, the horse country and more

SUNDAY, JULY 29

11 am - 5 pm Registration

1 pm - 4 pm **Masters Class: Lights...Camera...Critique!** NEW TIME

1 - 4 pm Adobe Photoshop Session – Claudia McCue

2 - 5 pm InfoExpo Set Up

6 - 10 pm Kick Off Reception – Huber Farms

MONDAY, JULY 30

8 am Golf Outing

8 am - 3 pm InfoExpo Set Up

8:30 - 10 am BLOCK 1

Photo: Finding the Angle – Bill Luster, *Louisville Courier-Journal*

Writing: Zing on Demand, Creativity in Headlines, Brian Throckmorton, *Lexington Herald-Leader* NEW

Management: DISC Profiles Part I -- It's About Personality – Paul Nobrega

Publishing: Blogging for Business – Chuck Zimmerman, ZimmComm New Media

Design: Enthusiastic Enthusiast, Trade and B-to-B Pubs Part I – Robert Sugar, Auras Design

10:15 - 11:30 am BLOCK 2

Photo: The Photographer's Challenge – Bill Luster, *Louisville Courier-Journal*

Writing: Zing on Demand, Creativity in Headlines, Brian Throckmorton, *Lexington Herald-Leader* NEW

Writing II: Building the Team – Panel

Management: DISC Profiles Part II -- It's About Personality – Paul Nobrega

Publishing: Develop Your Magazine's Vision – Roy Reiman, Reiman Publications

Management: Interpersonal Intelligence: Technology and Culture – Michael Bugeja

Design: Enthusiastic Enthusiast, Trade and B-to-B Pubs Part II – Robert Sugar

11:30 am Lunch: The Power of Humor – Dan Glickman

1 - 2:15 pm BLOCK 3

Writing: Basics of Interviewing – Sheila Coles, Canadian Broadcasting Corporation

Writing II: 60 Minutes with Fred Myers

Management: Living Ethics: Shaping an Ethics Code – Michael Bugeja, Iowa State University

Publishing: Inside the Online World

Students: Moving Beyond Fear – Roy Reiman

Newsmakers: Free Trade After the "Battle In Seattle" – Panel

Design: XPress Yourself 7.0 – Robert Sugar

2:30 - 4 pm BLOCK 4

LPC Critique Contest

Writing: Interview Skills: Listening – Sheila Coles,

Writing II: Covering Political Stories – Al Cross, Institute for Rural Journalism & Community Issues

Publishing: Postal Rates and Reform – Eddie Mayhew, Classification Station

Students: Collegiate Life Knowledge Workshop

Newsmakers: Chinese and Canadian Ag from the Inside Out – Panel

4 - 7 pm Grand Opening of InfoExpo

TUESDAY, JULY 31

8 - 10 am Breakfast in InfoExpo

10:15 -11:45 am BLOCK 1

Writing: Political/Human Interest Interviews – Sheila Coles

Writing/Photo: Staying Inspired, Motivated & Creative – Leigh Rubin, Rubes

Management: Coping with Change – Jackie Ferguson

Publishing: Podcasting for Publishers – Chuck Zimmerman, ZimmComm New Media

Students: The Interview – Panel

Design: High-Impact Photo Power – Panel

Noon - 1:30 pm Lunch – Country Music Entertainer, Michael Peterson

1:30 - 3 pm Dessert in InfoExpo

3 pm InfoExpo tear-down

3:15 - 4:45 pm BLOCK 2

Writing: The Business of Creativity – Leigh Rubin, Rubes

Photography: Environmental Portraits – Panel

Management: Jackie Ferguson – Communicating With Impact

Students: So You Got The Job. Now What? – Panel

Publishing: The Media Mix -- A Buyer's Perspective – Ted Haller, The Jordan Group

Design: Making the Most of Outlook – Katie Hunter

5:45 - 7 pm Joint Reception for AAEE/LPC

7 - 8 pm Individual Awards Ceremonies

8 - 10 pm Joint Dessert Celebration Reception

WEDNESDAY AUGUST 1

8 - 9:15 a.m. LPC Annual Meeting

AAEA Annual Meeting

ACT Annual Meeting

9:30 - 11:00 a.m. Brunch

All Ag Media Summit functions will be held at the Marriott Louisville Downtown • 280 W. Jefferson Street, 40202
502/627-5045 fax: 502/627-5044
www.marriott.com/sdflm code: AGRAGRA Room rate: \$129

Kentucky Agricultural Tour Saturday, July 28

Cost per person \$40 - See sign up form to register.

8 am

Buses depart Marriott Hotel, downtown Louisville

8:45 am

Stop 1: Paul Hornback Farm Tobacco has historically been a very important part of the Kentucky agriculture economy and culture. This stop will show you why Kentucky has been the most tobacco-dependent state in the U.S. We'll visit Kentucky farmer Paul Hornback who strips tobacco leaves from their stocks, forming bales bound for America's cigarette factories.

Hornback, whose family has raised tobacco for more than a century on land just east of Louisville, knows that much of the traditional ways of tobacco production are coming to an end. He is progressive thinker and has diversified and braces for the coming changes by investing in new crops and other business endeavors. Already, changes during the past 10 years have been profound. A decade ago Hornback would have had help with the crop and harvest from family members or locally hired hands; today he depends on migrant workers from Mexico. In the past he would have taken his crop to a local tobacco warehouse for auction; now he grows leaf under contract to Philip Morris USA and ships it to the company directly This stop will offer more insight into this unique commodity.



10 am

Depart for Lexington

11:15 am

Stop 2: Alltech

Nicholasville, Kentucky is lucky enough to be the international headquarters for Alltech. Alltech's mission is to improve animal health and performance by adding nutritional value to animal feed, enhancing the performance of the animal and increasing animal production. We'll take a fascinating tour to see how they make this happen. Alltech is privately held and one of the leading animal health companies in the world. Founded in 1980 by Dr. Pearse Lyons, a scientist, who envisaged using natural yeast fermentation and natural enzyme technology as the driving force for providing new alternative technologies for the animal feed industry. From a turnover of one million dollars in the first year of operation with their first branded animal feed product, Yea-Sacc1026®, Alltech has taken commanding positions in the food and feed sector. Today Alltech is growing at a rate of 20% per year and has a current turnover of \$300 million. Alltech's solutions conform to the core values that Alltech has come to represent...naturally. These solutions conform to the ACE principle in that they are safe for the Animal, the Consumer and the Environment.

12:15 pm

Lunch sponsored by Alltech

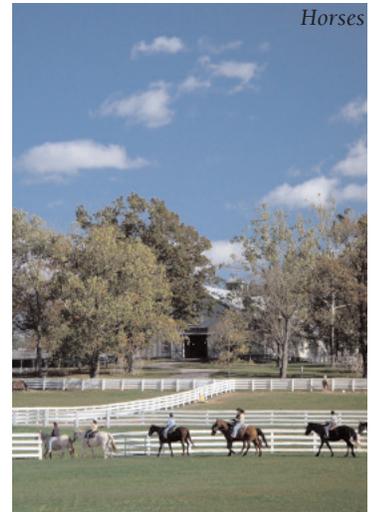
1 pm

Depart for Kentucky Horse Park

1:30 pm

Stop 3: Tour Kentucky Horse Park

This spacious and beautiful horse farm is home to close to fifty different horse breeds. Spreading over twelve hundred acres, it features various exhibits and tours dealing with the history of horses and horse racing. In 1777, Patrick Henry, then Governor of Virginia, granted 9,000 acres of land in the Kentucky Territory to his brother-in-law, William Christian, as a reward for his service in the French and Indian War. A wealthy Virginian, Colonel Christian moved his family to Kentucky in 1785 and established a farm on Beargrass Creek near Louisville. Christian was killed by Indians in 1786, and his daughter, Elizabeth Dickerson, inherited the Elkhorn Creek tract, 3,000 acres of land now in both Scott and Fayette Counties. Part of this land became the Kentucky Horse Park. Through the years the land exchanged owners several times but horses have been on this ground for more than 200 years. In 1978, the Kentucky Horse Park, the world's only park dedicated to man's relationship with the horse, opened to the public. The Park has a fascinating history that can be found on their Web site, www.kyhorsepark.com



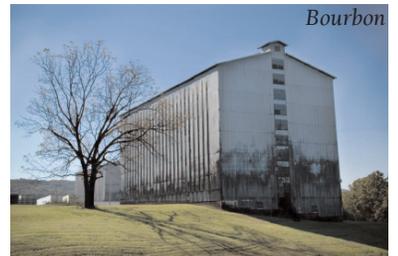
2:45 pm

Depart for Woodford Reserve

3:15 pm

Arrive at Woodford Reserve Distillery

The historic Woodford Reserve Distillery is unlike any other in America. The Woodford Reserve Distillery is the only distillery that crafts its bourbon in copper pot stills and ages it in unique limestone warehouses. Located in the heart of Kentucky's Bluegrass region, Woodford Reserve Distillery visitor's center provides a panoramic view of the entire 78-acre site, filled with unique exhibitions, historical photos and artifacts that celebrate the living history of Kentucky Bourbon. The distillery tour begins near the cypress fermenting tanks, where sour mash bubbles throughout the week. The oldest section of the distillery is the distilling room with three copper pot stills, dating back to 1838. We'll get to witness the exact art of coppering and see the steps taking to create the charred oak barrels used to mature the bourbon. Distillers at Woodford Reserve don't rely on the calendar when it comes to determining when the barrels are ready to be bottled. Each barrel is sampled throughout maturation in order to ensure the consistent aroma and taste. At the end of the tour, visitors can sample the original Woodford Reserve Bourbon Ball cocktail. A gift shop will finish off the day where you'll find unique gift items designed to represent the true spirit of Kentucky.



5 pm

Depart for Marriott Hotel in Louisville





Sign-up for Pre-Summit Tours

Saturday, July 28, 2007

Lexington and Louisville areas of Kentucky

Buses will leave hotel by 8 am and return close to 6 pm

Cost is \$40/person

Fax to 817/232-4820 • Deadline June 30

Limited space, so sign up early! • No refunds after July 1

One person per form please.

Name: _____

Company/School, etc.: _____

Phone: _____

Name on card: _____

Credit Card information: Mastercard Visa (sorry, no AmEx or Discover)

Card number _____

Exp. Date: _____

Email for confirmation: _____

Please fill out this form and fax it to Diane Johnson at 817/232-4820

Or mail with a check (made out to Agricultural Media Summit) to:

AMS Tours, 910 Currie Street, Fort Worth, TX 76107

Questions? 817/336-1130

JOB BANK

Some of these positions have been listed more than one month and have been shortened due to space restrictions. Where indicated you can go to www.livestockpublications.com to see the full description or contact the person listed.

DIRECTOR OF COMMUNICATIONS

The American Hereford Association (AHA) is looking for an experienced communication professional to join the AHA team. **Send résumé, writing samples and list of references to** Craig Huffhines, executive vice president, American Hereford Assn, PO Box 014059, Kansas City, MO 64101; 816/842-3757; chuffin@hereford.org See May issue of *Actiongram* for full job description.

AREA REPRESENTATIVE (new area)

Applications are now being accepted for an Area Representative to serve the states of Kansas, Oklahoma, Texas and New Mexico, in addition to responsibilities as an evaluator for the AJCA Linear Type Traits Appraisal program. For full consideration, applications should be received no later than June 30. **Contact:** Cherie L. Bayer, Ph.D., Director of Development, American Jersey Cattle Association / National All-Jersey Inc. 614/755.5857, x334cbayer@USJersey.com

ACCOUNT COORDINATOR

McCormick Company, a marketing & sales communica-

tions agency, is searching for an account coordinator for a global animal-health account in its Des Moines, Iowa, office. Candidates will demonstrate excellent writing, editing and proofreading skills; be exceptionally organized and detail-oriented; be able to manage multiple projects; and have excellent interpersonal skills. Degree in journalism, advertising or PR with one to two year of experience required.

Livestock/animal health experience preferred. Outstanding growth potential. Submit cover letter, salary history & resume to jamee@mccormickcompany.com or fax to 515/251-8909.

DISPLAY SALES REPRESENTATIVE

Cascade Magazines is growing! We are looking for an outgoing, industry passionate, independent contractor to join the display advertising team for *Cascade Horseman* and *Cascade Cattleman* magazines. Cascade Magazines, with 21 years in the equine and cattle news industry, has a strong, loyal following of readers and advertisers. We are looking for an individual with a desire to provide the exceptional customer services our advertisers

have come to expect. Candidates should have strong sales experience, a history of working from home / independently, and a passion for and experience in the equine and cattle industries. **Send your résumé** with references and cover letter to Jenn Woodward, General Mgr., Cascade Magazines PO Box 1390 Klamath Falls OR 97601 or Jwoodward@heraldandnews.com

ASSISTANT/ASSOCIATE EDITOR

Angus Productions Inc. (API) is looking for an editor/writer with a strong background in grammar and AP Style to join its editorial team as an assistant or associate editor, depending on experience. **Send résumés to** Shauna Rose Hermel, editor, Angus Productions Inc., 3201 Frederick Ave., St. Joseph, MO 64506; shermel@angusjournal.com; 816-383-5270. See May issue of *Actiongram* for full job description.

PUBLIC RELATIONS SENIOR ACCOUNT EXECUTIVE

Bader Rutter & Associates, a Milwaukee-based marketing services agency, is seeking a Public Relations Sr. Account Executive for a national animal health account. Degree/background in agricultural journalism, advertising or PR required, and equine background preferred. Five to seven years of

agency or PR experience including editorial, media/client relations and event planning required. **Submit cover letter and résumé to:** Director of Human Resources, Bader Rutter & Associates, Inc., 13845 Bishop's Drive, Brookfield, WI 53005 or email: careers@bader-rutter.com.

SALESPERSON

Position available immediately to cover Northwest Arkansas

PRODUCTION ASSISTANT

Position to be located in the Missouri office. Ozarks Farm & Neighbor P.O. Box 1319, Lebanon, MO 65536 **For both jobs, contact:** Stan Coffman ofn@ozarksfn.com 866/532-1960

MARKETING SPECIALIST POSITION

Angus Productions Inc. is accepting resumes for a newly created position of Marketing Specialist based in St. Joseph, Missouri. General Job Description: Responsible for administration and expansion of API's marketing services. **Submit resumes to:** Angus Productions Inc. Attn: Terry Cotton/Cheryl Oxley, 3201 Frederick Ave. St. Joseph, MO 64506. See May issue of *Actiongram* for full job description.

American Jersey Cattle Association Offers Scholarships

July 2, 2007 is the postmark deadline to submit applications for scholarships administered by the American Jersey Cattle Association. Many are available and range from \$400 up to \$5,000. Complete instructions and applications are posted on the USJersey website under the "Jersey Youth and Student Projects" heading. Applications may also be requested from the AJCA Development Department by calling 614/861-3636.