

Actiongram

Spring 2007

910 Currie St. Fort Worth TX 76107 www.livestockpublications.com office: 817/336-1130 fax: 817/232-4820 dianej@flash.net Diane Johnson, executive director

Deadlines Amuse Me

It's two weeks to the day when taxes are due. So today I have been scrambling to get my records to an accountant. I've always thought it really inconsiderate of the IRS to place the deadline during the height of bull sale season.

I have to say I haven't procrastinated even though I'd rather be hung by my toenails from a tall tree than to work on bookkeeping. The fact is I've just been too busy lately to work on them. (Yes, I know I stated in an earlier column that I was trying to slow down and smell the roses. It hasn't worked recently.) I called today and actually got an appointment with an accountant this afternoon. The good news about that is that I should have my taxes filed on time and won't be attending the Ag Media Summit wearing a prison ankle bracelet.

The accountant made a comment about the mass of people that will flood him in the two weeks to come. He stated that if the IRS postponed the deadline a month, it would help. I told him no, people would still wait until the last minute. Why do we all procrastinate? In our line of work, I think we thrive on deadlines and last minute pressure. There's a rush you get when that magazine goes out the door each month. Still, it's making my hair turn gray early.

I don't know about you, but it seems to me that people are getting projects to me later and later all the time. I joke that I sit here in my Wonder Woman UnderRoos and perform miracles daily. I

might try walking on water next. I pride myself on making deadlines, even when impossible. But it's getting harder and harder all the time. I now notice the pretty swooshing noise deadlines make as they rush by.

Life is frantic for anyone nowadays no matter if you're a CEO or a stay-at-home mom. Technology is supposed to make our lives easier but I think it causes people to wait longer sometimes. At the end of the day, we're still trying to cram in one more thing. Long gone are the days of sitting on the porch with your family in the evening and listening to the Cardinals or the Opry on the radio. We multi-task ourselves to death and until we all learn to say "no," I'm afraid it won't get better. Livestock producers are some of the worst to wait until the last minute. I can't tell you how many sale catalogs I've produced this spring with only two to three weeks before the sale. Tomorrow I will start a catalog and be expected to finish it, have it printed and mailed in time for the sale. This sale is 16 days away.

I suppose it's best to make friends with deadlines. They can bring order and time management to the job. They can help you establish priorities. Yet, these knots in my back cause me to forget the positives sometimes.

I'm certainly learning to be more realistic about the time it takes to complete a project. Even if I know how much time it takes, I haven't always factored in the unknown such



By Lisa Bryant,
2006-07 LPC
President

I now notice the pretty swooshing noise deadlines make as they rush by.

as a computer crashing or the phone ringing. A friend helped me out on a Saturday and decided I needed a receptionist just to answer the phone. I was being so productive that day I didn't

have the heart to tell her that was a light day for the nuisance.

I certainly don't know the answer to solving this issue. We're all guilty of taking last minutes ads on the day we're supposed to have the magazine at the printer because we can't turn down the almighty dollar. Unfortunately, doing so just causes advertisers to procrastinate more in the future. If you have a solution, please e-mail me and that may be a future topic. Plus, I'll nominate you for a Nobel Peace Prize. With that said, I better jump in my invisible jet and don my red high heeled boots and get to that catalog.

Lisa

LPC EXECUTIVE COMMITTEE

Lisa Bryant, President

Cowboy Connection
cowboyconnection@sbcglobal.net

Kyle Haley, 1st Vice President

Limousin World
limousin@limousinworld.com

Jim Bret Campbell, 2nd Vice President

The American Quarter Horse Journal
jbcampbell@aqha.org

Marilyn Brink, Secretary-Treasurer

Kanwaka Communications
kanwaka@powwwer.net

Lori Maude, Immediate Past President

Gelbvieh World

lorim@gelbvieh.org

BOARD OF DIRECTORS

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Angie Denton ('08)

Hereford World

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Food 360

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Seedstock Edge
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Beverly Moseley ('06)

Land & Livestock Post
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Boelte-Hall

donn@boelte.com

Rebecca Terry ('07)

Showboat Graphics

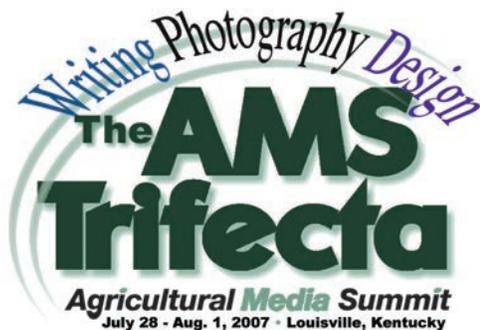
becky@showboatco.com

Stephanie Veldman ('09)

Broadhead + Co.
sveldman@broadheadco.com

Scott Vernon ('08)

Brock Center for Ag Communication
Cal Poly State University
svernon@calpoly.edu



The 2007 Ag Media Summit is quickly approaching and here is the program that has just been released by the program committee. Due to space limits this is a "teaser" agenda for you so you can see what is planned. And, of course, along with the education, we'll also entertain you with events that will include a trip to Churchill Downs! Full registration materials will be in the mail within the next couple of weeks.

SATURDAY, JULY 28

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

SUNDAY, JULY 29

11 am - 5 pm Registration
 10 am - 4 pm Masters Class: Lights...Camera...Critique! – Panel
 1 - 4 pm Adobe Photoshop Session – Claudia McCue
 2 - 5 pm InfoExpo Set Up
 5 - 6 pm First Timer Reception
 6 - 10 pm Kick Off Reception – Huber Farms

MONDAY, JULY 30

8 am - 3 pm InfoExpo Set Up
 8:30 - 10 am BLOCK 1
 Photo: Finding the Angle – Bill Luster, *Louisville Courier-Journal*
 Writing: How to Write Knockout Headlines, Cutlines & Blurbs – Kathy Schenck, *Milwaukee Sentinel Journal*
 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: How to Write Knockout Headlines, Cutlines & Blurbs – Kathy Schenck (repeat)
 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 Affairs
 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 Info-Expo

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
 AAEE 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 Room rate: \$129



LPC SOUTHWEST REGIONAL WORKSHOP

April 18, 2007

*Sponsored by Livestock Publications Council
Radisson Hotel North ★ Fort Worth, Texas*

8-8:30 a.m.

★ **Registration and Welcome**

8:30-9:30 a.m.

★ **Where the **\$&%^\$* did I put that file?**

With today's new ways in publishing, we are constantly receiving photos, ads and other files via e-mail, CDs and by other means. We'll learn how to create a system and also get the chance to share your own methods with everyone.
K.C. Montgomery, photographer, and Kyle Haley, editor, Limousin World

9:30-9:45 a.m.

★ **Break**

9:45-10:45 a.m.

★ **Can't we all just get along?**

How to get your editor to think like a designer and get your designer to think like an editor. Here's an active topic for editors and designers to discuss! We'll find out from some professionals in the business why certain designs work, why some should and how we all get along working with the same magazine.

10:45-11:45 a.m.

★ **Telling the whole story**

We all know that a photo is worth a thousand words. So how do we take that perfect photo to work with a story idea? Our professional photographer will show us how to take and design pictures that will make your copy sizzle.
K.C. Montgomery, photographer

11:45 a.m.-1 p.m.

★ **Lunch**

1-2 p.m.

★ **How do you tell the same old story over again?**

How many ways can you talk about a horse, a cow, a pig? These will be tips on generating the right ideas and how to match them with tantalizing copy and brilliant design to engage your reader.

2-2:15 p.m.

★ **Break**

2:15-3:15 p.m.

★ **Being right**

How to get everyone in your organization trained to look for AP style infractions in your publication. This will be a repeat topic from the very popular workshop held last fall. We found out there's a lot of news at the AP!
Michelle Williams, Associated Press

Watch for more details to follow.



Registration Information

LPC Members: \$60 ★ Non-LPC Members: \$75 ★ Students: \$35

To register: simply RSVP via e-mail (dianej@flash.net) with your name and contact information by **April 9** or call Diane at the LPC office 817/336-1130. You **MUST** RSVP! No shows will be billed!

The workshop will be held at the Radisson Hotel North (formerly Holiday Inn North) in Fort Worth. (Meacham Blvd. exit off I-35W)



Author of the book *Deadstock*, Katie Iola, autographs her book for Cody Vallery.



Bill Boon, professor emeritus from Iowa State University presented a fun and creative session which kept everyone involved. Below Leah Schomburg and Tonja Richards, Trilix Marketing work on their creative handshakes.

Outstanding! That was everyone's feeling on the recent Midwest Regional Workshop held in Des Moines at the offices of Meredith Corporation and *Successful Farming*. All of the speakers were not only full of great information and made excellent presentations, but there were plenty of laughs for everyone! All in all 70 participants were able to walk away with a lot of information ranging from photography to creativity to writing to analyzing their own career paths. Thanks to all who made this workshop a success and plan on another one next year!



LPC Board Members, Don Norton and Stephanie Veldman, discuss the multitude of upcoming events for LPC!



Teresa Roof and Edith Munro enjoy a good laugh which was a frequent occurrence for everyone! It was a very entertaining day!



One of feature publications at Meredith Corp. is *Better Homes and Gardens* and within the headquarters are the test kitchens and gardens for BHG. The group was treated to a very interesting tour of the kitchens and the warehouse area where the props are housed for the photo shoots for the magazines. (above) This tour group had an exceptional tour guide, Ken, who retired after 51 years with Meredith but just can't stay away! At 82 years old he led this group including Christy, Angie, Julie, Don and Andy.



It was a packed room and a great location. Many thanks to Meredith Corporation and the crew of *Successful Farming*.



The panel discussion included Dean Houghton, freelance writer; Cheryl Oxley, Angus Productions and Christy Lee, Seedstock Edge.



At left workshop chairs JoAnn Alumbaugh, Farms.com (in blue) and Cindy Cunningham, National Pork Board kept everything running smooth.

Special Thanks to the Planning Committee

Cindy Cunningham
chair
JoAnn Alumbaugh
co-chair
Gene Johnston
Mindy Williamson
Julie Olson
Debbie Hoge
Cheryl Oxley
Jeff Caldwell
Karen Simon
Teresa Roof

AND thanks to our sponsors for the speaker gifts
National Pork Board and Cattlemen's Beef Board



(right) David Lundquist discussed photography and cameras.



The basement of Meredith Corp. house the sets and props for the photo shoots. Above Harlan Persinger inspects one of the sets that was ready for a future publication. The shelves and drawers were loaded with all of the other props from napkins to vases to wicker baskets. At right Cheryl, Christi and Lori Maude all inspect the spices in the test kitchens. The grocery buyer gets to spend more than \$120,000 on groceries each year. Now THAT's a kitchen!

JOB BANK

Listing Policy: Only current LPC members may submit job descriptions for listing in the Actiongram. When the listing is extremely detailed it will probably be edited; however you may contact Diane if you wish to see the complete job description that was originally submitted. If it is necessary for a listing to be repeated, the description may also be shortened due to space limitations. (and all of these have been shortened!)

ASSOCIATE/SENIOR ASSOCIATE EDITOR

Angus Productions Inc. (API) is looking for an experienced writer/editor to join its editorial team as associate or senior associate editor. Candidates should have a strong work ethic, a team mentality, 5-7 years of experience at a magazine, university communications department or similar work experience and a strong beef industry background. Responsibilities may include:

- writing (news releases, personality profiles, etc)
- photography
- edit publications and special projects (print or online)
- travel to Angus and industry events
- real-time coverage of Angus and industry events
- coordination of API topic web sites

Need knowledge of Microsoft Office programs, QuarkXpress and InDesign. **Send résumés to** Shauna Rose Hermel, editor, Angus Productions Inc., 3201 Frederick Ave., Saint Joseph, MO 64506; shermel@angusjournal.com 816-383-5270.

ASSOCIATE EDITOR

Vance Publishing is seeking an Associate Editor based out of the Lenexa, Kansas office within Vance's food360^o Division. This position will be responsible for creating and developing story ideas and assisting in editorial direction for *Pork* magazine, *Pork Exec*, *Pork Alert* and *Porkmag.com*. Position includes originating the ideas, conducting interviews, photography, writing and editing along with working on digital products such as a Web site and a weekly e-mail newsletter. Field travel and attendance at industry events is required.

Candidates must have a Bachelor's degree in Agricultural Journalism (or equivalent) and agricultural knowledge. *Pork* is looking for a highly organized, deadline-oriented individual that has superior writing and editing skills with at least 3 years of experience, preferably in the ag-media industry. **Send your resume**, salary requirements and relevant clips/URLs to: Vance Publishing Corp., 400 Knightsbridge Parkway, Lincolnshire, IL 60069 fax: 847/634-4336 humanresources@vancepublishing.com

SALESPERSON

position available immediately

Ozarks Farm & Neighbor

P.O. Box 1319, Lebanon, MO 65536

Contact: Stan Coffman ofn@ozarksfm.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. The purpose of the position is to follow up with Angus breeders and national accounts offering more complete marketing and promotion interactive campaign opportunities, utilizing all entities of Angus Productions Inc., *Angus Journal*, *Angus Beef Bulletin*, Special Services and Web Services. Position requires creative leadership on campaigns.

Qualifications

- Minimum bachelor's degree in animal science, agricultural communications or related field.
- Beef cattle background, including practical experience in some aspect of beef production
- Agency or marketing experience preferred, with creative experience
- Working knowledge of graphic arts and desktop software

Main Responsibilities

- Pursue existing major API advertising customers for more complete coordination of their marketing efforts utilizing API services.
- Develop original and individualized campaigns for accounts sold.
- Work with account customers to write copy for promotional print and web pieces
- Travel to industry events and breeder operations

Submit resumes to: Angus Productions Inc., Attn: Terry Cotton/Cheryl Oxley, 3201 Frederick Ave., St. Joseph, MO 64506.

WEB DIVISION MANAGER/GRAPHIC DESIGNER

Primary Functions:

- Manage and promptly update all web sites for RHD (approximately 250 accounts).
- Design and create new web sites as needed.
- Follow general style guidelines for all RHD web sites.
- Maintain current knowledge of web technologies including GoLive, FTP, and web servers.
- Provide instruction to help train and assist other members in the web updates division.
- Possible graphic design such as ad designs, catalogs, logos, print designs, etc. as time allows.

Position Qualifications and Requirements:

- Bachelor's degree in agricultural communications or related field. Preferred livestock background.
- Graphics and web design skills. Use of Photoshop, GoLive, Acrobat and InDesign.

Salary: Commensurate with experience, will be discussed in interview process. Submit resume and approximately 3-5 samples of work including print and web work. **Please send to** Rachel Williams at rachel@ranchhousedesigns.com. Applicants will be reviewed on April 20th.

EDITOR

position available immediately

Charolais Journal

11700 NW Plaza Circle, Kansas City, MO 64153

Contact: Neil Orth, north@charolaisusa.com 816/464-5977

EDITOR

position available immediately

Western Livestock Reporter

18th and Minn- PAYS Exchange Bldg, Billings, MT 59101

Contact: Deb Andras wlrpubs@imt.net 406/259-4589

JOB BANK

DIRECTOR OF COMMUNICATIONS

The position is responsible for communicating the Association's goals, activities and successes to the membership, non-members, and media. Some tasks include:

- Produce daily e-mail update, with association and industry information.
- Produce weekly, one-page newsletter, and distribute to membership.
- Maintain Association website.
- Coordinate staff and members to provide ongoing radio reports for stations and networks.
- Design all association collateral materials
- Write & design all promotional/publications for Annual Convention (registration brochure, name tags, etc.)
- Coordinate and secure Annual Conference sponsorships.
- Coordinate Industry Partner Program--serving as lead staff person in coordination and securing of Association sponsorships and as as lead staff contact to Allied Industry Council

Should possess excellent news and promotional writing skills and communications credentials, including a bachelor's

degree in communications, journalism, public relations or English. Agriculture communications experience preferred. Position Closing Date: Friday, April 13, 2007 **To apply, send resumé**, writing sample (min. of 1) references (required) Colorado Livestock Association. Attn: Audrey, 822 7th Street, Ste. 210, Greeley, CO 80631, 970/378-0500, fax: 970/378-1962 agabel@coloradolivestock.org (preferred)

GRAPHIC DESIGNER

Join up with one of the leading agriculture website & print design companies in North America. EDJE Technologies is a one stop advertising company to meet the needs of our clients in web design, e-mail blasts, on-line sale catalogs, print design, photography and much more. EDJE is looking to fill a full time graphic design position to help create print pieces: product catalogs, brochures, and publication ads. Candidate needs to be familiar with Adobe InDesign, Illustrator and Photoshop CS2. Flexible hours in a casual work environment.

Please send resumes to office@edje.com or EJDE Technologies, Inc. PO Box 703, Indianola, IA 50125.

DIRECTOR OF COMMUNICATIONS

The American Hereford Association (AHA) is looking for an experienced communication professional to join the AHA team.

Responsibilities may include:

- writing (news releases, Hereford and CHB promotional articles, newsletter articles, Annual Report, monthly *Hereford World* column);
- research, compile, write and edit Hereford eNews;
- media relations
- national advertising (work with advertising agency)
- travel to Hereford and industry events;
- oversee the Association's advertising/promotion budget;
- development of member education tools and breed promotion materials;
- Web site coordination

Highly desired skills include media relations experience; journalistic skills, including researching and interviewing; a working knowledge of the seedstock and beef industries. We are looking for a person with a minimum of 5 years of experience. **Send resumé, 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

ASSISTANT EDITOR

The *Hereford World* magazine is the communication link between the American Hereford Association (AHA) and its members and is looking for a communication professional to join its editorial team. Responsibilities may include:

- Write features and news stories for monthly publication, min. 12/year.
- Proofread all editorial content, 20-40 hrs./month
- Conduct interviews and write stories as assigned.
- Post editorial content to Web site.

Highly desired skills include:

- Excellent work ethic.
- Excellent writing ability.
- Journalistic skills, including researching and interviewing.
- Excellent interpersonal and listening skills.
- A working knowledge of the seedstock and beef industries.

The position will be part-time. The right candidate can work from home. **For more information or to apply contact:** Angie Stump Denton, *Hereford World* editor, home office: 1039 Vista Road, Blue Rapids KS 66411 adenton@hereford.org, 785/363-7263 cell: 785/562-6197

OFFICE BOMBARDMENT DAY

Report from Indiana

Thank you Megan Sheridan (left in photo) for submitting this info.



"Our crew had one student from Purdue University and her adviser stop by. **Katherine Kuykendall** (pictured center) from Richland Center, Wis., is a freshman in ag communications at Purdue and is interested in working for a sheep publication. She asked lots of great questions, and her adviser, **Natalie Federer**, said that Katherine left that day even more excited about a future career in publication work. Natalie also mentioned that they might

try to incorporate OBD into one of their classes next fall to have more students participate. She thought it was a great opportunity and that more students need to take advantage.

Stephen Weintraut, our graphic designer, **Kati McQueen**, our assistant editor, and **Christy Couch Lee**, our production coordinator, were all there to share their past experiences and give Katherine advice about how to be successful in the industry." 

2006-07 LPC COMMITTEES

If you have been listed incorrectly or would like to be added to a committee, please contact **Diane**. Thank you all for your continued committee work!

Awards	Jim Bret Campbell, chair Kathy LaScala	<i>American Quarter Horse Journal</i> Vance Publishing	806-376-4888 913-438-8700	jbcampbell@aqha.org klascala@food360.com
Rules & By-Laws/Ethics	Kyle Haley, chair Terry Cotton Stephanie Veldman	<i>Limousin World</i> <i>Angus Journal</i> Broadhead Co.	405-260-3775 816-383-5200 612-617-7927	limousin@limousinworld.com tcotton@angusjournal.com sveldman@broadheadco.com
Long Range Planning	Lori Maude, chair Stan Coffman Janice Dahl Cheryl Oxley	<i>Gelbvieh World</i> <i>Ozarks Farm & Neighbor</i> Anchor Management Group Angus Productions Inc.	303-465-2333 417-532-1960 314-503-7580 816-383-5216	lorim@gelbvieh.org stan@ozarksfm.com jdahl@anchormanagement.net coxley@angusjournal.com
Photo Contest	Amy Bader, chair Marilyn Brink	<i>Arkansas Cattle Business</i> Kanwaka Communications	501-224-2114 620-583-5226	amybader@arbeeef.org kanwaka@earthlink.net
Marketing & Communication/Membership	Maggie Malson Amber E. Spafford Wayne Bollum Patty Tiberg Stacy Pigott Don Norton	Idaho Line Rider Spafford & Associates Bock & Associates <i>Quarter Horse News/Cowboy Publishing</i> <i>Cutting Horse Chatter</i> Boelte-Hall Litho	208-674-1283 816-741-9372 507-664-9592 817-737-6397 817-244-6188 913-766-7726, x 278	maggiejomalson@mac.com spafforda@osborn-barr.com wbollum@aol.com patty.tiberg@cowboypublishing.com spigott@nchacutting.com donn@boelte.com
Ag Media Summit	Becky Newell Molly Mader Andy Atzenweiler Rebecca Terry-program Kyle Haley-sponsors Scott Vernon	<i>America's Horse</i> <i>Charolais Journal</i> <i>Missouri Beef Cattleman</i> Showboat Graphics <i>Limousin World</i> Cal Poly Brock Ctr. for Ag Comm.	806-378-4378 816-464-2474, x 104 816-471-0200 913-774-2628 405-260-3775 805-756-6138	bnewell@AQHA.org mmader@charolaisusa.com mobeef@sbcglobal.net becky@showboatco.com limousin@limousinworld.com svernon@calpoly.edu
Student Award	Angie Denton, chair Scarlett Hagins Stephanie Veldman Beverly Moseley Jami Gillig Jennifer Shike Micky Wilson	<i>Hereford World</i> Kansas Livestock Association Broadhead Co. <i>Land & Livestock Post</i> McCormick Co. National Swine Registry <i>Angus Journal</i>	816-842-8878 785-273-5115 612-617-7927 979-324-7480 806-289-5533 765-463-3593 816-383-5213	adenton@hereford.org scarlett@kla.org sveldman@broadheadco.com beverly.moseley@theeagle.com jgillig@mids.net Jennifer@nationalswine.com mwilson@angusjournal.com
Critique Contest	Jim Bret Campbell, chair Kathy LaScala David Hobbs Jodi Cole	<i>American Quarter Horse Journal</i> Vance Publishing <i>Charolais Journal</i> Farm Credit Svc of East Central OK	806-376-4888 913-438-8700 816-464-5977 918-251-8596	jbcampbell@aqha.org klascala@food360.com dhobbs@charolaisusa.com jodi.cole@aglender.net
Student Development	Christy Lee, chair Crystal Albers Miranda Reiman Caryn Vaught Shelly Sitton Megan Sheridan Kati McQueen	<i>Seedstock Edge</i> <i>Angus Journal</i> Certified Angus Beef <i>Hereford World</i> Oklahoma State University <i>Seedstock Edge</i> <i>Seedstock Edge</i>	765-463-3593 816-383-5215 785-539-0123 816-842-8878 405-744-4081 765-463-3593 765-463-3593	christy@nationalswine.com calbers@angusjournal.com mreiman@dcertifiedangusbeef.com cvaught@hereford.org shelly.sitton@okstate.edu megan@nationalswine.com Kati@nationalswine.com
Oklahoma/Texas Regional Workshop	Beverly Moseley, chair Becky Newell Jim Bret Campbell Lisa Bryant Kyle Haley Alan Gold	<i>Land & Livestock Post</i> <i>America's Horse</i> <i>American Quarter Horse Journal</i> The Cowboy Connection <i>Limousin World</i> <i>Cutting Horse Chatter</i>	979-324-7480 806-378-4378 806-376-4888 580-332-7480 405-260-3775 817-244-6188	beverly.moseley@theeagle.com bnewell@AQHA.org jbcampbell@aqha.org cowboyconnection@sbcglobal.net limousin@limousinworld.com adgold@nchacutting.com
Des Moines/Midwest Regional Workshop	Cindy Cunningham, chair Cheryl Oxley Deb Hoge	National Pork Board Angus Productions <i>Shorthorn Country</i>	515-223-2600 816-383-5216 402-393-7051	cindy.cunningham@porkboard.org coxley@angusjournal.com debbie@shorthorn.org
Denver Regional Workshop	Lori Maude, chair Jennifer Womack Brad Parker Barb Wilkinson Kati Anderson Katie Danneman Kristen Torres Jill DeLucero	<i>Gelbvieh World</i> <i>Wyoming Livestock Round-up</i> North American Limousin Foundation Colorado Livestock Association National Western <i>Gelbvieh World</i> NCBA NCBA	303-465-2333 307-234-2700 303-220-1693 970-378-0500 303-297-1166 303-465-2333 303-694-0305 303-694-0305	lorim@gelbvieh.org jennifer@wylr.net brad@nalf.org bwilkinson@coloradolivestock.org kati@nationalwestern.com kated@gelbvieh.org ktorres@beef.org jdelucero@beef.org
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