

ACTION GREYHOUND

News from the Livestock Publications Council

Calendar of Events

July 26-30, 2003

Agricultural Publications Summit
Cleveland, Ohio

DTP Survival Workshop

"Information Overload!"



Paul Shanks
Boelte Hall
Litho



Charlene North (right) McCormick Co.
leads a discussion on photo scanning

It truly was "survival of the fittest" if you were able to comprehend the vast amounts of information that came through our heads during this magnificent event! Near the end of the day "Information Overload" was how one speaker referred to the Desktop Publishing Survival workshop held on October 22 in St. Joseph, Mo. Sixty seven attendees representing eight states focused their attention on subjects ranging from design and production to computer technology and detailed information on computer programs. Roundtable discussions were mixed in with presentations by five highly qualified professionals speaking on their area of expertise.

A big thanks goes to the planning committee for their efforts to make the day run smooth and efficiently. Everyone was able to participate in the question and answer sessions which helped in the learning process. It's a sure thing that this event was the beginning of something great for LPC and you might as well start making plans to attend next year!

If you are involved in a magazine, production, or design in ANY way, this event will benefit you. And if St. Joseph isn't convenient for you to travel to, then let's get something going in your part of the country. You won't believe the amount of information that can be accumulated from our own LPC members which can help keep the cost of the day very low. It's important to take a look at your own magazine and see where you need improvements that can be gained through a workshop like this one.

Watch for more details as this is the beginning of something great!

Headliner & Hall of Fame Nominations Due Nov 27

Of course you know someone who deserves to be honored by LPC, so get your nominations together and submit your application! Want to honor your boss? a past professor? your mentor?

The date for nominations on the Headliner & Hall of Fame awards is November 27. The honorees will be selected by the board of directors at their mid-year meeting scheduled for Dec. 6-7 in Oklahoma City. Contact the LPC office for more information, 817/336-1130 or dianej@flash.net. The forms are also available at: www.livestock-publications.com

Thanks to the following for making the DTP Survival Workshop a smashing success!

PLANNING COMMITTEE

- Cheryl Oxley, Angus Productions Inc.,
- Marilyn Brink, Kanwaka Communications
- Connie Barbour, Hereford World
- Caryn Vaught, North American Elk

MAJOR SPONSORS

- Angus Publications Inc.
- Boelte-Hall Litho, Inc.
- Hereford Publications Inc.
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- American Angus Assn.
- American Hereford Assn.
- Boelte-Hall Litho, Inc.
- Bryant Pecan Co. & The Cowboy Connection
- Iowa Cattleman's Assn.
- Kanwaka Communications
- North American Elk
- Quebecor World Pendell Inc.

Thanks also to:

The following were presenters and roundtable discussion leaders during the DTP Survival Workshop:

Jeff Smith, KSSU Marketing and Promotions Coordinator
Don Norton and **Paul Shanks**, Agri-Marketing Sales, Boelte-Hall Litho
Julie Seitz-Aud, API Desktop Advertising Artist
Angie Denton, API Web Marketing Director
Charlene North, Production Mgr. / Art Director, McCormick Co.
Amy Cowan, Editor and **Jennifer Jansonius**, Editorial Artist, *Hereford World*
Gail Lombardino and **Rob Giseburt**, Homestead Graphics
Bruce Buntin, API Systems Coordinator
Kathrin Gresham, API Digital Imaging Specialist
Amie Dennis, Harmony Printing
Kevin Deners, Universal Grafix

Travel Tips: Renting a Car

- What insurance do you need when you rent a car?
- When you rent a car, you're routinely offered a loss-damage waiver. Do you need it?

The answer depends on whether you already have auto insurance and what it covers. If you have collision and comprehensive coverage, it probably will pay for repairs but may not pay "incidental" rental company costs, such as loss of use, loss of value and claim-processing charges.

Many premium credit cards also will supplement your coverage, but you must use the card to pay for your rental and decline the loss-damage waiver. To be sure, read the fine print of your insurance and credit card agreements and ask any questions concerning them before you rent.

Parade Magazine, Aug. 4, 2002

2003 APS Tentative Schedule Announced

SUNDAY, JULY 27

Morning: Board Meetings
Afternoon: Design, Photography and Generational Issues Clinics
Evening: Kick-off Event

MONDAY, JULY 28

Morning: Golf Outing
Design, Photography and Generational Issues Clinics cont.
Afternoon: Issues Forum
InfoExpo Grand Opening
Evening: AAEA Awards Dinner

TUESDAY, JULY 29

Morning: InfoExpo Open until 3:00
Breakout Sessions
Luncheon with Keynote Speaker
Evening: LPC Awards Dinner

WEDNESDAY, JULY 30

Morning: Annual Meetings of AAEA & LPC
Brunch with Keynote Speaker
Event to end by 12:00 noon

*Cleveland Renaissance
Cleveland, Ohio*

LPC Board to Meet for Winter Board Meeting

The LPC board of directors will meet for the winter board meeting at the Westin in downtown Oklahoma City on December 6-7. If you are interested in attending or have an issue to bring in front of the board of directors, please contact **Diane** at the LPC office.

Obituary

Dyer, Tennessee -- **Robert Murphy "Bobby" Baker**, 73, retired cattle ring man, died Saturday, Nov. 16, 2002, at Dyer Nursing Home. Graveside services were Thursday, Nov. 21. Baker was born Nov. 27, 1928. He was a member of Cumberland Presbyterian Church. From 1971 to 1989 he worked as a field representative for *Drovers Journal*, Kansas City. He leaves two daughters, two sisters, five grandchildren and a great-grandchild.

2003 ACT Officers

The following are serving this year as officers of National Agricultural Communicators of Tomorrow: (1)

Kendra Kelton, Oklahoma State University, president; (2) **Jacob Shellabarger**, University of Missouri-Columbia, first vice-president; (3) **Josh Brown**, University of Florida, second vice-president; (4) **Lucas Shivers**, Kansas State University, secretary/treasurer; (5)

Michelle Nikolai, University of Wisconsin-River Falls, editor.



Student Opportunities

Scholarship applications for the **Forrest Bassford** Student Award sponsored by LPC and the Chicago Mercantile Exchange are now available. This \$2500 scholarship will be awarded in Cleveland at the 2003 Ag Publications Summit (APS). Also, up to four travel scholarships will be awarded to deserving students who must be able to attend the APS. If you need an application, go to the LPC web site at www.livestockpublications.com or contact the LPC office. For questions, contact: **Angie Denton**, committee chairman 800/821-5478. Deadline for applications is February 15, 2003.

by Sharlene Swaim, Cal Poly State University

Speaker Wows Members with Journey Across Canada

At a luncheon during the Agricultural Publications Summit, the audience anxiously waited to see Carl Hiebert appear. He was pushed up the ramp onto the stage, turned to face us and began to share his amazing story through words and photos.

Hiebert was flying a small self-propelled hang glider when a gust of wind tipped the wing and sent him hurdling back toward the mountain he took off from. Soon after the crash Hiebert knew he was hurt badly.

"I knew within 15 seconds that I had broke my back," said Hiebert. "I knew I would be in a wheelchair the rest of my life and I didn't think I could handle it, I didn't want to live."

Little did Hiebert know that day would change his thinking forever. He realized life was about more than being troubled by a wheelchair.

"Life is about perspective, once you get perspective it changes everything," said Hiebert.

As the lights dimmed and participants' attention turned to the life-size screen hanging from the wall, Hiebert went on to tell the story of his flight from the west coast of Canada to the east coast on a plight to raise money for the rotary.

"I knew even if I couldn't walk, I could fly," he said. Hiebert's extensive portfolio detailed his journey with a birds eye view. As he clicked through each picture he sometimes let the audience guess what the picture displayed teaching them a lesson about perspective.

"Once I started taking the pictures, I never had a hard time finding humor in them," said Hiebert as he showed a picture of a bridge over a river that wasn't connected on the far side.

He explained that views change quickly from an air-view perspective. He hopes people will always be dreamers because dreamers can accomplish amazing things.

During the trip, Hiebert and his team were faced with some minor setbacks including an engine failure while the plane was flying at 200 feet. He and his crew were able to overcome this setback with sheer determination.

In his plane called "Gift of Wings" Hiebert took over 40,000 photos and was the first to fly across Canada in an open cockpit Ultra Light.

As Hiebert ended, the audience was left wanting to see more of his photos and hear more of his amazing story.

"We should stretch our wings and soar high, we should choose to look at life with a positive attitude and we all should be dreamers," said Hiebert as he finished his presentation.

Sharlene Swaim is a student at Cal Poly State University and was the winner of the Forrest Bassford Student Award.



Summer Internship Opportunities

The American Angus Association and the Angus Journal, will offer three summer internships to college students. The paid internships begin approximately June 1, 2003, and conclude in mid-August. Application deadline is February 15, 2003.

The junior activities department employs a college sophomore, junior or senior to assist the planning and execution of junior Angus shows and leadership events. Applicants for the junior activities internship should have an agriculture-related major field and be detail-oriented, outgoing, have the ability to work well with all types of people, and be a self-starter. Contact: **James Fisher**, director of junior activities.

The Association's public relations and communications department is looking for a junior or senior-level student majoring in agricultural journalism or agricultural communications. Primary responsibilities of the position include publicizing Angus shows and activities, which includes writ-

ing news releases and photo cutlines, feature articles, and working with black-and-white and color photography. Students who are interested in the public relations internship should have completed course work in news and feature writing, as well as editing and photography. Send a resume, cover letter and writing samples to **Shelia Stannard**, assistant director of communications and public relations.

The Angus Journal offers an editorial internship to a college junior or senior that is pursuing a degree in agricultural journalism or agricultural communications. The intern works with the editorial staff and other Angus Journal and Association staff members. The intern will assist with feature and news writing, conduct on-farm interviews, report on Angus events and beef industry seminars, and have the opportunity to enhance their photography skills. Applicants should have experience with livestock and should have completed the following courses: Reporting I and II, editing, magazine writing or creative writing, photography or photojournalism. Interested students should send a resume and writing samples to **Shauna Hermel**, editor of the *Angus Journal*.

All resumes should be sent to the appropriate person listed above at the American Angus Association, 3201 Frederick Ave., St. Joseph, Mo., 64506. (816) 383-5100.

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Janet Herkelman, Angus Productions, **Rob Giseburt** and **Gail Lombardino**, Homestead Graphics; **Abra Ungeheuer**, Angus Productions



All of the roundtable discussions were popular!



The University of Missouri-Columbia was represented well with these Agricultural Journalism majors:
Megan Perry, freshman
Dana Henke, senior
Nancy Hildebrand, senior



Don Norton
Boelte Hall Litho

DTP Survival Workshop St. Joseph, Missouri



Angie Denton presented tips on website design.



Angus Productions Inc. staff: **Susan Bomar**, **Monica Ford**, **Angie Denton**, **Ray Palermo**



Teresa Wheeler and **Heather Adams** both from American Chianina Assn.; **Marilyn Cummins**, University of Missouri-Columbia; **Amy McDonald**, McDonald Marketing



Jennifer Jansonius, **Sally Jennings**, **Amy Cowan** all representing Hereford World and from Shorthorn Country, **Arin Strasburg** and **Cathy Miller**