

Actiongram

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All I ever needed to know I learned at Christmas...

First of all, I'm going to make LPC President **Kyle Haley** one happy camper as I give him a "hall pass" and let him have December off for writing a column.

Which means I have the ball in my court. That's OK, because in my sleepless nights my mind wanders and last night it wandered into thoughts of chaos that this time of year offers.

I'm sure you've heard people complain about the commercialization of Christmas, that it's a tragedy to see December decor in the stores in July and how the day after the forgotten holiday of Thanksgiving has turned into a day of "risk-your-life" if you like to hit the sales at 4 am. What would the news be like on the Friday after Thanksgiving if they can't show the Best Buy store in Seattle OVER and OVER with throngs of people tackling each other?

Hummmm... who is to blame? Toy companies, jewelry stores or *The Today Show* and the Rockefeller Center tree?

Well, personally I love Christmas and everything that goes with it...snow that I hardly ever get to see in Texas, holiday music starting on November 1 and the familiar saying "Let's get together more often" to those that I only see once a year at a Christmas party. OK, I'll make a better effort in 2008.

So in my fog of falling back to sleep, I started thinking about all of the lessons that we learn at Christmas and wonder if I could write a book stealing the name from the bestselling book by Robert Fulghum, "*All I Ever Really Needed to Know I Learned in Kindergarten*". It says:

"Share everything. Play fair. Don't hit people. Put things back where you found them. Clean up your own mess. Don't take things that aren't yours. Say you're sorry when you hurt somebody. Wash your hands before you eat. Flush. Warm cookies and cold milk are good for you. Live a balanced life. Learn some and think some and draw and paint and sing and dance and play and work every day some. Take a nap every afternoon. When you go out into the world, watch for traffic, hold hands, and stick together."

In thinking about these simple lessons, I compared them to some things I've learned in my life during this season.

Like the time when I was about eight years old and I peeked in the shopping bags and found out I was getting a Chrissy doll. I never did that again and I felt such remorse when I faked my surprise that night.

Then when I was around college age, for some reason, my brothers and father convinced me to pick out all of the gifts they were to give to my mom. That year I discovered that opening gifts and the surprise of not knowing what others are getting is as fun as opening my own. I guess I've learned I really like surprises.

I learned it's alright to cry during the dinner prayer on Christmas Eve the first time without Grandma or the very first time our family wasn't together.

One year I volunteered to serve the homeless at a holiday dinner. There I learned more lessons that I can list here. One thing that

everyone should learn is how to volunteer and give time to others.

I've learned that you need to use your best china, best glassware and best linens all year--not only at Christmas. Special occasions happen every day. Why wait?

I've learned from others that it is hard to have family in the military, especially right now. I can only imagine, but I always pray for them and want all of them to come home too.

"Think of what a better world it would be if we all — the whole world — had cookies and milk about 3 o'clock every afternoon and then lay down with our blankets for a nap. Or if we had a basic policy in our nation and other nations to always put things back where we found them and clean up our own messes. And it is still true, no matter how old you are, when you go out into the world, it is best to hold hands and stick together."

For the rest of this year I'm going to see what else I can learn. From my past I won't peek anymore, but I will look for more surprises in life. I'm going to look for more special occasions and see how much I can learn from others. Then I'm going to start bringing a blanket to work and take a nap at 3 o'clock.

Make this Christmas yours. Stay safe and believe. And don't forget what you have and are yet to learn. •



by Diane Johnson
executive director
Photo taken while she was
enjoying Christmas in NYC

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OFFICE BOMBARDMENT DAYS

One of LPC's new programs is called Office Bombardment Day and it allows for students who are located close to an LPC member organization to drop in and see what happens "behind the scenes" in these offices. Rather than choosing a day, these students were encouraged to pick a time during the month of October to coordinate with a company and "bombard" that office with questions. We received three reports as written by the students. Read on to find out what they learned. Thanks to **Christy Lee**, Seedstock Edge and her committee for kick-starting this program and keeping it alive!

Oklahoma State University's Agricultural Communicators of Tomorrow toured the *Limousin World* headquarters and the Oklahoma Cattlemen's Association headquarters on October 18, as a part of the Livestock Publication Council's Office Bombardment Month. Five members attended and learned the requirements to put these magazines together and the history behind each business.

Kyle Haley, co-owner of *Limousin World*, showed all the members what all they do at *Limousin World*. He introduced them to the staff at *Limousin World* and the members observed what all they do from advertising to editing.

The next stop for the ACT members was the Oklahoma Cattlemen's Association, where they visited with **A.J. Smith** and **Chancey Redgate**, both alumni from Oklahoma State University. Visiting with A.J. Smith about the *Oklahoma Cattleman* magazine, members learned where the maga-

zine is printed, the history of the *Oklahoma Cattleman* and the advantages of taking courses and applying them to a publishing magazine.

The ACT would like to thank Oklahoma Cattlemen's Association and *Limousin World* for their time and generosity of showing all of the members all the work and technology that goes into creating a magazine.

By *Lindsey Pritchard, OSU student*



Above, front from left: LW staff member Mary Quigley, Kayla Kincaid, Riann Montgomery Eller, Lindsey Pritchard, Nicole Kliebert, LW staff member and OSU alumna Erin Portman, and LW graphic artist, Ricki Rookstool. Back: Kyle Haley and Chelsea Kinney.

Left photo: Kayla Kincaid, Nicole Kliebert, Chelsea Kinney Lindsey Pritchard, and alumna Chancey Redgate of OCA.

MANHATTAN KAN. – Kansas State University Agricultural Communicators of Tomorrow (ACT) students got a taste of the real world Monday during Livestock Publications Council's (LPC) Office Bombardment Day. Students visited the Kansas Livestock Association (KLA) in Topeka in the morning and Angus Productions Inc. (API) in Saint Joseph, Mo. in the afternoon.

While at KLA, students met with the communications staff and learned about the production of their magazine, newsletter, member e-mails and KLA radio. They also discussed media handling and crisis communication.

2006 K-State agricultural communication and journalism graduate **Matthew Elliott** led students through the afternoon tour at API, which included stops at the special services, photo services, web services, advertising, editorial and creative media departments.

Students then broke up to spend time with professionals in their area of interest.

"My favorite part was setting down with an advertising designer and talking with her about her job," says ACT member **Janna Cullop**. "I liked getting a better feel for what she does because I think that is where I'd like to go with my career."

Matt Splitter, president of national ACT as well as the K-State chapter, also enjoyed the experience. "The office visits gave us the opportunity to network with LPC professionals and explore career opportunities in the industry," Splitter says. "The bombardment day was a great professional development opportunity."

By *Chelsea Good*



more reports from Purdue and Seedstock EDGE, next page

MORE OFFICE BOMBARDMENT DAYS

Purdue Students Benefit from Office Bombardment Week

LPC's 2007 Office Bombardment Week in late October provided 18 Purdue University students with the opportunity to visit the National Swine Registry located in West Lafayette, Ind.

A highlight of our visit was meeting with **Christy Lee**, director of communications. We enjoyed a personal conversation with Christy and her communication staff, toured the NSR offices, met the CEO, and had the rare opportunity to chat with **Kade Hummel**, one of NSR's field representatives.

Kade was in the office for a rare occasion because, as we learned, his job as a field rep keeps him on the road most of the year. He spends more than 150 days a year traveling the country to attend hog shows, auctions, farm visits, and more.

Besides knowing everything he possibly can about hogs, Kade has had to deal with lizards, tarantulas, nasty storms and hot, muggy



weather in his travels through Oklahoma, Tennessee, Arizona, Indiana, and other parts of the country. Basically, if there is a hog in the state, Kade will be there!

After we talked with Kade, Christy took us on through the rest of the NSR offices and showed us where the staff processes pedigrees. After meeting and visiting with CEO **Darrell Anderson**, we returned with Christy to the communications department.

Once seated, we were introduced to Christy's two co-workers, Assistant Editor **Kati McQueen** and Graphic Designer **Steve Weintraut**, who make up the rest of the NSR communications department. They showed us the publications for which they are responsible as editors and designers. These publications include Seedstock EDGE, The

Pinnacle newsletter, and NSR's For the Record newsletter. Each of us received a copy of the latest *Seedstock EDGE*.

Besides telling us all about their positions, the communications staff shared information about their backgrounds and how they

found their way to NSR. They also provided career advice and told us what we needed to do now, as students, to prepare for careers in agricultural communications. The visit concluded after they answered several of our questions about careers.

Overall, the visit was a great experience. It was interesting to see firsthand all the work that goes on at NSR and to hear of the communications staff's duties on a day-to-day basis. In addition, it was interesting to see the offices where the communications and other work takes place.



Thank you, NSR and LPC!

By Ashley Bechman

People News

- The National Swine Registry (NSR) has named **Christy Couch Lee** as its Director of Communications. She changes positions from being the production manager for their official publication, *Seedstock EDGE*.

- **Susan Wagner** will retire effective February 1, 2008 from the Texas and Southwestern Cattle Raisers' Association after 38 years. Her last day in the office will be December 17, 2007. Susan has been active in LPC serving in all officer positions including being the first woman president in 1986-87 and then in 1997 inducted into the LPC Hall of Fame as the first woman. She also was instrumental in designing the LPC student award program and was its first chairman. Just think all who have benefited from her vision! Congratulations Susan on a wonderful career and our best to you.

Wanna go to Greece?

Just received this note from ACT advisor, Jefferson Miller at the University of Arkansas...

I have a proposition for LPC members. I'm leading a group of ACT students on an ag communications study tour to Greece May 16-29, and I am recruiting professionals to go along as mentors. These mentors will put on one evening workshop/seminar in their area of expertise while in Greece and will otherwise serve as professional role models while on the trip. I'm hoping some of the LPC members might see this as a fun and educational opportunity and want to go with us.

During the trip, day tours will include farm visits, visits to political offices, a visit to an ag research station, discussions with Greek PR professionals and ag journalists, plus some visits to cultural sites. We'll stay primarily in Thessaloniki, but we'll move to Athens the final three days.

The cost for professionals is \$3,000. This includes roundtrip airfare and all in-country travel/tours, most meals except on travel days. Participants will be responsible for airfare to the departure airport, which appears to be JFK.

The deadline for applications is January 15. More information is available at the study abroad web site at <http://studyabroad.uark.edu/2050.htm>, or interested LPC members can contact me directly at jdmiller@uark.edu. •

JOB BANK

Associate/senior associate editor

Angus Productions Inc. (API) is looking for an experienced writer/editor to join its editorial team as associate or senior associate editor. Candidates should have a strong work ethic, a team mentality, 5-7 years of experience at a magazine, university communications department or similar work experience and a strong beef industry background.

Responsibilities may include:

- writing (news releases, personality profiles, technical features, marketing features and company support materials);
- photography;
- editing API publications (print and online) and special projects;
- travel to Angus and industry events;
- real-time coverage of Angus and industry events;
- coordination of API topic web sites.

Highly desired skills include:

- excellent work ethic;
- excellent writing and editing ability;
- journalistic skills, including researching and interviewing;
- excellent photography skills;
- excellent interpersonal and listening skills;
- a working knowledge of the seedstock and beef industries;
- knowledge of Microsoft Office programs, QuarkXpress and InDesign;

This is not an entry-level position. We are looking for a person with 5-7 years of experience who possesses an eagerness to learn from senior team members and a willingness to grow into added responsibility within an expanding department.

Assistant/associate editor

Angus Productions Inc. (API) is looking for an editor/writer with a strong background in grammar and AP style to join its editorial team as an assistant editor or associate editor, depending on experience. Candidates should have a strong work ethic, a team mentality and a background in the beef industry. Two to five years of experience with a magazine, university communications department or similar work experience is desired, but a recent graduate who excels in grammar and knowledge of AP style would be considered.

Primary responsibilities:

- proofing and editing content for API media, including the Angus Journal, the Angus Beef Bulletin, and topic and news sites for which the editorial team is responsible;
- assistance in production of the two print publications and special projects;

Responsibilities may also include:

- writing (news releases, feature stories and company support materials);
- photography;
- travel to Angus and industry events;
- assistance with real-time coverage of Angus and industry events.

Highly desired skills include:

- excellent writing and editing ability;
- journalistic skills, including researching and interviewing;
- excellent interpersonal and listening skills;
- knowledge of Microsoft Office programs, QuarkXpress and InDesign;

We are looking for a person with two to five years of experience who possesses enthusiasm for the beef industry, an eagerness to learn from senior team members and a willingness to grow into added responsibility within an expanding department.

For both positions, send résumés to Shauna Rose Hermel, editor, Angus Productions Inc.
3201 Frederick Ave., Saint Joseph, MO 64506; shermel@angusjournal.com; 816-383-5270.

Hall of Famers Sighting

I happened to be having lunch in the Saddle and Sirloin Club at the North American International Livestock Exposition (NAILE) last month when I spotted these four distinguished gentlemen posing for a photo.

Since 1903, first the Chicago International Exposition and now the NAILE have regularly honored a distinguished member of the livestock industry with induction into the elite Saddle and Sirloin Club.

These four are all members including this year's inductee, **Jack Rodibaugh**, a lifelong swine breeder

from Rensselaer, Ind. At far left and far right are two of LPC's own Hall of Fame members, **Dr. Robert Totusek**, retired professor from Oklahoma State University and **Dale Runnion**, founder and publisher emeritus of the *Limousin World*. Also pictured is Dr. Roger Hunsley, long time executive secretary of the American Shorthorn Association.



A side note to Dale... Happy 90th birthday!

Upcoming Events for 2008

February 7

LPC Luncheon at National Cattleman's Beef Assn. (NCBA) Convention. More details to follow

February 15

Forrest Bassford Student Award applications due

March 21

Contest Critique entries due

April 10

Midwest Regional Workshop, Des Moines, IA

May 28-30

Western Regional Workshop, Boise, ID

July 26-30

10th Anniversary Ag Media Summit, Saddlebrook Resort, Tampa, FL

Many more details will be coming in January!