

Actiongram

October 2011



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Royal Gala Round-Up Set for Oct. 28

FRIDAY, OCTOBER 28, 2011 • 7-11 P.M.

American Royal Headquarters, 1701 American Royal Court, Kansas City, Missouri
(second floor above the American Royal Administration Offices at the main entrance)

Cocktails and hors d'oeuvres food stations featuring
Certified Hereford Beef® and Smoked Currie Ham

Unveiling of the 2011 Hall of Honor inductees

Dr. Glenn Grimes, Professor Emeritus, University of Missouri – Headliner
A.J. Smith, Lone Wolf, Oklahoma – Hall of Fame

Announcement of the 2012 Hall of Honor Inductees

Silent Auction and Dancing!

Recommended Attire

Girls – Dress your best 'BLING' outfit accompanied with fancy boots and belts
Guys – Cowboy hats, boots and starched jeans

Limited seating available – Please send your donation (\$50/person) by October 17, 2011
Send your reservation to: Megan Crudup, A Royal Gala, 304 W. 8th St., Kansas City, MO 64105



The funds raised during the annual Royal Gala are used for the ongoing improvement of the LPC Heritage Center at the American Royal in Kansas City, Missouri. This is the eighth year for the Gala.

Earlier this year LPC gifted the renovation of the American Royal kitchen facilities with a ribbon cutting on June 14. The gift is a result of LPC's involvement not only during the show, but throughout the year with LPC members participating in activities at the facilities. This could not have been accomplished without your continued support in making the LPC Heritage Center a reality.

In 2005, we unveiled the LPC Hall of Honor. The Center receives many visitors each year who enjoy viewing more than 55 portraits of distinguished Hall of Honor and Headliner honorees. The **Forrest Bassford** Student award winners and the **Ed Bible** Distinguished Service award winners are also included in the Hall of Honor. We continue to publicly honor those who have made significant contributions to the agricultural and livestock publishing industries.

The Hall of History is directly across from the Hall of Honor Portraits on the second floor of the American Royal headquarters. Two cabinets are filled with historical documents and elements showcasing the evolution of the livestock publishing industry as well as two photograph collages reflecting the people who have contributed to LPC from its beginning in 1974 to the present.



A.J. Smith, *Oklahoma Cowman*, will be inducted posthumously into the Hall of Fame and **Dr. Glenn Grimes**, professor emeritus, University of Missouri, will be honored with the Headliner Award on October 28.

LPC Club open during American Royal

The LPC Club will be open October 27-29 during this year's American Royal. This is a "home" for LPC members to come and relax during the show, bring customers to meet and to bring prospective members to enjoy a cup of coffee and a quiet place to visit. It's a great place to get away to relax.

This room is being offered to LPC by the Saddle and Sirloin Club who have furnished it and maintain it through the year.

Silent Auction Items needed

Items are needed for this year's Silent Auction which will be a part of the LPC Royal Gala Round-Up on Friday night. If you wish to donate an item, please contact **Christy Lee**, christy@ceeleeecommunications.com

Join in on the Speed Networking event in Kansas City on October 27

Our LPC Student Development Committee is planning a "speed networking" event for Thur., October 27, at the American Royal in Kansas City. We appreciate your contributions to the field of agricultural communications and believe your insight, experiences and expertise would be a great benefit to the students participating in this event.

This event will take place above the offices at the American Royal from 6:30 to 8:30 p.m. We would like to hold a short meeting at 6 p.m. with the professionals to provide a few tips and discuss the flow of the evening. We will have an informal gathering following this event with pizza and drinks this year. This will allow students and professionals an extra opportunity to visit in a more informal setting.

So, what's a Speed Networking Event?

Speed networking is a fun opportunity for you, as an agricultural communications professional, to briefly (did I say briefly?) share your story, tell students a little about what you do, tips for success, opportunities in the industry, etc. Last year, we had 40 students and 22 professionals attend this event. (We are hoping for a bigger and even better turn-out this year!) We divided the room into 10 tables and put 4 students and 2-3 professionals at each table. We expect to try a similar approach this year depending on the size of the group. If you are unable to attend, but have a co-worker who could take your place, that would be great, too.

Attire

We are encouraging business casual attire for this event. However, we understand it's a stock show so jeans are fine, too.

Promote your company!

In addition to providing a great service to our future ag communicators, I believe this is a great way to find potential summer interns or future employees. We will have gift bags for each student to speed things up so professionals don't have to take time to hand out materials at the tables. Each professional is invited to send information, brochures, business cards, or other goodies to share with the students. Please coordinate with me in advance so I can confirm where to send your items. I plan to stuff the gift bags on Thursday morning at the American Royal. If you are close or will already be there and want to drop them off, that's great. If you won't be there until Thursday night, I'd like to have you ship them in advance.

This is an excellent way to give back to the future of agricultural communications. Your story and tidbits of advice are of great value to these students – please join us for a fun night of sharing! Please email me at jshike@illinois.edu by October 7 if you are interested in participating! We will have a much better idea in mid-October of how many students to expect and can finalize details with you next month. For now, we're trying to develop a list of industry professionals we can count on to make this happen! For more information contact **Jennifer Shike**, jshike@illinois.edu

Paul Andre Best of the Bunch Photo Contest Results



BEST OF THE BUNCH: Beverly Moseley



LIVESTOCK SCENIC 1st Place: Christy Lee



LIVESTOCK PEOPLE 1st Place: Jennifer Carrico



LIVESTOCK 1st Place: Cheramie Viator



GENERAL 1st Place: Beverly Moseley

LIVESTOCK

1st Place: Cheramie Viator, Silver Spur Ranches "Rem's Miss"
2nd Place: Beverly Moseley, USDA – NRCS "Sliding Stop"
3rd Place: Christy Lee, Cee Lee Communications "Looking at You"

LIVESTOCK PEOPLE

1st Place: Jennifer Carrico, *High Plains Journal* "Cowkids"
2nd Place: Cheramie Viator, Silver Spur Ranches "Broken Spear Cowboys"
3rd Place: Katie Gazda, *Angus Journal* "Show Time"

LIVESTOCK SCENIC

1st Place: Christy Lee, Cee Lee Communications "Riding the Banks"
2nd Place: Laura Nelson, Certified Angus Beef "Winter Rest"
3rd Place: Cheramie Viator, Silver Spur Ranches "Some Got By"

GENERAL

1st Place: Beverly Moseley, USDA – NRCS "Take Off"
2nd Place: Katie Gazda, *Angus Journal* "Double Take"
3rd Place: Christy Lee, Cee Lee Communications "Willy"

Watch for more entries to be posted on the LPC website soon.



AMS SESSIONS AVAILABLE TO VIEW NOW

If you were not able to make it to New Orleans or you attended a different session and wanted to still see another, there were several sessions that were recorded. Those that were streamed are at <http://agmediasummit.blogspot.com/> Oh....and it's free!

Make sure you are using the correct LPC logo!



You can download the correct LPC logo from the LPC website www.livestockpublications.com. You can use the color as it is or change it to fit your publication.

Reminder that Job Postings are on the LPC site

Since the job postings can take up a lot of space in the *Actiongram*, you can now post directly to the site at www.livestockpublications.com. Click on job postings and sign up with a user name (e-mail address) and password. Upon approval by LPC, you may then post as many jobs as you wish. There is a limit of 500 words for the job description. When the job is filled or you want to delete the post, it's simple to log back on and delete the job description. We hope that everyone finds this to be easier and much more efficient with job openings. Now you won't have to wait for an *Actiongram* to be distributed and these posts are open to the world. **You must be an LPC member to post jobs.** There are several listed right now -- check them out!•

The new **LPC DIRECTORY** will be in the mail soon. If you don't receive one or need more, let Diane know. Also if you know others who would like to be added to the LPC distribution lists let us know. Be sure to like us on **FACEBOOK** too!



A group of 34 members from the American Agricultural Editors' Association (AAEA) and LPC took part in this year's International Federation of Agricultural Journalists (IFAJ) Congress in Guelph and Niagara Falls, Ontario, Canada. This is the same event that was hosted in Fort Worth, Texas in 2009.

The U.S. delegation included (top right pic) **Carey Brown, Steve Fairchild, Holly Martin** and **Jennifer Carrico** and (bottom left) **Greg Lamp, Diane Johnson** and **Gregg Hillyer**. **Lilian Schaer** and **Owen Roberts** are pictured above and served as co-chairs of the event. Kudos to all of the Canadian volunteers who worked so hard to make the week a success. Speaking from experience we know how much time the Congress takes to produce and we were happy to enjoy it this year! Next year's Congress will be held in Sweden and the following year in Argentina.



OFFICE

BOMBARDMENT AWARENESS MONTH

The best way to get your foot in the door is to drop in and make a splash.

OCTOBER 2011

Hey Students!

Did you know there are professional journalists, designers, production specialists — agriculture communications gurus — waiting to meet you?

To encourage this interaction the Livestock Publications Council (LPC) is declaring October as Office Bombardment Awareness Month.

Gather ACT members new and old and travel to a nearby office. Or meet up with a neighboring ACT chapter to meet new friends while making visits.

If you can't make October work, make plans for later in the year. Need ideas of where to go, who to travel with or new places to check out? Give us a call or drop an e-mail — we'll help you on your way any day!



**OFFICE
BOMBARDMENT MONTH**

Contact LPC's Student Development Committee Chair
Miranda Reiman at 308-784-2294 or
mreiman@certifiedangusbeef.com.

