



Livestock  
Publications  
Council

# Actiongram

## Thanksgiving 2009

Diane E. Johnson, executive director

910 Currie Street Fort Worth Texas 76107

dianej@flash.net office: 817/336-1130 fax: 817/232-4820

www.livestockpublications.com • Newsletter of the Livestock Publications Council, an international organization serving the dynamic livestock communications industry.

### LPC EXECUTIVE COMMITTEE

Marilyn Brink, President

Kanwaka Communications • kanwaka@powwwwer.net

Andy Atzenweiler, 1st Vice President

Missouri Beef Cattleman • mobeef@sbcglobal.net

Scott Vernon, 2nd Vice President

Brock Center for Ag Communication

Cal Poly State University • svernon@calpoly.edu

Kathy LaScala, Secretary/Treasurer

Vance Publishing, food 360 • klascala@food360.com

Jim Bret Campbell, Immediate Past President

The American Quarter Horse Journal

jbcampbell@aqha.org

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Cow Country • cbrown@kycattle.com

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BEEF • jcarlson@beef-mag.com

Stan Coffman ('11)

Ozarks Farm & Neighbor • stan@ozarksfn.com

Cindy Cunningham ('11)

National Pork Board cindy.cunningham@porkboard.org

Angie Denton ('11)

Hereford World • adenton@hereford.org

Scarlett Hagins ('10)

Kansas Stockman • scarlett@kla.org

Christy Lee ('11), Cee Lee Communications

christy@ceeleeecomunications.com

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Land & Livestock Post • beverly.moseley@theeagle.com

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## Do The "Thanks" Part, Too

My mother-in-law called this morning to tell me how glad she was that we were bringing my mom up for Thanksgiving with us. I got to thinking that I do have a lot to be thankful for. A 90-year old mother-in-law living independently in her retirement center tri-plex. My 80-year old mother who drives herself from Illinois to Kansas to help me with little jobs like painting my house. A husband I wouldn't trade for anybody. And friends with hearts of gold (except maybe when they were hijacking the Royal Gala ball to celebrate my upcoming 50th birthday).

As I look back over these last few months of my first half century (before you know it, you 20-somethings will be there, too), I see that I also have many reasons to turn my thanks to LPC. Being president is truly a joy when working with such great people. For the year leading into this summer, LPC took a hiatus from our regional activities and concentrated our efforts on the incredibly successful Ag Media Summit and IFAJ Convention in Fort Worth. More than 100 volunteers worked on committees to plan that event. And I believe that every time our board worked AMS, we all sent up a special thanks that we had our own Diane Johnson handling all those details. Thanks, Lady Di! You merge our individual efforts into one.

As we moved into fall, the Kansas City area LPC'ers led by Amber Spafford put together another awesome Royal Gala Fundraiser. The

pictures in next month's newsletter will show you how much fun we had with the hat theme. And the funds raised by our generous sponsors and donors will continue to help us document the history of livestock publications through the LPC Hall of Heritage and displays at the American Royal.

A few weeks later, Carey Brown oversaw a great program for the LPC Boot Camp during the NAILE in Louisville. Like all of our regional workshops, this was a terrific opportunity for industry professionals to benefit from LPC enthusiasm and training with minimal travel expense. For those of you within range of Iowa, Jennifer Bremer is organizing the team for a regional workshop in Des Moines next spring. And coming up on the heels of that in early summer will be the second Sales and Marketing workshop.

Yes, we do have lots to be thankful for. Organizations like LPC, mentors to guide our way, friends to encourage us on our life journeys, and family to be our anchors. Enjoy Thanksgiving - the turkey, dressing, pecan pie and football, but do the "Thanks" part, too.



Marilyn Brink  
LPC President

## Annual LPC Luncheon

During the National Cattlemen's Beef Assn. (NCBA) Convention, San Antonio, Texas

Friday, January 29, 2010  
12 noon to 1:30 pm

Note change from past due to exclusive hours in the Trade Show on Thursday



## 2010 Headliner and Hall of Fame Honorees Announced

The announcement of the two major awards presented by LPC each year was made at this year's Royal Gala in Kansas City. This honor is reserved for those who have adhered to high standards of professionalism in all aspects of their endeavors. The Hall of Fame award is open to anyone who has been listed on the masthead of an LPC member publication or a service member. Nominees may be persons who are currently active or those who have moved on to other endeavors and open to all who are or have been involved in sales, circulation, production and editorial.

This year's winner is **Lionel Chambers**, recently retired from *The Cattleman* magazine and Texas and Southwestern Cattle Raiser's Association. A Wichita, Kansas, native he earned a degree in animal science from Kansas State University. He began his career in agricultural publications as southwest fieldman for *Western Horseman* magazine and moved on to become Texas field editor for the *Western Livestock Journal*.

He was named advertising manager for *The Cattleman* in 1968, and served until 1971 when he struck out on his own as founding publisher of *The Brahman Journal* based in Sealy, Texas. Chambers sold the *Journal* in 1981 and moved back to Fort Worth as a field editor for the *Weekly Livestock Reporter*. He returned to *The Cattleman* as a field editor in December 1983 and was elevated to editor in July 1987. He retired in 2008.

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.

Growing up with a farm work ethic, when the opportunity to become a ranch owner presented itself, **Bob Funk**, Yukon,

Oklahoma, was enthusiastic and innovative as he began the process of changing an industry. Bob's first love in the cattle business was Limousin cattle and he has been a stalwart of that breed since he first invested his time, money and energy into it. More than a decade ago, he purchased the B&L Ranch near Shawnee, Oklahoma, and the B&L Angus cow herd from the Oklahoma Cattlemen's Association Foundation. With that transaction, Angus cattle became a major part of the growth and expansion of the Express Ranches enterprise.

He is also founder and chairman of Express Services, Inc., parent company of Express Personnel Services. With nearly 600 offices, the company's client base now extends through four countries. Express employs more than 350,000 people annually and in 2006, Express Personnel Services hit \$1.8 billion in sales.

Both of these men will be honored in St. Paul, Minnesota next summer and at the Royal Gala in Kansas City.



Lionel Chambers



Bob Funk

## Thank You...

Thank you to the sponsors of the Gala plus the donors and buyers in the Silent and Live Auction!

**Special thanks to Gallagher Fence for their \$10,500 purchase of the Beef Breeds package.**

Beef Breeds package donors:

Angus Journal • Beefmaster Cowman • Brangus Journal  
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# AMS Heads North to St. Paul

by Kenna Rathai

The Agricultural Media Summit (AMS) is a joint meeting of the American Agricultural Editors' Association, Livestock Publications Council and American Business Media Agri-Council. The 2010 steering committee officially kicked off planning for the event at an Oct. 12 meeting in Chicago. The group, which included members of both the 2009 and 2010 steering committees and AMS staff, reviewed the 2009 event, edited policies, brainstormed themes and determined a general agenda.

Welcome your 2010 steering committee:

**Chair:** Carey Brown, *Cow Country News*

**LPC representatives:** Andy Atzenweiler, *Missouri Beef Cattleman*; Keri Geffert English, Osborn & Barr

**AAEA representatives:** Karen Simon, Iowa Soybean Association; Steve Werblow, Steve Werblow Communications

**ABM representative:** Alan Barkve, Penton Media

And cheers to the 2010 committee chairs:

**Program chair:** Jennifer Bremer, *Midwest Ag Journal*

**InfoExpo chair:** Laurie Potter, *Successful Farming*

**Sponsorship co-chairs:** Karen McMahon, Farm Industry News; Gregg Hillyer, *The Progressive Farmer*

We'll be rolling on the river next July. For those of you unfamiliar with upper Midwest geography, St. Paul is a landmark city that has more miles of shoreline (26, to be exact) than any other town along the mighty Mississippi River.

## General agenda:

### **Saturday, July 24, 2010**

Optional local agriculture/area cultural tours

### **Sunday, July 25, 2010**

AAEA and LPC board meetings

Professional development workshops

First timer and new member reception

Evening riverboat cruise and appearance by Quasimojo

### **Monday, July 26, 2010**

Golf tournament • Professional development workshops

AAEA and LPC awards presentations • InfoExpo

### **Tuesday, July 27, 2010**

Professional development workshops • InfoExpo

Closing dinner and special awards ceremony

### **Wednesday, July 28, 2010**

Departures

## Steering *your* Magazine to Greatness

by Rachel Duff, University of Missouri, LPC Student Travel Award Winner

One of the pieces of advice Evan Smith, president and editor-in-chief of *Texas Monthly*, gave to the Agricultural Media Summit attendees interested in steering their magazines to greatness was to put gripping images on the front cover. He says cover quality of *Texas Monthly*, has been one of the aspects that has steered Smith's magazine to greatness.

The success of *Texas Monthly* has been evident in its newsstand sales. These sales are up while the magazine business is down. However, the magazine faces many of the same challenges as other magazines. They face competition on the newsstand, competition for people's attention, competition for stories and writers and changes in their audience, says Smith. So, they've created 10 aspects that have been central to their success.

1. Since branding is important to a magazine, put better covers on the magazine.
2. Write compelling stories.
3. Do public interest journalism.
4. Find great profiles.
5. Publish provocative essays.
6. Give the very best service.
7. Write nontraditional narratives.
8. Have nerve!
9. Find humor!
10. Utilize self-awareness.

Smith says to take mistakes and learn from them. That will make a good magazine better.

In part two of "Steering Your Magazine to Greatness," Smith told attendees the information *Texas Monthly* has found to be true in their business. He says that magazines used to control how consumers used the content, but now consumers have control of the

content. Because of this, *Texas Monthly* views itself as a content company, not just a magazine. He says that print isn't dead; it is just no longer a monopoly.

Smith says it isn't enough to only publish one type of magazine and to think of other ways to use the skills that have been acquired. Websites are no longer optional, and then hang a "for sale" sign on everything on the site, he says. Social networking is an opportunity to grow the business and get the message out. *Texas Monthly* also has a TV show and mobile phone programs. Smith says that things aren't problems, they're opportunities.

That's why life at *Texas Monthly* has changed. Every problem became an opportunity for the magazine.

These are the ways Smith says life has changed at *Texas Monthly*:

1. We're no longer a magazine. We're a content company.
2. It's all about the urgency of now.
3. It's all about point of view. (What's your voice in this new world?)
4. Readers bite back - hard.
5. We edit. And we write. And we blog. And...
6. Our competitive set is dramatically expanded.
7. Timeliness matters more. And less. (Timeliness matters less in that when everyone is zipping, we zag).
8. Quality control is inevitably a casualty. (Execution excellence is as important as substance excellence).
9. Our audience is not really our audience.
10. They need us more than ever. Authoritative, credible, reliable and proven brands carry through the day.

*Texas Monthly* has found a way to be successful in a new and challenging environment, and Smith shared their roadmap to success at the 2009 Agricultural Media Summit.

# The Roving Reporter Wants to Know



**Name:** Cindy Cunningham

**Age:** ummmm 32! Or 43 you make the call

**Board Position:** Member

**Employed By:** National Pork Board

**Hometown/State:** Des Moines, Iowa

**Number of years in LPC:** 15 plus

- 1. How did you get involved in LPC?** Actually sponsorships of LPC and then later AMS meetings helped me to get to know many members, which brought me to the Board. I really enjoy the people!
- 2. How did you acquire your favorite recipe?** My Mom made the most amazing meatloaf! I know, meatloaf, but it was great. Add some potatoes and gravy and I am set!
- 3. Would you rather text message or email?** text
- 4. What is your least favorite type of livestock?** I'm a traditional Iowa farm girl. I work for the National Pork Board and I raise cattle.
- 5. Do you have a rolodex on your desk or hope your cell phone doesn't die?** Cell phone
- 6. When was the last time you used a telephone book?** Looking for a plumber in the middle of the night.
- 7. Scrabble or Monopoly?** Show me the money, baby!
- 8. Do you have a daily to do list or commit your tasks to memory?** Some of each. I think my memory may be going so I should try the written list option.
- 9. What did you enjoy most about AMS this year?** I really enjoy the people that make up our organization. AMS is a chance for us to learn from the experts but also a chance to spend time with peers who have become great friends.
- 10. Do you root for a particular sports team?** Denver Broncos
- 11. Would you rather drive a sports car or heavy duty truck?** TRUCK!
- 12. Where would you like to be for New Year's?** We tend to look at New Year's Eve as amateur night out. Last year I was at a friend's ranch and spent most of the night in their show barn office with some adult beverages while dancing to the radio.
- 13. What are you listening to right now?** I like Old country music—Bellamy Brothers, Exile, George and old rock—AC/DC, Def Leopard
- 14. Spicy or plain foods?** Depends on the day.
- 15. Define success.** Success to me is when you have earned respect by your peers for your efforts. I have a personal goal to make a difference and I hope that I do.

## Graphic and Web Design "Boot Camps" from Ranch House Designs

Ranch House Designs (RHD) introduces a new concept in training for communications professionals looking to expand their technical skills in graphic and web designs... [www.rhdbootcamps.com](http://www.rhdbootcamps.com).

A RHD Boot Camp is a casual day of one-on-one, hands on training based on the individuals educational needs. Boot campers will spend a very casual but jam-packed day learning anything and everything we know at RHD...no question or topic is off limits!

Boot camps are designed for training of new hires, students entering the workforce who need to boost their technical skills, and even a refresher for the seasoned graphic designers who want to brush up on the new and latest tips and tricks.

## National Cutting Horse Association Membership At An All-Time Record High

*The Fort Worth, Texas-based organization boasts over 20,000 participants and enthusiasts*

In a "down" economy, some things are still on the way up. Membership in the National Cutting Horse Association (NCHA), reached an all-time record high of 20,255, on November 4, 2009, according to NCHA Executive Director Jeff Hooper.

"We are especially pleased to have reached this milestone in 2009, during a stressful year for the national and world economy," Hooper said. "And with recent reports of economic growth and recovery, we expect to surpass this new record in 2010."

Cutting horse competition is the world's richest equine arena sport. In 2009, NCHA purses exceeded \$43 million, earned by members across 50 states and from 21 foreign countries. The NCHA oversees over 2,200 cutting horse events each year around the globe.

For an example of the size of scope of NCHA's major events, the "Triple Crown of Cutting" (The NCHA Futurity, Super Stakes and Summer Spectacular) will distribute over \$10 million in prize money in 2009. For comparison, the Triple Crown of Thoroughbred racing (the Kentucky Derby, Preakness and Belmont Stakes) distributed \$4 million in purse money this year.

## Did I ReAd tHaT SiGn RiGht?



**In a restroom:** Toilet out of order. Please use floor below.

**In a Laundromat:** Automatic washing machines: Please remove all your clothes when the light goes out

**In a London department store:** Bargain Basement Upstairs

**In an office:** Would the person who took the step ladder yesterday please bring it back or further steps will be taken

**In an office:** After tea break staff should empty the teapot and stand upside down on the draining board

**Outside a secondhand shop:** We exchange anything - bicycles, washing machines, etc. Why not bring your wife along and get a wonderful bargain?

**Notice in health food shop window:** Closed due to illness

**Spotted in a safari park:** Elephants please stay in your car

**Seen during a conference:** For anyone who has children and doesn't know it, there is a day care on the 1st floor

**Notice in a farmer's field:** The farmer allows walkers to cross the field for free, but the bull charges

**Message on a leaflet:** If you cannot read, this leaflet will tell you how to get lessons

**On a repair shop door:** We can repair anything. (Please knock hard on the door - the bell doesn't work)

# Coping as a New-Age Communicator

by Julie White, Kansas State University,  
LPC Student Travel Award Winner

"Being a communicator these days is no longer just as simple as having a computer and knowing how to type," said Lillian Schaer, manager and writer for the Food and Farming Canada blog. Schaer teamed up with Betsy Freese, editor-in-chief of Living the Country Life LLC, to lead a session titled Coping as a New-Age Communicator during the 2009 Ag Media Summit in Fort Worth.

As new technologies have become staples in society, communicators are now being asked to use these tools daily.

"You still need the basic building blocks," Schaer said. "This includes solid writing and editing skills; a good grasp of spelling, grammar and punctuation; and an understanding of the tools of journalism and public relations. But it doesn't stop there."

Schaer uses Web sites, social media and blogging to reach readers. She said it is important to know how to write for a Web audience. In the early stages of Web development, materials written for print were just posted on the site. This proved ineffective and sites became more reader friendly. As Web sites evolved they have become more personal. For example, Amazon.com can remember what items a person has looked at and can suggest other purchases.

Schaer uses social media like Facebook, Twitter and LinkedIn to increase readership of her blog at [www.foodandfarmingcanada.com](http://www.foodandfarmingcanada.com). "Social media is an instant, personal communication unlike anything we've ever had before," Schaer said. Her profiles on the various social media sites are linked to her blog. "If no one reads [the blog], it doesn't matter. I want to hook them in and get them to stay."

Her most recent social media addition is Twitter. "Many think 'what's the point?' and I was the same way," Schaer said. She described three stages of attitude towards Twitter; the first being what's the point. The second stage was full immersion where she became overwhelmed by the possibilities and found she needed to take a step back and evaluate her use of Twitter. She entered the third stage by finding her niche and has made a conscious decision to use the site to drive readership of her blog.

Betsy Freese uses virtual media in much the same way; to bring readers to [www.livingthecountrylife.com](http://www.livingthecountrylife.com), which is a hub for Betsy's Backyard Blog, a television show and national radio network, all in which she oversees.

To sum up the session on Twitter, Freese posted that to cope as a new-age communicator you must be "organized, spontaneous, tolerant, current, creative, open, personal, funny, kind and efficient. Be there."

She said it is important to be personal yet professional. In her blog Freese adds stories of her family life on the farm. When using Twitter, it is crucial to be active and relevant. Reposting another's Tweet is effective to gain readership.

While Schaer doesn't get paid to blog or keep up with her social media networks, she finds it rewarding. "I get to write and share what I'm passionate about," Schaer said. "I interact with people who have the same issues and concerns and build a network and relationships."

## 1, 2, 3... Smile

The 2009 *Western Cowman* Photo Contest set new records again with 661 entries submitted by 91 amateur photographers. You'll enjoy seeing the fine works in the December issue of *Western Cowman*.

*Western Cowman* is published by LPC member, James A. Danekas, Sacramento, California. Congratulations. Now, that's a lot of pictures to judge!

## You Know You Are Living In 2009 When...

1. You accidentally enter your password on the microwave.
2. You haven't played solitaire with real cards in years.
3. You have a list of 15 phone numbers to reach your family of three.
4. You e-mail the person who works at the desk next to you.
5. Your reason for not staying in touch with friends and family is that they don't have e-mail addresses.
6. You pull up in your own driveway and use your cell phone to see if anyone is home to help you carry in the groceries.
7. Every commercial on television has a web site at the bottom of the screen.
8. Leaving the house without your cell phone, which you didn't have the first 20, 30 or 60 years of your life, is now a cause for panic and you turn around to go and get it.
10. You get up in the morning and go on line before getting your coffee.
11. You start tilting your head sideways to smile. : )
12. You're reading this and nodding and laughing.
13. Even worse, you know exactly to whom you are going to forward this message.
14. You are too busy to notice there was no #9 on this list.
15. You actually scrolled back up to check that there wasn't a #9 on this list.

### Hints and Tips

1. Think about who you want to reach and what you want to accomplish.
2. Keep it professional yet personal
3. Be careful what you write on the Internet - once it's out there, it's there.
4. Be authentic - fraud is always exposed in the end and it can be ruthless in the Twitter/Blogosphere.
5. Offer value through your tweets - don't just tweet about how tired you are or what you had for breakfast.
6. Follow others, retweet interesting tweets, comment on other blogs and respond to comments on yours.
7. Don't be afraid of new media-embrace it! We were all newbies once, and there are always new things to learn.

## SGBI Builds New Headquarters

Santa Gertrudis Breeders International (SGBI) has moved into a new headquarters building on the historic King Ranch. The first Board of Directors meeting and an Open House celebration was held Saturday, October 31 in the new building just inside the main ranch entrance.

The new office is located in a completely remodeled old colonial home on the Santa Gertrudis Division and done in the traditional Spanish style prevalent on the ranch. Ervin Kaatz, SGBI Executive Director notes, "We are very pleased with this new location for the association's office and the opportunity to conduct business out of a brand new building. The move begins a new era of cooperation between Santa Gertrudis Breeders International and King Ranch, the founder of the Santa Gertrudis breed."

The Santa Gertrudis breed of beef cattle was developed by King Ranch and was the first breed developed in the United States and recognized as such by the USDA in 1940. SGBI was formed in 1951 and has maintained its headquarters in Kingsville, Texas since that date.