

# Actiongram

2015  
June



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## Preparation is more than packing

How time flies.

It doesn't seem all that long ago I was planning for my first trade show at the inaugural Agricultural Publications Summit in Denver. It's hard to believe, but the 17th rendition (now known as Ag Media Summit) is only a few weeks away.

Much of the work has been done. The ag tour is planned and session speakers have been recruited. The theme for the Famous Welcome party has been announced and the keynote speaker for Tuesday's lunch is on board.

But there's still more to do. My team and I are diligently working on our booth for the InfoExpo and our plans to meet you at the airport.

What about you? Are your preparations for the 17th Annual Ag Media Summit complete?

Your first steps, of course, are to get registered and a hotel room reserved. The cut-off for the hotel AMS rate is June 24 and it's filling up fast. The registration deadline is June 30. Late registration is available at additional cost.

You're already registered, have a hotel room and even a plane ticket? Great. Got your wardrobe planned? Temperatures outdoors will be high, but you'll be inside where the air conditioning works well. Got something white to wear to the Welcome Party? You're all set.

But there's more you can do to prepare.

Make the most of your time and financial investment to attend AMS by being intentional about what you do when you get there. Should you attend the Saturday ag tour? It includes a 5,000 acre jalapeño pepper farm, the largest cattle feeding operation in Arizona and one of the largest family-owned dairies in the United States. The tour provides unique opportunities for stories, photo shoots and learning about agriculture in another part of the country. You may also get to know new people during the bus rides between stops.

Have you reviewed the sessions and chosen which will be most beneficial for you? If you have coworkers attending, strategize how you can attend multiple ses-

sions and share what you learn when you get back to the office. When you get to the Welcome Party, lunches and banquet, be intentional about where you sit. It can be tempting to hang out with your friends, but meeting new people is sure to enhance your AMS experience.

The InfoExpo provides more opportunities to learn and to make new acquaintances. Review the list of more than 80 exhibitors and make note of specific ones you don't want to miss. Once there, be intentional as you move from booth to booth. Have conversations with exhibitors to learn about their product, service or message and how their information can benefit you and your clients.

So much opportunity, so little time. Being intentional can help make the most of your Ag Media Summit experience.

See you in Scottsdale!



Don Norton  
Boelte Hall  
2014-15  
LPC President



# 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:  
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## 2015 Hall of Fame and Headliner Award Winners

*These gentlemen will be honored at the awards dinner on Tuesday evening, July 28 in Scottsdale during the AMS.*



### Dr. Miles McKee – LPC Headliner

The Livestock Publications Council Headliner Award winner earned his Bachelor of Science Degree in Agriculture in 1951 and his Masters of Science Degree in Animal Husbandry in 1963 at Kansas State University. He was awarded his Ph.D. in Animal Science from the

University of Kentucky in 1968. He was appointed assistant instructor and beef cattle herdsman at Kansas State in 1959. His area of specialty was beef cattle management. During his tenure, Dr. McKee received numerous state and national teaching awards.

He has served as judge for many livestock shows and conducted over 55 livestock judging and showmanship schools at the county level. In January 2005 Dr. McKee retired from K-State, but continues to help with student advising and chronicling the history of the department. In April of 2005 the large lecture hall in Weber was renamed McKee Auditorium. **Kyle Colyer** who graduated from K-State in 2000 said this about Miles, "Dr. McKee is an icon in the beef industry. He cares about people and has devoted his lifetime to K-State."

### Dick & Pete Crow – LPC Hall of Fame

Our Hall of Fame Award winners have continued a family tradition in the livestock publications industry that started almost a century ago. **Dick Crow** and his son, **Pete**, represent the second and third generation of publishers to take the reins of the family business, Crow Publications, which was founded by Dick's father, Nelson Crow, in 1922. Their longest running publication, the *Western Livestock Journal*, boasts 92 years in print and is a charter member of LPC.

Dick Crow joined his father in the publication business when he returned from the war at the age of 20. He worked for *Western Dairy Management*, a Crow publication, for 15 years before joining the staff of the *Western Livestock Journal* in the mid-1950s. He became President of Crow Publications in 1971 and served on the LPC Board of Directors from 1977-1982. Over the years, the reins were handed over to Pete and Dick currently serves as publisher emeritus. Pete has maintained the professionalism, integrity and reliability that has allowed the *Western Livestock Journal* to attract and maintain an extremely loyal following of readers.



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.

### Ag Tours of South Central 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](http://www.agmediasummit.com) and be sure to join the Facebook page for new posts.