

ACTIONGRAM

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

Join us for coffee



Carey Brown
2018-19
LPC President

The summer months slow down just a bit for me and that is when I am able to spend extra time on all of the things I have been putting off for the past year. It adds up, as I am sure you are all aware. I firmly believe in continuous education throughout life and am thankful for a job that supports it. I learn through events such as AMS, taking online courses and learning from peers as much as I can. I tend to stop and focus on that every chance I get.

The Livestock Publications Council has been offering this for a while now and it is one

thing that I look forward to each month. It is only 45 minutes out of my month and the topics have been on point! Coffee & Collaboration is a 45 minutes webinar that was created to give LPC members the opportunity to learn more about topics we deal with every day and in most cases it is from our peers in the industry. The sessions have covered so many topics, including: writing, social media, design, crisis management and photography to name a few.

All of the sessions are very timely and it is interesting to see how others tackle the same

daily tasks we are faced with. The best part is that I can listen to the webinar but also be sitting in my office taking care of others things if needed. There are times that I haven't been available and we have that covered too! All of the webinars are available for viewing on our website at livestockpublications.com/coffee.

If you haven't had the chance to be involved yet, I encourage you to go back and listen to the ones that interest you. I have learned a lot listening to them and I am sure you can too. Special thanks to **Jennifer Shike** for starting the

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webinar and keeping it on track. If you ever have ideas for topics, let us know! We want them to be a benefit to our members.

As a reminder, AMS is still looking for volunteers for AMS. Our committees need help this year to make IFAJ/AMS a success. Let us know your interests and we will connect you with the right committee. We appreciate our member support and know that it can't be done without all of us.

Carey



REGISTRATION IS OPEN!

www.agmediasummitregistration.com
To register for AMS choose option 3, 4, 5 unless you are registering for the IFAJ Congress too. (then select #2)

Be sure to check it out!

LPC PHOTO PEN

Magazine due to the printer and you have no idea what to put on the cover? Just wrote a story and need a photo to complete the layout? There might be a solution now with the newest program – “LPC Photo Pen” – which is designed for all LPC members to benefit in more ways than one.

Here's how it works:

As an LPC member you are eligible to submit your photos to the site. When the photos are purchased you will receive one half of the proceeds with the other half benefiting LPC. At this point all photos are priced the same at \$31.00. Disbursements of your proceeds will be made on a quarterly basis. Keep in mind that the photo does not have to have livestock in it as it could be a piece of leather, a beautiful sunset, or a fence line.

The site is open to the world to purchase, however only LPC members may submit. Contact Diane or Grace at the LPC office for the link to the DropBox site to upload. But if you are ready to browse and purchase go to:

<https://lpcphotopen.smugmug.com/>



Livestock Publications Council

COFFEE & COLLABORATION

Wednesday, May 22 • 10 a.m.

“Lies, Damned Lies and Statistics – The Art of Writing with Numbers.”



Lance Zimmerman

Join us Wednesday, May 22 for

“Lies, Damned Lies and Statistics – The Art of Writing with Numbers.”

This month's #LPCcoffee will feature Lance Zimmerman, CattleFax Manager – Research, Analysis and Data, who will share tips and tricks on how to efficiently and effectively explain market data to our readers.

Zoom Meeting:

<https://ksu.zoom.us/j/551583303>

Call in: +1 669 900 6833 US

Meeting ID: : 551 583 303

Skype for Business:

<https://ksu.zoom.us/skype/551583303>

Thank you Rockin' K Productions for sponsoring Coffee & Collaboration



2019 Hall of Fame and Headliner Award Winners Announced

These two honorees will be recognized this summer at the Ag Media Summit and plaques honoring them will be hung in the LPC Hall of Honor located at the American Royal headquarters in Kansas City, MO.



The Hall of Fame award is given to a distinguished leader who has adhered to high standards of professionalism in all aspects of their endeavors. The award is open to anyone who has been listed on a masthead of an LPC member publication or a service member.

This year's inductee is **Todd Domer**, Topeka, KS, Domer has been in the ag

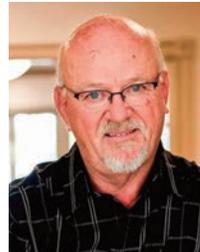
communications industry for more than 35 years. He started his career in radio at WIBW in Topeka but, soon transitioned into the role of vice president of communications for the Kansas Livestock Association (KLA) in 1985. Today, his responsibilities include managing, editing and writing for a monthly magazine and weekly newsletter. During his tenure, the Kansas Stockman magazine and KLA News & Market Report have won numerous national honors from LPC.

Domer voices three different KLA radio programs each week, oversees the association's website and regular updates. He also is the lead spokesman for KLA and its members when the media covers a story of importance to the state's livestock industry.

Domer served as LPC president in 1997 and received the groups Distinguished Service Award in 2001.

He graduated from Kansas State University in 1983 with a bachelor's degree in ag journalism. He is a past president and current member of the K-State Rodeo Development and Advisory Council, a group that has taken the lead in enhancing scholarship opportunities for student athletes.

Domer and his wife, Marilyn, have two daughters. Lindsay and her husband, Scott Keller, live in Oklahoma with their three children, Trigg, Ella and Blair. Reagan and her husband, David Biggs, live in Kansas with their daughter Payton.



The Headliner award salutes an individual who has shown exemplary service to the livestock industry and goes to Lyle Orwig, Harland, Wisconsin.

This year's Headliner award winner is a ag communications graduate, a past state officer in FFA, a past member of Ag Communicators of Tomorrow, and is passionate about agriculture, public relations, marketing communications and has been a long time supporter of LPC as our a cheerleader, mentor and overall

From his youth on a family farm in east-central Illinois through his rise to state office in FFA and graduation from the University of Illinois and, ultimately, the founding of a nationally known ag communications agency 26 years ago, Orwig has maintained a focus on and passion in agriculture, public relations, marketing communications, reputation and issues management.

As chairman and founding partner of Charleston Orwig in Hartland, Wisconsin, Lyle has helped to shape the agency's business focus of agriculture and food. He leads the agency's crisis communications response work, helping companies respond quickly and responsibly to activist actions, recalls and other crisis situations.

Lyle is a passionate and respected spokesperson and ambassador to the agriculture and food industries that his company serves. Lyle's service to the agriculture industry includes serving on the National FFA Foundation Board of Trustees and the Farm Journal Foundation Board, providing counsel for the Famers Feeding the World Initiative.



TOURS ANYONE?!

For those of you who are interested in taking part in the many tours during this year's IFAJ Congress and Ag Media Summit, please know that all are open to everyone. We did have a limit prior to the first deadline for the Congress but now all tours are available! For more information on the tours, check out the next two pages. If you are interested in any of them, contact Diane and she'll help you get signed up.
dianej@flash.net or diane@livestockpublications.com

LPC Best of the Bunch ^{Facebook} Photo Contest

Eligibility:

1. All entries must be original 'straight out of the camera' photos. Basic color and lighting adjustments only. No digital enhancements.
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.

Timeline:

1. Photo submissions: Monday, July 1, 2019 to Friday, July 12, 2019 by noon central.
2. Voting: Monday, July 15, 2019 through July 26, 2019

Photo Submission:

1. Each LPC member can only submit ONE photo for the online contest
2. Photos, name, affiliation and photo category must be emailed to Carrie Webster at cwebster@pork.org by Friday, July 12 at noon central to be entered in the contest.

3. Photos must fall within one of the three of the Best of Bunch Photo Contest categories: 1. Livestock, 2. Livestock Industry People, or 3. Livestock scenic (such as landscape, must have livestock in the photo).
4. The photo committee reserves the right to remove a photo from the contest if it doesn't meet category submission or has been digitally enhanced
5. No entry fee for the online contest

Voting:

1. Votes will only be counted on the LPC Facebook page (original entry post)
2. Shares and comments will not be counted for voting

Winner:

1. Winner will be announced at Ag Media Summit during the Annual Banquet Tuesday evening
2. Winner does not have to be present at AMS to receive prize
3. Winner will receive \$100 cash prize

LPC Best of the Bunch Photo Contest



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, must have livestock in photo)*
- d) *General (may include 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 29 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 "straight out of the camera" photos. Basic color and lighting adjustments only. General category does allow for digital enhancement.

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.

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.

PRE & POST-CONGRESS TOURS

NORTHEAST IOWA PRE-TOUR (July 23-25)

Tour Lead: Harlen Persinger

This three-day tour, limited to the first 12-15 foreign journalists who sign up during early registration, begins July 23, leaving early morning from the Congress hotel site. The group will travel to Northeast Iowa, which lies in one of the top three production areas in the world because of deep, fertile soil. For example, the corn suitability ratings measure, 84.7 percent out



of a possible 100, highest in the Hawkeye state. This tour, which allows each guest to overnight and enjoy breakfast on a family farm for two evenings, will showcase great diversity—small to large farms, grain and livestock production, grain storage facility, tractor manufacturing, seed production, fish farming and local foods. Plus, you'll visit Harlen's farm!

July 23

- Visit a state-of-the-art 6.5 million bushel capacity grain elevator constructed in 2018 that can receive 55,000 bushels of grain per hour (50 loaded semi-trucks). The site has six, 750,000 bushel bins plus a 565,000 bushel wet holding capacity and three dump pits.

- Visit a small farm that prides itself in award-winning American Aberdeen Lowline cattle, a breed originally developed in Australia. The family had the 2017 U.S. National Champion, markets 20 head of breeding stock and slaughters 25 animals annually. Processed meat is available in the local grocery store.

- Visit a large 4,000-acre family farm that grows corn and soybeans and feeds 800 head of Holstein steers plus 2,500 hogs from feeder pigs to slaughter weight annually.

- Enjoy a traditional evening barbeque prepared by county beef producers, while mingling with area farmers and Loren Kruse, county native and retired editor of *Successful Farming* magazine.

- Spend the evening with your host family farm.

July 24

- Tour the John Deere Tractor Cab Assembly Operations and nearby museum.

- Visit a family dairy farm that emigrated in 1864 from Germany. Their registered Holstein herd totals 175 cows and 190 heifers. Activities include a ride around the farm, feeding calves, making homemade butter, milking a cow by hand and petting kangaroos and goats.

- Visit a seed corn production plant and enjoy an evening cookout with a local Pioneer hybrid seed dealer/farmer where each journalist will rejoin their host family before spending a second night with them.

July 25

- Visit the Fran-Cell and Hickory Curve Farms, owned and operated by Harlen Persinger, an AAEA member for 45 years. Learn all about his top management practices teamed with up-to-date technology that helped him average 250 bushels/acre for corn and 63 bushels/acre on soybeans during 2017-2018. A local co-op representative will fly a drone over both farms to monitor how crops are progressing in late July.

- Visit a father/son registered Suffolk sheep farm that received recognition in the USSA Hall of Fame in 2013.

- Visit a fish farming enterprise that produces over 5 million pounds of Tilapia, the largest operation in the U.S.

- Visit a 60-head registered Angus cattle farm.

- Visit a 200-sow farrow-to finish pork production facility, run by a family farmer who also serves on the board of the National Corn Growers Association.

- Bus back to Congress hotel – arriving by 8:00 p.m.

CALIFORNIA POST TOUR (July 31-August 3)

Tour Lead: Steve Werblow



Welcome to California! From its sandy beaches to the snowy peaks of the High Sierra mountains, California is a state of remarkable beauty and diversity. The same can be said of its agriculture—graced with great soils, a favorable Mediterranean climate and an extensive system of canals for irrigation water, California farmers produce more than 200 commercial crops worth over \$50 billion in 2017.

Our post-Congress tour will take us to beautiful San Francisco, California's financial hub, through the salad bowl of the Salinas Valley, and into the state's magnificent Central Valley, an agricultural powerhouse. We will see crops and livestock, but we'll also talk about the issues behind the farming: capital, labor, water, environmental issues and innovation.

Meals will celebrate the diversity of California's people (and will surely include California's famous wine).

We'll pack a lot of touring into four days. Our trip will conclude back at San Francisco International Airport in late afternoon on Saturday, August 3. From there, participants can catch overnight flights home, stay in the Bay Area for a chance to explore San Francisco and the famous wineries of the Napa and Sonoma valleys, or hop a quick flight to Los Angeles for a visit to Hollywood and Disneyland.

Here's a sketch of what we'll see:

Wednesday, July 31: Fly from Minneapolis to San Francisco (flight included in tour price). Tour highlights of the beautiful City By The Bay. Discussion with finance experts on investment and innovation in California agriculture. Night in San Jose/Salinas area.

Thursday, August 1: Tour a strawberry farm in the Salinas Valley. Visit an innovation center developed by a leading farmers' association to nurture new technologies in fruit and vegetable production, where we will learn about some of the cutting-edge tools in development. Travel to a key reservoir in the 550-mile (880-km) irrigation supply network that is the lifeblood of Central Valley agriculture for a discussion with irrigation officials of the state's water supply. Night in Merced County.

Friday, August 2: Visit a 6th-generation, 10,000+ acre farm where almonds, tomatoes, cotton and other crops are proving grounds for next-generation agricultural technology. Then we will visit a dairy farm with an innovative manure management system, enjoy lunch at a cheese plant, and travel south to a leading diversified farm that includes beef, vegetables, almonds and agritourism. Night in Coalinga.

Saturday, August 3: More innovation at a local college Farm of the Future, followed by a visit to a large dairy farm and a look at aerated drip irrigation systems. We will then head back over the mountains to San Francisco International Airport for return flights home...or to further California adventures.



MINNESOTA/SOUTH DAKOTA/IOWA POST TOUR (July 31 – August 3)

Tour Leads: Karen McMahon & Lora Berg

The post-IFAJ Congress Livestock and Crops Tour will visit the thriving crop and livestock areas of western Minnesota, eastern South Dakota and northwest Iowa. This area is well known for diversified family farms and you will see many of them. You also will experience rural life here in their cafes, shops, homes and even a few historic sites. This area is several hours away from a large metro area.

The tour starts on July 31 near the border of Minnesota and South Dakota for visits with livestock and dairy producers as well as crop farmers. After spending the night in Watertown, SD, the group will head south through Brookings, SD, for a visit at the university, as well as other crop and livestock stops. Overnight is spent in Sioux Falls, SD. On Aug. 2, the tour will drive through the northwest corner of Iowa to check out livestock operations (beef & pork) and end the evening back in Sioux Falls. On our last day, Aug. 3, we will be making stops in southwest Minnesota while headed back to Minneapolis.

Wednesday, July 31 - Morris, MN, to West Browns Valley, SD

- Visit 9,500 cow dairy
 - Visit marketer for Angus/Holstein dairy calves
 - Stop at Hutterite hog operation
 - Visit organic crop farmer
 - Dinner at prominent crop farmer farm with neighbors
- Overnight – Watertown, SD

Thursday, August 1 - Brookings to Sioux Falls, SD

- Visit South Dakota State University's new swine and cow-calf research farms
 - Visit organic crop farmer
 - Stop at offices of major US producer
 - Visit historic Pipestone National Monument
- Overnight – Sioux Falls, SD

Friday, August 2 - Akron, Iowa, to Sioux Falls, SD

- Visit precision technology company
- Visit 8,500-head cattle feeding operation
- Stop at business doing embryo work, cloning and invitro fertilization
- Visit cow-calf operation
- Overnight – Sioux Falls

Saturday, August 3 - Sioux Falls, SD, to Minneapolis

- Visit agricultural equipment manufacturing plant
 - Visit precision crop and hog farmer at Mapleton, MN.
- Return to Bloomington, MN

