

EXPERIENCE THE WEST

LIVESTOCK PUBLICATIONS COUNCIL
WESTERN REGIONAL WORKSHOP
May 28-29, 2008 • Boise, Idaho

JOIN THE LIVESTOCK PUBLICATIONS COUNCIL FOR TWO FUN AND INFORMATIVE DAYS ...
Agricultural Tours on Wednesday, May 28, from 12 p.m. to 9 p.m.
Informative Industry Speakers and Workshops on Thursday, May 29, from 9 a.m. to 5 p.m.
For a complete schedule of events, as well as reservation and lodging information, see page 2.



Tentative Event Schedule

WEDNESDAY, MAY 28, 2008

12 p.m. Depart the Grove Hotel to learn about the diverse flavor of local agriculture.

IDAHO MINT PRODUCTION

Discover Idaho's mint industry with a tour including harvest, distillation and end-user uses for mint, as well as the history behind mint production in Idaho.

SUGAR BEET PRODUCTION

We'll learn about sugar beet production and the Amalgamated Sugar Company, followed by a tour of the sugar beet production facility in Nampa.

AREA VINEYARDS

A tour isn't complete until we've seen America's next great wine region! We'll swing through the Koenig Distillery & Winery for a tour and tasting. Then on to Bitner Vineyards for a wine tasting, tri-tip dinner complete with Idaho baked potatoes, Idaho dressing, Idaho sourdough rolls and a taste of Koenig Ice Wine. Now that's an Idaho dinner!

9 p.m. Return to The Grove Hotel

THURSDAY, MAY 29, 2008

8 a.m. Registration and Continental Breakfast

9 a.m. Photography Workshop by David Stoecklein, western and lifestyle photographer

If you've seen David Stoecklein's work, you know what an incredible photographer he is and we are lucky to have him as our featured speaker. He will show how he works in a variety of situations in regard to lighting, subjects, equipment and other constraints. Attendees will see some of the inspiring work he has created and will learn from his experiences. It's a can't-miss workshop.

12 p.m. Lunch with Roundtable Discussions

1:15 p.m. Creative Writing Workshop with Freelance Writer Steve Werblow
Learn techniques to improve interviewing and writing, and to find different angles for the same story idea. Steve Werblow covers Western agriculture from his home in Ashland, Ore., just north of the California border. A graduate of Cornell University, he has been a freelance writer since 1995. Werblow has covered agriculture on six continents for an array of magazines. Steve's style of writing makes him one of the best in the business and his ability is enviable. We'll try and get his best secrets out of him.

2:15 p.m. Change in Perspective, presented by Media Consultant Dale Dixon
General Electric CEO Jack Welch said, "When the rate of change on the outside exceeds the rate of change on the inside, the end is in sight." While people working in agriculture, mining and timber may think the external rate of change exceeds the internal rate, Dixon says not a chance. People working in the natural resource areas are the best at change. Using personal stories from growing up on a farm and extensive experience throughout rural Idaho, Dixon makes the case that agriculture is a change agent and people in agriculture are on the cutting edge of exciting new opportunities. With more than 16 years experience in media communications, he created the first communication office for Idaho's second largest city and now teaches media strategy, message mapping techniques and on-camera performance skills.

3 p.m. Refreshment Break

3:15 p.m. Design Workshop: Discovering Fresh Design

Graphic designer Mark Winchester will touch on the basics of good design, including layout, typography and the use of the images and color. Mark earned degrees in graphic design and chemistry, laying a foundation for understanding the artistic and technical sides of the creative process. His portfolio includes the gamut from ads to brochures to books, web sites and video projects. In 1996 Mark began his own business providing DTP/prepress services, Mac support and training.

In addition, Winchester will be around to offer one-on-one mini critiques if anyone is interested in having a fresh eye look over their publication or samples. He is offering these sessions at a reduced rate of \$20 per 15 minute session. You may contact him prior to the event with any specific questions at Mark Winchester, MacAnswers, www.macanswers.us, (208) 467-4901 or mark@macanswers.us.

4:15 p.m. The Gang's All Here: A Panel Discussion with an Editor, Freelance Writer and Designer

The panel will discuss the challenges of working from home, and building the network whether as a writer, designer or photographer. How do freelancers keep in touch with their industry and stay out of a rut? Also, there is the publication approach on how to work with freelance help and expectations. We'll also find out how writers, editors and designers can work together to tell the story.

5 p.m. Adjourn for Dinner

Plan to stay around for the evening for a dutch treat group dinner. This will be a chance to visit more with the rest of the group. It's a great networking opportunity!

TOURS & WORKSHOPS: \$95 for LPC Members; \$125 for Non-Members

**LODGING: Host Hotel – The Grove Hotel, (208) 333-8000
\$99 Per Night, Single or Double Occupancy
Room Reservation Deadline: Thursday, May 1**

REGISTRATION FORM REGISTRATION DEADLINE: THURSDAY, MAY 15, 2008

To register, complete the form below 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. \$95 per person for LPC members, \$125 per person for non-members.

	YES	NO
NAME OF PARTICIPANT		ACTIVE LPC MEMBER
NAME OF BUSINESS		
MAILING ADDRESS		
CITY/STATE/ZIP		
E-MAIL ADDRESS		PHONE



Experience Idaho

Plan To Stay A Few Extra Days ACTIVITIES FOR EVERYONE IN THE FAMILY...

Idaho offers plenty of other activities in the area. Here are just a few points of interest you may want to look into while visiting the Gem State! Contact Maggie Malson at (208) 674-1283 or maggiejomalson@mac.com for more information about these and other extra activities, or for possible story ideas while in the area.



ACADEMY OF EQUINE DENTISTRY, Glens Ferry, www.equinedentalacademy.com

The Academy of Equine Dentistry is located in Glens Ferry, Idaho, just east of Boise. Our main purpose is to help horses by teaching the proper procedures of equine dentistry, thereby helping equestrians obtain top performance in their equine endeavors.

CASCADE RAFT, www.cascaderaft.com

Cascade Raft and Kayak has been offering Idaho whitewater rafting trips since 1985, bringing families together one splash at a time. With a variety of whitewater rafting trips from a mellow half day river float to a full day of whitewater thrills, Cascade Raft and Kayak offers the best Idaho rafting experience on the Payette River.



UI PARMA RESEARCH AND EXTENSION CENTER, www.uidaho.edu/pses/parma/index.htm

Contact: Mike Thornton, superintendent of the Parma station, UI Parma Research Center at (208) 722-6701. The Parma Research and Extension Center focuses on production, storage, and related problems of vegetables, forages, cereals, hop, mint, fruit and seed crops that are produced in southwest Idaho. Tours of farmland, fruit trees, greenhouse and growth chamber rooms for entomology research are available.

OLD IDAHO PENITENTIARY, www.idahohistory.net/oldpen.html

IDAHO HISTORICAL MUSEUM, www.idahohistory.net/museum.html

FOUR RIVERS CULTURAL CENTER, www.4rcc.com

UNITED DAIRYMEN OF IDAHO, www.idahodairyCouncil.com

IDAHO AG ASSOCIATIONS, www.agri.state.id.us/Categories/AboutISDA/associations.php

