

# ACTIONGRAM

May 2004

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

## Dare to Design

### VERSION 2.0.0.4

## REGIONAL DESIGN CLINIC

Monday, May 17  
8:30 am to 5:00 pm

Held at Oklahoma State University • Stillwater

A HANDS ON WORKSHOP IN THE COMPUTER LABS!

8:30~9 a.m.	Registration	1:30~2:30 p.m.	Acrobat 6.0 – PDFs & Beyond Rob Giseburt
9~10:30 a.m.	The Big Showdown – Quark vs. InDesign Rob Giseburt, Boelte-Hall Litho, Inc.	2:30~2:45 p.m.	Break
10:30~10:45 a.m.	Break	3~5 p.m.	Optional tour of Quebecor World printing plant
10:45 a.m.~12 noon	Correcting color and improving photographs in Photoshop Matt Tasetano, Digital Graphics	2:45~4 p.m.	Advanced Photoshop Techniques (repeat)
10:45 a.m.~12 noon	Advanced Photoshop techniques Mark Pennington, ProMac Computers	2:45~4 p.m.	Correcting color and improving photographs in Photoshop (repeat)
12 noon ~1:30 p.m.	Lunch – BSE & Crisis Communication Panel discussion	4~5 p.m.	Illustrator, Beyond Logo Creation Tim Archer, American Quarter Horse Assn.

**Cost:** Any member of Livestock Publications Council, American Agricultural Editors' Association, ABM Agri Council, or Agricultural Communicators of Tomorrow: \$40 (includes lunch)

**All others:** \$60 (includes lunch)

**Lodging:** A block of rooms at the OSU Atherton Hotel has been reserved under Livestock Publications Council for Monday, May 16. Room rate, single: \$72; double, \$82. Call (405) 744-6835 for reservations ASAP.

**RSVP:** Contact Jim Bret Campbell (jbcampbell@aqha.org, (806) 376-4888) by **FRIDAY, MAY 7** with name, organization, address, phone and e-mail.

*(You may pay at the door. But if you need to cancel, it must be by May 13 as no-shows will be billed)*

## 2004 STUDENT TRAVEL AWARD WINNERS

Committee chairman, **Angie Denton**, has announced that four students have been chosen as finalists for this year's **Forrest Bassford** Student Award which is sponsored jointly with the Chicago Mercantile Exchange and LPC. These students will be attending this year's Ag Publications Summit in Tampa with \$750 travel scholarships and the opportunity to network with professionals in the ag communications industry. The winner will be announced on Tuesday evening at the LPC awards function.

The finalists will go through an interview process which will be combined with their application scores and then a winner will be determined in Tampa.

This year's finalists are: **Rachel Bobbitt**, Oklahoma State University; **Teresa Oe**, North Dakota State University; **Garrett Wilkerson**, Texas A&M University; **Audrey Young**, Kansas State University.

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Newsletter of Livestock Publications Council, an international organization serving the dynamic livestock communications industry





## APS Needs Your Involvement

by Shauna Hermel, 2004 APS Chairman

**W**onder how an event like the Agricultural Publications Summit (APS) happens? Here's your chance to get in on the ground floor of planning next year's event. At the LPC annual meeting, you can sign up for one of several committees:

**APS Steering Committee.** This committee is the governing committee for APS. There are six voting members (two AAEA, two ABM and two LPC) and a chairman (rotates yearly between AAEA and LPC). This committee sets the policy for APS, decides when and where future meetings will be, oversees the APS budget and conducts APS long-range planning. The committee generally meets by conference call at least twice a year and at a central location two or three times a year. Last year the 2003 APS Steering Committee and the 2004 Steering Committee met in Chicago in late September to review the 2003 event and continue planning the 2004 event. The 2004 steering committee met on location for the 2004 event in November, and we met prior to the NAMA meeting in April. Conference calls are generally in February and June.

The working committees include Program, InfoExpo and Sponsorship. An ideal situation would include co-chairs, representing AAEA and LPC, for each working

committee. The committee chairs report committee work at steering committee meetings.

**Program Committee.** This committee sets the program for the event. It is in charge of coming up with ideas for keynote speakers and presenters for the educational workshops, as well as contacting presenters, providing synopses of the presentations and working as room monitors during the event. This committee does meet together separate from the steering committee. The committee works within a budget.

**InfoExpo Committee.** This committee is in charge of soliciting companies to participate in the event by purchasing booth space. The committee oversees the room in the facility that will host the InfoExpo and looks after exhibitors' interests in their participation. There is a push to contact more livestock companies, so LPC participation in this committee is vital.

**Sponsorship Committee.** This committee is in charge of soliciting sponsors for the event. Sponsorships may include booth space, so this committee works with the InfoExpo Committee to coordinate contacts. As with the InfoExpo Committee, there is a push to contact more livestock companies and more LPC participation is encouraged. •

### JOB POSTINGS



#### Web Marketing Assistant

60% Sale Books. Prep and build online sale books.

15% Past Issues. Responsible for prepping and posting back issues of the Angus Journal online.

10% Prepping Web site updates as delegated by Web Marketing Director.

5% Angus E-Classifieds. Responsible for selling, billing, information gathering, typesetting and coordinate proofing.

5% Phone Back-up. Act as phone back up when Web Marketing Director is out or on another call. This includes working with current and potential customers answering questions and facilitating updates/corrections.

5% Miscellaneous assignments at the discretion of the Web Marketing director. Requirements: Degree in agriculture communications, animal science or ag economics preferred. Knowledge of cattle and/or seedstock business beneficial.

Basic html knowledge a plus. **Send resume and other information to:** Angie Stump Denton, API Web Marketing Director, adenton@angusjournal.com, 3201 Frederick Ave., St. Joseph, MO 64506 •

NEW LOGO INFO



Livestock  
Publications  
Council

30th ANNIVERSARY

Don't forget that you can download the new LPC logo from the LPC website ([www.livestockpublications.com](http://www.livestockpublications.com)) for use in your publications. You can use the color as it is or change it to fit your publication. •

# Introducing our Honorees~

THESE TWO GENTLEMEN WILL BE HONORED ON TUESDAY NIGHT JULY 27.

## HALL OF FAME: HENRY KING, TEXAS LONGHORN TRAILS

**H**enry King who will be inducted into LPC's Hall of Fame has more than 40 years of continuous years of service to the livestock publications industry.

Beginning in 1960, he served as advertising manager for the *Quarter Horse Journal*. After 10 years, he left the Journal to co-own and publish the *Ranchman* magazine. Following its sale in 1975, he was employed by the American Paint Horse Association. Then in the early 1980s, he established the popular *Lone Star Horse Report*, selling it in 1996. King was then secured as editor of the Fort Worth-based *Drover* magazine where he was instrumental in improving the quality of the maga-

zine almost single-handedly. In 2002 he became a contributing editor for the *Texas Longhorn Trails* magazine which is where he continues to this day.

One of King's greatest achievements for LPC is that as a founding member of LPC, he wrote the original letter outlining the mission of LPC. He sent it to as many livestock publications as he could think of and as a result 30 years later, LPC continues to grow from its simple beginning.

At age 76, Henry still maintains a full work schedule and is respected for his writing and photography abilities along with his sincere devotion to the livestock publishing industry. •

## HEADLINER: HENRY GARDINER, GARDINER ANGUS RANCH

Gardiner Angus Ranch is known as a leader in both the commercial and registered cattle business. Just one measurement of this is when they broke the industry record with their 25th annual production sale which grossed more than \$5.6 million. They held the previous record as well.

The man behind this success is **Henry Gardiner** who will be honored in Tampa. He, along with his wife Nan, their three sons and families run the ranch located near Ashland, Kan. The original ranch, started by Henry's grandfather in 1885, encompasses 21,000 acres and they sell 1,200 bulls and 600 females each year.

The Gardiners are known for using new technologies and meticulous record-keeping. Their use of Expected Progeny Differences (EPDs)

have made them an industry leader with their strict criteria for economically important traits. Their achievement of goals have made them a leader in genetic improvement in their program.

Henry has also shared his knowledge with others as he has presented more than 200 talks on the technologies that the Gardiner program uses.

Henry has been recognized by many organizations for his contributions to the beef industry including the 2004 Vision Award presented by the National Cattleman's Beef Assn (NCBA). He is also the only producer to have received both the Commercial Producer of the Year (1981) and the Outstanding Seedstock Producer of the Year (1987) by the Beef Improvement Federation. •

## ABOUT PEOPLE

• **Burt Rutherford** recently won several awards in the Excellence in Craft competition sponsored by the Texas Outdoor Writers Association. His regular column called "Ponderings," published in *Outdoors in the Southern Rockies*, won two awards-second place in Column category and second place in the Humor category, and an article published in *The Cattleman* magazine on hiring a wildlife consultant placed second in the magazine writing category.

Rutherford is communications director for the Texas Cattle Feeders Association and writes freelance articles on outdoor topics including hunting, fishing and wildlife management.

• **Ben Richey** formerly with the National Pork Board is the new director of Communications at the National Institute for Animal Agriculture, Bowling Green, Kentucky. •

## Just for Laughs: DISORDER IN COURT

From the book, *Disorder in the Court* -- Things people actually said in court, word for word, taken down and now published by court reporters.

Q: What is your date of birth?

A: July fifteenth.

Q: What year?

A: Every year

Q: Now doctor, isn't it true that when a person dies in his sleep, he doesn't know about it until the next morning?

A: Would you repeat that question, please?

Q: Can you describe the individual?

A: He was about medium height and had a beard.

Q: Was this a male or a female?

Q: All your responses must be oral, OK?

A: OK.

Q: What school did you go to?

A: Oral.

Q: Doctor, before you performed the autopsy, did you check for pulse?

A: No.

Q: Did you check for blood pressure?

A: No.

Q: Did you check for breathing?

A: No.

Q: So, then it is possible that the patient was alive when you began the autopsy?

A: No.

Q: How can you be so sure, Doctor?

A: Because his brain was sitting on my desk in a jar.

Q: But could the patient have still been alive nevertheless?

A: Yes, it is possible that he could have been alive and practicing law somewhere.

# This Month's APS Focus: Sunday:

Next Month: Focus on Monday



AAEA • LPC • ABM

AGRICULTURAL PUBLICATIONS SUMMIT, LLC

SADDLEBROOK RESORT

July 25-28, 2004 • Tampa, Florida

## Sunday, July 25

8 am  
9 am - 5 pm  
1:30 - 5:00 pm

**AAEA and LPC Board Meetings**  
**Registration desk open**  
**Back to the Basics Design Clinic & Open Forum**  
With all of the tricks that graphic design programs do, is it possible that we've gone too far off of the basics? Are you guilty of using every trick in your magazine with no consistency in design? This clinic will make you think about good design vs. "anything goes" design. Deb Norton, co-owner of Graphic Arts of Topeka, has 20+ years of experience in graphic design focused on livestock advertising. She will help evaluate your own work and see if it's necessary for you to bring it "Back to the Basics." Our moderator will also lead an open discussion for attendees to ask, "How'd you do that?"

1:30 - 5 pm

Special  
Event for  
2004

**Optional Leadership Training** at Saddlebrook's Ropes Course, a five-acre Executive Challenge Course known to be one of the best in the U.S. It's specifically designed to improve leadership, communication skills, creative problem solving, trust and teamwork and includes more than 20 initiatives, such as the *Energy Circle* and *Space Web*. This activity will encourage teams to laugh, cheer, think, learn and grow together. **Here's a great option for your sales team, editorial staff, or board of directors.** Additional cost \$85/person.

6 - 10 pm

**Spring Break This Summer Kick-off Party**  
Welcome to Florida! Join your friends around the pool for our APS Kick-off Party. We'll have great Florida-themed food, music and a party that Jimmy Buffet will be sorry he missed! Fun and games will help raise funds for the student programs. Families welcome.

## Monday, July 26

7 am  
Morning  
10 am  
Noon  
1:30 - 2:30 pm  
1:30 - 3 pm  
2 - 4 pm  
3 - 4 pm

**Golf Tournament**  
**Wellness Walk**  
**Breakfast on your own**  
**Working With Different Styles of People**  
**Get Creative!**  
**Sandwich Bar and Stress Relievers**  
**Hiring And Motivating Employees**  
**Get Creative Workshop continues**  
**LPC Critique Contest & Presentation of Awards**  
**Issues & Newsmakers: Crisis Management - A Case Study of the BSE Issue**  
**Grand Opening Party in InfoExpo**  
**Open evening**

Noon  
1:30 - 2:30 pm  
3 pm  
2:30 - 3:30 pm

**Keynote Luncheon "Stress-Down With Humor"**  
**Dessert in InfoExpo**  
**InfoExpo Tear Down**  
**Breakouts Block Three**  
I. Polish Your Editing Skills  
II. AAEA Photo Critique, AAEA Judge  
III. How to Get Control of Your Time & Your Life  
IV. Marketing Partnership - Think Outside the Box: Develop Alternative Revenue  
V. Legal Issues for Journalists (repeat)  
VI. How to be Young and Successful (repeat)

3:45 - 4:45 pm

**Breakouts Block Four**  
I. Becoming Your Customer's Partner - Steps to Success  
II. What Students Need to Know About the Agricultural Communications World  
III. Generating Story Ideas  
IV. Polish Your Editing Skills (repeat)  
**Joint Reception for LPC and AAEA**  
**Individual Awards Ceremonies for LPC and AAEA**  
**Joint Dessert Celebration Reception for LPC and AAEA**

4 - 7 pm  
7 pm

## Tuesday, July 27

7 - 7:30 am  
7:30 - 8:30 am  
8:30 - 9:45 am  
9:45 - 10:30 am  
10:30 - 11:45 am

**Wellness Walk - Meet at Golf Clubhouse**  
**Breakfast in InfoExpo**  
**Breakouts Block One**  
I. News Writing Workshop  
II. It's Digital, No Doubt: Advanced Photographic Reporting  
III. Legal Issues for Journalists  
IV. The Value of a Brand  
V. Production/Design: Making PDFs for Press  
**Break in InfoExpo**  
**Breakouts Block Two**  
I. News Writing Workshop (repeat)  
II. Digital for Dummies - But you can come too!  
III. Powerful Communication, Dynamic Presentations that are Results-Oriented  
IV. How to be Young and Successful  
V. Moving from Quark to InDesign CS  
VI. It's Digital, No Doubt: Advanced Photographic Reporting (repeat)

6 - 7 pm  
7 - 8 pm  
8 - 9 pm

## Wednesday, July 28

8 - 9:15 am  
9:30 - 11:15 am  
Afternoon

**LPC and AAEA Annual Meetings**  
**Brunch with Keynote Speaker Dr. Mario Garcia**  
**Informal gathering for stayover guests and cruisers**

## Thursday, July 29 - August 2

Cruise to Mexico on Carnival's Sensation

For more APS information and complete registration information, go to [www.livestockpublications.com](http://www.livestockpublications.com)