

ACTIONGRAM

JUNE 2006

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

MY LAST TWO CENTS

By Lori Maude, LPC President

It recently dawned on me that I have served on the LPC Board of Directors and Executive Committee for nine years. It really didn't seem like that long, but I guess the old saying that "time flies while you're having fun" truly applies to the LPC Board of Directors. Diane will tell you I'm still not off the hook, since Immediate Past President also serves a year on the Executive Committee. One decade—it hardly seems like I've been in the ag publications business that long.

This will be my last column as your president and it has truly been an honor to serve this organization. Livestock Publications Council has changed to meet the demands of a dynamic industry, but our purpose to educate and improve our publications has not changed.

LPC was formed when a group of publishers realized many of them were facing the same challenges so they gathered to

share answers and information. From that group formed Livestock Publications Council and the rest is history so to speak. The methods we use to put together publications today has changed. Gone are the wax machines, the paste-up boards, the amber-lith, the pica poles, the exacto knife, and film. Today's computer age have made it easier and faster to put together ads, but everyone should have to experience putting each piece of text or letter on a paste-up board—it will make them appreciate shorter amounts of text in an advertisement!

Cheryl Oxley and Jerilyn (Johnson) Houghton encouraged me to become involved in LPC the summer I interned at the *Angus Journal*. After I graduated from college and began that first real job, I served on the Photo Committee for a couple of years and was part of an LPC convention planning committee in Kansas City.

I remember the summer they asked me if I had an interest in running for the LPC Board of Directors. My first reaction was—*are you sure you have the right person?* But once the shock wore off, I realized how much I could learn from my fellow directors and the LPC membership. It has been a wonderful experience and if any one ever calls to ask you to serve on a committee, don't miss the opportunity to say yes. Heck, don't wait for the call—volunteer to be part of a committee.

I look forward to seeing many of you this summer in Portland at the Ag Media Summit. Remember it is a "people business". Our friend **Forrest Bassford** never let us forget people are our business and the heart of Livestock Publications Council is in its people. •

Lori



LPC OFFICER AND DIRECTOR NOMINATIONS

The annual business meeting of LPC will be held on July 26 at 8 am in Portland during the Ag Media Summit. The following two items will be voted on. If you have any questions or concerns, please contact President **Lori Maude**, 303/465-2333 or lorim@gelbvieh.org or **Joe Roybal**, chairman of the nominating committee, jroybal@beef-mag.com, 952/851-4669. The following officer nominations for 2006-07 for board and membership approval.

President: **Lisa Bryant**, Cowboy Connection

1st Vice President: **Kyle Haley**, *Limousin World*

2nd Vice President: **Jim Bret**

Campbell, *The American Quarter Horse Journal*

Secretary/Treasurer: **Marilyn Brink**, Kanwaka Communications

Immediate past president: **Lori Maude**, *Gelbvieh World*

The following to fill the three vacancies on the Board of Directors.

Terry Cotton, *Angus Journal*

Don Norton, Boelte Hall

Stephanie Veldman, *BEEF*

Re-nominated to new three year term:

Beverly Moseley, *Land & Livestock Post*

Continuing as board members and length of remaining terms (in years):
(publication)

Christy Couch Lee, *Seedstock Edge* (2)

Angie Denton, *Hereford World* (2)

Andy Atzenweiler, *Missouri Beef Cattleman* (2)

Stan Coffman, *Ozarks Farm & Neighbor* (2)

Kathy LaScala, *Drovers/Dairy Herd Management/Pork* (1)
(service)

Scott Vernon, Brock Center Cal Poly State University (2)

Becky Terry, Showboat Graphics (1)

We also want to recognize **Shauna Hermel**, *Angus Journal* with her six years of service to the board and **Steve Suther**, Certified Angus Beef, as he completes his three year term. We appreciate you!

more on next page

MORE LPC BUSINESS

The following report has been submitted by the By-laws committee and will be voted on at the annual meeting. For questions, please contact By-laws Committee Chairman Stan Coffman, 417/532-1960 or stan@ozarksfn.com.

Proposed By-Law Change to Article IV – Directors, C.

Current Reading

Directors shall be elected for a period of three years, except that in the first annual meeting one-third will be elected for three years, one-third for two years and one-third for one year in order that the terms may be staggered.

Proposed Change

Directors shall be elected for a period of three years, except that in the first annual meeting one-third will be elected for three years, one-third for two years and one-third for one year in order that the terms may be staggered. **No individual may serve more than six consecutive years on the LPC Board of Directors, not including time served on the LPC Executive Committee.** •



*Get your cameras out and start snapping away or find that winning photo in your files because it's time for the Best of the Bunch Photo Contest! Held each year during the Agricultural Media Summit it is named after **Paul Andre**, retired editor of BEEF magazine and long time coordinator of this contest. Cash Prizes are awarded!*

Paul Andre

BEST OF THE BUNCH PHOTO CONTEST

RULES - READ CAREFULLY!

- Enter each photograph in one of three categories:
 - A. Livestock
 - B. Livestock industry people
 - C. Livestock scenic (such as a landscape)
 - D. General (the sky's the limit!)
- All entries must be original un-retouched photos.
- All entries must be 8x10 in size and mounted on heavyweight stock.
- All photos must be identified with name, affiliation and category. This should be typed or printed on white paper and affixed to the back of each photo. Unidentified photos will be disqualified.
- Those entering photos must work for a member publication of LPC (name must appear in the masthead) or be a service member of LPC. Student members of LPC are also eligible to enter.
- Any photograph that has won a division in the Best of the Bunch contest previously is not eligible for entry.
- The photo contest committee reserves the right to reassign entries to appropriate category, if necessary.
- Entries will be taken until 11 a.m. Monday, July 24 at the registration desk.
- Contestants unable to attend the Summit are responsible for making arrangements in getting their photo(s) returned. •

UPCOMING EVENTS: *You're Invited!*

ARC members and prospects are invited to the ...
**AGRICULTURAL RELATIONS COUNCIL
BREAKFAST**

Sponsored by BASF Corporation

Monday, July 24 • 7 – 8:30 a.m.

Executive Room 3rd Floor, Conference Level
Portland Downtown Hilton

*A short program features the announcement of
ARC's most prestigious award,
the 2006 Founder's Award, together with the introduction
of the 2006 ARC of Excellence Scholarship winners.*

R.S.V.P. immediately to Jo Patterson:
1 800-247-6803, Ext. 5705
Jo.Patterson@pioneer.com

WORLD DAIRY EXPO ATTENDEES!

**Please join us for the
LPC Breakfast**

**October 5, 2006 • 7:30 - 9:30 am
during the World Dairy Expo, Madison, WI
Wingra 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 great organization. This will be the
first time we have had an organized function at a dairy
event, so please 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 or call 817-336-1130 by
September 22, 2006.

Just a reminder: No shows will be billed.

PEOPLE IN THE NEWS



Osborn & Barr Communications has named **Colleen Church McDowall** to Vice President, Director of Public Relations. She will serve as the strategic leader for O&B's Public

Relations division and will be responsible for new business development, strategic management of all public relations accounts and administrative management of the division.

Formerly the Associate Director of Public Relations, Church McDowall has provided extensive agricultural knowledge and public relations expertise to accounts such as John Deere, Intervet Inc., USDA Rural Development, Monsanto Dairy and Specialty Fertilizer Products during her three and a half years with the agency.

Before joining Osborn & Barr, Church McDowall was with the international public relations agency Fleishman-Hillard. She served as director of publications for NCBA, and as director of publications for the American Salers Association.

Church McDowall received both a bachelor of arts in technical journalism and bachelor of science in animal science from Colorado State University. •



Teresa Oe, Fargo, N.D., joined the American Hereford Association (AHA) and Hereford Publications Inc. (HPI) staff as a full-time employ-

ee on June 1. She has been hired as the AHA communication coordinator and *Hereford World* assistant editor. Oe will provide outreach for AHA, HPI and Certified Hereford Beef (CHB) LLC as a remote employee in Fargo.

Oe initiated her employment with the AHA and HPI last summer, serving as communications intern in the Kansas City office.

Upon the conclusion of her internship, Oe continued writing and editing for the magazine, as well as producing Hereford eNews, a weekly electronic newsletter for AHA members and commercial cattlemen, while completing her senior year of college at North Dakota State University (NDSU) in Fargo.

Oe graduated from NDSU in May with a bachelor's degree in mass communication and minors in animal science and business administration.

She is also the 2004 recipient of LPC's **Forrest Bassford** Student Award. •

HELP WANTED:

PR & Marketing Specialist

The American Paint Horse Association is looking for an experienced writer/editor to take on a variety of promotional projects. The Specialist will be called on to plan and create events to maximize media exposure related to special promotions. This person will also edit and proof copy for the PR & Marketing Department.

The qualified candidate will possess the ability to write compelling copy for press releases, brochures and other promotional material. This individual will have knowledge about and a strong interest in horses. Photography experience is a plus.

Applicants should **submit three published writing samples along with resume and cover letter** indicating salary requirements. American Paint Horse Assn., Attn: Human Resources 2800 Meacham Blvd, Ft. Worth, TX 76137; fax: 817-222-6419 pwilliams@apha.com

Director of Member Relations

The North American Limousin Foundation (NALF) is seeking a director of member relations. This field-oriented position represents NALF at member and industry events for the purposes of increasing animal registrations, performance-data reporting, animal sales and satisfaction with NALF membership. Candidates should enjoy extensive travel, have knowledge and experience in the beef cattle seedstock business, and possess strong marketing, sales and communication skills.

Please direct questions, résumés and references by July 15 to kent@nalf.org or Kent Andersen, Executive Vice President, North American Limousin Foundation, PO Box 4467, Englewood, Colorado 80155-4467. •

LAST MINUTE NOTES RE: PORTLAND FROM DIANE

Registration numbers are tremendous with a current count of 475. Last year's Summit in Milwaukee set the record number at a little over 500, so we're very pleased with the turn out. We'll also have the largest ever InfoExpo trade show with a record setting 70 booths.

With these numbers, the hotel sold out early however there have been some cancellations and we are trying to fit everyone in. If you have already contacted me about your room and I have not confirmed your room rate, I'm still working on it. If you do not have a room, or have *not* already contacted me, then please contact the nearby Paramount Hotel, 503/223-9900. They are honoring our \$109 rate.

If you are signed up for a tour and your arrival is tight on Saturday morning, please make sure I know about it... don't want to leave you behind. Please note that the LPC office will transform to a virtual office on Wednesday, so if you need something, please let me know immediately.

And if you are looking for the fourth page, there isn't one. I've got to get these boxes packed and shipped! Stay tuned for full reports of the Summit in August and September. •



Have to miss Portland this year?

Plan on Louisville, Kentucky for the 9th annual Ag Media Summit.

July 28-Aug. 1, 2007
Downtown Marriott