

Actiongram

March 2013



Livestock
Publications
Council

Advancing livestock media professionals

LPC EXECUTIVE COMMITTEE

Kathy LaScala, President
Lee Publications
katelascala@gmail.com

Christy Lee, First Vice President
Cee Lee Communications
christy@ceelee.com

Don Norton, Second Vice President
Boelte-Hall
donn@boelte.com

Angie Denton, Secretary-Treasurer
Hereford World
adenton@hereford.org

Scott Vernon, Immediate Past President
Brock Center for Ag Communication
Cal Poly State University
svernon@calpoly.edu

BOARD OF DIRECTORS

Amy Bader (13)
Cowboy Graphic Designs
CowboyGraphicDesigns@gmail.com

Carey Brown (15)
Cow Country
cbrown@kycattle.com

Jay Carlson (14)
BEEF
jcarlson@beef-mag.com

Jennifer Carrico (14)
High Plains Journal
j carrico@hpj.com

Cindy Cunningham (14)
National Pork Board
ccunningham@pork.org

Mike Deering (15)
Missouri Cattleman's Assn.
mike@mocattle.com

Keri Geffert English (15)
Osborn Barr Communications
Keri.GeffertEnglish@osbornbarr.com

Scarlett Hagins (13)
Kansas Stockman
scarlett@kla.org

Greg Henderson (15)
Drovers
ghenderson@drovers.com

Leanne Peters (14)
CattleBusiness in Mississippi
cbmag@att.net

Shelly Sitton (13)
Oklahoma State University
shelly.sitton@okstate.edu

Diane E. Johnson, executive director
910 Carrie St. Fort Worth TX 76107
dianej@flash.net • www.livestockpublications.com
office: 817/536-1130

Round and Round on the Trade Show Carousel

The past few months have been filled with numerous trade shows, such as National Cattlemen's Beef Association's Convention, World Ag Expo, AgConnect Expo, Academy of Veterinary Consultants, Western Dairy Management Conference, and a variety of Stock Shows, etc. If one wanted, this time of year could be spent going from one trade show to the next to the next. With all the trade show options spanning coast to coast, how can you get the most out of participating, from both an exhibitor or attendee standpoint? How can you ensure the greatest opportunity for return on investments made?

While at several trade shows, I was amazed at the number of exhibitors who were transparent about their presence, not only from a booth investment, but also from an additional sponsorship perspective. I heard comments such as, do people really know this event was sponsored by us and this brand? Is this really the best use of our resources? Would my time be better spent in face to face meetings with current and potential customers?

Is this a common feeling portrayed by many companies when viewing trade show involvement? I reached out to one of our members to see how they define trade show value and investment. This is what they told me: The primary point considered is attendees – do they represent our target market? Are they current or potential customers? Cost and location – the location can definitely impact the overall dollars spent and opportunity for return. Well, if you're looking for knowledge to help answer these kind of trade show questions and more, plan to attend this year's

Ag Media Summit, (AMS) where you can go to a session "Purpose, Place, Platform - How to get the most out of a Trade Show" devoted to arming you with tools to help determine trade show participation and worth. Not only do we face challenges when determining the merits of trade shows and industry events, but also in managing ongoing daily responsibilities and a busy professional lifestyle. How do we make it all happen?

Another session "Airlines, Deadlines and Phone Lines: how to master multi-tasking, travel and relationship building in today's busy world" occurring at the AMS will include a panel of experienced industry veterans that will showcase their abilities to master multi-tasking, travel and relationship building in today's busy world. To find out more about the AMS, as well as the trade show (InfoExpo) held there, go to www.agmediasummit.com.

As we move on through our busy lives and wait for the pleasures of spring – longer days, the smell of growing grass and the vision of blossoming flowers and trees – let us not get so caught up in our professional lifestyle that we forget those in our LPC family in need of our positive thoughts and prayers... and we have many. That's the great benefit of belong to an organization like the Livestock Publications Council; no amount of money or trade show ROI can measure up to the benefits of belonging to this exceptional family of agriculture professionals! •



LPC President
Kathy LaScala

Review of LPC Events & Programs

We have had many new members join LPC through the past few years and we thought it would be good to put in a quick review of the major events and programs that LPC is involved in. There is more information on the LPC website: www.livestockpublications.com

Agricultural Media Summit (AMS)



Just Wing It!

The Agricultural Media Summit is headed into its 15th year and is a joint convention of LPC, AAEA (American Agricultural Editors' Assn.) and American Business Media Agri Council. The student group, Ag Communicators of Tomorrow (ACT) also hold their annual meeting and events at the AMS. More than 600 professionals attend whose job titles range from publishers to graphic artists, sales people to production managers, editors to ad agency folks. It is a professional development event and includes educational workshops, a trade show (referred to as InfoExpo) with more than 80 booths of companies involved in agriculture and the ag publishing industry. These companies include seed companies, commodity groups, divisions of the USDA, printers who focus on the ag industry, plus a wide variety of other companies. A full list of the 2012 exhibitors is available at www.agmedia-summit.com.

The Summit also includes the annual meetings of LPC and AAEA including the election of officers and ends with a big closing dinner and awards presentation on the final evening. This year's event will be August 3-7 at the Buffalo Hyatt Regency Hotel located in downtown Buffalo, New York. Part of the event will also be held at the Buffalo Convention center which is directly across the street. Registration is will open by May 1. The direct link is: www.agmediasummitregistration.com.

Honored Professional Awards



Sherman Berg
2013 Hall of Fame

The Hall of Fame and Headliner awards are prestigious awards that have been given since 1981 and recognize outstanding individuals in the industry. Formal presentations occur at the Ag Media Summit and the Royal Gala in Kansas City (see more about the Gala below). Any LPC member may nominate a candidate for these awards.

The **Hall of Fame** honor is reserved for those who have adhered to high standards of professionalism in all aspects of their endeavors. The award is open to anyone who has been listed on the masthead of an LPC member publication or a service member. Nominees may be persons who are currently active or those



Tom Burke
2013 Headliner

who have moved on to other endeavors and is open to persons in sales, circulation, production and editorial. The **Headliner Award** honors a person from outside the livestock publishing field for actions that produce a positive change in livestock production and marketing. These actions could range from genetic research to marketing advances or scientific discoveries. The important factor is that these actions produce a positive change.

This year's winners are **Tom Burke**, American Angus Hall of Fame, Smithville, Missouri and **Sherman Berg**, retired and former editor of *Shorthorn Country*, Omaha, Nebraska and they will be honored in Buffalo and then in Kansas City this fall.



In 2012 the past Student Award winners and Travel Award winners filled the stage prior to the announcement of the 2013 winner, Ellen Reeder, University of Illinois. She is pictured with Billy Frey, Alltech, sponsor of the award.

Student Programs

LPC is a big supporter of student programs and the major award presented each year is the **Forrest Bassford Student Award** presented to a deserving college student majoring in agriculture communications or journalism. The winner will receive a \$2,000 scholarship while the other three travel award winners will receive \$750 travel awards to attend the Summit. Many past winners of this award continue to work in the livestock communications field. This award also honors **Forrest Bassford**, a founding father of LPC who served the organization for many years as secretary-treasurer and then executive director. As the executive director emeritus he passed away in 2006 at the age of 100.



Critique Contest

A long standing contest for LPC is the popular LPC Contest (entries are due April 20). This Contest recognizes outstanding work from its members and the presentation of awards will be on Tuesday, August 6 during the AMS. For many years the Contest included a judge's critique of each entry. However three years ago a separate program was established so there is now a "Contest" and a "Critique

Review". New for 2013 is that the Critique Review will be available all year. The Critique Review allows for members to enter their work, it is reviewed by an experienced judge and a in-depth review is given. More details will come out on this soon regarding deadlines.

Flanagan Award

Each year there is the opportunity to enter for the coveted award referred to as the Flanagan Award for the Most Improved Publication (named after long-time supporter of LPC and developer of the contest, James Flanagan). The award is reserved for the publication which has shown significant improvement in overall design and content and judged by comparing issues over a three year period. It's a great honor to receive and shows the dedication that our members have to improvement.

Best of the Bunch Photo Contest

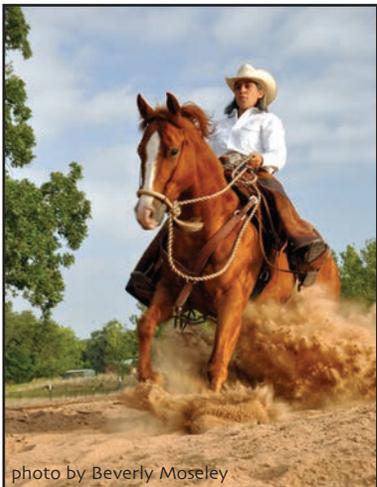


photo by Beverly Moseley

Here's another popular contest held during the Summit



photo by Amanda Johnson

Samples of winning Best of the Bunch photo contest which may appear on the cover of the LPC Membership Directory.

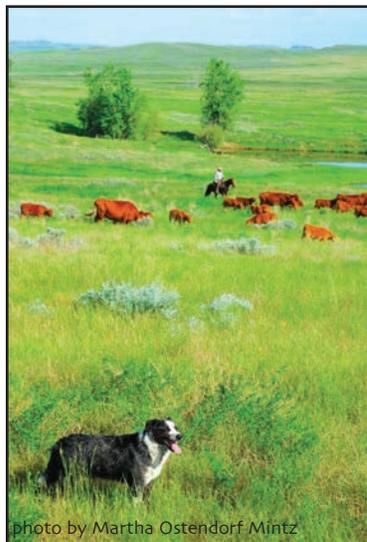


photo by Martha Ostendorf Mintz

which brings out the photography buffs. It is named after **Paul Andre**, retired editor of *BEEF* magazine and long time coordinator of the contest. Cash prizes are awarded with the top photo printed on the cover of the LPC Directory. Categories include: livestock; livestock industry people; livestock scenic/landscape and a general category. This is a great contest for staff members who can't attend the Summit, but still want to participate as you don't have to be present to win! The entry fee is \$5.00 per photo and all entries are available to view on the LPC website.

Royal Gala

An event that is held each fall during the American Royal in Kansas City, Missouri, is the Royal Gala and is now in its ninth year. The funds raised during the annual "Royal Galas" are used for the ongoing improvement of the LPC Heritage Center and other LPC programs.

In 2005, the LPC Heritage Center Hall of Honors was unveiled. The Center receives many visitors each year who enjoy viewing more than 50 portraits of distinguished Hall of Honor and Headliner honorees.

The second phase of the LPC Heritage Center is the Hall of History. Displays with historical significance showing the evolution of livestock publishing are available to view and located across from the Hall of Honor Portraits. Each year



LPC hosts a hospitality suite during the American Royal's livestock show designed especially for LPC members and friends.

Communications and networking

Your annual dues also include the *Actiongram* newsletter distributed via e-mail, which updates you on current news along with details of upcoming events. All past electronic newsletters are also archived on our website. Your membership includes a listing in the annual directory which is a key piece of information for those involved in livestock communications. This is published in the fall of each year.

LPC offers an incredible network of people who know people. If you are looking for a position within the industry or need a freelance writer, artist or a new sales person for your publication or organization, we offer direct links to the people you need to know. Members may post positions available too via the job postings on the website as well.

And, of course, LPC has a presence on Facebook so join up! Lots of information is updated often for LPC and the Ag Media Summit. •

LPC CONTEST DEADLINE

April 20, 2013

Go to

www.livestockpublications.com and click on **ONLINE/PRINTABLE FORMS** for rules and forms.

Awards will be announced on August 6, 2013 in Buffalo, New York during the Ag Media Summit.

Questions? Contact dianej@flash.net



BIG DAY IN MANHATTAN FOR THE LIVESTOCK INDUSTRY

There were many LPC members on hand in Manhattan, Kansas, on March 1 for Cattleman's Day at Kansas State University (KSU) and the annual Legacy Bull and Female Sale. This sale is produced by students in the livestock marketing class at KSU. A highlight of the day was the ribbon cutting for the brand new **Stanley Stout** Auction Center which is designed to be an auction facility with classroom facilities. Stout was one of the most popular auctioneers in the livestock industry before his untimely death in 2006. He was honored posthumously by LPC in 2007 as the Headliner award winner. Above **Diane Johnson**, LPC executive director, talks with **Bill Miller**, U.S. Premium Beef; at right Pat Koons, Kearny County Feeders is shown with Stanley's son, **Justin Stout**, who is with **The Stock Exchange**, Edmond, Oklahoma. Above right, **Kent Jaecke**, Focus Marketing Group, works the ring with a packed crowd on the seats. Thanks also to **Greg Henderson**, **Drovers**, for furnishing these pictures. *(All in bold are LPC members.)



LPC President, **Kathy LaScala**, Lee Publications, welcomed the crowd to the luncheon.

ANNUAL LPC LUNCHEON

Tampa, Florida



Mark Harmon, Cattlemen's News/Joplin Stockyards and **Nick Flannigan** (seated) visit with **Dave Nichols**, Ankeny, Iowa, and **Doug Rich** (back to camera), High Plains Journal.



The National Cattlemen's Beef Association (NCBA) met in Tampa, Florida, for their Cattle Industry Convention and LPC held its annual luncheon in conjunction with the event. More than 80 LPC members and guests were in attendance to enjoy lunch and a welcome from

incoming NCBA President **Scott George**, Cody, Wyoming, (shown above).

The tradition of the LPC Luncheon would not be complete without the self-introductions from everyone and certainly no one was in a hurry to leave as the networking and socializ-

ing continued well after the meal was over. Thanks to everyone for attending and especially to **Elanco Animal Health** and **SFP** for their support co-sponsorship of this event. Plan on next year's event in Nashville, Tennessee on February 6, 2014.