



# Livestock Publications Council

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

ACTIONGRAM  
JANUARY 2024

# CATTLE CON

ONWARD TO ORLANDO  
JANUARY 31 - FEBRUARY 2, 2024

## REGISTER BY JAN. 22 FOR THE LPC LUNCHEON AT 2024 NCBA CONVENTION

Livestock Publications Council will continue its tradition of gathering at the Cattle Industry Convention and NCBA Trade Show. Attendees will hear from the National Cattlemen's Beef Association president and be present for the announcement of the 2024 LPC Hall of Fame inductee and Headliner award winner. You'll also have the chance to buy tickets for the draw-down raffle for the chance to win multiple prizes

### EVENT DETAILS

DATE: Thursday, February 1

TIME: 11:45 a.m. - 1:15 p.m.

LOCATION: Orange County Convention Center - Destination Lounge

**REGISTRATION FEE \$50**

**CLICK HERE TO REGISTER NOW BY JANUARY 22!**

## LPC BOARD OF DIRECTORS MET IN DECEMBER

The LPC board of directors met in Grapevine, Texas in December to discuss strategic planning for the future of LPC and for a little fun team building! If you have have feedback or suggestions for the organization, please email Stacy Fox at [execdirector@livestockpublications.com](mailto:execdirector@livestockpublications.com)



# From the President



Happy New Year!

Whether 2023 was your best year ever or one you couldn't wait to end, the new year brings opportunities to start fresh. Do more. Do less. Do better. Do something new. Do something you haven't done in years. Do that thing you weren't that good at the first time. Just do.

A close friend recently shared that she wanted to do more public speaking. It's something she did extensively as a high school and college student, but throughout her career she has been in behind-the-scenes roles that generally limit her to introducing other presenters. I've heard her speak — and she's incredibly talented. I hope she finds or creates those opportunities, because we all need to do more of the things that challenge and satisfy us, whether that's at work or at play.

About a year ago, I took my first golf lesson. I wanted to learn something that had nothing to do with my job, and hoped I'd get just good enough to not hinder anyone I was playing with. This is where I'd like to tell you I put in the work and am now a really great golfer. But that's not true at all.

Meetings made it harder to use my lunch break to take a half-hour lesson, and I fell out of the habit of hitting balls in the yard during the heat of summer. But I recently purchased some new at-home training aids and simulator lessons are now being offered at night. With the new year comes a new chance to try this one more time.

My challenge to you? Make the time to do something you'll love this year. And give yourself some grace if it doesn't pan out. There's always next year!

Best,

*Katrina*

Katrina Huffstutler  
President, Livestock Publications Council

## FORREST BASSFORD STUDENT AWARD APPLICATIONS DUE FEB. 16

Students can apply for the Forrest Bassford Student Award. Winners will receive scholarships and travel allowances to attend Ag Media Summit. Visit the [LPC website](#) for more information and to apply.

## FOUR TIPS FOR YOUNG PROFESSIONALS

By Codi Vallery-Mills

Each summer at the Ag Media Summit four college-age candidates for the Forrest Bassford Award are hosted by Livestock Publication Council board members.

For the board of directors, it is a nice time to get to meet the candidates, learn about them personally and professionally while also introducing them to fellow LPC members. I have had the privilege to host youth at several Ag Media Summits and I am always impressed with the enthusiasm and caliber of these students. It is also nice to hear about their plans for the future.

Generally, those conversations lead to a lot of questions from the students about “after college” and what they foresee happening. Expectations can be a hard thing to manage as a 20-something. Lofty goals, big paychecks and bylines a plenty can sometimes skew the reality of the day-to-day work grind. I try to give optimism and positive feedback to their plans while asking questions they maybe haven’t thought about. And if asked I give this little bit of advice that I have garnered from my mentors through the years.

If you are a student LPC member or young professional, you might find these tips of help, too.

1. Good relationships, whether they be clients or co-workers, are a continual thing you have to foster. Be prepared to put in the work if you want the reward.
2. Never ask someone to do something that you would be unwilling to do. This statement goes back to the thought process of working your way to the top and knowing the ins and outs of a profession because you have learned it from the ground up. There is a quote that says, “If your team is in the trenches, you’ve got to be in the trenches with them.”
3. Continue to hone your skills even after you think you have mastered them. You will be surprised how fast things can change.
4. Network with people outside your profession. Being able to hear about other concepts and working environments often helps spark ideas and/or bring clarity to your own projects.



*Codi Vallery-Mills is editor of The Cattle Business Weekly newspaper in South Dakota. She works from her ranch home where she and her family raise cattle and operate a commercial cattle backgrounding facility.*

## FROM HOME TO THE HOMEPAGE (AND THE FRONT PAGE) NOVEMBER COFFEE AND COLLABORATION

BY JORDAN MANNING

At this point, the term “new normal” can feel like a buzzword that often gets overused. But along with all the challenges and hardships the COVID-19 pandemic hit us with, where (and how) we get our work done continues evolving—especially for our field of agricultural marketing and communications.

LPC’s November Coffee & Collaboration provided a platform for members to hear tips, tricks, and perspectives about the work-from-home lifestyle. In the session “From Home to the Homepage (and the Front Page)” Joelle Orem of *Farm Journal*’s Trust in Food, Kevin Schulz of *The Farmer* (Farm Progress), and Anne Kimmey of Cultivate Agency opened up about their experiences working from home and lessons learned over the years.

The panel agreed that while working from home is not without challenges – it is a benefit that takes trust, effort, and balance – there are ways to help make it a better experience for you and those you work with.

### **Remember that life happens, and balance looks different for all of us.**

Whether it’s juggling children and school functions, family commitments, or sharing a co-working space with a spouse or loved one, the lines between work and home life can start to blur. To reduce interruptions during meetings or focus time, try putting a sign on your office door to notify family members.

Kimmey also recommended creating a schedule that allows for breaks from the desk and some fresh air.

“Working from home changes as your life stage changes,” said Kimmey. “The main thing that COVID and working remotely has taught us is how to have grace.”

Orem discussed how she and her husband coordinate work and personal responsibilities by finding a rhythm and shared calendar system that works for them both.

“It’s teamwork,” she said. “Working from home is an acquired skill, especially with having kids.” Use technology to stay connected with your teams.

CONTINUED ON PAGE 5

## FROM HOME TO THE HOMEPAGE (AND THE FRONT PAGE) NOVEMBER COFFEE AND COLLABORATION

### CONTINUED FROM PAGE 4

Recreating in-person collaboration in a virtual setting can be challenging. Orem and Kimmey shared their experiences using Slack “huddles” and Microsoft Teams for quick brainstorming or chatting with teammates. Kimmey pointed out that even though technology makes it easy to drop a quick note to someone, it’s equally important to respect your teammates’ time.

“The biggest challenge in keeping that collaboration open is respecting each other’s time, because in-person someone’s office door might have been shut,” she said, “Our agency has been working on Teams etiquette, like updating our status to reflect if we’re busy or open for communication.”

Set expectations for your team.

Schultz stressed the importance of expectations, especially in a world where many of us read and answer emails outside of work hours.

“The good thing about working from home, good and bad, is that it’s always there,” he said. “It’s important to have the understanding among your team that if you send emails late in the evening or on weekends, you do not expect an immediate response.”

### Livestock Publications Council COFFEE & COLLABORATION

WEDNESDAY, JANUARY 24 • 10:00 AM CT

### Finding the Stories Within You

HOW I OVERCAME THREE DECADES OF WRITER'S BLOCK  
TO (FINALLY) COMPLETE A BOOK



**ERIC GRANT**  
Grant Company

Sponsored by Novel Designs

[Click here to join the meeting](#)

### January 24 Coffee & Collaboration

**JOIN ZOOM MEETING**  
MEETING ID: 929 6205 5840  
PASSCODE: LPCcoffee

Join us for the January Coffee and Collaboration on Wednesday, January 24, 2024 at 10 a.m. CT! This session is titled “Finding the Stories Within You: How I overcame three decades of writer’s block to (finally) complete a book” with Eric Grant, Managing Director, Grant Company.

#LPCcoffee

## LPC NEEDS YOUR HELP!

The LPC Learning Lounge is a Facebook group managed by LPC. We are looking to add a volunteer moderator to the team to help manage the conversation, spark ideas, and drive interaction within that group. If you're interested in being the moderator, please email Stacy Fox at [execdirector@livestockpublications.com](mailto:execdirector@livestockpublications.com)

Join the conversation over on Facebook by [clicking here](#).



LPC is exploring the creation of a foundation to further the work of LPC's educational and industry efforts. We're looking for people with experience in this area to serve on a working group. If you're interested in serving on this working group or sharing your experience, please email Stacy Fox at [execdirector@livestockpublications.com](mailto:execdirector@livestockpublications.com)

One of LPC's most beloved traditions and fundraiser is the drawdown held during the LPC Luncheon at the Cattle Industry Convention and NCBA Trade Show. We are looking for items! These could be a merch basket, experience tickets, wine, food, etc. If you're able to donate an item, please email the details to Stacy Fox at [execdirector@livestockpublications.com](mailto:execdirector@livestockpublications.com)

