

For Immediate Release
Contact: Diane Johnson 817/336-1130

LIVESTOCK PUBLICATIONS COUNCIL RECOGNIZE INDUSTRY LEADERS AT ANNUAL MEETING

FORT WORTH, TEXAS- The Livestock Publications Council (LPC) recognized two industry leaders in conjunction with the Agricultural Media Summit (AMS) in Louisville, Kentucky, July 28-August 1.

The Hall of Fame honor is reserved for those who have adhered to high standards of professionalism in all aspects of their endeavors and inducted this year is Larry Atzenweiler, advertising manager of the *Missouri Beef Cattleman*, Kansas City, Missouri. He graduated from Kansas State College (now University) in 1958. After a short stint in the Army, he married his college sweetheart, Rowena, on August 30, 1959. He then went to work with Butler Manufacturing Company in Kansas City.

After 12 years with Butler he resigned to go into the livestock publishing field with friend Hayes Walker III. By 1970, the Atzenweiler Company was formed with the base of the business as a publisher's representative company selling commercial advertising for several livestock publications such as: *Better Beef Business*; *Charolais Banner*; *Polled Hereford World*; *Simmental Shield*; and *Canadian Charolais Banner*. Seeing a need in the beef cattle business in Missouri for a publication, the first issue of *Missouri Beef Cattleman* magazine was published in June 1971 and one year later this became the official publication for the Missouri Cattlemen's Association.

His entrepreneurship was not limited to the livestock industry. In the early 80s he started the Optical Shop in Lincoln, Neb. In 1979 he founded Mission Graphics, a full service graphic arts company furnishing typesetting and artwork for the publishing industry. A good move was made in 1984 when the company was sold just as customers started going in-house with these products. He was also an early member of NAMA (National Agri-Marketing Association) of which he sold advertising for their annual membership directory in addition to the production of the book.

Always a promoter of business in agriculture, he was one of the founders and served two terms as the first president of the International Agri-Business Club, headquartered in the Hotel Muehlebach in Kansas City. A full service bar and buffet lunch was offered every day for their members and many dignitaries from all over the world came to the Club to take part in their meetings while in town on ag-related business. The Muehlebach took advantage of promoting Kansas City as the country's bread basket of the nation and it was a wonderful time for a few years until the hotel manager moved away and the new manager wanted a change in direction.

In 1987 the American Simmental Association hired Larry to start a magazine to be owned by the Association. The first issue of *The Register* was published in September 1987 and is still in existence and an LPC member. Larry took a leave of absence with the *Missouri Beef Cattleman* so he could focus on *The Register*. During this time, son Andy was finished with his college career and he took on the day to day duties with the *Missouri Beef Cattleman*. *The Register's* office was located in the Livestock Exchange Building in Kansas City and after a couple of years the association moved it to their home in Bozeman, Montana. It was then that Larry decided to stay in Kansas City and went back to the *Missouri Beef Cattleman*.

Among Larry's achievements include the Beef Industry Award by the Missouri Cattlemen's Association. In 2002 he was presented an Honorary membership of the Ag Alumni Organization of the University of Missouri. He is a member of the Livestock Committee of the American Royal and serves as a Governor. Larry served on the LPC board from 1978 to 1981.

Stanley E. Stout was honored posthumously as the winner of the Headliner Award which honors a person from outside the livestock publishing field for actions that produce a positive change in livestock production and marketing. He was raised on the famous Titus Stout Hereford Ranch in the Flint Hills of Kansas and called Cottonwood Falls home. He attended Kansas State University and went on to receive his formal auction training at the Walter Britton Auctioneer School in Bryan, Texas.

In the early stages of his career, Stanley held field representative positions with publications such as the *Western Livestock Journal* and *Drovers Journal* (now *Drovers*). He was eventually promoted to head of field staff for *Drovers* and then director of advertising for the *Charolais Banner*. After working with the North American Auction Company, Stout founded his own company, Stanley E. Stout Auction Services, in 1975.

It didn't take long before he established himself as a leading auctioneer in the industry. For more than 30 years he was the auctioneer to have your sale and he eventually was selling anywhere between 140 and 180 dates annually. He was very involved in helping breeders create marketing programs and was an advocate for advertising in livestock publications.

He was also deeply involved in other aspects of the industry with his drive to revitalize the American Royal Livestock Show. Through many years of volunteering time and wisdom he is credited with helping to bring back this historical show to once again be a premier livestock show. He served on the Board of Governors and was the voice when the grand champion steer sold. And now the exhibitor of the Supreme Champion Heifer at the American Royal receives the Stanley Stout Memorial scholarship.

He was a Kansas State University supporter, a member of the American Hereford Association, the American Quarter Horse Association, the National Auctioneers Association, the Kansas State Ahearn Club, Livestock Marketeers, and the Kansas State Block and Bridle. He was on the Board of Directors of the American Royal and the Chase County 4-H Alumnus of the Bazaar 4-H. He was also known as a generous supporter of youth across the nation with his time and financial support. Stanley passed away on April 30, 2006.

View photos at www.livestockpublications.com/photogallery/photo-gallery.php