

Actiongram

Sept. 2012



Thoughts from your new LPC President Kathy LaScala



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As the new LPC year begins, memories of the Ag Media Summit still linger in my mind. What an incredible event! Every year I attend with great expectation that this one will be the best ever and am never disappointed. From the welcome party to the educational sessions and even the food, it takes a fabulous team to execute each task and ensure an efficient and effective event. That's the case with any activity – the commitment to invest in programs that allow the LPC membership to improve, grow and thrive, in the ever changing world of agriculture communication, is a huge task and we have a very dynamic and dedicated board committed to making things happen!

The LPC board has invested time and resources to continually meet the needs of our growing membership and provide something for everyone along the way. We recently conducted a survey to identify topics, locations, and time frame to build a platform for upcoming Design Workshops. We also did an analysis of design ethics to identify the perspective of LPC members on the current ethical issues surrounding print and digital communication. As we continue to see changes in how producers receive information, results will be valuable. The key take away point is that ethical responsibility influences a publications credibility from both a print and digital standpoint. As we continue down a path of growth and development, capturing member knowledge and input will allow us to be even more strategic in bringing greater value to programs created – all in the name of “advancing livestock media professionals.”

Another key investment LPC volunteers are putting their time and talents toward, is with the young people in ag communications and other agriculture disciplines. The future of our industry lies in the participation and engagement of the next generation and LPC continues to be committed in reaching out to young people, to strengthen their enthusiasm and desire to find their place in the agriculture field. There are key events, such as “Speed Networking” during the American Royal, that help facilitate growth and showcase the talent of ag students by incorporating LPC members into the activity.

Here is a partial quote about Apple founder Steve Jobs from Norman Seeff that I believe identifies with the LPC platform and all our members. “*Steve was truly a visionary. Being a visionary is an intuitive faculty of being able to see beyond the current horizons of possibility. It is a powerful reflection of imagination not constrained by everyday boundaries. ...he got what he wanted and everyone discovered that what seemed impossible could be done. Steve made the impossible possible.*”

And we too, with the passion and commitment of every single member, bring to life a continued vision of excellence for the Livestock Publications Council. If you'd like to be a part of this vision and dynamic, international livestock communications family, we welcome you with open arms. Please feel free to contact the LPC office directly or any member of the board.

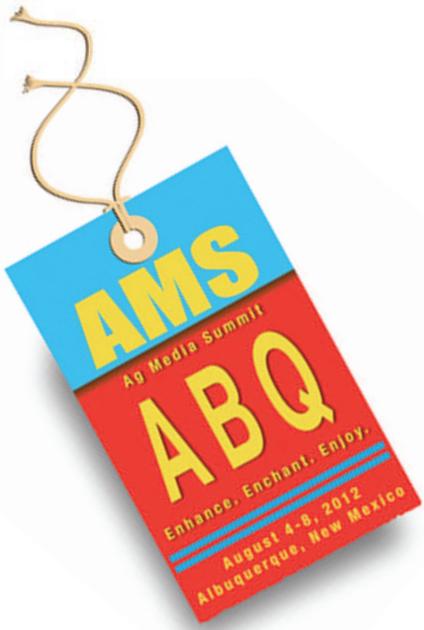
Important: DIRECTORY UPDATES DUE NOW!

You should have received your LPC directory update and they are due now!

If you need another copy, please send e-mail to dianej@flash.net

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

LPC Activities & Awards from Albuquerque



Newly elected officers of LPC are: (front row) Kathy LaScala, Lee Publications, Eudora, Kan., president; Christy Lee, Cee Lee Communications, Wellington, Ill., first vice president; Don Norton, Boelte-Hall, Roeland Park, Kan. second vice president; Angie Denton, *Hereford World*, Blue Rapids, Kan. secretary-treasurer; Scott Vernon, Brock Center for Ag Communication, San Luis Obispo, Calif., immediate past president. Second row: Diane Johnson, LPC executive director, Fort Worth, Texas. Board members include: Carey Brown, *Cow Country*, Lexington, Ky; Jennifer Carrico, *High Plains Journal*, Redfield, Iowa; Amy Bader, Cowboy Graphic Designs, Arvada, Colo.; Scarlett Hagins, *Kansas Stockman*, Topeka, Kan.; Shelly Sitton, Oklahoma State University, Stillwater, Okla.; back row: Jay Carlson, *BEEF Magazine*, Overland Park, Kan.; Cindy Cunningham, National Pork Board, Des Moines, Iowa; Mike Deering, National Cattleman, Washington, D.C; Leanne Peters, *Cattle Business in Mississippi*, Jackson, Miss.; and Keri Geffert English, Osborn Barr Communications, Kansas City, Mo. and Greg Henderson, *Drovers*, Lenexa, Kan.

Marilyn Brink presented with Ed Bible Distinguished Service Award



Recognized with the Ed Bible Distinguished Service Award is Marilyn Brink. Brink owns her own company Kanwaka Communications based in Piedmont, Kan., served many years on the LPC board of directors including president in 2009-10. This award is chosen by the LPC executive committee and is given to someone who exhibits dedication, support and service considered above and beyond routine participation. It is presented in memory of Ed Bible, long-time LPC supporter and past president. Don Norton, shown at right, presented the award on behalf of the executive committee.





Billy Frey, Alltech and co-sponsor of the Forrest Bassford Student Award is shown with the 2012 award winner, Ellen Reeder, University of Illinois.

Ellen Reeder, a junior agricultural communications student at the University of Illinois, was the recipient of the 2012 Forrest Bassford Student Award given by Alltech, Inc. and the LPC. Reeder was presented with a \$2,000 scholarship at the AMS.

A native of Little York, Ill., Reeder is an active member of Agricultural Communicators of Tomorrow, currently serving as vice president of her chapter.

Student Award presentation

She also serves as the University of Illinois College of Agriculture, Consumer and Environmental Sciences (ACES) Student Council reporter; Student Advancement Committee representative; and ExplorACES multimedia co-chair.

Reeder currently is a marketing intern for John Deere in Olathe, Kan. Previously, she was a marketing intern for Crop Production Services of Eastern Illinois. On campus, she serves as a marketing intern in the ACES Office of Advancement, where she creates videos, manages website content and assists with events and donor relations.

Reeder is the daughter of Janet and Richard Gillen and the late Daniel Reeder of Little York, Ill.

Each year, following a competitive application process, the student program awards four young people travel scholarships

to attend AMS. In addition to Reeder, this year's travel award winners were (shown below) **Mollie Lastovica**, Texas A&M University; **Robin Kleine**, Kansas State University; **Faith Jurek**, Texas Tech University. While at the meeting, the four finalists' portfolios were reviewed and each was interviewed by a panel of professionals. This is the 27th year for the Student Award Program, which was named after LPC founding member **Forrest Bassford** in 1992.



Each year prior to the announcement of the Student Award all past winners and travel award winners are invited to the stage. This year the entire stage was filled which just goes to show how many previous winners have stayed in the industry and continue to attend AMS. Quite impressive!

MORE INFORMATION TO COME!

Watch the LPC Blog, Facebook page and your inbox for more coverage from AMS including Ethics Study, Best of the Bunch Photo Contest results and more.

Headliner and Hall of Fame Awards

The LPC Hall of Fame award is an honor reserved for those who have adhered to high standards of professionalism in all aspects of their endeavors and have been involved in the livestock publishing industry. This year's Hall of Fame winner is **Glen Klippenstein**, representative of District 5 in the Missouri House of Representatives, who also serves on the Missouri House Agriculture committee. He served as chief executive officer of the American Chianina Association from 2000 to 2009, and has been involved in the beef industry all of his life. In 2010, he was awarded the Beef Improvement Federation Pioneer Award.

Once graduated from Penn State University, Klippenstein moved to Missouri and started his involvement in the Polled Hereford business, traveling worldwide to promote the breed. He also served as chairman for both the National Beef Promotion and Research Board and the American Polled Hereford Association.

Darla Eggers, BIF conference planning committee member, said, "He has traveled more, spoken more, visited more beef herds, judged more shows, motivated more youth and promoted the beef industry both domestically and globally more than anyone can imagine."

Klippenstein has been extremely passionate about the beef industry his entire life and while accepting the hall of fame award he said, "In the beef industry, passion, joy, love, dedication, positive, persistence, that's something we all believe in."

The LPC Headliner Award honors a person from outside the livestock publishing field for actions that produce a positive change in livestock production and marketing. The 2012 Headliner award winner is **Dr. Jon Beaver**. Dr. Beaver has helped provide key tools for beef producers to eliminate genetic problems in their herds.

He is at the forefront in research and development of DNA testing, which he did by working cooperatively with beef breed associations, veterinarians, breeders and other scientists. Many breeds have been able to move forward and beyond genetic abnormality situations because of his research.

American Maine Anjou Association executive vice president, **John Boddicker** said of him, "If one stops to think of the effect that Beaver's work has had not only on the pedigreed livestock industry, but more importantly the entire commercial beef industry the numbers would be staggering."

On November 2, LPC will hosts its ninth annual LPC Royal Gala in Kansas City during the American Royal where portraits of both Klippenstein and Beaver will be unveiled and hung permanently in the Hall of Honor which is located in the headquarters of the American Royal.



Christy Lee, Wellington, Ill., and LPC first vice president presents the 2012 LPC Hall of Fame award to Glen Klippenstein.



Jennifer Carrico, High Plains Journal, Redfield, Iowa, presents the 2012 LPC Headliner award to Dr. Jon Beaver.

**MARK YOUR
CALENDARS**



NOTE: NEW DATE
2012 Royal Gala
Nov. 2, 2012, Kansas City, MO