



Livestock
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Council

Actiongram

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

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Go Postal But Stay Local

As livestock journalists, we sometimes feel a bit of disconnect from our urban offices to the rural areas where our livestock readers operate. I lived and worked in Kansas City for many years, and later on the edges of college town Lawrence, Kan. The big grocery stores, malls, Home Depot and Wal-Mart were convenient and always glad to accept my money.

A few years ago we moved our ranch to a rural community. It's 11 miles to our hometown of 2,900 people in a county of 7,000. It's 30 miles to Wal-Mart and 60 miles to a mall or Home Depot. Back when gas was \$4/gallon, the local grocery put up a banner that said something like, "Is it worth driving 60 miles to save 50¢ on a gallon of milk." There's a lot of truth in that, and I've come to realize how important it is to support the businesses that keep our rural communities viable.

So I do buy most of my groceries at the local stores, I usually shop the local Alco or hardware store instead of Wal-Mart and I use the local doctor and pharmacist, because I sure want our hospital to be there if I need it.

I've attended events sponsored by the Kansas Sampler Foundation, whose cause is "to keep every town viable that shows the will and spirit to help itself." Ideas they promote are to eat at local cafes, support the mom-and-pop

businesses, and every chance you get, buy your stamps at a small town post office. LPC'er Scott Vernon took his two sons on the trip of a lifetime from

California to Alabama this summer. One rule he set was that no meal come from a chain restaurant. Think of the great places they must have eaten!

I was at a historic hotel conference last Friday. The owner of a restored hotel said one of his great challenges was points. The chains have them and he doesn't. And because of that, not price or quality of the rooms, the corporate traveler drives right on by his hotel.

I'm not asking any of you to take on the full responsibility for saving our readers' towns or to boycott your favorite stores. But every little bit does indeed help. So you might seek out a "non-point" hotel that's on a road you travel often. Bypass the golden arches for a hot roast beef sandwich and a piece of home-made pie, and most definitely, buy your stamps at a rural post office!



Marilyn Brink
LPC President

Don't Miss This Grand LPC Event

Join the LPC for A Royal Gala, Friday,
October 30, 2009 at American Royal
Headquarters, Kansas City, Missouri.

Look for more information in this issue of
the Actiongram, plus be sure to view
the supplement to this newsletter for a
listing of the fantastic auction items.



Paul Andre

Best of the Bunch Photo Contest Winners

LPC members attending the Agricultural Media Summit held in Fort Worth, Texas selected the photo winners.

1st

Livestock Category

First Place & Overall Winner:
Eric Grant of Angus Productions Inc.
Second Place: Amanda Johnson of High Plains Journal
Third Place: Crystal Young with Angus Productions Inc.



2nd



3rd

1st



2nd



3rd



People Category

First Place: Martha Ostendorf of Corral Creek Communications
Second Place: Kylene Orebaugh Scott of High Plains Journal
Third Place: Shari Holloway of EDJE Technologies

1st



2nd



3rd

Scenic Category

First Place: Martha Ostendorf of Corral Creek Communications
Second Place: Shari Holloway of EDJE Technologies
Third Place: Martha Ostendorf of Corral Creek Communications

1st



General Category

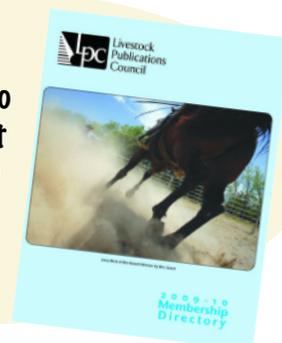
First Place: Jennifer Bremer of Midwest Ag Journal
Second Place: Lisa Brown of High Plains Journal
Third Place: Jennifer Latzke of High Plains Journal

2nd



3rd

Best of the Bunch Photo
Winner by Eric Grant
Featured on 2009-10
LPC Directory





BOIT CAMP
VERSION 3.09
LOUISVILLE NOV. 13

It's for Everyone -
Designers, Writers
and Photographers!

FRIDAY, NOVEMBER 13, 2009

8 am to 4:30 pm

Workshop will be held at the
Courtyard by Marriott
by the airport and Expo Center
819 Phillips Lane
Louisville, KY 40209
800-321-2211 or 502-368-5678
Room rate: \$109

Book immediately as all hotels close
to the fairgrounds will fill up fast!

Other options:

Howard Johnson, 502/363-9952
Hampton Inn, 502/366-8100
Comfort Inn 502/361-5008

THANK YOU SPONSORS!

(to date)

Tennessee Beef Council
Mississippi Beef Council
Georgia Beef Council
Ohio Beef Council
Kentucky Beef Council
Kentucky CPH
The Powell Group

8 - 8:30 am Registration

8:30 - 9 am Welcome and Introductions

9 - 12 noon Design Session

Shari Holloway and **Amber Martin**

EDJE Technologies

Do you ever feel like you are stuck in a rut?
Are you challenged by the client who always
wants the same look and won't let you use
some daring design? Do you have to use a
pedigree and a side view of an animal
AGAIN?! These two experts will show how to
go back to the basics of design and incorporate
those principles into fresh design for today's
reader.

Noon - 1 pm Lunch

1 - 1:50 pm AP Style Book Review

Andy Alderette

Courier Journal Editing Manager

Jim Kirchner

Courier Journal Operations Manager

Always an interesting topic, this session will
review some of the biggest AP Style mistakes
and look at how AP Style applies to the web.

2 - 2:50 pm Writing Headlines & Cutlines

Andy Alderette

Courier Journal Editing Manager

Jim Kirchner

Courier Journal Operations Manager

Help pull your readers into the story with the
use of more creative and eye-catching head-
lines and cutlines. Bring your creativity to this
one!

3 - 3:50 pm Videography Workshop

Crystal Young American Angus Association

Assistant Director of Public Relations,
Creative Media Coordinator

Come hear how the AAA is making video a
major component in their national advertising
campaign this year and why. Equipment, edit-
ing, posting and more will be covered.

REGISTRATION FEES:

LPC members, \$60 • Non-members, \$80 • Students, \$40

Send name with check to:

LPC office, 910 Currie St., Fort Worth, TX 76107

or contact Diane by e-mail, dianej@flash.net

817/336-1130

DEADLINE IS NOVEMBER 4

LPC Member, Alltech Celebrates Final Year to the Alltech FEI World Equestrian Games 2010

Tickets to the Alltech FEI World Equestrian Games 2010 the most prestigious, global equestrian championships – are now on sale as the world celebrates the final year prior to the Alltech Games' arrival in Lexington, Ky., USA. The event will be September 25 - October 10.

The FEI World Equestrian Games are the world championships of the eight disciplines recognized by the Fédération Equestre Internationale (FEI). Held outside of Europe for the first time, the 16-day competition involving 600 riding competitors and 700 horses from more than 60 countries is expected to be attended by as many as 600,000 spectators and viewed on television by an international audience exceeding 460 million people.

A special celebration was held Friday in Lexington to commemorate the final year to the Alltech FEI World Equestrian Games. On hand for the celebration were company representatives from

Alltech's Global Animal Health and Nutrition Partnership Program. More than 53 animal health and nutrition companies have united with Alltech in an innovative partnership program that has spread the message of the Alltech Games to all corners of the world, from Nepal to Canada and from Colombia to Russia. Marketing initiatives by these companies include a redesign of their feed bags to include the official Alltech FEI World Equestrian Games logo, and there are presently 110 million feed bags in circulation telling the story of the Games in feed stores and on farms worldwide.

"With offices in 85 countries, we have a strong sense of the global excitement and anticipation for the Alltech FEI World Equestrian Games," said Dr. Pearse Lyons, president and founder of Alltech. "It is an honor for Alltech to be the first-ever title sponsor of the Games, and we look forward to welcoming the world to Kentucky in a mere 365 days."

New Job Posts Announced at American Angus Association®

Eric Grant has been appointed director of public relations for the American Angus Association (AAA). In this capacity, he will oversee the Association's advertising, public relations and communications programs.

Grant is a 24-year veteran in agricultural communications, public relations and advertising. During the last two decades, Grant served as assistant editor for National Cattlemen's Association, senior contributing editor for *Farm Journal/Beef Today*, and contributing editor for the *American Cowboy* and *Range* magazines. He has written for *Angus Journal* for more than 10 years. His award-winning photography and articles have appeared in more than 100 publications around the world.

Grant joined the Association in 2007 as manager of Angus Productions Inc. API Creative Media, a division of Angus Productions Inc., specializing in video, photography and marketing communications for producers and Agricultural companies.

A graduate of Bethany College, Lindsborg, Kan., Grant lives in Saint Joseph, Mo., with his wife, Patti. They have two sons, Ryan and John.

Crystal Young has been appointed assistant director of public relations for the AAA. In this capacity, she will be responsible for conducting many of the Association's public relations and advertising efforts. Young joined the Association in 2008 as the coordinator of API Creative Media working with clients to develop marketing and communication strategies, photography and video.

A 2007 graduate of Kansas State University, Young holds dual degrees in agricultural communications and journalism and animal science and industry.

A native of Alberta, Canada, Young's family owns and operates a purebred Simmental operation. While growing up, Young was extensively involved in the Young Canadian Simmental Association and 4-H.

Shelia Stannard has been named the director of activities and events for the AAA. Stannard has been with the Association nearly 11 years, starting as assistant director of public relations and most recently serving as director of communications and events.

Stannard is a western Nebraska native and a graduate of Kansas State University, with a bachelor's in agricultural journalism and animal science. During her tenure at the Association, she has been instrumental in developing educational adult programs and also managed the conversion of the communications department from film to digital media.

Crystal Albers has been appointed assistant director of communications and website editor for the AAA.

In this position, Albers will oversee development and implementation of the organization's new communications program, integrating print, web, video and television, and play an instrumental role in the reorganization of the Association's web site.

"Crystal's communications expertise is a perfect match for the long-term goals of our organization," said Eric Grant, director of public relations for Association. "She is one of the most recognized writers in the business who understands where technological and social changes are driving communications and public relations, but she's also rooted in the real world of production agriculture."

Having joined Angus Productions Inc. in 2003, Albers served as associate editor for *Angus Journal*, *Angus Beef Bulletin* and the online *Angus Beef Bulletin Extra*.

At the 2009 Ag Media Summit, Albers was recognized as a Master Writer by American Agricultural Editors' Association and awarded the "Story of the Year."

During the last six years, she's also received numerous writing awards from the Livestock Publications Council (LPC) and International Federation of Agricultural Journalists (IFAJ).

Albers is a 2003 graduate from Kansas State University, where she participated in the honors program and received dual degrees in print journalism and public relations, with a minor in agronomy.

Involved in farming and ranching since her youth, Albers now resides in rural Denton, Kan., with her husband, Mark, and two children.

Stephanie Yuma Joins Santa Gertrudis Breeders International

Santa Gertrudis Breeders International announces the appointment of Stephanie Yuma to the position of Director of Communications. Yuma will assume responsibilities for maintaining an active and effective link between the association, its members and the beef industry.

Yuma is from Bishop, Texas and graduated from the University of Texas at San Antonio with a BA degree in Communication in 2007. While in college she worked for a regional restaurant chain and advanced to Assistant Regional Marketing Manager with supervision over four locations. Most recently she was Marketing Director for the Kingsville Chamber of Commerce with responsibilities for communicating with membership, the general public and media through newsletters, emails, press releases and meetings. She also developed, implemented and maintained a strong program for membership recruitment and retention. Additionally she was responsible for the design and update of their website and development of web advertisements.

Yuma has also been a contributing writer to *South Texas Living Magazine*, been very involved in local volunteer groups such as Big Brothers Big Sisters, and served on the Board of Directors for the Keep Kingsville Beautiful organization, the Valero Cactus Bowl, and Kingsville's Next Generation organization.

She is currently pursuing a Masters Degree in Communication at Texas A&M University - Corpus Christi.

The Roving Reporter Wants to Know



day. Sky diving is something I've been tossing around for my 50's.

When was the last time you jumped on your bed? I'm barely home long enough to fall into it every night, much less jump on it.

What is the meaning of life? Joy and passion.

If you could own 10,000 acres, what would you do with the land? And where would the land be located? Texas - of course! It would be 10,000 acres of land out in nowhere Texas with a commercial cattle operation and a string of solid horses.

Have you ever broken a bone? If so how? I had many bones broken in a car wreck.

Where were you three hours ago? At McDonalds getting my daily iced coffee chatting with my 80-year-old cutting horse friend.

Would you be U.S. president if you could? Nope.

How do you define success? Being able to follow your passion and leaving a positive impact on the folks that cross your days.

Where would you like to vacation? Anywhere that's isolated with sand, sun and water.

What is your favorite day of the week?

Thursday. That's when I turn my newspaper in for print.

Who is your favorite actor? Robert Duvall

Do you have any pets? If so please describe. There is this black cat with a bad ear that decided to live at my house two years ago. Mostly all it does is lay around on my front porch and cast insolent looks at me. I've never even come close to touching it. I'm not sure how it gets fed and watered.

Name four things you always have with you. My phone, camera, truck and a smile.

Are you wearing any perfume or cologne? Yes.

Have you bought any clothing items in the last week? If so what? No.

What has been your favorite vacation? Packing horseback up into the Rockies for a week in beautiful Montana.

What is your least favorite type of livestock? Oh no. You're not getting me on that one!

How did you acquire your favorite recipe?

Well, I'll be honest, I immediately hunt an exit if I get hemmed up in a group that's talking about collecting recipes or cooking.

Which of Snow White's seven dwarfs best describe you? I'd have to go with Happy.

You have \$10,000 dollars cash with no strings attached. What will you do with the money? I should give it all away to good causes, however I'm 99.9 percent sure I'd buy a horse.

Compiled by Brie Whitehead

Name: Beverly Moseley

Board Position: Member

Employed By: Land & Livestock Post

Hometown/State: College Station, Texas

How did you get involved in LPC? I was a Forrest Bassford student travel award winner in 2001. That was the start of many blessing to come in my life from this industry.

Disneyland or Disney World? Neither. I'm partial to Bush Gardens in Tampa.

If you were to start a non-profit, what would be its purpose/cause? Humanitarian with an agriculture focus.

Where do you see yourself in 5 years? Traveling the world telling the story of agriculture.

Are you going to relax in your 80's or go sky diving? Relax! Never. I hope when I'm in my 80's I'm still getting horseback every-

A Field Trip Worth Taking!



It was all good at the International Headquarters of Ozark's Farm and Neighbor until this gray headed gentleman with a mustache came out and started yelling at the girls for standing in his shrubs. But really, Stan and Sandy are great hosts. Pictured are Peyton and Parker Haley daughters of Kyle Haley, LPC past president.

Excuse me Elsie, could you please burp a little less? Thank you.

Interesting sighting in the October issue of the Southwest Airlines magazine, *Spirit*.

The Environmental Protection Agency says that annual output adds up to 5.5 million metric tons of methane, mostly in the form of burps. Scientists want to create cattle that emit less greenhouse gas, and the idea just might work. In a recent issue of the *Journal of Animal Science*, Stephen Moore of the University of Alberta in Edmonton, Canada, released a study about his primary tests to breed cows that generate 25 percent less methane. The methods include selecting animals that belch less and reach market weights faster. That would help clear the air.





*A Royal
Gala
Fundraiser*

Friday, October 30, 2009

American Royal Headquarters • Kansas City, Missouri

6 – 10 PM

Social Hour • Dinner • Dancing

Unveiling of the 2009 Honoree

Temple Grandin, 2009 Headliner Award Winner

Announcement of the 2010 Honoree

Silent and Live Auction

Ticket Cost \$50/Person

Watch your mail for the "Royal Gala Fundraiser" Invitation