

Actiongram

September/October 2007

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Greetings from sunny Oklahoma. I don't know about you, but I am ready for fall. While we have been blessed with ample moisture in our neck of the woods, we have also had above average temperatures. It isn't supposed to be 90 degrees October 5 and I am positive I shouldn't still be mowing my lawn.

Fall is my favorite time of year for a variety of reasons—cooler temperatures, college football and left over Halloween candy to name a few.

The other great thing about fall is the beginning of the fall show season. Shows like the American Royal, World Dairy Expo and the North American give many of us in the industry an excuse to get out from behind our desks and rub elbows not only with people in our species and/or breed, but with other folks in the publication business.

Which brings me around to Livestock Publications Council's annual Royal Gala. If that doesn't ring a bell, the Royal Gala is our annual gathering to generate funds for the development of the new Livestock Publications Heritage Center.

In addition to raising funds for a very worthy cause, the Gala provides an opportunity to spend some time with fellow LPC'ers in a relaxed atmosphere—many of whom I have not seen since AMS this past summer. Not to mention the food, auction and entertainment are usually out of this world.

The Shindig is scheduled for October 19 at the American Royal Headquarters. More information about the Royal Gala can be found in this issue of the *Actiongram*. I hope to see you there.

October is a busy month for LPC. In addition to the Royal Gala, another worthwhile project is LPC Office Bombardment Month. Throughout the month, college students interested in learning more about livestock publications will be visiting the offices of participating LPC members. For

About your new president:

Kyle Haley is the co-owner and editor of the Limousin World in Guthrie, Oklahoma. He majored in ag communications at Oklahoma State University and graduated in December of 1994. Dan Wedman immediately hired him at the Limousin World where he has been ever since. In May 2002, he became the co-owner of the magazine with business partner, DeRon Heldorman. He has two calm, quiet and polite... oh, and beautiful daughters Peyton, 10, and Parker, 5.

more information on how to become involved with the future movers and shakers in our business please contact Christy Lee at 765/463-3594 or christy@national-swine.com.

Another, behind the scenes LPC project taking place this fall is the re-design of our website. Things are progressing nicely on what will prove to be a dynamic, useful site for our members. In the end, I'm sure www.livestockpublications.com will be among my most visited bookmarks and I hope the same can be said for you.

See you in Kansas City!

Enjoy a dressy western evening with your friends while raising funds for the development of the new

Livestock Publications Heritage Center

October 19, 2007 • 6 – 10 pm

American Royal Headquarters
1701 American Royal Court, Kansas City, MO

Unveiling of 2007 Hall of Honor Portraits and
announcement of 2008 Hall of Honor Inductees
Live and Silent Auction • Dancing • Dressy Western

For more information: Amber Spafford, 816/410-5166, spafforda@osborn-barr.com
or reservations chairman, Cheryl Oxley, 816/383-5100, coxley@angusjournal.com



LPC EXECUTIVE COMMITTEE

Kyle Haley, President
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limousin@limousinworld.com
Jim Bret Campbell, 1st Vice President
The American Quarter Horse Journal
jbcampbell@aqha.org
Marilyn Brink, 2nd Vice President
Kanwaka Communications
kanwaka@powwwwer.net
Andy Atzenweiler, Secretary-Treasurer
Missouri Beef Cattleman
mobeef@sbcglobal.net

Lisa Bryant, Immediate Past President
Cowboy Connection
cowboyconnection@sbcglobal.net

BOARD OF DIRECTORS

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Angie Denton (*08)
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Kathy LaScala (*10)
Food 360
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Christy Lee (*08)
Seedstock Edge
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Stephanie Veldman (*09)
Broadhead + Co.
sveldman@broadheadco.com
Scott Vernon (*08)
Brock Center for Ag Communication
Cal Poly State University
svernon@calpoly.edu

LPC Proves its Winners!

You can be assured that when winners are selected at in an LPC competition there are others who agree. Read on...

During the recent Ag Media Summit (AMS) in Louisville an “AMS Idol” competition was held as a part of the welcome party activities. Tremendous talent was displayed and the entries ranged from magic tricks to singing. The winner was **Angie Greving** from Charleston/Orwig, Harland, Wis. with her incredible version of **Martina McBride’s** “Let Freedom Ring”. A couple of weeks later I was visiting with Angie and she mentioned that she was going to compete in a local county fair competition in her home state of Wisconsin. The winner would get to be the opening act for country music singer **Leann Rimes** on the following Saturday night. Well, guess what... she won! Photos at right show her as the announcement was made and of her with the famous Leann. So exciting... but read on...

The Missouri State Fair is held shortly after the AMS and I received a call on a Saturday morning from **Andy Atzenweiler**, with the *Missouri Beef Cattleman*. He informed me that our LPC Forrest

Bassford Student Award Winner, **Katie Allen** had just been named the Queen of the Fair. Now this wasn’t a small competition as there were 52 contestants! They compete in evening gown, talent and interview competition and her prize was a \$2,000 scholarship along with her duties as a spokesperson for the Fair and agriculture. Oh and she also was the recipient of the Ag Relations Council (ARC) scholarship presented at the AMS.

But wait there’s more.

The *Daily Oklahoman* newspaper holds an annual photography contest called “Oklahoma Beautiful” where readers can submit their photos in a variety of categories similar to the LPC Best of the Bunch Photo Contest. Well, I was informed that on the Sunday of Labor Day the winners were published and our own **Shari Holloway**, The Lone Coyote Co., was

the winner in the “people” category. And that was against 799 other photos! Shari is a frequent entrant in the LPC Contest and took home a second place winner in this year’s contest. The cutline read: *Ken Holloway and his grandson, Ross Holloway Turner, in a pasture on Holloway’s Coyote Hills Limousin Ranch near Chattanooga, OK.*

Think I’m done? Nope.

Fast forward to two weeks ago. I’m in Japan at the International Federation of Ag Journalists’ (IFAJ) Congress and sitting through their awards program. The IFAJ holds two major contests - one in photography and one for excellence in writing. When the writing categories are announced, second place flashes up on the screen and it went to **Crystal Albers** at the *Angus Journal*! Keep in mind this is an international competition and the entries cover not only a wide variety of topics but the writers represent all parts of the world! Crystal is a frequent winner in both LPC and AAEA (American Agricultural Editors’ Assn.) writing contests. *(in the photo at left she is second from right and also shown with others from the Angus staff: Sara Moyer, Cheryl Oxley, Corrine Patterson, Shelia Stannard and the lucky guy in the front row, Rich Masoner -- photo from the 2005 Gala)*

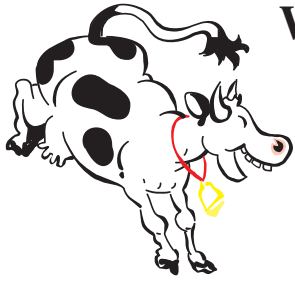
Wow! We have some talent in this group and apparently others agree! Congratulations to all on these honors. Did I miss some awards? Let me know if you have someone to brag on. We like hearing from you!



Oh Baby!

Claire Ann Murnin was born September 6, 2007 at 12:53 p.m. She weighed 7 lb, 6 oz and was 20" long. Parents are **Jared** and **Julie Murnin**, Abilene, Texas. Julie is an LPC member and is the owner of Cattle Design. Jared serves as the regional manager for the American Angus Association/*Angus Journal* in the Southwest. Julie writes “We are all happy and healthy, and Jared and I are two very proud parents. She is a good baby and we couldn’t be more blessed.” Congratulations!





WORLD DAIRY EXPO BREAKFAST

A great crowd met for breakfast at the World Dairy Expo, in Madison, Wisconsin this past Thursday. Warm weather and big crowds were on the agenda for the weeklong event that ends on October 7.



Photo courtesy of Chuck Zimmerman, ZimmComm New Media

front row: Annie McCollough, Dairy Herd Management, (DHM), Beth Sequeira, World Ag Expo; Deb Reinhart, WDE Business Woman of the Year; Kathy LaScala, DHM; Jenny Wensink and Emily Smith, both of Select Sires; second row: JoAnn Behrends and Jan Ford both of Hoard's Dairyman; Terri Smith and Cathy Bewley, both of Select Sires; Shannon Linderoth, DHM; Chuck Zimmerman, ZimmComm. Back row: Billy Frey, Alltech; Diane Johnson, LPC; Cliff Becker, DHM; Bruce Button, Lee Publications; Christina Jorgensen, Filament Marketing; Lynette Wright, Guernsey Breeders Journal; and David Jordan, Bader Rutter & Associates.



**IFAJ Congress
in Japan...**
details next month!

We're running out of room in this newsletter to tell about the trip to Japan for the International Federation of Ag Journalists (IFAJ) Congress in Tokyo and Sendai, Japan. So wait until next month and you'll get a full report. In the meantime the above group of 17 from the U.S. have just gotten over their jetlag from the 14 hour time difference.

Stay tuned for much more on our adventure!

Photo courtesy of Chuck Zimmerman, ZimmComm New Media

Paul Andre 2007 Best of the Bunch Photo Contest Results

In last month's *Actiongram* we listed the winner of the overall best photo which went to **Martha Ostendorf** at Bader Rutter & Associates. Due to limited space we were unable to list all of these winners. Cash was awarded to the top award winners. The winning photo is now on the front of the 2007-2008 LPC Membership Directory. These were mailed in September so if you need an extra copy or did not receive one please contact the LPC office.

Livestock Category.

Tie for third:

Lindsay West, Ozarks Farm & Neighbor
Wrapped and Ready

Lisa Bryant, Cowboy Connection
Gathered Up

Second Place: Miranda Reiman, Certified Angus Beef
Baby goats

First Place: Kyle Haley, *Limousin World*
Winter Freeze

Livestock People Category.

Third Place: Shelly Sitton, Oklahoma State University
Waiting Patiently

Second Place: Shari Holloway, EDJE Technologies
Checking the Cows

First Place: Janice Holloway, The Lone Coyote Co.
Baby in Cowboy Hat

Livestock Scenic Category.

Third Place: Molly Mader, *Charolais Journal*
The Horse Pasture

Second Place: Cherramie Viator, Camp Cooley Ranch
Dusty Herd

First Place: Martha Ostendorf, Bader Rutter
Lone Rider

General Category.

Third Place: Erik Johnson, Bader Rutter
Getting Pollen

Second Place: Kylene Orebaugh, *High Plains Journal*
Gloves on rain

First Place: Kylene Orebaugh, *High Plains Journal*
Saddle Horn

SILENT AUCTION ITEMS FOR THE 2007 ROYAL GALA ON OCTOBER 19

Bottle of Woodford Reserve Bourbon with Personalized Label

Make your own custom label for this great offering. Two of these opportunities will be offered. Woodford Reserve is known as the new standard in bourbons, winning gold medals at the world's three most prestigious tasting competitions. Value: \$400 each
Donated by the Kentucky Cattlemen's Assn.

California Wines

From the heart of wine country, enjoy this wonderful treat. Value: \$350
Donated by J. Scott Vernon, Brock Center for Ag Communication California Polytechnic State University

Beef Breeds Journal Package

Two 1/2 page, 4-color ads during 2008 in these incredible magazines. Value: \$16,000
Donated by Angus Journal, Beefmaster Cowman, Charolais Journal, Hereford World, Limousin World, Shorthorn Country, American Red Angus, Maine-Anjou Voice, ACJ (Chianina), The Register (Simmental), Gelbvieh World, American Salers, Braunvieh World and Texas Longhorn Trails.

Case of Missouri Wine

This basket blends together everything that is wonderful to create. One distinct, delicious treat. Value: \$120
Donated by Brownfield Network

Affection Eau de Parfum Gift Set

Affection Eau de Parfum is a modern, oriental chypre that awakens the senses. It's pure luxury captured in a bottle. Gift set includes Affection Eau de Parfum, fragrance solid compact, shower gel and lotion. Value: \$110
Donated by Rebecca Terry

Pecan Goodie Baskets

These festive western baskets feature everything to satisfy your sweet tooth (fresh fudge and candy) to heart-healthy nuts from Bryant Pecan Co. to delicious marinades, spices and mixes to spice up your life. Value: \$100
Donated by Lisa Bryant, The Cowboy Connection

Cookbook Collection

Serve up delicious entrees from this wonderful collection of cookbooks including the red plaid cookbook, the *Better Homes & Gardens New Garden Book* and others. Value: \$400+
Donated by Successful Farming

Necklace and Earrings

This custom made exquisite necklace will be the finishing touch to that new outfit in your closet. No new outfit? This will be the perfect excuse to shop for one. Value: \$200
Donated by Rowdy Blonde Studio, Suzette Nesbitt

American Royal Rodeo Tickets - Wednesday, Oct. 24, 7 p.m.

Enjoy the Wednesday night performance of the American Royal Rodeo followed by an awesome performance by one of country music's hottest acts. Section 109, Seats K1 and K2. Value: \$88
Donated by BEEF Magazine

Beef Griller's Delight

Delight your tummy with The Healthy Beef Cookbook and steak knife set. When you're kicked back after a big steak, enjoy an autographed copy of Baxter Black's latest book. Value: \$75
Donated by Cattlemen's Beef Board

The Healthy Beef Cookbook

Healthy beef recipes for the chef on your shopping list. This would make a great Christmas gift. Value: \$25
Donated by Cattlemen's Beef Board

The Healthy Beef Cookbook

Healthy beef recipes for the chef on your shopping list. This would make a great Christmas gift. Value: \$25
Donated by Cattlemen's Beef Board

"Paula Deen Celebrates"

Autographed by Paula to her LPC friends! This 240 page cookbook contains recipes and menu suggestions for every imaginable holiday from Thanksgiving to Elvis' birthday. Value: \$26 plus the priceless autograph!
Donated by: Paula Deen and Charleston\Orwig

John Deere 8530 Pedal Tractor with Duals Prestige collection, collector model. Wrap up your Christmas shopping for the kids right here. Value: \$229
Donated by National Swine Registry/Seedstock Edge

Best Remudas

Signed and limited book written and photographed by Jim Jennings, Executive Director of Publications at AQHA and also a past president of LPC. *Best Remudas* features photography and descriptive text about the daily work on ranches such as Lacey Cattle Co., R.A. Brown, Pitchfork, Waggoner and the Four Sixes. Value: \$50.
Donated by The American Quarter Horse Journal

Lizzie's Lather

Pamper yourself with this wonderful basket of fine handcrafted soap with shea butter in every bar. These natural soaps are perfect for men and women. Value: \$100
Donated by Suzette Nesbitt

Jowler Creek Wine Basket

Get your "paws" on the first vintage of Jowler Creek wine. The new wines are young, fun and already receiving rave reviews and prestigious awards! Plus, you can sip them in style with the included logo glasses. Value: \$50
Donated by Jason and Colleen Gerke

Homemade Rolls of Deer Sausage

Paul Shanks delivers his spicy deer, pork, beef and cheese sausage from an old family recipe. Word has it that it is to die for. Two three-pound smoked, pre-cooked rolls will be shipped to your door before Christmas. Value: \$84
Donated by Boelte-Hall

If you still want to donate something for the auction, it's not too late! Contact auction chairman, **Jay Carlson**, jay.carlson@penton.com

If you cannot make it to the Royal Gala and still want to support LPC, you can still bid! Although this will not be broadcast on any satellite TV channels, we still can make arrangements! On Friday, October 19th, you may call auction chairman, Jay Carlson, 913/485-9079 or Diane at 817/336-1130 or 817/247-1200 to send in your bids OR you can e-mail dianej@flash.net up until Thursday, October 18.

JOB BANK

NSR Director of Communications

The National Swine Registry (NSR) is seeking to fill a multifaceted position to oversee communication and advertising functions of the Association.

This position is responsible for, but not limited to, overseeing the production of the NSR's magazine publication, Seedstock EDGE, which is published nine times a year; "The Pinnacle," the National Junior Swine Association's quarterly newsletter; and "For the Record," the NSR's quarterly newsletter.

Other responsibilities include developing promotional materials for the Association and its members; creating press releases; and overseeing updates made to Association's Web site, www.nationalswine.com.

Requirements include practical experience in communications, magazine production and management; the ability to work cooperatively as a team with members and staff; livestock experience; and strong organizational and administrative skills.

Please direct questions and resumes to Darrell D. Anderson, Chief Executive Officer, National Swine Registry, P.O. Box 2417, West Lafayette, IN 47996-2417; phone 765/463-3594 or darrell@nationalswine.com. Deadline for applications is Oct. 31, 2007.

Special Events Manager

The Texas Longhorn Breeders Association of America (TLBAA), is searching for a Special Events Manager to manage, organize and plan all Longhorn cattle related events as they pertain to sales and shows. This position requires some travel and working during weekends and some evenings.

Principle Accountabilities: Managing a staff of two assistants in order to plan and organize cattle sales and shows associated with the TLBAA. A partial list of duties includes: consignment and show entries, managing event schedules, managing all financial transactions related to the event, working with on-site graphic art department to prepare any printed materials, arranging event venues, catering and transportation.

Requirements: Excellent verbal and written communication skills, experience in showing and selling cattle, experience in event planning or development, strong computer skills, ability to work effectively in an environment in which parameters may change daily, demonstrated energy and drive, strong organizational skills.

Preferred Qualifications: A bachelor's degree or the equivalent combination of education and experience from which comparable knowledge and abilities can be acquired.

Knowledge and experience with Texas Longhorn cattle. Some experience in livestock management.

The TLBAA is located in Fort Worth, TX and offers a quality benefits package. Salary begins at \$40,000 - \$45,000 annual and depends on amount of experience. **Contact TLBAA office for application process, 817/625-6241.**

Podcasting for Publishers

Podcasting generally reaches a niche audience using Really Simple Syndication, or RSS feeds. This distribution method transmits audio or video data from a server directly to a user's computer. To create an RSS feed in iTunes, you must first create your podcast.

Using a simple microphone, record and save your file as an mp3. This file is the most commonly used format on the web and provides good quality audio with a small download size. Clean up your audio file using Adobe Soundbooth, or the audio editing software of your choice. Audio editing software allows the user to decrease background noises and create a clear broadcast. Now arrange the audio to create the message you want. Once your audio file is complete, use a File Transfer Protocol, or FTP, program to upload your file to your server.

You can now post a summary and link to your file from your Web site. However, this is not a podcast. The file only becomes a podcast once it is an RSS feed.

A simple way to create RSS feeds is to use iTunes. Creating an account with iTunes allows you to create a page for your podcasts and gives you access to templates for RSS feeds. Once you find iTunes podcast specifications, you can copy and paste the code provided. Edit the code for your specific video. This will create a guide element, which is the new page that appears for your video. Upload the file to your FTP program. While there are programs that create RSS feeds automatically, these programs are not always accurate. It is recommended to perform the code yourself to provide accurate information.

Now, you can check your file and make sure it is a working RSS feed. Go to www.feedvalidator.org and insert the URL. This Web site will test the feed and show what corrections need to be made to make it a usable RSS feed.

Once you have created and uploaded your podcast, it is available for download

The following is a recap of one of the sessions from the Ag Media Summit in Louisville written by Stephanie Miles, Texas Tech University. She was also one of the travel award winners for the Forrest Bassford Student Award competition and served as an AMS intern. The following is her article on podcasts that was presented by Chuck Zimmerman, ZimmComm New Media.

by iTunes users. Users can subscribe to individual podcasts. Once an update is made to the feed, the new files will download automatically to the subscriber's computer. Users can watch the content from their computer or load it onto an iPod and watch it later.

Podcasting provides many advantages to those who use it. Little waste is created when niche audiences are targeted. The added audio and visual elements in podcasts can add to printed media and provide additional space for advertisements. Your content can be archived and accessed long after it is posted.

The demand for fast, easy, and on demand content is increasing the interest in podcasting. By incorporating podcasting into your publication, you create new opportunities and increase the multimedia content of your print. •

LPC Committees 2007 to 2008

<u>Name/Committee</u>	<u>Company</u>	<u>Phone</u>	<u>e-mail</u>
Critique Contest			
Jim Bret Campbell-Chair Kathy LaScala	The American Quarter Horse Journal Food 360	806/376-4888 800-255-5113, x776	jbcampbell@aqha.org klascala@food360.com
Student Development			
Christy Lee-Chair Beverly Moseley Megan Sheridan Kati McQueen Miranda Reiman Chayden Bray Julie Murnin Molly Mader Lance Zimmerman Shelly Sitton	National Swine Registry Land & Livestock Post National Swine Registry National Swine Registry Certified Angus Beef Colorado Livestock Assoc. Cattle Design Charolais Journal Certified Angus Beef Oklahoma State University	765/463-3594 979/731-4622 765/463-3594 765/463-3594 785/539-0123 970/378-0500 325/370-3103 816/464-5977 330/345-2333 x252 405/744-3690	christy@nationalswine.com beverly.moseley@theeagle.com megan@nationalswine.com kati@nationalswine.com mreiman@certifiedangusbeef.com cbray@coloradolivestock.org juliemurnin@cattledesign.com mmader@charolaisusa.com lzimmerman@certifiedangusbeef.com ssitton@okstate.edu
Awards			
Marilyn Brink-Chair	Kanwaka Communications	620-583-5226	kanwaka@powwwer.net
Rules & By Laws			
Kyle Haley-Chair Steve Suther	Limousin World Certified Angus Beef	405/260-3775 785/889-4162	kyle@limousinworld.com ssuther@certifiedangusbeef.com
Long Range Planning			
Lisa Bryant-Chair Jim Bret Campbell-Chair Lori Maude Todd Domer Cheryl Oxley Stan Coffman Janice Dahl	Cowboy Connection The American Quarter Horse Journal Gelbvieh World Kansas Stockman Angus Journal Ozarks Farm & Neighbor Anchor Management Group	580/332-7480 806/376-4888 303/465-2333 785/273-5115 816/383-5216 866-532-1960 314/503-7580	cowboyconnection@sbcglobal.net jbcampbell@aqha.org lorim@gelbvieh.org todd@kfa.org coxley@angusjournal.com stan@ozarksfn.com jdahl@anchormanagement.net
Sales & Marketing			
Kathy LaScala-Chair Lisa Bryant-Chair Kyle Haley Deb Hoge Stan Coffman Jay Carlson	Food 360 Cowboy Connection Limousin World Shorthorn Country Ozarks Farm & Neighbor BEEF	800-255-5113, x776 580/332-7480 405/260-3775 402/393-7051 866-532-1960	klascala@food360.com cowboyconnection@sbcglobal.net kyle@limousinworld.com debbie@shorthorn.org stan@ozarksfn.com jcarlson@beef-mag.com
Western Regional Workshop, May 29-30, 2008			
Maggie Malson Chair Lori Maude Co-Chair Chayden Bray Amy Bader	Idaho Line Rider Gelbvieh World Colorado Livestock Assoc. Cowboy Designs	208/674-1283 303/465-2333 970/378-0500 501/786-1392	maggiejomalson@mac.com lorim@gelbvieh.org cbray@coloradolivestock.org info@cowboydesigns.net
Southeast Regional Workshop			
Carey Brown, chair Tabetha Jeter Christie Gillespie LeAnne Peters Belinda Ary Cheryl Oxley Julie Sims	Cow Country News PIC Tennessee Cattle Business Cattle Business in Mississippi Cattle Today Angus Productions Georgia Cattleman	852/278-0899 615/265-2726 615/896-2333 601/354-8951 205/932-8000 816/383-5216 478/474-6560	cbrown@kycatle.org tabetha.jeter@pic.com christie@tncattle.org cbmag@bellsouth.net editor@cattletoday.com coxley@angusjournal.com juliesims@gabeef.org
Oklahoma-Texas Regional Workshop			
Beverly Moseley-Chair Kyle Haley Julie Murnin Lisa Bryant Jim Bret Campbell	Land & Livestock Post Limousin World Cattle Design Cowboy Connection American Quarter Horse	979/731-4622 405/260-3775 325/370-3103 580/332-7480 806/376-4888	beverly.moseley@theeagle.com kyle@limousinworld.com juliemurnin@cattledesign.com cowboyconnection@sbcglobal.net jbcampbell@aqha.org
Midwest Regional Workshop, Des Moines, April 10, 2008			
Teresa Roof Deb Hoge Stephanie Veldman Alaina Burt Nicola Freeman	National Pork Board Shorthorn Country Broadhead + Co. BEEF Paulsen Marketing	515/233-2600 402/393-7051 612/617-7927 952/851-4671 605/336-1745	troof@pork.org debbie@shorthorn.org sveldman@broadheadco.com aburt@beef-mag.com nicola@paulsenmarketing.com
Photo Contest			
Amy Bader-Chair Julie Murnin	Cowboy Designs Cattle Design	501/786-1392 325/370-3103	info@cowboydesigns.net juliemurnin@cattledesign.com
Marketing, Communication & Member Development			
Don Norton Stephanie Veldman Stan Coffman Lance Zimmerman	Boelte-Hall Broadhead + Co. Ozarks Farm & Neighbor Certified Angus Beef	913/766-7726 612/617-7927 866-532-1960 330/345-2333 x252	donn@boelte.com sveldman@broadheadco.com stan@ozarksfn.com lzimmerman@certifiedangusbeef.com
AMS			
Kyle Haley Tabetha Jeter Molly Mader Scott Vernon Christy Lee	Limousin World PIC Charolais Journal Cal Poly National Swine Register	405/260-3775 615/265-2726 816/464-5977 805/756-6138 765/463-3594	kyle@limousinworld.com tabetha.jeter@pic.com mmader@charolaisusa.com svernon@calpoly.edu christy@nationalswine.com
Student Award			
Angie Denton-Chair Jamie Gillig Scarlet Hagins Miranda Reiman Molly Mader Stephanie Veldman Alaina Burt	Hereford World McCormick Co. Kansas Stockman Certified Angus Beef Charolais Journal Broadhead & Co. BEEF	785/363-7263 806/289-5533 785/273-5115 785/539-0123 816/464-5977 612/617-7927 952/851-4671	adenton@hereford.org jgillig@mccormickcompany.com scarlett@kfa.org mreiman@certifiedangusbeef.com mmader@charolaisusa.com sveldman@broadheadco.com aburt@beef-mag.com

Office BOMBARDMENT MONTH

The Livestock Publications Council (LPC) invites you to bombard LPC members' offices during October — the LPC Office Bombardment Month.

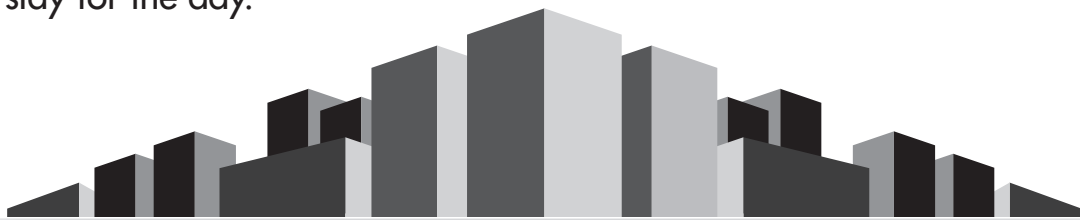
During Office Bombardment Month, our professional journalists, designers, production specialists — agricultural communications gurus — will open their doors for student visitors. Contact one of our participating offices to set up a visit. You can swing by with a question or stay for the day.



A list of participants and locations will be provided to your ACT chapter.

Can't bombard an office in October? No problem! LPC mentors are available 24 hours a day in the LPC Student Mentor Directory at www.livestockpublications.org.

Give us a call or drop an e-mail — we'll help you on your way any day!



**OFFICE
BOMBARDMENT
MONTH**
The best way to get your foot in
the door is to knock it down.

For more information, contact Christy Couch Lee at 765.463.3594 or christy@nationalswine.com.



The Nuts and Bolts of

Ag Communication

Midwest Regional

Design & Writing Workshop

**April 10,
2008**

*Join us at Pioneer Hi-Bred International, Inc., Johnston, Iowa for a
design and writing tune-up!*

More details to follow...

Hosted by:

**Livestock Publication Council, Diane Johnson, dianej@flash.net
& American Agricultural Editors' Association, Den Gardner, ageditors@aol.com**