

ACTIONGRAM

FALL 2003

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

Headliner & Hall of Fame Nominations Due Nov 28

Do you know someone who deserves to be honored by LPC? Want to honor your boss? a past professor? your mentor?

The date for nominations on the Headliner & Hall of Fame awards is November 28. The honorees will be selected by the board of directors at their mid-year meeting scheduled for Dec. 5-6 in St. Joseph, Mo Contact the committee chair, Lori Maude, lorim@gelbvieh.org, or the LPC office for more information, 817/336-1130 or dianej@flash.net. The forms are also available at: www.livestockpublications.com.

*This **Hall of Fame** honor is reserved for those who have adhered to high standards of professionalism in all aspects of their endeavors. The award is open to anyone who has been listed on the masthead of an LPC member publication. Contributing editors who come from the ownership organization of a member publication are also eligible. Nominees may be persons who are currently active or those who have moved on to other endeavors. The award is open to persons in sales, circulation, production and editorial.*

*The **LPC Headliner Award** honors a person from outside the livestock publishing field for actions that produce a positive change in livestock production and marketing. These actions could range from genetic research to marketing advances or scientific discoveries. The important factor is that these actions produce a positive change.*

Florida or Bust! APS 2004



It will be a first for LPC and the Agricultural Publications Summit as we head to the Sunshine state of Florida for the 2004 convention at the Saddlebrook Resort located 30 minutes from Tampa International Airport. The student chapters of Agricultural Communicators of Tomorrow (ACT) will also join us with their national convention.

The steering committee is working on the schedule to allow for free time and networking since this location offers a unique atmosphere. But be assured the high quality speakers and workshop topics will cover all areas of the publishing industry.

For those of you who plan to bring family there are many options with Orlando located just 90 miles away. A post convention cruise is also being planned for the group. More details will follow on all of the extra activities over the next several months.

SUN., JULY 25

Morning: Board Meetings
Afternoon: Special Interest Clinics
Evening: Kick-off Welcome Event

MON., JULY 26

Morning: Golf Outing
Special Interest Clinics cont.
Afternoon: Issues Forums
InfoExpo Grand Opening and Beer & Bull
Free evening

TUES., JULY 27

Morning: InfoExpo open until 3:00
Breakout Sessions
Luncheon with Keynote Speaker
LPC and AAEE Awards Receptions

WED., JULY 28

Morning: Annual Meetings of AAEE & LPC followed by Brunch with Keynote Speaker
Event to end by noon

THURS., JULY 29

Post Convention Cruise from Tampa to Cozumel, Mexico

By Law Changes WILL Affect Publication Members 2004 DUES

This past summer during LPC's annual meeting the membership approved two changes affecting the organization. The first change was the deletion of one by-law which appeared to be duplicated within the by-laws. The other change was the increase of dues for publication members only. New dues for publication members will be \$175 starting with the 2004 membership year. Service member dues will remain at \$150.

The following was deleted Article III, Item B, stating: "Membership shall be \$150 for each publication, firm or organization, payable in U.S. dollars. Such membership payment also covers the dues for the calendar year in which the membership is taken."

JOB POSTINGS



MARKETING MANAGER FOR SUPPLY DEVELOPMENT/PACKING

Number one branded beef program searching for a creative individual to join our company. Successful candidate will be responsible for implementation of marketing initiatives for licensees at the supply development [producer] and packing levels. Travel is required and can amount to 25% per year. Candidates should possess a bachelor's degree in marketing or agricultural business communications from an accredited college or university and/or two to four years of experience in this or related field in the agriculture/livestock industry. We offer a competitive salary and excellent benefits. Please **send resume with cover letter to:** **Human Resource Manager**, 206 Riffel Rd., Wooster, Ohio 44691 fax 330/345-0808; email hr@certifiedangusbeef.com. EOE

FIELD REPRESENTATIVE, *Kansas Stockman*

QUALIFICATIONS:

Bachelor's Degree in ag marketing, animal science or a related field; in-depth knowledge of cattle industry; familiar with MS Word, MS Excel; strong personal communication skills; willingness to travel extensively; previous sales experience preferred; photography skills.

PARTIAL LIST OF RESPONSIBILITIES (contact Todd for complete list):

Sell advertising for *Kansas Stockman*; work with advertisers to create and execute advertising campaigns; take photographs; work the ring at production sales and write sale reports; assume a management role in the Kansas Beef Expo, Kansas Junior Livestock Association, Kansas Classic and Kansas Junior Livestock Show. Perform various association duties as needed at KLA functions including the annual convention, ranch management field days, educational seminars and county meetings and assist with Communications Department projects as needed.

For more information, contact: Todd Domer, Vice President of Communications, Kansas Livestock Association, 6031 S.W. 37th, Topeka, Kansas 66614; (785) 273-5115, fax (785) 273-3399, e-mail: todd@kla.org

FOCUS ON QUARK: RESOURCES

BOOKS

- QuarkXPress 6 Bible* by Galen Gruman, Barbara Assadi and Rick LePage
- QuarkXPress 6 Killer Tips* by Eda Warren
- QuarkXPress 6 for Dummies* by Barbara Assadi, Gale Gruman
- QuarkXPress 6 for Print and Web Design* by Michael Baumgardt
- Real World QuarkXPress 6* by David Blatner

WEBSITES

- quark.com
- qxcentral.com
- desktoppublishing.com
- creativepro.com
- versiontracker.com
- gluon.com
- badiaxt.com
- thepowerxchange.com/Support/quarkxpress

Thank you Christy Benigno, *Angus Journal*, for assembling this list.

News from our members

Elkhorn Creek, was founded by **Clifford Mitchell** in February in Midway, Kentucky, since then the firm has relocated to Edmond, Oklahoma. Mitchell has held positions with High Plains Journal and most recently Director of Communications with the North American Limousin Foundation, Englewood, Colorado. The Oklahoma State University graduate has also served on the board of directors of the Livestock Publications Council.

Specializing in beef and equine stories, Mitchell combines a lifetime of practical livestock experience with almost 10 years of communications and writing. Elkhorn Creek provides both assigned topics and original story ideas in a prompt, economical manner. Mitchell can be reached at 405-330-9454 or ccmosu@earthlink.net.

Have you
ever
Wondered
HOW
OLD
your dog
is?

A year old puppy is actually a teen of about 16 human years, so when he or she is running wild, you now know that you have a teen-ager on your hands! At 8 months old, a dog is 13 in human years and here's how it goes as they grow:

1 year	16	9 years	52
2 years	24	11 years	60
3 years	28	13 years	68
5 years	36	15 years	76
7 years	44		



Larger dogs such as Great Danes don't have as long a life span as smaller and toy breeds since small dogs age much more slowly than large breeds. Some small breeds can live a healthy, long life, some as old as 18 to 20 years (in dog years). And now you know!

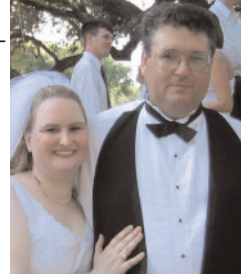
source: *Hints from Heloise*
FROM THE AMERICAN ANIMAL HOSPITAL ASSOCIATION.

ABOUT PEOPLE



Past Forrest Bassford student award winners have certainly been making news over the summer!

- Cal Poly grad and 2002 winner, **Sharlene Swaim**, married **Nick Garcia** on August 9. Sharlene works for the California Department of Food and Agriculture as a policy analyst, working directly with the Secretary of Agriculture focusing on communication projects. Nick is an account coordinator with Porter Novelli, a full-service public relations and public affairs firm in Sacramento.
- 1992 award winner, **Doyce Elliott** married **John Justiss** on June 21. She is employed at the Houston Livestock Show and Rodeo as senior director of information/publications. John ranches and works for the *Hallettsville Tribune Herald* and his brother-in-law is Don Schiefelbein who has just left the American Gelbvieh Association.



who's also a new father with new mom, **Anita Geddes Vanderwert** (1987 winner.) She's been awaiting the arrival of **Ethan James** who arrived on October 28 after a mere 15 minutes of labor! Anita works for Learfield Communications in broadcast sales and will continue with them after their move to Denver.



- **Corinne Blender** and **Thomas Patterson** married October 11 in Emporia, Kan. Corinne is an assistant editor at the *Angus Journal* and Tom moved from his family's Angus operation in Montana and currently works for MachineryLink in Kansas City, Mo. Corinne is a past Award winner in 2001.
- **Maggie Martin Malson**, travel award winner 2001, announces the birth of **Mackenzie Jo** on September 19. Maggie is a Kansas State grad, interned at *Hereford World* and now is the editor of the *Idaho Line Rider*. Maggie and husband, Josh, stay involved with his family's Angus operation in Idaho.
- **Kelly Loganbill** and husband, **Chuck**, announce the birth of **Cody Jay** on September 11. Kelly was previously at *Kansas Stockman* and now works with McCormick Company and is based in Fort Worth, Texas.
- **Jamie Lane** and husband, **Matt**, announce the birth of their daughter **Brighton**. Jamie is the editor at the *Western Livestock Reporter* in Billings, Montana. Proud Grandpa **Neil Orth** is a member of the LPC

Hall of Fame and the exec at the Charolais association in Kansas City.

- **Stephen Russell** has left the *Kansas Stockman* after five years and will now work with Schering-Plough Animal Health in the Flint Hills area in Kansas. (see help wanted)
- **Margaret Cook** has changed titles at Certified Angus Beef and is the now the meeting planner and will be coordinating company seminars and meetings with their licensees. (see help wanted)

LPC COMMITTEES

• Ag Publications Summit

Shauna Hermel, Chair
APS Steering Committee Representatives: Andy Atzenweiler & Becky Newell
Program Subcommittee: Kathy LaScala, Becky Terry & Melinda Thach
Sponsorship Subcommittee: Kyle Haley
• Student Development
 Colleen Gerke, Chair; Scott Vernon, Christy Couch Lee, Brad Parker, Shelly Sitton
• Student Award
 Angie Denton, Chair; Jennifer Shike, Jami Gillig, Melinda Thach, Scarlett Hagins, Gabe Eckert

• Photo Award

Marilyn Brink, Chair; Shari Holloway-Turner, Maggie Malson

• Long Range Planning

Wes Ishmael, Chair; Steve Suther, Belinda Ary, Todd Domer

• Membership

Becky Terry, Chair; Shari Holloway-Turner, Corinne Blender Patterson

• Marketing & Communication

Joe Roybal, Chair; Burt Rutherford, Stephanie Veldman, Belinda Ary, Kyle Haley

• Education

Overall Chair: Cheryl Oxley
Kansas City Area Chair: Marilyn Brink
 Amy Cowan, Becky Terry
Texas-Oklahoma Chair: Jim Bret Campbell
 Jami Gillig, Shari Holloway-Turner, Shelly Sitton, Kyle Haley
• By-Laws
 Allen Moczygemba, chair; Stan Coffman, Lori Maude
• Finance
 Lisa Bryant, chair
• Awards
 Lori Maude, chair; Kathy LaScala

LIVESTOCK PUBLICATIONS COUNCIL EXECUTIVE COMMITTEE

President, Wayne Bollum
Beef Today/Dairy Today, 507/664-9151
 wbollum@farmjournal.com

1st Vice President, Joe Roybal
 BEEF, 952/851-4672
 jroybal@primediabusiness.com

2nd Vice President, Lori Maude
Gelbvieh World, 303/465-2333
 lorim@gelbvieh.org

Secretary/Treasurer, Lisa Bryant
 Cowboy Connection, 580/332-7480
 bryantl@cableone.net

Immediate Past President, Wes Ishmael
 Clear Point Communications, 817/249-4545
 clearpoint@usa.net

DIRECTORS

Andy Atzenweiler ('05)
Missouri Beef Cattleman
 816/471-0200 – mobeef@birch.net

Marilyn Brink ('06)
Braunvieh World
 785/841-9444 – kanwaka@earthlink.net

Jim Bret Campbell ('04)
Quarter Horse Journal
 806/376-4888 – jbcampbell@aqha.org

Stan Coffman ('05)
Ozarks Farm & Neighbor
 417/532-1960 – stan@ozarksfn.com

Kyle Haley ('05)
Limousin World
 405/350-0040 – limousin@limousinworld.com

Shauna Hermel ('06)
Angus Journal
 816/383-5270 – shermel@angusjournal.com

Kathy LaScala ('04)
Drovers/Dairy Herd Management/Pork
 913/438-8700 – klascal@drovers.com

Allen Moczygemba ('06)
Beef Today/Dairy Today
 830/990-5855 – allenm@farmjournal.com

Steve Suther ('06)
Certified Angus Beef LLC
 785/889-4162 – cabsteve@aol.com

Rebecca Terry ('04)
Braford News
 913/774-2628 – rebeccat@grasshoppernet.com

Scott Vernon ('05)
Brock Center for Ag Comm. Cal Poly State University
 805/756-2707 – svernon@calpoly.edu

LPC OFFICE: Diane E. Johnson, Executive Director
 dianej@flash.net 910 Currie St. Fort Worth, TX 76107
 817/336-1130 • 817/232-4820 fax



A few of our speakers and workshop leaders included: 1, **Brad Fahrnier**; 2, **Lori Maude**; 3, **Katie Danneman**; 4, **Christy Benigno**; 5. **Amy Perrier**



The Quiz Bowl competition got down right ugly!



Our friends at Boelte-Hall Litho shown in top photo opened their doors to our group for tours, dinner and a wild Quiz Bowl competition of graphic and publishing questions! Thank you **Don Norton** and **Paul Shanks**, our constant supporters of LPC!



Round Table topics included something for everyone.

Desktop Survival II has been deemed a tremendous success! The 2002 design course was such a hit, that this year's was extended to 1 1/2 days with intense workshops and roundtable discussions. The hot topics in publishing today were covered including using OS X, web software, crossing print with the web, the newest techniques in Photoshop, Illustrator, photo archiving and of course, the Quark vs.



InDesign debate. Thanks to all of the speakers and especially the committee who planned the event including **Marilyn Brink** shown above with **Becky Terry**. Also on the planning committee but not pictured were **Amy Cowan** and **Cheryl Oxley**. And of course the biggest thanks go to our sponsors: **Boelte Hall Litho** and **Quebecor World** for their support and donations. Next year's event is already being planned --- this is a can't miss seminar! Plan on it.



The event was held Oct. 21-22 in Kansas City and included members from eight states.