

Actiongram

Nov. 2012



What does it mean to you?

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As I began my November column, I started thinking, why do we all do what we do for the Livestock Publications Council? Why do people join LPC and why do they re-new their membership year after year? What is the payback for time invested on committees, spending resources to attend AMS? Or, providing help to fellow members on a whim when they need it with no questions asked. I'm grateful that when I reached out, there were members who did just that? I was interested in their thoughts about LPC and was incredibly impressed with responses. Read on & enjoy! I sure did!

Angie Denton:

If I had to sum up LPC in three words I would say: Friends, Fellowship and Education. I attended my first LPC convention while attending K-State in 1994.



After that, I knew I wanted to someday be a leader in the LPC organization.

The next summer I had the honor of winning the Forrest Bassford Student Award. What an amazing experience. I'll never forget Forrest taking me around and introducing me to all the amazing professionals.

Through the years I've developed a number of friendships with fellow LPC members. We

have that common love for the livestock industry, which has led to some amazing friendships.

And of course: LPC provides members the opportunity to learn and grow, by really helping us as individuals continue to develop and hone our skills.

One other thing I'm so proud of is the student award program. Through the years we've recognized a lot of outstanding individuals who have gone on and made their mark in the livestock publishing industry.

Celeste Settrini:

As a new service member of LPC I am excited to be a part of the bigger picture. This past year my partner and I attended the Ag Media Summit to find out what it was all about, after Diane Johnson and Scott Vernon both encouraged us saying, "just go, you won't regret it." So we did!



And boy, were we glad ~ the sessions were top notch, speakers were cutting edge and the trade show was second to none.

However, above and beyond all of that excitement was the networking of new friends and the connections made. From the moment we got there, we felt like we were part of it all already!

Many times my professional and personal perspectives blur- I

believe that you build a strong business by the type of person you are.

Strong, friendly, business like, and helpful - all personalities were represented and made me want to be a part of this Ag Media Sorority/ Fraternity of sorts.

Being a LPC member is one of the best things we can do not only for our business but for ourselves as people; making us better by surrounding ourselves with the best.

Thank you LPC and AMS for your constant commitment to building strong leaders focused on better telling the agriculture story ~ You sold us!

Jen Gillespie:

This is my first year being involved with Livestock Publications Council, and I have been

extremely impressed with what this organization has brought to the table for me and my team. My first event was the Regional Workshop in Des Moines, Iowa, where I felt immediately welcomed as part of the group thanks to smiling faces like Diane and



LPC President
Kathy LaScala



Kathy. I then had the opportunity to attend my first ever Ag Media Summit in Albuquerque. All I can say is WOW! I was blown away not only by how professionally the event was put together, but also by the quality and practicality of the sessions offered. Many times I was torn because I wanted to attend more than one of the sessions that were taking place in the same time block! This event got me excited to become more involved, and I joined the Student Development Committee. I can't wait to see what the coming year has in store for LPC and its members!



Jay Carlson:

• What does LPC mean to you?

The Livestock Publication Council consists of livestock journalists representing the best of Business to

Business magazines for animal agriculture. Virtually all segments of our industry, whether emerging or established, young or old, come together as one through the LPC.

• Why are you a member?

As a team member of *BEEF* magazine, I have long recognized the need to be involved in the industry in which I work as well as the necessity to give back to the business that has provided me with the resources to care for my family. The LPC is all about supporting livestock organizations while developing excellence within the industry. I believe in the benefits of LPC.

• How has your involvement impacted your personal and professional development? Due to my involvement in LPC, I have met agriculture professionals from across the country, enlarging the diversity and depth of contacts in my field. In addition, my horizons have expanded with my participation in our annual summer conference. I have seen things and toured places I would never have been able to on my own. Finally, I appreciate LPC's support of youth development. I truly believe we should assist our young professionals in any way that we can. Whether they are at summer conference, regional

workshops, university chapter activities or attending the American Royal, the opportunities for career growth seem endless.

• Why should someone join?

To be involved in and to support the industry from which they make their livelihood; to join with others in the promotion of animal agriculture; to network with industry colleagues and to share ideas; to take their education to a higher level through LPC activities; and to present a unified voice to protect the opportunity to raise livestock in America. Last but not least, to join together for a common cause in making something good even better.

And that's what it means to them! What does the Livestock Publications Council mean to you? Now is the time to join this incredible organization and experience friends, fellowship and education!

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Special Thanks To...

Our friends at the American Royal, Bob Petersen, Karrie Manley, Jeremy Povenmire, Bud Sloan, the American Royal Board of Directors and the Saddle and Sirloin Club Boelte-Hall Litho as a Gala Supporter And a big thanks to our volunteers that make this event happen!

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The American Quarter Horse Journal

Cliff Becker

Scarlett Hagins/Kansas Livestock Association

Jaelyn Upperman/American Chianina Journal

A Royal Gala



A great turnout of students and professionals were on hand for the Speed Networking event at the American Royal. Thanks to all for the incredible participation.



I'm off to Germany!

by *Diane Johnson*

After a while in Kansas City with all of the wonderful American Royal activities I'm now off to Hanover, Germany for this year's EuroTier AgriTechnica.

Some of you probably have met our friends **Malene Conlong** and **Annette Reichhold** who are in charge of communications for this event. They have been exhibiting at the InfoExpo during Ag Media Summit for the past five years. I have been invited to attend this year's event and am very excited to represent the U.S. livestock press. I know there will be others over there and am looking forward to catching up with them and also any of our friends who are involved in IFAJ (International Federation of Ag Journalists). The following are some excerpts and factoids from their news release with some details of the event.

website: www.eurotier.com

Considered the world's top event for professional animal husbandry, EuroTier 2012, being held at the Exhibition Grounds in Hanover, Germany, from 13 to 16 November, has exerted a hitherto unrivalled draw on manufacturers from home and abroad.

- There will be 2,336 direct exhibitors and 39 additionally represented companies from 51 countries, including all market leaders. This number is a record and the number of exhibitors is around one quarter higher than at the previous record event two years ago.
- The exhibition area has also grown by an additional six halls to altogether 16 halls and over 24 hectares. With the stand booking figures, EuroTier is further consolidating its position as the world's leading exhibition for professional animal husbandry.
- The largest contingents of the altogether 1,137 foreign companies come from the Netherlands (193 companies), France (139), China (97), Italy (90), Denmark (85), Spain (68), the United Kingdom (64), Belgium (58) and Austria (57).
- The fact that EuroTier is the world's showcase for innovations and manufacturers and suppliers of machinery and equipment, systems and installations and farm inputs for professional animal husbandry are increasingly orienting their innovation cycles to EuroTier in Hanover and showing their innovations for the world market there.
- In view of the unique exhibition programme and the many advance enquiries, large numbers of visitors from all over Germany and many European countries are expected. In addition, many specialists will be travelling in from Central and Eastern European countries, mainly from Poland, Russia, the Czech Republic, Slovakia, Hungary, Ukraine and the Baltic countries plus many more enquiries regarding visit to EuroTier 2012 have been received from the Near and Middle East and China than was the case two years ago.
- The expectation is for over 160,000 visitors this year.

More from Albuquerque

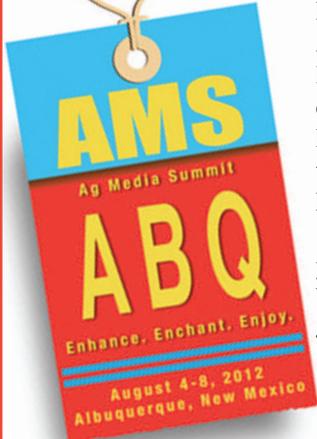
Ag Media Leaders,

A huge thank you goes out to all who participated in the Ag Media Summit book drive. On Wednesday, I delivered approximately 50 books to the Philmont Scout Ranch located three and a half hours north of Albuquerque. The scope of reach for this 137,000 acre camp is nothing short of incredible. Four days later, I discovered that one of our church youth was at Philmont at the same time I was. She found her camp experience so memorable that she wants to go back next year as a summer employee. I believe Philmont's 2012 statistics will show 23,000 guests and nearly 1,200 employees. I also found it interesting that their incredible onsite medical facility is staffed by five or six doctors from the University of Kansas Medical School!

Museum Director David Werhane wrote us a wonderful thank you note and I want to also thank each of you who assisted with making this happen.

With appreciation,

Jay Carlson



PHILMONT MUSEUM-SETON MEMORIAL LIBRARY • BOY SCOUTS OF AMERICA
17 Deer Run Road, Cimarron, New Mexico 87714

Greetings Jay,

I would like to thank you and all those associated with the 2012 Ag Media Summit for the generous donation of 50 books. These will be a wonderful addition to the Seton Memorial Library. Already they have become a source of enjoyment and education for some of Philmont's seasonal staff and participants. The variety of topics covered in your donation was especially thoughtful. As we'd talked about this spring our participants range in age from young children to retirees, and our seasonal staff not only use our library for recreational reading but also to learn the skills and history required to perform their summer jobs as wranglers, horsemen, backcountry guides and/or historical interpreters.

The children's books are a welcome addition. Many of our participants at the Philmont Training Center bring their children or grandchildren. Often as the week progresses they find themselves over here looking for a new book to share during family time. Last night I took home the book, *The Boy Who Changed the World*. It was a pleasure to read and know that we now have available several quality children's book which not only illustrates the importance of agriculture but also promotes the values and ideals of the BSA and Philmont.

Philmont has a long agricultural history. We have found evidence of Native Americans growing domesticated corn in our Northern canyons as early as 385 AD. In 1849, Kit Carson and Lucien Maxwell established the agricultural settlement of Rayado on the Santa Fe Trail. Over the next 50 years Rayado flourished producing everything from sugar beets and short grains to apples and gooseberries all while supporting expansive sheep herds. During the 1920-40's Waite Phillips, the benefactor of Philmont, raised and maintained high quality herds of registered Herford cattle and Corriedale sheep. Today, Philmont Scout ranch still maintains high quality herds of cattle, bison, horse and burros and functions as a "working ranch". As part of our High Adventure program for the scouts, many of our backcountry staff are not only responsible for providing living history programs but also for the care of livestock supporting that program. Your donations of books concerning the animal husbandry will be quite valuable...for both staff and the animals!

Once again, on behalf of everyone here at Philmont and the Philmont Museum-Seton Memorial Library, I would like to sincerely thank you for your support and generous donation.

Yours Truly,

David E. Werhane, Philmont Museum Director

1st



2nd



Here are the winners of the photo contest from the photography workshop held during Ag Media Summit. The all day event was sponsored by Yamaha with attendees being models, photographers and experimenting with action shots. After the day was done everyone got have their photos critiqued and then the top photos were on display so everyone had the chance to vote. Congrats to all! 1st, Eric Hodson; 2nd, Martha Mintz; 3rd (tie) and Hannah Miller and Jessica Lavicky.

3rd



3rd





Professional Development Stipend Program

LPC will offer up to 3 stipends of up to \$1,000 each to LPC members to help cover expenses to a professional development class, seminar or workshop, which includes Ag Media Summit or IFAJ congress.

The LPC board of directors believes that expanding knowledge and excitement in one's profession will keep dedication and commitment to that job.

Stipend criteria:

- Open to any LPC member.
- Fill out application.
- Submit the information on the conference you wish to attend.
- Provide an estimated budget for your expenses to the event.
- In 250-350 words describe why you should receive this stipend, your professional goals and how you will use this award for professional development.
- Write a short piece for the LPC Actiongram after you have attended the professional development event, telling how you used the stipend and how it will help you become a better ag communications professional.
- The stipend funds should be used within a year of when it is awarded. If it is not used because of an emergency, please contact the LPC executive director.

The application must be postmarked or received electronically by December 15, 2012. Stipend recipients will be contacted by January 10, 2013.

The stipend recipients will be selected by a group of three judges.

Send application to:
Jennifer Carrico
24338 G Avenue
Redfield, IA 50233
515-833-2120
jcarrico@hpj.com

LPC Personal Development Stipend Application Form
(please use this information and complete on one page with your essay attached on separate page)

Name: _____

Address: _____

Phone: _____ E-mail: _____

Current employer (Company name): _____ Your job title at work: _____

Number of years LPC member: _____

Conference you plan to attend: _____

LPC involvement (current and past committees, activities, elected office, etc.):

Add another page with your 250- to 350-word essay on why you should receive this stipend, your professional goals and how you will use this award for professional development.