

# Actiongram

August 2007

910 Currie St. Fort Worth TX 76107 www.livestockpublications.com office: 817/336-1130 fax: 817/232-4820 dianej@flash.net Diane Johnson, executive director

James Flanagan

## Most Improved Publication

*Ozarks Farm & Neighbor*



**Lindsay West, Sandy and Stan Coffman and Lindsay Haymes** accept the award on behalf of *Ozarks Farm & Neighbor*. The judges said: *"The changes made to this tabloid definitely improve the look and feel of the publication. The bolder, more clearly defined headings are a great improvement and help give the reader a better entrance point to the copy. The navigation aids at the top of the page also help readers find the copy. Colored charts and graphs, coupled with greater use of subheads, improve the look and feel of the layouts. However when advertising dictates color on the page, why can't it also be used in the editorial? One drawback is that most of the stories seem to be about the same length and need to be given a little more space to separate them from the advertising so that the reader gets the benefit to both. Overall, this publication includes great information that is well presented to its target audience and made the most dramatic and effective changes in the category"*•



## DSA Awarded to Sitton

**Shelly Sitton**, professor at Oklahoma State University, Stillwater, Okla., is the recipient of the 2007 Ed Bible Distinguished Service Award (DSA) presented in Louisville, Ky. This award is chosen by the executive committee of the LPC board and is given to someone who exhibits dedication and support to LPC and service considered above and beyond routine participation. The DSA is named after long-time LPC supporter and past president, **Ed Bible**.

Sitton has been involved with LPC for many years and most recently finished her four year term as the advisor for the National Ag Communicators of Tomorrow (NACT). This job kept her very involved in LPC committees. Also OSU students were coordinators of the LPC Critique Contest for four years and she was instrumental in assisting the students. She also served as the lead coordinator when LPC held workshops at OSU. Pictured above with Shelly (center) are the LPC executive committee: Kyle Haley, Lisa Bryant, Jim Bret Campbell, Marilyn Brink

#### LPC EXECUTIVE COMMITTEE

Kyle Haley, President  
*Limousin World*  
limousin@limousinworld.com  
Jim Bret Campbell, 1st Vice President  
*The American Quarter Horse Journal*  
jbcampbell@aqha.org  
Marilyn Brink, 2nd Vice President  
Kanwaka Communications  
kanwaka@powwwer.net  
Andy Atzenweiler, Secretary-Treasurer  
*Missouri Beef Cattleman*  
mobeeff@sbcglobal.net

Lisa Bryant, Immediate Past President  
Cowboy Connection  
cowboyconnection@sbcglobal.net  
**BOARD OF DIRECTORS**  
Jay Carlson ('08)  
*BEEF*  
jcarlson@beef-mag.com  
Carey Brown ('09)  
*Cow Country*  
cbrown@kycattle.com  
Stan Coffman ('08)  
*Ozarks Farm & Neighbor*  
stan@ozarksfm.com

Angie Denton ('08)  
*Hereford World*  
adenton@hereford.org  
Scarlett Hagins ('10)  
*Kansas Stockman*  
scarlett@kla.org  
Kathy LaScala ('10)  
Food 360  
klascala@food360.com  
Christy Lee ('08)  
*Seedstock Edge*  
christy@nationalswine.com

Beverly Moseley ('09)  
*Land & Livestock Post*  
beverly.moseley@theeagle.com  
Don Norton ('09)  
Boelte-Hall  
donna@boelte.com  
Stephanie Veldman ('09)  
Broadhead + Co.  
sveldman@broadheadco.com  
Scott Vernon ('08)  
Brock Center for Ag Communication  
Cal Poly State University  
svernon@calpoly.edu

# Student Award to Katie Allen



Angie Denton, Hereford World and student award committee chairman, presents Katie Allen with the \$2000 scholarship and the Forrest Bassford Student Award. Also pictured are the travel award winners: Stephanie Miles, Texas Tech University; Clint Blaes, Kansas State University, and Melissa Leander, Kansas State University.

Katie Allen of Marceline, Mo., is the winner of the 2007 Forrest Bassford Student Award. Allen is a senior majoring in agricultural journalism at the University of Missouri- Columbia. She received \$2,000 for this honor while three other students were awarded \$750 for travel scholarships to be able to attend the AMS. The students, all college juniors and seniors, were selected to attend based on an application that included a college transcript, college involvement and employment, an essay titled "The Future of Agricultural Communications and How I Fit in that Career," and three samples of communications work. The students went through an interview process at convention, where Allen was named the Forrest Bassford Award winner.

"I am honored to be recognized by the nation's leaders in agricultural communications," Allen said. "This scholarship award will help me reach my educational and professional goals."

During the same week Katie was also named the winner of the Ag Relations Council scholarship which was presented to in Louisville, then she went home to compete in the queen contest for the Missouri State Fair and guess what? She won that too. LPC made a good choice!

The other outstanding winners are: **Stephanie Miles**, Texas Tech University; **Clint Blaes**, Kansas State University, and **Melissa Leander**, Kansas State University.

**Kyle Haley**, editor/publisher of *Limousin World*, Guthrie, Okla., was elected to serve LPC as president for 2007-2008. Serving as first vice president is **Jim Bret Campbell**, *The American Quarter Horse Journal*, Amarillo, Texas. **Marilyn Brink**, Kanwaka Communications, Piedmont, Kan., will serve as second vice president. Filling the secretary/treasurer position will be **Andy Atzenweiler**, *Missouri Beef Cattleman*, Kansas City, Mo. **Lisa Bryant**, Cowboy Connection, Ada, Okla., will stay on as immediate past president.

Members elected to serve new terms on the board of directors include: **Carey Brown**, Cow Country, Lexington, Ky; **Scarlett Hagins**, Kansas Stockman, Topeka, Kans., and **Jay Carlson**, *BEEF* magazine, Overland Park, Kan.

Those on the board of directors who will continue their terms include: **Stephanie Veldman**, Broadhead + Co., Minneapolis, Minn., **Don Norton**, Boelte-Hall, Roeland Park, Kan., **Angie Denton**, *Hereford World*, Blue Rapids, Kan, **Beverly Moseley**, *Land and Livestock Post*, College Station, Texas, **Kathy LaScala**, Food 360, Lenexa, Kan.; **Scott Vernon**, Brock Center for Ag Communication, San Luis Obispo, Calif., **Stan Coffman**, *Ozarks Farm and Neighbor*, Lebanon, Mo., and **Christy Lee**, *Seedstock Edge*, West Lafayette, Ind. •

## New Officers Installed



front row: Kyle Haley, Jim Bret Campbell, Marilyn Brink, Andy Atzenweiler, Lisa Bryant, Diane Johnson, Second row: Scott Vernon, Scarlett Hagins, Stan Coffman, Carey Brown, Christy Lee, Stephanie Veldman, Kathy LaScala, Angie Denton, Don Norton, (not pictured are directors Beverly Moseley and Jay Carlson).

## LPC NEEDS YOU!

If you have an interest in serving on a committee or have any questions about a particular committee, please contact **Kyle Haley** at [limousin@limousinworld.com](mailto:limousin@limousinworld.com).

- Awards
- Rules & By-Laws
- Long Range Planning
- Photo Contest
- Marketing & Communication/ Membership Development
- Ag Media Summit
- Student Award
- Critique Contest
- Student Development
- Regional Workshops:
  - Oklahoma/Texas
  - Midwest (Des Moines)
  - Western (Boise)
  - Southeast

Paul Andre  
Best of the  
Bunch Photo  
Contest Results



*Overall Winner*  
**Martha Ostendorf**  
Bader Rutter & Associates

Due to space limitations the results of the Photo Contest will be in the next *Actiongram*.

*A Royal Gala*

October 19, 2007

American Royal Headquarters, 1701 American Royal Court  
Kansas City, MO

Enjoy a dressy western evening with your friends while raising funds for the development of the new

*Livestock Publications Heritage Center*

Live and Silent Auction • Entertainment  
Black Tie optional

For more information: Amber Spafford, 816/410-5166  
spafforda@osborn-barr.com

THANK YOU AMS SPONSORS!

**GOLD**

BASF  
**SILVER**  
Cattlemen's Beef Board  
Bayer CropScience  
Pioneer Hi-Bred Intl.  
John Deere  
Syngenta  
Monsanto

**CONTRIBUTOR**

New Holland  
Case IH  
United Soybean Board  
Rabobank

National Pork Board  
Miller Electric  
Qualisoy  
Propane Education & Research Council  
AGCO  
Trimble  
FMC  
Farm Credit Council  
Makteshim Agan of North America, Inc. (MANA)

**PATRON**

Ag Container  
Recycling Council

Balzer  
Quebecor  
American Society of Agronomy  
**SUPPORTER**  
Broadhead + Co.  
**IN KIND DONATIONS**

Alltech  
Branch Smith Inc.  
Boelte-Hall  
Certified Angus Beef Program, LLC  
Village Press  
Modern Litho

WE APPRECIATE YOU!

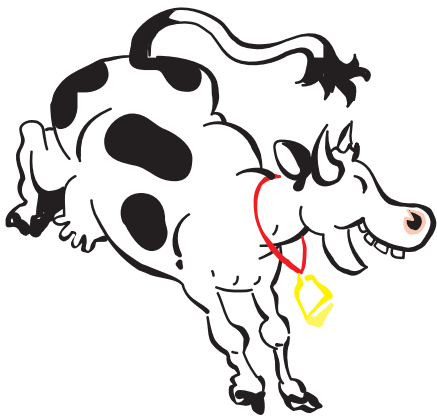
**WORLD DAIRY EXPO ATTENDEES!**

Please join us for the **LPC Breakfast**  
**October 4, 2007 • 7:30 - 9:30 am**  
during the World Dairy Expo, Madison, Wisconsin  
**Monona Room, Exhibition Hall**

*This is a wonderful opportunity for us to continue the mission of LPC and extend a hand to those wishing to learn more about our organization. It was a popular event last year so we're doing it again. Mark your calendars and plan to attend!*

The cost is \$20 per person for the buffet style breakfast. **YOU MUST RSVP!**  
Please e-mail [dianej@flash.net](mailto:dianej@flash.net) or call 817-336-1130 by September 25, 2007.

*Just a reminder: No shows will be billed.*



## Hall of Fame: Larry Atzenweiler

This year's Hall of Fame winner is Larry Atzenweiler, of the *Missouri Beef Cattleman*, Kansas City, Missouri. He was recognized for his many years of service to the livestock and agriculture business. His work stems back to 1970 when he founded the Atzenweiler Company to sell commercial advertising for several livestock publications including 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.

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 Kansas City.

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. When the association moved it to their home in



Andy Atzenweiler; Rowena Atzenweiler; Award Winner Larry Atzenweiler; presented by Neil Orth.

Bozeman, Montana, Larry decided to stay in Kansas City and re-focused his work on the *Missouri Beef Cattleman* where his son Andy was starting his career.

Some of Larry's achievements include the Beef Industry Award by the Missouri Cattlemen's Association, then 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.

**On October 19, LPC will hosts its fourth annual LPC Royal Gala in Kansas City during the American Royal. This black tie fundraiser was started in 2004 to establish the Livestock Publications Heritage Center including the Hall of Honor where both of these award winners will have their portraits displayed permanently.**

## Headliner: Stanley E. Stout

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, Kansas 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*.

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 on your sale and he eventually was selling anywhere between 140 and 180 dates annually.

He was also deeply involved in other aspects of the industry including his effort to revitalize the American Royal 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



LPC Headliner Award presented to the family of Stanley Stout. Pictured are Neil Orth, executive vice president, American International Charolais Association; Justin Stout, Lenexa, Kansas; Jodie Stout Brethour, Leawood, Kansas, and Diane Johnson.

Quarter Horse Association, the National Auctioneers Association, the Kansas State Ahearn Club, Livestock Marketeers, and the Kansas State Block and Bridle. He was also known as a generous supporter of youth across the nation with his time and financial support.

## LPC Seeking Hall of Fame and Headliner Nominations

You've seen the 2007 winners and now we invite you to submit nominations of outstanding individuals from across the United States for the 2008 Hall of Fame and Headliner Awards.

The Hall of Fame recognizes the cream of the crop within the livestock publishing industry, while the Headliner award honors

those who have made significant contributions to the livestock industry. **Nominations are due no later than October 1 and are available at [www.livestockpublications.com](http://www.livestockpublications.com).**

Nominations may be sent to: Marilyn Brink, Kanwaka Communications, 620/583-5226, [kanwaka@powwwer.net](mailto:kanwaka@powwwer.net)

# JOB BANK

## Trade Media Manager

### General Responsibilities:

Manages the Cattlemen's Beef Board's efforts to earn editorial coverage of beef checkoff efforts in agricultural media targeting beef and dairy producers. Coordinates the release of information with the Beef Board's Communications Manager to ensure the accuracy and consistency of information disseminated by the Beef Board.

### Specific Duties:

- Prepares and distributes national program news releases, audio broadcasts and video news releases.
  - Conducts educational events for selected beef and dairy media.
  - Coordinates funding for and staffing of joint media reporting facilities at the cattle industry annual convention and summer conference.
  - Places feature articles on pertinent topics in appropriate agricultural media outlets, including quarterly submission of "Beef Briefs" and guest editorials/articles bylined by a producer in dairy publications.
  - Conducts live satellite, Internet and/or radio broadcasts.
  - Coordinates and participates in media tours and/or desk side visits with CBB leaders.
- Education and experience: Minimum of a Bachelors Degree with major in journalism, communications or related area. Graduate study or advanced training a plus. Five to ten years experience working with trade media and at least two years of managerial experience desirable. Familiarity with and experience in the livestock industry helpful, but not necessary. References will be required.

To apply, send resume to: Tom Ramey, Chief Executive Officer, Cattlemen's Beef Board, 9000 E. Nichols Ave., Suite 215, Centennial, CO 80112 or [tramey@beefboard.org](mailto:tramey@beefboard.org).

## Executive Director of Communications

### General Responsibilities:

Directs all aspects of the Beef Board's communications efforts to educate beef producers and importers, trade media representatives, Beef Board members, and the board members and staff of other national and state industry organizations. Coordinates beef checkoff messages and information dissemination with other industry organizations.

### Specific Duties:

- Develops, in cooperation with CBB and state beef council staff, long range and annual program and resource plans for producer communications.
- Manages the implementation of the activities listed in approved CBB producer communications authorization requests (ARs) to attain the stated objectives.
- Ensures that CBB coordinates with other national, industry-governed organizations conducting checkoff-funded producer communications ARs to ensure that messages are consistent across all producer communications ARs.
- Ensures consistent and timely communication with state beef councils and Beef Board members related to checkoff programs and Beef Board activities.
- Supervises the Communications Manager and Trade Media Manager.
- Represents the Beef Board and the beef checkoff at state and national industry meetings and trade shows as necessary to carry out the goals of the Beef Board and the CBB producer communications AR.
- Oversees the planning, writing and distribution of releases and the maintenance of good relationships with trade news media.

To apply, send resume to: Tom Ramey, Chief Executive Officer, Cattlemen's Beef Board, 9000 E. Nichols Ave., Suite 215, Centennial, CO 80112 or [tramey@beefboard.org](mailto:tramey@beefboard.org).

## Hereford World Advertising Coordinator

The primary responsibility will be to assist and manage HPI projects as directed by production manager. On a daily basis will be responsible for coordinating and proof reading projects in order to meet print deadlines. Coordination to include working with production team including artists and support staff along with outside parties as needed. Duties include:

- Reports daily to production manager and works with production team in order to complete projects from start to finish

- Responsible for meeting client/printing deadlines and for quality control of projects including proofreading and preparing copy and photos for production
- Maintain spreadsheet log for each project as directed by production manager with complete billing documentation as needed

### Requirements:

- High level of organization, attention to detail, ability to multi-task, ability to meet deadlines, working knowledge of Microsoft Office programs and Macintosh computers. Interested in this position, please contact: Caryn Vaught, Production Manager, Hereford Publications Inc., P.O. Box 014059, 1501 Wyandotte St., Kansas City, MO 64101, [cvaught@hereford.org](mailto:cvaught@hereford.org)

## Director of Promotions & Programs

To effectively handle the position, the individual needs a B.S. degree. Related work experience is not required but preferred.

Proven organizational skills and excellent oral and written communications skills are essential. Agricultural background required, cattle background preferred

Occasional overnight travel is required including out-of-state workshops and programs. Late evening travel and weekend responsibilities are necessary to accommodate some functions.

### General Responsibilities include coordination of:

- Checkoff funded programs in the areas of Consumer Advertising, Retail, Foodservice, Veal & Nutrition
- Producer Communications and Consumer Communications, including press releases and website updates
- Ohio Beef Expo Junior Show arrangements
- Ohio Cattlemen's Foundation educational activities

For full job description contact LPC office or Elizabeth Harsh, 10600 U.S. Highway 42, Ohio Cattleman Magazine, Marysville, Ohio 43040, 614-873-6736

## Membership & Communications Coordinator

Requirements: To effectively handle the position, the individual needs a B.S. degree. Some publication layout and design skills necessary, i.e. experience with InDesign and Photoshop software programs.

- Cattle background required and ability to travel for out-of-state.
- Late evening travel and weekend responsibilities are necessary to accommodate some functions.

### General Responsibilities:

- Assist Managing Editor with compiling and editing of guest editorial, writing, design and printer coordination for the *Ohio Cattleman*.
- Coordinate Member Service activities including county affiliates, county recognition programs, and membership activities.
- Communications activities, including press releases and web site updates Programs including Young Cattlemen's Conference & Ohio Beef Expo Genetic Pathway
- Design of some office brochures, sale catalogs, flyers, etc.

For full job description contact LPC office or Elizabeth Harsh, 10600 U.S. Highway 42, Ohio Cattleman Magazine, Marysville, Ohio 43040, 614-873-6736

## Advertising coordinator / TSCRA trade show assistant manager

The Cattleman advertising coordinator serves as a bridge between the magazine advertising sales staff, clients and the production staff. The position requires a highly organized person who takes pride in attention to detail and follow up.

The TSCRA trade show assistant manager works with staff from various TSCRA departments to plan and carry out the annual trade show marketing program.

The advertising coordinator/trade show assistant manager will be provided with an existing client base for advertising sales and trade show sales, and will be provided support such as mentoring, access to client history, professional development opportunities and the tools and equipment necessary to make the sale and gather advertising information and materials.

The coordinator will be independent, self-disciplined and inquisitive with an interest in other people; will have the ability to see tasks through to completion; the ability to meet deadlines; and the desire to be part of a team. The successful candidate will have strong customer service ethic and will be adaptable to the monthly and seasonal flow of work. The position provides a base salary commensurate with experience, plus commission.

A detailed job description and list of benefits are available. Please contact Ellen H. Brisendine, editor, The Cattleman, 1301 W. Seventh Street, Fort Worth, Texas 76102, [ehbrisendine@texascattleraisers.org](mailto:ehbrisendine@texascattleraisers.org).