

Actiongram

November 2007

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From Your President... *Kyle Haley, Limousin World*

You know you live in a small town when you are sitting at Sonic waiting for your Route 44 cherry lime slush to be delivered and two cowboys pull into the stall beside you-on horseback. The fact they were both talking on their cell phones got more than a chuckle from me, I can assure you.

Other than being slightly amusing, the encounter caused me to stop and ponder the world we live in and the challenges those of us in ag communications face. To say we deal with a diverse group is an understatement to say the least. I think we all know high-tech producers who own tractors that steer themselves as well as cattlemen who feed using horse-drawn wagons and spend their summers repairing windmills.

Just as their methods of accomplishing daily chores differ, so do the ways they prefer to communicate. I for one have to stop and remind myself all of my readers don't have high speed internet and PDAs.

And just about the time I forget, I get a call from an advertiser who is sitting at Kinko's trying to figure out how to download, print and save the 5 mb file I just sent him.

The point is, we must all remember that just because we have digital cameras, wireless internet and phones that cost more than a cowboy's weekly pay, the people we are trying to communicate with may not be so technologically advanced. And to be honest, after a few rounds of e-mail wars with my fellow LPC board members, I'm not so sure those who haven't embraced the digital age are all wrong.

Please don't misunderstand me, while I have nothing against e-mail, the internet or digital photography, I am not embarrassed to say that I am still a little old school when it comes to communicating. I still print out e-mail newsletters before I read them and I long for the days of blue-lines instead of online proofs. Before you think I have totally lost my mind, I am not in a hurry to retreat far enough back in the past to resurrect amberlith.

The diversity of our audiences extend far beyond what cell phone carrier they use and to me, that's what makes our jobs such great ones. The daily opportunity to interact with producers from all walks of life keeps my job not only fun but challenging and I hope you agree.

So the next time you write a story about customer service or urge your readers to take the time to identify their target audience, please remember the it is our job as ag communicators is to deliver timely, informative messages in a format our customers prefer. For some, that may mean via e-mail or the web, while others will prefer to hold a printed piece in their hands. When it comes right down to it, relaying the message is the most important part of our jobs, how they get that message is secondary and should be left up to the reader.

Now if you'll excuse me, I just got a text from a cowboy friend of mine who wants me to bring him a slushy. •

Change is on the way!

LPC is about to unveil its new website! By the end of the year there will be a brand new site that has the potential to be very interactive with a bulletin board and timely job openings along with more dynamic information. Stay tuned for a big surprise!

LPC EXECUTIVE COMMITTEE

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This just looks like a boring article...

...but it has some very important information regarding new postal regulations. I received the link from an LPC member who brings to light some possible changes from the USPS. If you work with a publication, you need to read this. It is from *Folio: Alert*, October 25, 2007 and is written by Joanna Pettas.

Proposed Postal Rules May Require Magazines To Rethink Cover Design

Postal Reform: The Good, The Bad, The Ugly

After January, the United States Postal Service can't raise postage by a rate higher than that of inflation—or around 3 percent, which is significantly less than the 10 to 15 percent or higher jump seen by many mailers last year. On top of that, under new postal reform, mailers are being guaranteed a standard of service on flat-mail rates. The new Flat Sequencing System, set to start in phase one October 2008, is expected to free up 40 percent of mail-carriers' time, marking what some feel has been a much-needed change in the labor framework.

But the USPS has until December 20 to squeeze in another hike before the law change. And Lloyd Mills, administrator of postal affairs at printer company DPC, says the FSS, even with its strengths, “is quite the beast.”

For flat sequencing, the USPS has proposed (in its Federal Register, Oct. 17) a set of strict—and according to some, quite drastic—rules that publishers and printers will need to follow to be charged anything other than full-rate, single-piece first class mail. Publishers have until December 10 to make comments on the rules before they are set in January '08 and implemented one year from then.

Mailing Label Changes

One of the biggest changes would be to mailing labels. Under the proposed terms, labels would need to be either parallel to and within three inches of the top edge, or perpendicular to and within two and a half inches of the top edge, on

either the front or the back of the magazine. The “top” edge, according to the Federal Register, is the upper edge of the mailpiece when the spine is vertical and to the right. In other words, labels will need to be upside down at the foot. Address font size would need to be at least 8 point, Arial preferred, and the leading would need to be at least .028 inches.

According to the proposal, the new standards “will enable FSS to process flat-size pieces...at high speeds and reduce the time carriers spend manually sorting flat-size mail.” On their routes, carriers “need not reorient” the pieces “to read the address, whether the mail is held, pulled from a mailbag, or removed from a tray.”

“All publishers need to sit down with printers and artistic people and ask, ‘How will we make the changes because we have chosen to use mail as a medium,’” asks Gene Del Polito, president of the Association for Postal Commerce.

Kelly McMurray, creative director of 2com-munique, says it may require rethinking the publication cover, maybe even having one for newsstand and one for mailing. “In a time when electronic publishing is becoming more prevalent,” she says, “I think the post office should be more forward-thinking about their technology and how it affects design, not more restrictive.”

Petra Kobayashi, art director of *Self*, is not concerned. “If the magazine gets shipped to a subscriber, they will unwrap it and see the actual unchanged magazine.”

Address Requirements

Another standard is an 11-digit Intelligent Mail Barcode on all automation-rate first-class mail, periodicals, standard mail, and bound printer matter flat-size pieces. Addresses need to be precise and verified. The USPS has recommended that list owners “use address validation products before adding addresses to their lists and let their list suppliers know that

un-validated addresses are not desirable.” They suggest using list cleansing services.

Del Polito notes the significance: “If a mailer fails to accomplish these standards,” he says, “rates will have to be standard first-class rates. So there is a motivation to get it right.”

Mail Handling

“Flat mail has to be flexible with the new standards,” says Mills. “If you put it on the edge of the desk and it bends by 50 percent, you need to be able to turn it 180 degrees with the spine out and see that it is also as bendable.” He notes that this might particularly affect advertisers who

use cardboard and other hard inserts. “This has 80 percent to do with the mail carrier, making sure he can finger through it all,” says Mills.

In terms of handling, Mills is more concerned about the effect of the new FSS machinery. “Right now, about 17 percent of mail gets damaged,” Mills adds. “Covers of magazines with saddle-stitches tend to snap off.”

“All publishers need to sit down with printers and artistic people and ask, ‘How will we make the changes because we have chosen to use mail as a medium,’”

Rate Hike Before Christmas?

Del Polito is “confident” that a rate hike won't happen before the law changes. David Straus, postal counsel for ABM, agrees. “I think it will be CPI indicated. All signs point to them doing that.”

Mills, on the other hand, says he has a “gut feeling” that they'll get one in before the deadline but that it won't be as large, maybe two to five percent.

Even once the window has passed for non-CPI-indicated rate hikes, publishers and printers are not in the clear.

“The inflation cap applies to the class level,” says Del Polito. “Overall, the class can't increase more than the rate of inflation. But within class levels, some rates may be more or less.”

So will this help or hurt magazine mailers? “In theory, it should help,” says Straus. “But that's if it's regulated. There's no assurance that it will be.”

continued on next page

ZING!

Adding flare to writing headlines

By Katie Allen

What a word! Every time I hear "zing," I think of my study abroad experience in New Zealand last year, where the local people used it as a synonym for "great" or "fantastic." My friends and I still use the word in thinking back to those experiences on the other side of the world, and now I apply it to writing headlines for my stories as well.

Many elements go into a good story. Reporters research the topic, interview multiple sources and write words in a fair and balanced way. Editors make sure the material makes sense and check for correct word usage and style. Designers fit the story into the publication, making it readable and eye-catching.

Publishers get the accurate message of the story out to the public. And those readers determine if the good story is a great one.

Great stories capture readers immediately in the headline, a very important element of story writing. In his workshop at the 2007 Agricultural Media Summit in Louisville, Ky., Brian Throckmorton taught a room of journalists how to catch the reader's eye with headlines. Throckmorton, a copy chief at the Lexington Herald-Leader in Lexington, Ky., has had numerous experiences in adding, "Zing on Demand: Creativity in Headlines" to good stories in the workplace.

Throckmorton said headlines grab people into a story when they'd rather be doing something else. "What we have to do is slow people down," he said.

To do this, reporters and editors can use various methods to write a headline. Shocking a person with a bold headline, for

example, is a great way to grab the reader's attention for that story.

But, the story itself must con-

vey a shocking message for the headline to remain effective. In a variety of ways, journalists can add that special "zing" to headlines and really make the story stand out: alliteration, rhyme, imperative, question, quote, personification, pun and cliché.

To get there, Throckmorton introduced the nexus method in his workshop. Stories often have multiple concepts within a single theme. Using the nexus method, journalists can write down two or more main concepts of the story and everything related to each concept. After looking at the list of words, they can piece them together to make a unique and creative headline.

A headline that reinforces a famous song or book title might grab a reader into the story. Or, a famous quote we all know and use could be the key to hooking the audience in. In the end, headlines should relate to the story well and not confuse the readers.

"Using a joke (for a headline) doesn't work, unless you know it's a joke," Throckmorton said. "If the headline is fun, you have to be clear that the story is fun."

Throckmorton's presentation really reiterated the importance of headlines in all stories. Using visual rhythm, available space and an interesting arrangement of words to fit the concepts of the story, journalists can truly tell their stories with a little extra "zing."

"We are the ones who determine whether a story is interesting to read or not," Throckmorton said. "Headlines are what make people read."

The following is a recap of one of the sessions from the Ag Media Summit in Louisville written by Katie Allen, University of Missouri - Columbia. She was also the winner of the Forrest Bassford Student Award. The following is her article on writing better headlines by Brian Throckmorton.

Proposed Postal Rules May Require Magazines To Rethink Cover Design *(continued)*

What Straus sees as a potential problem for some publishers is a change not only to the rate level but to the rate design, which he compares to renting a car-some services rent by the mile, others by the day. Depending on your needs, one will benefit you and one will hurt you. However, with the postal service, there's not much room for choice.

"We'll face a change in rate design in the future. Some will be hit worse than others. I'm hoping it won't hit small circ publishers like last time," he says.

What Can Be Done

Mailers can submit comments on changes by no later than

December 10. Comments can be sent to Sharon Daniel; Manager, Mailing Standards; USPS; 375 L'Enfant Plaza; SW Room, 3236; Washington, DC 20260-3436.

According to Mills, post-master general Jack Potter has said, "I don't want to hear from self-serving printers." Mills feels publishers can carry more weight, but many don't have the time or resources to look into postal matters.

"The post office tends to talk to the R.R. Donnellys, the Quebecors, the Time, Inc.s. They put out a Federal Register but small and medium-sized printers and publishers are just trying to survive." •

I heard from...

Diane,

In your next newsletter it would be helpful to all the pubs to outline the changes in the USPS regs regarding inserts. USPS has given us a lot more latitude but at the same time everyone that produces and insert needs to know that they can't ask for a subscription, they can't have an ISDN number and of course no postal indicia, and then its just plain unethical to have ads in an insert that you're submitting to a publication for distribution.

The exception to all this is what the USPS calls "ride along" rate which costs 15.5 cents but is not counted to your ad to editorial ratio or added to your poundage for Publication class mail. If you do take a ride along the pub is required to put ride along enclosed somewhere on the cover.

Pete Crow

Western Livestock Journal

Comments? Have other postal concerns?, issues? Offer them to dianej@flash.net



Greeting the crowd at the front door are: Bud Snidow, Lisa Bryant, Cheryl Oxley and Don Norton.



Barry and Rhonda Nelson were on hand representing John Deere who is our major supporting sponsor.

Below Erwin Quinn, from Gallagher chats with Amber Spafford. Gallagher paid \$9,500 for the Beef Breeds package of ads donated by several LPC members.



Royal Gala Highlights



In just four years the Hall of Honor has been established and is home to plaques of all of the past winners of the Headliner and Hall of Fame awards plus the plaques for the Student award winners and Distinguished Service Awards. This year plaques for Larry Atzenweiler and Stanley Stout were unveiled for the Hall of Fame and Headliner awards respectively. Above, Neil Orth is shown with the family of Stanley Stout and include Justin Stout, Jessie Romfo, Jodie Stout-Brethour and Jamie Felton. Below, Larry Atzenweiler views his plaque after the presentations. Many of his friends were on hand to honor him and help celebrate the occasion.



Although there was a nail in the wall, it still took quite some time to hang Stanley's portrait. Wonder if a "spirit" might have been assisting with the chaos.



Posing after his plaque was placed: Rowena and Larry Atzenweiler with son, Andy and his wife, Gena and their children Stella and August.



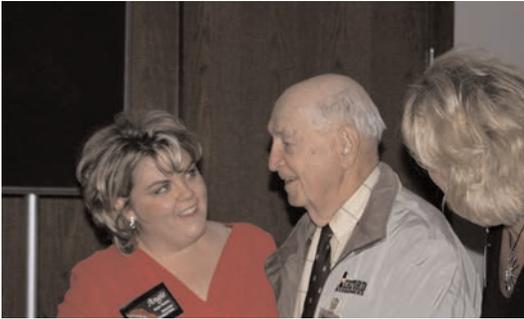


In addition to the unveiling of the plaques for the 2007 awards, the big surprise announcement for the 2008 award winners was also made. At left Diane Johnson, LPC executive director, escorts Bud Snidow to the podium after he was announced as the recipient of the Headliner award. Bud was a longtime staff member at the American Hereford Association and still is active at the American Royal.



1

At 90 years old, he has even attended all four of the LPC Galas and this year it was a big surprise to him when he was selected for this honor. At left, Angie Denton congratulates Bud after announcing the award.



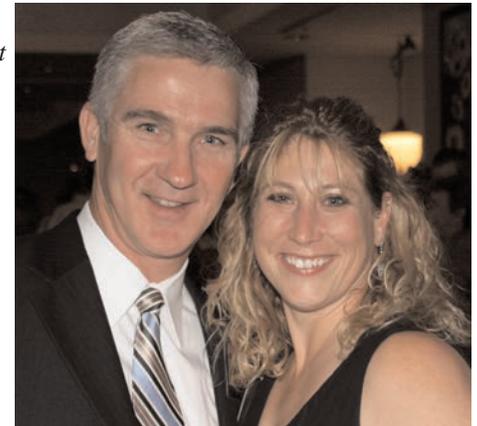
Then when it was time for the announcement of the Hall of Fame recipient, we quickly surveyed the audience to see if the winner was there. Not yet. But the show must go on and just as the presentation was to begin, the winner slipped in the back of the room. Of course he didn't know (<photo 1> evident with the look on his face) that Cheryl Oxley was talking about him. Good thing he didn't look at Kathy LaScala as she expressed her surprise and delight to the announcement. Afterwards, Greg was able to smile with Cheryl! <photo 2>.



2



Lisa Bryant and Christy Lee help tally the numbers for the silent auction. The total proceeds for the evening were over \$15,000 that will go into the Heritage Center fund.

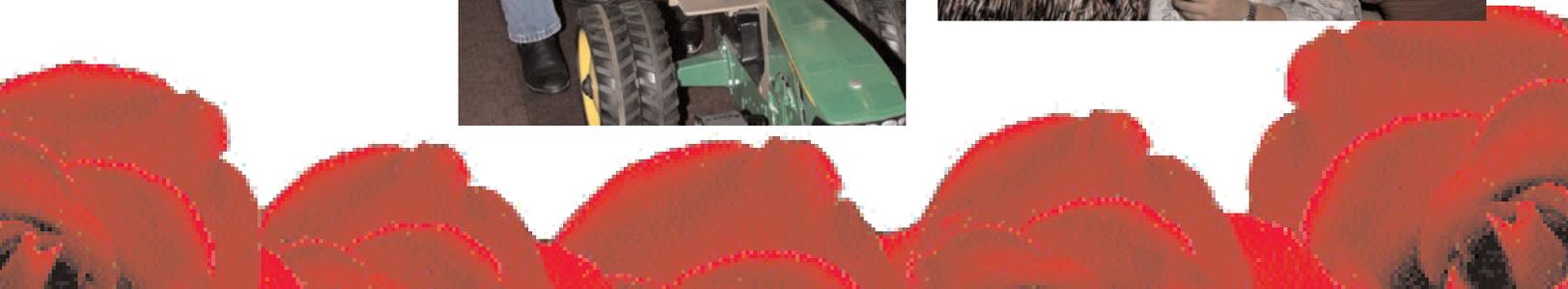


Scott Vernon and Kathy LaScala

Amy Cowan, Scarlett Hagins and Wendy Mayo



At right, August and Stella Atzenweiler were great assistants during the live auction as they helped show all of the items to the crowd including this John Deere tractor.



More Royal Gala Shots

It's not hard to have fun at the Gala and these folks certainly were! 1. Greg Henderson, Cliff Becker, Fred Knop; 2. Christy Lee, Marilyn Brink, Carey Brown and Lori Maude; 3. Scott Johnson and Brad Parker; 4. Kyle Haley, Kelly Loganbill, Lisa Adams, Wendy Mayo; 5. Tom Davis and Cheryl Oxley; 6. Stephanie Veldman, Kori Conley, Molly Mader; 7. Gail Lombardino and Terry Ward.



Thank you to these donors and buyers of the Silent and Live Auction items

Donors:

Bud Snidow
 Barry Nelson, John Deere
 Beef Breeds Journal Package: *Angus Journal, Beefmaster Cowman, Charolais Journal, Hereford World, Limousin World, Shorthorn Country, American Red Angus, Maine-Anjou Voice, ACJ, The Register, Gelbvieh World, American Salers, Braunvieh World, Santa Gertrudis USA* and *Texas Longhorn Trails*
 Carey Brown, Kentucky Cattlemen's Assn.
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 Christy Lee, National Swine Registry/*Seedstock Edge*
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 Colleen and Jason Gerke, Jowler Creek Wine Basket

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 Barry Nelson, John Deere
 Marilyn Brink, Kanwaka Communications
 Tim Steinbeck, Modern Litho
 Cheryl Oxley, Angus Productions, Inc.
 Bill and Elaine Couch

JOB BANK

Senior Public Relations Account Executive

Responsible for the liaison between the client and the agency to position client issues and services, products and brands in the marketplace to achieve client and agency goals. Growing current business and bringing in new business to the Agency is also a responsibility of this position.

Essential Functions and Responsibilities (partial list)

- Participates in strategic planning with the Group Director/Supervisor to understand the client's campaign objectives and the strategic positioning of the product in the marketplace.
- Supervises the day-to-day liaison with the client on all aspects of strategically conducting an integrated marketing communications campaign.
- Strives to grow current account business and develop new business for the agency.
- Assists and manages overall account budget.

Knowledge and Skills

- BA or BS degree in marketing, advertising, communications (journalism) or business administration.
- Seven to ten years prior Account Service experience or the equivalent in an agency with a minimum of ten years overall business experience.
- Negotiating, people leadership, communication, interpersonal and team skills all necessary with the ability to be flexible and adaptable in a fast-paced, ever changing environment.

To apply: Send resume and brief cover letter with salary requirements to Human Resources at Osborn & Barr Communications. Cover letters and Resumes without salary requirements will not be considered. E-mail is preferred: hr@osborn-barr.com. Please include job title in "subject" heading. Fax 314-726-6350. Mail: One North Brentwood Blvd, 8th floor, St. Louis, MO 63105.

Staff writer -- electronic media

The position will work in the communications services department, which includes *The Cattleman* magazine and daily *TSCRA News Update e-xpress*, an e-mailed newsletter.

The primary duties of this position are to generate news releases for the TSCRA; edit and e-mail the *TSCRA News Update* newsletter to members; provide content for the TSCRA News Update published in *The Cattleman* magazine; and to manage the content of www.texascattleraisers.org on a daily basis.

This position requires strong writing and communication skills, attention to detail, desire to follow through on projects and ability to meet deadlines. This position does not require Web design training.

Requirements:

- One to three years of experience as a news or PR writer.
- Knowledge of Microsoft Office programs and Web content management programs such as FrontPage or Dreamweaver.
- Knowledge of the beef industry or agriculture is preferable, but not a requirement.

Salary commensurate with experience. References required. The position may require limited travel. A detailed job description is available. Benefits are available on request.

Please send resume, writing sample and references to **Ellen H. Brisendine**, executive director, communications services, TSCRA, 1301 W. Seventh Street, Fort Worth, Texas 76102, ehbrisendine@texascattleraisers.org.

NSR Communications Production Coordinator

The National Swine Registry (NSR) is seeking to fill the position of production coordinator for *Seedstock EDGE* magazine and other Association print communications. This position is responsible for, but not limited to, working with printers and in-house staff on the production of *Seedstock EDGE*, which includes maintaining accurate job databases, creating print-ready files and handling some administrative duties for the communications department.

The production coordinator also is responsible for generating some editorial content and has the opportunity to travel to some NSR events and participate in farm visits to produce *Seedstock EDGE* feature stories.

Requirements include strong organizational and administrative skills; practical experience in communications and magazine production; and the ability to work cooperatively as a team with members and staff.

Working knowledge of Adobe InDesign, Adobe Photoshop and Microsoft Excel preferred.

Please direct questions and resumes to **Christy Couch Lee**, Director of Communications, National Swine Registry, P.O. Box 2417, West Lafayette, IN 47996-2417; phone 765.463.3594 or christy@nationalswine.com

Deadline for applications is Nov. 26, 2007.

Special Events Manager

The Texas Longhorn Breeders Association of America (TLBAA), is searching for a Special Events Manager to manage, organize and plan all Longhorn cattle related events as they pertain to sales and shows. This position requires some travel and working during weekends and some evenings.

Principle Accountabilities: Managing a staff of two assistants in order to plan and organize cattle sales and shows associated with the TLBAA. A partial list of duties includes: consignment and show entries, managing event schedules, managing all financial transactions related to the event, working with on-site graphic art department to prepare any printed materials, arranging event venues, catering and transportation.

Requirements: Excellent verbal and written communication skills, experience in showing and selling cattle, experience in event planning or development, strong computer skills, ability to work effectively in an environment in which parameters may change daily, demonstrated energy and drive, strong organizational skills.

Preferred Qualifications: A bachelor's degree or the equivalent combination of education and experience from which comparable knowledge and abilities can be acquired. Knowledge and experience with Texas Longhorn cattle. Some experience in livestock management.

The TLBAA is located in Fort Worth, TX and offers a quality benefits package. Salary begins at \$40,000 - \$45,000 annual and depends on amount of experience. **Contact TLBAA office for application process, 817/625-6241.**

LPC Committees 2007 to 2008

<u>Name/Committee</u>	<u>Company</u>	<u>Phone</u>	<u>e-mail</u>
Critique Contest			
Jim Bret Campbell-Chair Kathy LaScala	The American Quarter Horse Journal Food 360	806/376-4888 800-255-5113, x776	jbcampbell@aqha.org klascala@food360.com
Student Development			
Christy Lee-Chair Beverly Moseley Megan Sheridan Kati McQueen Miranda Reiman Chayden Bray Julie Murnin Molly Mader Lance Zimmerman Shelly Sitton	National Swine Registry Land & Livestock Post National Swine Registry National Swine Registry Certified Angus Beef Colorado Livestock Assoc. Cattle Design Charolais Journal Certified Angus Beef Oklahoma State University	765/463-3594 979/731-4622 765/463-3594 765/463-3594 785/539-0123 970/378-0500 325/370-3103 816/464-5977 330/345-2333 x252 405/744-3690	christy@nationalswine.com beverly.moseley@theeagle.com megan@nationalswine.com kati@nationalswine.com mreiman@certifiedangusbeef.com cbray@coloradolivestock.org juliemurnin@cattledesign.com mmader@charolaisusa.com lzimmerman@certifiedangusbeef.com ssitton@okstate.edu
Awards			
Marilyn Brink-Chair	Kanwaka Communications	620-583-5226	kanwaka@powwwer.net
Rules & By Laws			
Kyle Haley-Chair Steve Suther	Limousin World Certified Angus Beef	405/260-3775 785/889-4162	kyle@limousinworld.com ssuther@certifiedangusbeef.com
Long Range Planning			
Lisa Bryant-Chair Jim Bret Campbell-Chair Lori Maude Todd Domer Cheryl Oxley Stan Coffman Janice Dahl	Cowboy Connection The American Quarter Horse Journal Gelbvieh World Kansas Stockman Angus Journal Ozarks Farm & Neighbor Anchor Management Group	580/332-7480 806/376-4888 303/465-2333 785/273-5115 816/383-5216 866-532-1960 314/503-7580	cowboyconnection@sbcglobal.net jbcampbell@aqha.org lorim@gelbvieh.org todd@kfa.org coxley@angusjournal.com stan@ozarksfn.com jdahl@anchormanagement.net
Sales & Marketing			
Kathy LaScala-Chair Lisa Bryant-Chair Kyle Haley Deb Hoge Stan Coffman Jay Carlson	Food 360 Cowboy Connection Limousin World Shorthorn Country Ozarks Farm & Neighbor BEEF	800-255-5113, x776 580/332-7480 405/260-3775 402/393-7051 866-532-1960	klascala@food360.com cowboyconnection@sbcglobal.net kyle@limousinworld.com debbie@shorthorn.org stan@ozarksfn.com jcarlson@beef-mag.com
Western Regional Workshop, May 29-30, 2008			
Maggie Malson Chair Lori Maude Co-Chair Chayden Bray Amy Bader	Idaho Line Rider Gelbvieh World Colorado Livestock Assoc. Cowboy Designs	208/674-1283 303/465-2333 970/378-0500 501/786-1392	maggiejomalson@mac.com lorim@gelbvieh.org cbray@coloradolivestock.org info@cowboydesigns.net
Southeast Regional Workshop			
Carey Brown, chair Tabetha Jeter Christie Gillespie LeAnne Peters Belinda Ary Cheryl Oxley Julie Sims	Cow Country News PIC Tennessee Cattle Business Cattle Business in Mississippi Cattle Today Angus Productions Georgia Cattleman	852/278-0899 615/265-2726 615/896-2333 601/354-8951 205/932-8000 816/383-5216 478/474-6560	cbrown@kycatle.org tabetha.jeter@pic.com christie@tncattle.org cbmag@bellsouth.net editor@cattletoday.com coxley@angusjournal.com juliesims@gabeef.org
Oklahoma-Texas Regional Workshop			
Beverly Moseley-Chair Kyle Haley Julie Murnin Lisa Bryant Jim Bret Campbell	Land & Livestock Post Limousin World Cattle Design Cowboy Connection American Quarter Horse	979/731-4622 405/260-3775 325/370-3103 580/332-7480 806/376-4888	beverly.moseley@theeagle.com kyle@limousinworld.com juliemurnin@cattledesign.com cowboyconnection@sbcglobal.net jbcampbell@aqha.org
Midwest Regional Workshop, Des Moines, April 10, 2008			
Teresa Roof Deb Hoge Stephanie Veldman Alaina Burt Nicola Freeman	National Pork Board Shorthorn Country Broadhead + Co. BEEF Paulsen Marketing	515/233-2600 402/393-7051 612/617-7927 952/851-4671 605/336-1745	troof@pork.org debbie@shorthorn.org sveldman@broadheadco.com aburt@beef-mag.com nicola@paulsenmarketing.com
Photo Contest			
Amy Bader-Chair Julie Murnin	Cowboy Designs Cattle Design	501/786-1392 325/370-3103	info@cowboydesigns.net juliemurnin@cattledesign.com
Marketing, Communication & Member Development			
Don Norton Stephanie Veldman Stan Coffman Lance Zimmerman	Boelte-Hall Broadhead + Co. Ozarks Farm & Neighbor Certified Angus Beef	913/766-7726 612/617-7927 866-532-1960 330/345-2333 x252	donn@boelte.com sveldman@broadheadco.com stan@ozarksfn.com lzimmerman@certifiedangusbeef.com
AMS			
Kyle Haley Tabetha Jeter Molly Mader Scott Vernon Christy Lee	Limousin World PIC Charolais Journal Cal Poly National Swine Register	405/260-3775 615/265-2726 816/464-5977 805/756-6138 765/463-3594	kyle@limousinworld.com tabetha.jeter@pic.com mmader@charolaisusa.com svernon@calpoly.edu christy@nationalswine.com
Student Award			
Angie Denton-Chair Jamie Gillig Scarlet Hagins Miranda Reiman Molly Mader Stephanie Veldman Alaina Burt	Hereford World McCormick Co. Kansas Stockman Certified Angus Beef Charolais Journal Broadhead & Co. BEEF	785/363-7263 806/289-5533 785/273-5115 785/539-0123 816/464-5977 612/617-7927 952/851-4671	adenton@hereford.org jgillig@mccormickcompany.com scarlett@kfa.org mreiman@certifiedangusbeef.com mmader@charolaisusa.com sveldman@broadheadco.com aburt@beef-mag.com