

Action Line

News from the Livestock Publications Council

Special Convention Coverage



New Officers Elected

Wes Ishmael, Benbrook, Texas, was elected to serve Livestock Publications Council (LPC) as its president for 2002-2003. Ishmael is the owner of Clear Point Communications. Elections were held during the Agricultural Publications Summit at the LPC annual meeting held in Reno, Nevada, July 22-25. This event is a joint convention of LPC, American Agricultural Editors' Association and Agricultural Publisher's Association.

Serving as first vice president is **Wayne Bollum**, national sales manager, *Beef Today/Dairy Today*, Northfield, Minn., while **Joe Roybal**, editor, *BEEF*, Minneapolis, Minn., was elected to serve as second vice president. **Lori Maude**, editor, *Gelbvieh World*, Westminster, Colo. was re-elected to serve as secretary/treasurer. **Lea Weinheimer Stokes**, general manager, *Brangus Journal*, San Antonio, Texas, will serve as immediate past president.

Members elected to serve new terms on the board of directors include: **Andy Atzenweiler**, *Missouri Beef Cattleman*, Kansas City, Mo.; **Kathy LaScala**, *Drovers*, Lenexa, Kan.; **Scott Vernon**, Brock Center for Ag Communication, San Luis Obispo, Calif., **Rebecca Terry**, *Braford News*, Winchester, Kan., **Steve Suther**, Certified Angus Beef LLC, Onaga, Kan. and **Kyle Haley**, *Limousin World*, Yukon, Okla.

Those board of directors continuing their terms include: **Marilyn Brink**, *Braunvieh World*, Lawrence, Kan; **Lisa Bryant**, Cowboy Connection, Ada, Okla., **Jim Bret Campbell**, *The American Quarter Horse Journal*, Amarillo, Texas; **Shauna Hermel**, *Angus Journal*, Saint Joseph, Mo., **Allen Moczygomba**, *Beef Today/Dairy Today*, Fredericksburg, Texas.



front row: Wes Ishmael, Wayne Bollum, Joe Roybal, Lori Maude, Lea Weinheimer Stokes, Diane Johnson
Back row: Jim Bret Campbell, Kathy LaScala, Lisa Bryant, Rebecca Terry, Braford News, Scott Vernon, Kyle Haley, Andy Atzenweiler, Steve Suther, Shauna Hermel, Marilyn Brink, Allen Moczygomba

Henderson Awarded DSA

Greg Henderson, is the recipient of the 2002 Ed Bible Distinguished Service Award (DSA) presented in Reno, Nevada. This award is given to a LPC member who exhibits dedication and support to LPC. Candidates for the DSA are considered for committee work, sponsor solicitation, meeting planning, visible leadership, and service considered above and beyond routine participation. The DSA is named after long-time LPC supporter and past president, **Ed Bible**.

Henderson's involvement in LPC includes serving as a director and officer since 1996 and this past year he served as immediate past president. His years of dedication have made an impact on the success of the Agricultural Publications Summit as he was a driving force in combining efforts from LPC, American Agricultural Editors' Assn and the Agricultural Publisher's Association to establish the successful Summit which now heads into its fifth year. Henderson is the associate publisher/editor of *Drovers* and a graduate of Kansas State University.

Greg is shown with **Cheryl Oxley**, Angus Productions, Inc., the sponsor of the award.



Flanagan Award to Beef Today

Beef Today was presented with the coveted James Flanagan Award during the awards banquet in Reno. This award named in honor of longtime LPC supporter, James Flanagan, is given to the publication which has shown the most overall design improvement and is judged on samples from the last three years of the magazine. At left Publisher **Allen Moczygmba** and Editor **Steve Cornett** receive the award from outgoing president **Lea Weinheimer Stokes**.



Following are the comments from the judges on *Beef Today*:

"Right away you notice the changes in this publication. The new covers are fresh, stylish and contemporary without shocking the subscriber. The changes in the mast-head reflect the appropriate use of design tools. Adding a slight shadow to the title in concert with the framing of the page gives the cover some depth. Adding another color to the title and pulling it together softens the focal point and helps the excellent photography garner some attention. Changes inside the publication are evident. The layout and design seem more fun. The old books had an "all work, no play" approach. The new issues add more color, an extension of the framing we saw on the cover and a change in the font treatments on the headlines. When I look at this book, I get a sense that the staff spent time looking at publications outside of agriculture for some new and creative ideas. I subscribe to *Fast Company*, a hip, award-winning business magazine with lots of useful articles and information. The new and improved *Beef Today* is as hip as *Fast Company* without causing a runaway stampede among its cattle-men readers."



Ishmael Named Diamond Writer of the Year

The newest award for LPC was established this past year and honors outstanding writers, copy writers and designers. This year in the the Writing category **Wes Ishmael**, Clearpoint Communications, was presented with the Peerless Writing Award in the service category and **Joe Roybal**, BEEF, was named winner of the Peerless award in the publications category. These two then vied for the highest award, the Diamond Award, which was presented to Ishmael. They are shown at left with **Diane Johnson**, LPC executive director.

A pictorial from APS events will be on the LPC website within a few days. Watch your e-mail for the notice!



Livestock Division

1. **Eric Tietze**, Ozarks Farm & Neighbor
2. **Lisa Bryant**, The Cowboy Connection
3. **Sheila Kremppes**, Ozarks Farm & Neighbor

Livestock People Division

1. **Alycia Zapatta**, Ozarks Farm & Neighbor
2. **Kaci Ballou**, Ozarks Farm & Neighbor
3. **Kathy Smith**, Ozarks Farm & Neighbor

Livestock Scenic Division

1. **Lisa Bryant**, The Cowboy Connection
2. **Diana Barto**, BEEF
3. **Harlen Persinger**, Bader Rutter & Assoc.

General Division

1. **Joann Pipkin**, Ozarks Farm & Neighbor
2. **Diana Barto**, BEEF
3. **Harlen Persinger**, Bader Rutter & Assoc.

Photo Contest Results

The competition was wide open with quite a range of photos entered in this year's Paul Andre Photo Contest. The overall winning photo was entered by **Lisa Bryant** and will appear on next year's LPC Directory. Congratulations to **Lisa** shown above with Committee Chairman, **Marilyn Brink**. At right are **Stan** and **Sandy Coffman**, *Ozarks Farm & Neighbor* representing the plethora of honors their staff won. Congratulations to all and start snapping away to enter next year's competition. Entry is free, you don't have to be present to win and the voting is done by participants at the APS. Money is awarded!



Hall of Fame and Headliner Awards to Wedman & Seng



Dale Runnion, Longmont, Colorado, Limousin World publisher emeritus presented the award to Dan and Nancy.

LPC presented two of its most prestigious awards at the Summit in Reno. **Dan Wedman**, Yukon, OK, was named as the winner of the Hall of Fame award while **Phil M. Seng**, Denver, CO, received the Headliner award.

The Hall of Fame Award is given to individuals who have served on an LPC member-publication-staff and who have adhered to the high standards of the livestock publications industry.

Wedman has a lifetime with the Limousin breed when right out of college **Dale Runnion** hired him at the *International Limousin World* in 1974. In October 1983 Wedman and Runnion branched out and started Limousin World. Wedman has owned and operated *Limousin World* for 15 years after Runnion sold his interest in 1986. This proves Wedman's determination and

hard work to be with the same company for over 26 years. Wedman graduated from Oklahoma State University with a degree in animal science. He is also a past president of LPC and served on numerous committees and on the board from 1986 through his presidency in 1991-92.

The Headliner Award recognizes a person outside the livestock publishing field for actions that have produced a positive change in livestock production and marketing. **Phil M. Seng**, president and CEO of the U.S. Meat Export Foundation (USMEF), has been a driving force in the U.S. red meat industry's impressive level of growth in foreign markets. Under his leadership, USMEF programs have grown to be recognized in more than 50 countries, and exports of U.S. beef and variety meats, for instance, have grown from \$500 million 20 years ago to a record of \$3.6 billion in 2000. He is the only American to be elected president of the International Meat Secretariat and he has just been elected to serve his fourth term. Raised on an Iowa farm, Seng has a bachelor's degree in political science and a master's degree in East Asian studies. He speaks Japanese and worked as a journalist in Tokyo in the late 1970s. He also taught in a leading Japanese university and at the Japanese Ministry of Foreign Affairs.

Congratulations to both!



Lynn Heinze, Vice President Information, USMEF; Lea Weinheimer, LPC immediate past president; Phil Seng and Joe Roybal, LPC second vice president

New Limousin World Owners & Staff Salute Dan



This award was, in a sense, the crowning glory for Dan as he closes his official career with the *Limousin World*. Effective with the May 2002 issue, **DeRon Heldermon** and **Kyle Haley** became the new publishers as they purchased the magazine from Dan and Nancy who claim that they are going to "retire".

DeRon and Kyle, both graduates of Oklahoma State University have a combined 20 years of experience in service to the Limousin breed.

Congratulations to everyone involved with the *Limousin World* and who were in attendance to see Dan receive his award.

Shown at left are: **Mary Quigley**, advertising manager, **Kyle Haley**, **Thad Combs**, field representative, **Christi Haley**, **Dan and Nancy**, **Julie** and **DeRon Heldermon**.



Shannon Hartenstein; Lucas Shivers; Jim Graham, Chicago Mercantile Exchange; Award Winner, Sharlene Swaim, Melissa Karcher, Angie Denton, student award committee chairman, Angus Productions Inc., Saint Joseph, Mo.

HOLLY S. BIRCH

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Editorial Specialization
College Activities: ACT, Illini Horizon, Consumer
and Environmental Sciences Student Newspaper,
4-H House Sorority, Illinios Junior Polled Hereford
Association, National Junior Hereford Association.
Professional Objective/Goal: *"My goal is to write,
edit, and take photographs of the things that the public
needs to know about agriculture."*

KATHRYN DEFRANCESCO

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Major: Animal Science
College Activities: ACT, Washington State
University Student Swine Cooperative, College of
Agriculture and Home Economics Student Senate,
National Honor Society of Collegiate Scholars,
Organization of Future Veterinarians, Horse Polo
Club.
Professional Objective/Goal: *"I hope to work with
transgenic animals, but I would also like to write the
articles explaining their use."*

SHANNON HARTENSTEIN

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Major: Agricultural Communications and
Journalism; Public Relations
College Activities: ACT, Communicators of
Tomorrow, National FFA Organization, Phi Eta
Sigma, National Society of Collegiate Scholars.
Professional Objective/Goal: *"Wherever I go and
whatever I do, I know that agriculture and journalism
will always be my two shared passions in life."*

MELISSA KARCHER

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College Activities: Scarlet and Gray Ag Day-Media
Committee Chair, ACT, Poultry Science Club-
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Agricultural and Natural Resources Recognition
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DUANE N. LEONHARD

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Major: Agricultural Communications and Animal
Sciences
College Activities: ACT, Agriculture and
Environmental Sciences at Ohio State.
Professional Objective/Goal: *"I would like to be a
communications coordinator between the farmers and
the public. I would also coordinate communications
between the extension services and farm organizations
like Farm Bureau."*

MICHELLE R. NIKOLAI

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Major: Agricultural Marketing Communications
College Activities: Dairy Club, Block & Bridle,
ACT, American Agricultural Editors Association,
North American Agricultural Journalists, LPC
Professional Objective/Goal: *"I want to be able to
communicate with farmers and ranchers about the
issues that are important to them and their needs."*

Student Award Winners

Sharlene Swaim, Cal Poly State University, was named the winner of the **Forrest Bassford** Student Award co-sponsored by the Chicago Mercantile Exchange (CME). She was presented with a \$1,500 check from the CME plus a \$500 travel scholarship to attend the APS in Reno. The three other finalists were, **Shannon Hartenstein** and **Lucas Shivers** both from Kansas State University and **Melissa Karcher** from The Ohio State University. A big thanks to the CME for their continued support of this program!

SHARLENE SWAIM

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Communications Minor
College Activities: Agriculture Business Management
Club, Agricultural Communicators of Tomorrow, Cal
Poly Horse Show Team, Agriculture Ambassador,
College of Ag Open House, Intramural Sports, Campus
Crusade for Christ.
Professional Objective/Goal: *"I fit into the agricultural
communications field as an educator with a background in
the industry. Although I may never teach agriculture in a
classroom, I hope to reach non-agriculturists in creative
ways that show them the importance of our industry. My
goal is to reach as many people possible with agriculture's
story. If we can reach them, we can teach them."*

LUCAS D. SHIVERS

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Major: Education and Agricultural Communications
and Journalism
College Activities: Acacia Fraternity, Education
Symposium Chairman, ACT, Navigators Bible Study,
College of Education Ambassadors, Icthus Bible Study,
College of Agriculture Student Council, Haymaker
Intramural Sports, American Baptist Campus
Ministries, Landon Lectures, First Baptist Church of
Manhattan, AgriTalk Campus Tours, National
Collegiate Scholars, Kansas Agricultural Town Hall
Meeting, College of Agriculture REPS, Racial/Ethnic
Harmony Week Activities.
Professional Objective/Goal: *"My career goals include
returning to a rural setting to teach upper elementary grades
and spending the summer months writing for a local or
Web-based agricultural publication."*

BRIDGETTE VANHERWEG

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College Activities: ACT, Mustnag Daily, Ag Circle,
Disability Resource Center Tutor, English Writing Lab
Tutor, Academic Skills Center Tutor.
Professional Objective/Goal: *"I yearn to continue a career
learning about and helping others learn about agriculture –
the industry that no human can live without."*

Members,
I want to take this opportunity to thank you again for bestowing on me the honor of being named the Headliner Award winner for 2002. It was both an exciting and a humbling experience for me. It was exciting to have my personal effort recognized by such a prestigious group of agricultural media. At the same time, U.S. Meat Export Federation has worked for more than 25 years to "Put U.S. Meat On the World's Table" and we have been successful as the result of industry foresight and commitment in support of the hard work and dedication of our entire staff internationally. so, I was humbled to accept the award for their efforts as well.

I also wanted to let you know how much USMEF appreciates the dedication to agriculture, which each of you display in each and every issue of your publications. You have always been interested in telling our story and we have appreciated your help. Again many thanks.
Best Regards
Philip M. Seng
President and CEO
U.S. Meat Export Federation



People on the Move!

Kindra Gordon is leaving her post as executive editor of the *Tri-State Livestock News* in Sturgis, SD, to join the Mass Communication faculty at Black Hills State University in Spearfish, SD. She will teach news editing and design and oversee production of the University newspaper. The new position is part-time, which Gordon says will allow her to expand her freelance writing assignments and enjoy her two little tykes, Bridger and Danika. Contact Kindra at kindras@gordonresources.com or 605-722-7699.

Susan Bomar has accepted the position of desktop advertising artist with Angus Productions Inc. She brings 12 years of experience in purebred livestock association work and magazine publishing. She worked six years total starting with Polled Hereford and then the American Hereford Association, where she handled magazine circulation and photo digital scanning responsibilities. Then five years with the American Maine-Anjou Association and worked the last year at the American Chianina Association *ACA Journal* as editor with the combined responsibilities of advertising sales and ad and editorial desktop design and layout.

Breaking News!

LPC President is a New Dad!

Congratulations to **Wes & Sharla Ishmael**, Benbrook, Texas, who announce the birth of their daughter, **Josie Katherine**, on Saturday, August 17, 2:27 a.m. Mom, baby and Dad are fine!

Clinton Keith Tomson of Geneva, aged 93, died suddenly at his office on July 24. He was

Obituary

born January 6, 1909, in Dover, KS, and had lived in Geneva, IL, for more than 60 years. After his early years with Tomson Bros., the third-generation cattle ranch in Wakarusa, KS, Clint became Executive Secretary of the American Shorthorn Breeders Assn., and thanks to his wit and wisdom, soon became a

renowned national and international cattle judge.

In 1951 Clint and his late partner, Frank Harding, moved Harding & Harding from offices at the Chicago Stockyards to Geneva, and created American Live Stock Insurance Company located in "Jones House," one of the earliest limestone buildings in town located at 200 South Fourth St. Through the 50's and 60's Tomson and Harding became the largest importers/exporters of purebred livestock in the world. He was the oldest member and a

past president of the Geneva Golf Club.

He was preceded in death by his beloved wife of 56 years, Elizabeth (Betty) Aylward Tomson, and is survived by three daughters, six grandchildren, and two great-granddaughters. A memorial service will be held Saturday, September 28. In lieu of flowers, donations may be made to the Clinton K. Tomson Scholarship Fund, Kansas State University, 122 Anderson Hall, Manhattan, KS 66509-0119.



Advertising Sales Manager- Have it all! The *Ag Journal* is offering the right person an opportunity for growth, income and the benefits of living in a small town -- low cost of living, great schools, low crime and NO traffic or fires.

Our expanding weekly agriculture newspaper is looking for disciplined leader who seeks challenge and recognizes opportunity. Must be an experienced, outgoing and self-motivated person with ability to sell national accounts, plan, direct and manage a 3 person sales staff in multi-state region.

We are looking for someone with previous management and sales experience, preferably in advertising. Must have computer knowledge, strong organizational skill and some knowledge of the agriculture industry.

In return, we offer a great, family-centered work environment, competitive salary, bonus and benefits. Mail cover letter, resume, and list of 5 references to **Ag Journal Publisher**, P.O. Box 500, La Junta CO 81050 or email to ag-publish@centurytel.net

Join the team - New owners of a well established "Breed" journal are looking for a mature, talented, focused and highly motivated "front line" person to represent the publication in the field. Travel to all shows, functions and ranches. Write features, design and sell advertising, help with the layout. This person must have high energy and know what they want in life. Salary, + %, benefits, vehicle and expenses. Ownership potential. **Contact, 281-589-4521.**

NEW JOB JUST IN!- Ad agency looking for 3-5 years experienced AE. Contact LPC office for info.

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