



Livestock Publications Council

# SALES & MARKETING WORKSHOP

*How to sell ice to an eskimo!*

**June 16-17, 2008**  
**Kansas City, Mo.**

## Registration .....

- \$60 — LPC, AAEA or ABM Member
- \$75 — Non Member
- \$35 — Students
- \$125 — On Site



## Location .....

**Monday: American-International Charolais Association**  
11700 NW Plaza Circle — *Directions from hotel:* Go north on N. Ambassador Dr./N. Executive Hills Blvd./NW Ambassador Dr. Continue to follow N. Ambassador Dr. Turn left at 11700 NW Plaza Circle. (1.95 miles.) Car pools will likely be available if needed.

**Tuesday: Residence Inn by Marriott, Kansas City Airport**  
10300 N. Ambassador Dr. — Meeting in Salons B & C.  
\$115 — Call (816) 741-2300 and ask for Livestock Publications Council block (includes evening reception and hot buffet breakfast).

*Driving directions from KCI airport:* From Kansas City Int'l Airport, travel south on I-29 2 miles to exit 12, 112th street. Turn left at the bottom of the ramp. Turn Right on Ambassador Dr. Continue on Ambassador Dr approximately 1 mile. Hotel will be on right.

*Driving directions from downtown:* Take US 71/I-29 North toward KCI Airport/ St. Joseph 7.9 mi. Exit on Tiffany Springs Pkwy (Exit 10). turn right at bottom of ramp then left at stop light onto N. Ambassador Dr Make U-turn after one half mile just past hotel. Hotel is on right.



## Transportation .....

Residence Inn offers complimentary airport transportation as well as free parking.

## Monday, June 16 .....

6:30 p.m. Dinner  
**Navigating the dog sled**  
Glen Klippenstein, chief executive officer, American Chianina Association  
*Learn to stay the positive lead dog you are! Mush ahead when all you hear is "no." Navigate the twists and turns of the Tundra and make sales to customers who deal with skyrocketing input costs competing for advertising dollars.*

## Tuesday, June 17 .....

8 a.m. **Registration**  
8:30 a.m. **The art of the cold call**  
Anita Vanderwert, Learfield Communications  
*Break the ice with the new eskimo on the block.*  
10 a.m. **Chill**  
10:15 a.m. **Choose one:**  
**Scale the Tundra**  
Bob Bruner, sr. account manager, J.L. Farmakis Inc.  
*Melt the ice and learn to deal with the most polar, difficult bears. Learn how to answer difficult questions from your favorite eskimo.*

**Light their fire**  
Al Bonner, general manager, *Lawrence Journal-World*  
*Package your publication to compete with larger fish in the sea: radio, Internet, TV, etc.*

11:30 a.m. Lunch  
**Salmon on your chin?**  
Diane Johnson, Details by Design  
*"Seal" the meeting with a client by using proper business etiquette.*

1 p.m. **Choose one:**  
**See the great Northern Lights**  
Moderator: Cliff Becker, vice pres./publishing dir., Food 360  
Panel: Colleen Church McDowell, Osborn & Barr; David Juda, director of livestock and equine marketing, Ft. Dodge; Dave Melhoff, director of communications, American Hereford Association; Jon Peterson, media services manager, Swanson Russell & Associates; and Doug Swanson, account executive, McCormick Company  
*Panel discussion of clients and agencies will identify evolving client/agency needs and how they have changed. Roadmap communication paths between all individuals.*

**Prospecting by phone**  
Moderator: Neil Orth, president, Charolais Publications Inc.  
Panel: Larry Atzenweiler, advertising manager, *Missouri Beef Cattlemen*; Cassi Dowling, advertising manager, *Ozarks Farm & Neighbor*; and Don Ravellette, owner, *The Cattle Business Weekly*  
*Use the phone to turn cold prospects into sizzling sales. Learn to prospect, close and keep your customers.*

2:15 p.m. **Chill**  
2:30 p.m. **Build the igloo**  
Jay Carlson, Penton Media  
*They said yes! Now what? Keep your client warm and happy and learn the cold, hard truth to building and maintaining customer relations.*

4 p.m. **Kick butt and take no prisoners on your safe journey home.**

## About Our Speakers.....

### Larry Atzenweiler, advertising manager, *Missouri Beef Cattlemen*

Atzenweiler graduated from Kansas State College in 1958. After a short stint in the Army, he went to work with Butler Manufacturing Co. in Kansas City. After 12 years with Butler, he resigned to go into the livestock publishing field with friend, Hayes Walker III. By 1970, Atzenweiler Co. was formed with the base of the business as a publisher's representative company selling commercial advertising for *Better Beef Business*; *Charolais Banner*; *Polled Hereford World*; *Simmental Shield*; and *Canadian Charolais Banner*. Seeing a need in the beef business in Missouri for a publication, the first issue of *Missouri Beef Cattleman* was published in June 1971.

In the early 1980s, 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. He was also an early member of NAMA of which he sold advertising for their annual membership directory in addition to production of the book.

He was one of the founders and served two terms as the first president of the International Agri-Business. In 1987, the American Simmental Association hired him to start a magazine, *The Register*. When the association moved to Bozeman, Mont., Atzenweiler stayed in Kansas City and went back to the *Missouri Beef Cattleman*.

Among Atzenweiler's achievements include the Missouri Cattlemen's Association Beef Industry Award and 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. Atzenweiler served on the LPC board from 1978 to 1981, and was inducted into the Hall of Fame in 2007.

### Cliff Becker, vice pres./publishing director, *Food 360*

An Illinois native, Becker is a fourth generation agriculturist. A graduate of Western Illinois University, he holds a bachelor's degree in animal science. After stints in animal health distribution sales and animal health instrumentation sales, his publishing career started in 1986 when he became account manager for Webb Publishing (now Penton Publishing) where he was responsible for *Beef*, *National Hog Farmer* and *Dairy* magazines.

In 1989, he joined Vance Publishing Corp. where he started as a national accounts manager for *Drovers*, *Pork* and *Swine Practitioner* out of the Lincolnshire, Ill., office. The livestock division grew to six publications including *Dairy Herd Management*, *Bovine Veterinarian* and *Meat & Seafood Merchandising*. He moved to the Kansas City office in 1991 and was promoted to national sales director in 1993 and associate publisher in 1997. In 1999, the division was re-engineered into the Food Systems Group and Becker was named group publisher. To keep up with the developments of the systems approach to ag production, Vance merged their Food Systems Group, Produce Group and Crops Group into a single foods group called Food360° in January 2005. Becker was named vice president, publishing director, managing 12 properties and their related businesses.

Becker has been named Corporate Salesperson of the Year by Vance Publishing; was presented with NAMA's Professional Development Award of Excellence in 2003; is a board member of the Ag Media Summit, the American Business Media and is currently chairman of the board of directors of the Animal Agricultural Alliance.

### Al Bonner, general manager, *Lawrence Journal-World*

Bonner began his advertising career with Gannett Co. in 1975, running tearsheets and proofs at the *Lafayette (Ind.) Journal and Courier*. After graduating from Purdue University in 1981 with a degree in management, Bonner began his sales career as a territory sales representative. Two years later, he was promoted to advertising director, eventually serving in that capacity in four Gannett markets before joining the *Lawrence Journal-World* as advertising director in 1999. In 2001, he was appointed corporate advertising and marketing director, responsible for newspaper, television and online sales operations, as well as circulation and marketing and a niche product publishing division. He and his team of managers were responsible for guiding the company's sales convergence efforts and have added numerous print and online products to expand revenues and protect traditional revenue streams. In December 2007, Bonner was promoted to general manager.

Bonner has served in the Jaycees, Exchange Club, Crimestoppers board of directors, several United Way committee positions, International Newspaper and Advertising Executive regional vice president, Ad Club President and chamber volunteer. He is currently serving as president of the board for the Native American Student Services and president of Lawrence Friends of Music. Bonner has been a featured speaker at the Newspaper Association of America's Marketing Conference, a Multimedia Reporting and Convergence Workshop at the University of California, Berkeley Graduate School of

Journalism, and at several Suburban Newspaper of America. Bonner is a member of the SNA's New Media Alliance Advisory Board, and serves on the SNA Foundation board of directors.

In a 2005 *New York Times* article, the *Journal-World* was described as the Newspaper of the Future. The company is respected the world over for innovative thinking and for their cutting edge multimedia news and advertising strategies. The *Journal-World* is a division of The World Co. out of Lawrence, Kan., which also owns eight weekly Kansas newspapers, Sunflower Broadband, a cable, internet, telephone and digital services company and Mediaphormedia, a commercial web development company.

### Bob Bruner, sr. account manager, *J.L. Farmakis Inc.*

Bruner is the senior account manager for Midwest Sales for J.L. Farmakis Inc. Bruner graduated from the University of Kansas and held account and media positions at both Valentine Radford and McCormick Advertising, where he was the vice president-media director. Bruner is an avid golfer

### Jay Carlson, *Penton Media*

Carlson is a veteran sales representative in the livestock publishing industry. He holds the unique distinction for record-breaking advertising sales numbers both as a livestock fieldman and as a national account salesman. Currently with *BEEF* magazine for nearly 20 years, he is known for his aggressive product improvement approach and innovative ideas as well as being one that truly enjoys the friendships established with his clients. Carlson and his wife, Linda, have two daughters, Grace and Claire. He is active in his church and the American Royal livestock committee.

### Colleen Church McDowell, vice president, director of public relations, *Osborn & Barr*

McDowell leads Osborn & Barr's Public Relations group, which delivers strategic public relations counsel and implementation to the agency's clientele, including Intervet Inc., American Farm Bureau Federation, USDA Rural Development, USDA National Agricultural Statistics Service, Michelin and Specialty Fertilizer Products and Monsanto.

During the past five years, she has formalized and grown the division while providing brand, B-to-B and channel marketing communications expertise as well as issues-management counsel and crisis communications preparedness and management.

McDowell previously spent more than seven years with Fleishman-Hillard International Communications, where she specialized in customizing agricultural messages to consumer audiences through issues-management initiatives. She also led B-to-B-focused public relations campaigns. In addition, she developed crisis-preparedness programs for several agricultural and food-related organizations and companies and provided real-time crisis communications counsel and support. Her clients included the Council for Biotechnology Information, American Quarter Horse Association, aLF Ventures, Bayer Animal Health, ProdiGene, Farmland Industries, Nebraska Cattlemen, Missouri Beef Council, U.S. Meat Export Federation, Dairy Management, Inc., the Texas Beef Council, Boehringer Ingelheim Vetmedica, Omaha Steaks and OSI Industries. McDowell also worked for the National Cattlemen's Association, serving as the organization's director of publications.

She received a bachelor of arts in technical journalism with an emphasis in public relations and a bachelor of science in animal science with an emphasis in industry from Colorado State University.

### Cassi Dowling, marketing consultant, *Ozarks Farm & Neighbor*

Dowling is a promoter of production agriculture whose goal is to strengthen the ag industry through knowledge and growth. She is an Angus producer who was raised in Idaho, majored in ag communications and journalism from Kansas State University and is now helping ag businesses succeed through marketing their vision in Missouri. She's been active in many levels of the industry from showing cattle coast to coast, a nationally acclaimed state FFA officer, collegiate instructor, ag safety productions, the meat industry, market and breed associations, medium for research and extension departments and currently marketing for a farm publication.



### **Diane Johnson, Details by Design**

Johnson is a 1985 graduate of Kansas State University with a bachelor of science degree in agriculture. Her major was animal science and industry with a communications option. Through the years, her work has been extensive in promotions and marketing with a specialization in the agriculture and livestock industry. Since college, she has worked for the *Brangus Journal* and the Texas Hereford Association. The past 16 years have been centered in advertising agency work in Ft. Worth. For the past 11 years, she has had her current business, Details by Design, which is a full service event management, advertising and marketing company. She is active in numerous organizations including the Ft. Worth Woman's Club, Ft. Worth Chamber of Commerce, Ft. Worth Opera Guild, Ft. Worth Farm & Ranch Club, Kansas State University Alumni, NAMA and as the executive director of Livestock Publications Council.

### **David Juda, director of livestock and equine marketing, Ft. Dodge**

Juda grew up in northwest Indiana on a cow-calf and feedlot operation. In 1988, he earned his bachelor of science in agriculture economics from Purdue University. Juda joined Syntex Animal Health in 1988 as the southeast sales manager. Following the Fort Dodge Animal Health acquisition of Syntex in 1995, he became a product manager for Fort Dodge, responsible for all bovine anthelmintics. Juda has held multiple roles including regional sales manager and team leader for livestock and equine marketing. Now, as the director of livestock and equine marketing for Fort Dodge, Juda is responsible for the development and execution of marketing programs and strategies for the livestock and equine product lines. In addition to his work life, Juda enjoys spending time with his family in Overland Park, Kan., and bass fishing.

### **Glen Klippenstein, chief executive officer, American Chianina Association**

Since 2000, Klippenstein has served as the chief executive officer of the American Chianina Association. Known for his marketing savvy, he has sold cattle, semen and embryos into 49 states and 21 countries when he was a part of the prominent Polled Hereford seedstock operation, Glenkirk Farms. He had three sales in excess of \$1.5 million, sold more than 7,000 bulls and showed 19 national champions or reserve champions.

Klippestein served in the Missouri Senate in 1993 and 1994 and has an impressive list of honors and appointments for his contributions to the agriculture industry. He has been a presidentially appointed member of the Federal Agriculture Mortgage Corporation board of directors since 2003, and is a member of the Public Policy Committee and the Credit Committee. Klippenstein also was a National Cattlemen's Association director from 1984-1990. He served as chairman of the American Polled Hereford Association in 1983 and chairman of the Beef Promotion and Research Board in 1990 and 1991. The Canada native earned a bachelor's degree in animal science from Pennsylvania State University. Klippenstein is a highly motivated, inspirational speaker who has spoken to many organizations throughout his career.

### **David Mehlhaff, director of communications, American Hereford Association**

In Mehlhaff's current role, he is responsible for strategic positioning of the Hereford brand and the attributes that convey value advantages of the breed and the organization. He also creates communication strategies that put an innovative and positive face on the Hereford breed and Certified Hereford Beef within the seedstock, commercial cow-calf, feeding and food sectors of the beef industry.

Prior to joining the Hereford team, Mehlhaff worked in a variety of management positions with advertising and public relations agencies focusing on the agriculture and food industries. Known as the top communications specialist for America's meat industry, Mehlhaff has served as a spokesperson for both the National Cattlemen's Association and National Pork Producers Council and also was a radio broadcaster. He is an expert at helping companies and associations build relationships with journalists, opinion leaders and even critics. Considered a futuristic thinker in agriculture communications circles, Mehlhaff has served in leadership roles with the National Association of Farm Broadcasters, LPC and NAMA.

### **Jon Peterson, media services manager, Swanson Russell & Associates**

Peterson leads the media planning and buying efforts for Swanson Russell's agricultural clients. Since joining the agency in 1996, he has developed and implemented media plans for both consumer and major agricultural accounts, such as Schering-Plough Animal Health.

### **Don Ravellette, owner, The Cattle Business Weekly**

Ravellette, is the owner/publisher of eight weekly community newspapers in western South Dakota. Ravellette Publications Inc., employees approximately 30 people and has been in the Ravellette family for 45 years. Ravellette Publications, Inc., also includes a commercial printing company comprised of both sheet fed and web press printing. Ravellette has served on the board of the South Dakota Newspaper Association and was president of that association in 2000-2001.

In the fall of 2005, a joint venture between Ravellette and business partner, Donnie Leddy, began. The two started a separate company, RL Publications Inc., and began publishing a regional agricultural newspaper *The Cattle Business Weekly*. This publication is based out of Philip S.D., and serves both commercial and registered breeders mainly in South Dakota and surrounding states.

Ravellette and his wife, Tami, were both raised in western South Dakota and have four children and two grandchildren.

### **Doug Swanson, account executive, McCormick Company**

Swanson grew up on a farm in southeastern Minnesota. He received a bachelor's degree in marketing and advertising from the University of Minnesota in 1968. He held numerous ag marketing positions in Minneapolis before joining Batz Hodgson Neuowner Advertising in 1975. Swanson moved to St. Louis, Mo., to work on the Syntex account. In 1976, he joined Syntex Animal Health in Des Moines, Iowa. In 1995, he joined Fort Dodge Animal Health in Kansas City, Kan. Swanson has been working for McCormick Co. since 2000, working with VetLife Animal Health, Ivy Natural Solutions, AgriLabs, Kemin Industries and the Growth Enhancement Technology Information Team.

Swanson served on the Iowa Cattlemen's board of directors from 2003 to 2005 and the U.S. Meat Export Federation board of directors from 1989 to 1991. He enjoys golf whenever he can and spending time with his two grandsons, Benjamin and Jacob.

### **Anita Geddes-Vanderwert, Learfield Communications**

Vanderwert works for Learfield Communications Inc. in Jefferson City as national director of agricultural accounts for Brownfield Farm Radio Networks. She leads a team of sales professionals that assist clients across the United States in their marketing and promotions.

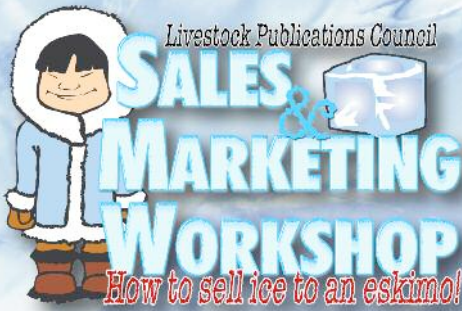
She has been recognized by the National Agri-Marketing Association as the outstanding salesperson of the year and is a past president of the University of Missouri Ag Alumni Association.

Prior to working at Learfield, she managed the advertising for Ivomec cattle products at Osborn & Barr Advertising in St. Louis. She also has worked on the Case IH, DeKalb and real estate development accounts while working at Rhea & Kaiser Advertising in Chicago. Vanderwert has been the director of advertising sales for the National Cattlemen's Association in Denver and the American-International Charolais Association in Kansas City.

Vanderwert, her husband, Wayne, and son, Ethan, own a 300+ head cow-calf operation in Madison, Mo., producing registered and OptiMax Hybrid bulls and replacement females.

She graduated from the University of Missouri with a degree in ag journalism and a minor in animal science and has spoken to youth and professional sales groups across the United States.





June 16-17, 2008

Kansas City, Mo.

Residence Inn by Marriott, Salons B & C

Registration Form .....

**REGISTRATION DEADLINE: MONDAY, JUNE 2**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

E-mail Address \_\_\_\_\_

Phone \_\_\_\_\_

**Select one:**

- LPC, AAEA or ABM Member — \$60
- Non Member — \$75
- Student — \$35

**Please select the sessions you plan to attend:**

Monday, June 16

6:30 p.m.  Dinner

Tuesday, June 17

8:30 a.m.  The art of the cold call

Choose one:

10:15 a.m.  Scale the Tundra

Light their fire

11:30 a.m.  Lunch

Choose one:

1 p.m.  See the great Northern Lights

Prospecting by phone

2:30 p.m.  Build the igloo

**To register, complete this form and mail it with a check payable to:**

Livestock Publications Council  
910 Currie St.  
Fort Worth, TX 76107

**Sorry we do not accept credit cards. Registrations past June 2 will be \$125.**