

# ACTIONGRAM

September 2004

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

## LPC ESTABLISHES NEW HERITAGE CENTER AT THE AMERICAN ROYAL HEADQUARTERS, KANSAS CITY

Exciting news has just been announced with the addition of the new **Livestock Publications Heritage Center** at the headquarters of the American Royal in Kansas City, Mo. Earlier in the year officials of the American Royal met with LPC staff and LPC volunteer members to discuss the opportunities that would benefit both groups. This summer the proposal from LPC to the board directors of the American Royal was unanimously approved.

With LPC starting its 30th year as an organization, it was decided that there is so much education that LPC holds in boxes that could be used to educate the public on livestock communications. Also this will allow for award winners who are recognized each year to receive more attention than just during the awards ceremony.

On August 29, a committee of volunteers from LPC met again with the American Royal staff to declare everything official. Through this meeting the whole picture became clear with the following plan initiated:

- The official name will be the Livestock Publications Heritage Center.

Phase 1: A Hall of Honor will showcase

the formal, framed photos of the winners of LPC's Hall of Fame and Headliner winners. Other winners from the Distinguished Service Award and Student Award will also be recognized in this area.

Phase 2: The Hall of History will become a part of the museum located in the main building. This museum and visitors center already focuses on the significance of agriculture including items from livestock shows including saddles, clothing and many interactive exhibits. The addition of the evolution of livestock publishing will fit perfectly into the museum with future exhibits to include the history of printing and items from the past like wax machines, burnishers, amberlyth, paste up boards - all items that were once used prior to automation and computers.

Also announced is the LPC Club which will be open October 20-25 during this year's American Royal. This room is being offered to LPC by the Saddle and Sirloin Club who have furnished it and maintain it through the year. LPC will have 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.

And finally but very important is the LPC Gala which will be held on October 22 during the Royal. This event will be held at the American Royal grounds and serve as a fundraiser to raise money for the efforts of the new Heritage Center, Hall of Honor and Hall of History. Tickets will be \$100/person and include dinner, entertainment, silent and live auctions plus a ticket to the Superbull at Kemper Arena which includes a concert by Chris LeDoux on Friday night.

All of these activities are going to need many volunteers and financial support from those who wish to help keep the heritage of LPC going.

More details will be following through the next few weeks. •

If you are interested in serving on a committee for any part of the new Heritage Center, please contact **Diane** at the LPC office. Or if you are interested in donating an item to the live or silent auction, contact **Kathy LaScala**, [KLaScala@vancepublishing.com](mailto:KLaScala@vancepublishing.com). Kathy reports that she already has received artwork, football tickets, and a John Deere peddle tractor!

MARK YOUR CALENDAR! OCTOBER 22, 2004 • 5:30 PM

LPC GALA ~ AMERICAN ROYAL HEADQUARTERS ~ MORE DETAILS TO FOLLOW!

# CRITIQUE CONTEST & AWARDS



## James Flanagan Most Improved Publication *Seedstock Edge*



**Christy Lee** accepts the award on behalf of *Seedstock Edge* from President **Wayne Bollum**. The judges said: "The magazine staff revolutionized the cover page of the magazine, giving it a modern look with professional, much improved photography. Readers of the magazine can be proud of the redesign that gives them a cover page worthy of their coffee tables. The redesigned table of contents and navigation bars enable readers to quickly find the information suited to them. The designers could have looked at a more dramatic change to the sales pages, but overall, this magazine has been completely transformed!"



Diamond Designer of the Year and Peerless Award Winner for Design (Service Members)

**Gail Lombardino**  
Homestead Graphics



Diamond Writer of the Year and Peerless Award Winner for Writing (Service Members)

**Steve Suther**  
Certified Angus Beef, LLC



Peerless Award Winner for Design (Publication Members)

**Mike Morkes**  
Limousin World  
(**Kyle Haley** is shown accepting the award)



Peerless Award Winner for Writing (Publication Members)

**John Maday, Drivers**  
(**Greg Henderson** is shown accepting the award)

*Congratulations to these other winners in the General Excellence categories for publications:*

Multi-Breed Association Publication: *Cutting Horse Chatter*  
Multi-Breed Non-Assn. Publication: *Dairy Herd Management*  
Single Breed Publication, 5,000 or less circ.: *Gelbvieh World*  
Single Breed Publication, 5,000 or more circ.: *America's Horse*  
Newspaper: *Iowa Farmer Today*  
Newsletter: *Angus Journal*  
Electronic publishing  
Web Site – Home Page: *Iowa Farmer Today*  
Electronic Newsletter: *Drivers*

The team from Oklahoma State University finished their years as coordinators for the Critique and Awards Contest. Thank you ladies for your years of hard work and dedication to making this LPC program continue to be a premier event! Pictured are **Tara Wright, Jodi Nichols-Cole**, Advisor **Shelly Sitton, Cathy Herren** and **Stephanie Mitchell**.



# DSA AWARDED TO 3 CHAMPS!

**Don Norton, Paul Shanks, and Rob Giseburt**, with Boelte-Hall, Roeland Park, KS, are the recipients of the 2004 Ed Bible Distinguished Service Award (DSA) presented in Tampa. 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**.

This is the first year LPC has given this honor to more than one individual, but this group of gentlemen were chosen because of their commitment to go beyond the call of duty for LPC. For example in Tampa, they once again offered free shuttle service from the airport to attendees, took digital photos at the Spring Break party and then downloaded the photos back to their printing plant (til 3 a.m.) and had the small poster sized prints shipped back in time to hand out at the InfoExpo on Tuesday. Of course that took another 4 a.m. trip to the airport for the retrieval of the prints. Rob was a speaker again on our program offering his mind and talent to us and when there were computer problems... there was only one to call for help. These three gentlemen don't only appear at APS. They have helped all year and do it with graciousness and humility. Boelte-Hall hosted the group at last fall's Desktop Workshop and the employees stayed late to give tours of their plant--- all the while with smiles on their face! All in all, Boelte-Hall and its representatives have been a constant supporter for LPC and they are appropriately recognized with the Distinguished Service Award for 2004.



*Don Norton, Paul Shanks, Rob Giseburt, LPC President Wayne Bollum*

# 2004 STUDENT TRAVEL AWARD WINNERS

Committee chairman, **Angie Denton**, is shown with the winners in the **Forrest Bassford** Student Award competition. which is sponsored jointly with the Chicago Mercantile Exchange and LPC. This year's winner is **Teresa Oe**, North Dakota State University. She is shown at right with travel scholarship winners, **Rachel Bobbitt**, Oklahoma State University; **Audrey Young**, Kansas State University; and **Garrett Wilkerson**, Texas A&M University. These four were selected as finalists from their applications and then the final decision was made in Tampa after the interview process. •



## HALL OF FAME: HENRY KING, TEXAS LONGHORN TRAILS

**Henry King** was inducted into LPC's Hall of Fame with more than 40 years of continuous years of service to the livestock publications industry. One of his greatest achievements for LPC is that as a founding member of LPC, he wrote the original letter outlining the mission of LPC. He sent it to as many livestock publications as he could think of and as a result 30 years later, LPC continues to grow from its simple beginning.



At age 76, Henry still maintains a full work schedule and is respected for his writing and photography abilities along with his sincere devotion to the livestock publishing industry. •

*Shown above are Henry King and LPC President Wayne Bollum.*

## HEADLINER: HENRY GARDINER, GARDINER ANGUS RANCH

**Henry Gardiner**, Gardiner Angus Ranch, is known as a leader in both the commercial and registered cattle business. He, along with his wife Nan, their three sons and families run the ranch located near Ashland, Kan. The ranch

new technologies and meticulous record-keeping. Their achievement of goals have made them a leader in genetic improvement in their program. *Shown below Nan and Henry Gardiner and Greg Henderson, Drivers.*

encompasses 21,000 acres and they sell 1,200 bulls and 600 females each year.

The Gardiners are known for using





Joe Roybal, 2004-05 LPC President  
aka Blues Bros. as seen APS 2003 and 2004

## REPORTING FOR DUTY

First off, thank you for the honor of allowing me to serve as president for the coming year. I look forward to working with LPC's executive director **Diane Johnson**, the talented and hardworking folks on the board of directors, and all the other member volunteers who continue to maintain LPC as one of the most dynamic groups in ag journalism.

This year marks LPC's 30th anniversary. I've been a member for almost 20 of them. In that time, the organization's membership structure and programs have evolved, but the spirit of LPC that I experienced at my first convention – welcoming, engaging, friendly and fun folks – has not.

Membership benefits, however, have grown greatly in quality and scope. While LPC's annual critique contest still remains a cherished and anticipated feature of each year's annual meeting, the professional development opportunities are much deeper today.

LPC's six-year association with the Agricultural Publications Summit has been a highlight. Stronger student programs and regional professional development workshops are others. And, thanks to former presidents, **Wes Ishmael** and **Wayne Bollum**, LPC is about to get started on an in-depth strategic planning exercise to better target LPC efforts for the future.

Most recently, LPC's board and executive director will be working with folks from the American Royal to establish a permanent gallery in the American Royal

Building in Kansas City. All parties are excited about the prospect and motivated to get something done. What a great venue in which to enshrine our Hall of Fame gallery and other LPC exhibits as well.

All this serves to point up the dynamism of LPC. At a time when similar organizations are facing reduced membership and budgets, LPC is growing membership and adding services. At an annual membership fee of \$175 for magazines, \$150 for service members, and \$35 for students, LPC is one of the best deals anywhere.

By the way, LPC's Web site (<http://www.livestockpublications.com/>) carries an interesting history of the organization. Take a few minutes when you have time and acquaint yourself with the organization's roots and development.

Talk to you next month.

Talk to you next month.

Joe

Paul Andre

## BEST OF THE BUNCH PHOTO CONTEST RESULTS



LPC President Wayne Bollum congratulates Lindsey West, photographer of winning photo pictured at right.



### Livestock Category

- 1st Lee Chastain
- 2nd Ryan Squibb
- 3rd Shelly Sitton

### People Category

- 1st Gabe Eckert
- 2nd Kylene Orebaugh
- 3rd Shelly Sitton

### Scenic Category

- 1st Lindsey West (overall winner)
- 2nd Kylene Orebaugh
- 3rd Cheramie Viator

### General Category

- 1st Lisa Bryant
- 2nd Eric Tietze
- 3rd Lisa Bryant

Watch for featured photos in upcoming Actiongrams from the other category winners.

It's never too early to 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!

# THANK YOU APS SPONSORS WE APPRECIATE YOU!

**SILVER \$10,000**  
**America's Beef Producers through the Beef Checkoff**  
 Bayer CropSciences & Gustafson LLC  
 Case IH & New Holland  
**John Deere**  
 Monsanto  
 Pioneer Hi-Bred International  
**BRONZE \$7,500**  
 BASF  
**United Soybean Board**  
**CONTRIBUTOR \$5,000**  
 AGCO  
 Altria  
 FMC

MANA/Ag Container Recycling  
**National Pork Board**  
**Quebecor**  
 Syngenta Crop Protection/Syngenta Seeds  
**PATRON \$2,500**  
**Branch-Smith Printing**  
**Boelte-Hall Litho**  
**Village Press**  
**SUPPORTER \$1,000 and under**  
 Audit Bureau of Circulations  
 Dairy Management Inc.  
 Farm Credit Council  
 W.K. Kellogg Foundation  
**Select Sires**  
*bold names indicate LPC members*



## 2004-05 BOARD ELECTED IN TAMPA

**Joe Roybal**, Minneapolis, Minn., was elected to serve the Livestock Publications Council as its president for 2004-2005. Roybal is the editor for *Beef*.

Serving as first vice president is **Lori Maude**, editor, *Gelbvieh World*, Westminster, Colo.; **Lisa Bryant**, Cowboy Connection, Ada, Okla., was elected to serve as second vice president, and **Kyle Haley**, *Limousin World*, Guthrie, Okla., was elected to serve as secretary/treasurer. **Wayne Bollum**, national sales manager for *Beef Today/Dairy Today*, Northfield Minn., will serve as immediate past president.

**Christy Couch Lee**, was elected to serve a new term on the board of directors. Lee is the editor for *Seedstock Edge*, West Lafayette, Ind. Members re-elected include the following: **Kathy LaScala**, *Drovers/Dairy Herd Management/Pork*, Lenexa, Kan.; **Jim Bret Campbell**, *The American Quarter Horse Journal*, Amarillo, Texas and **Becky Terry**, *Braford News*, Winchester, Kan.

Those board of directors continuing their terms include the following: **Andy Atzenweiler**, *Missouri Beef Cattleman*, Kansas City, Mo.; **Scott Vernon**, Brock Center for Ag Communication, San Luis Obispo, Calif.; **Marilyn Brink**, *Braunvieh World*, Lawrence, Kan.; **Stan Coffman**, *Ozarks Farm & Neighbor*, Lebanon, Mo.; Shauna Hermel, **Angus Journal**, Saint Joseph, Mo.; **Allen Moczygamba**, *Beef Today/Dairy Today*, Fredericksburg, Texas and **Steve Suther**, Certified Angus Beef LLC, Onaga, Kan. •



*Ooops! The photos of the board turned out a little fuzzy! And a little unorganized! But stay tuned for the new formal photo later this fall! Missing at left is Jim Bret Campbell teaching the photographer how to take the photo!*

## VOLUNTEER HELP WANTED:

willing to travel to Louisville, Kentucky in October? If so, the Agricultural Communications Career Development Event needs your help.

We need experienced agricultural communicators to serve as judges for the 2004 Agricultural Communications CDE. Judges are needed for communications campaign proposal presentations from 5 to 8:30 p.m. on October 27 and for practicums (news writing, press release writing, and graphic design) from 8 a.m. to 1 p.m. on October 28. All judges are also invited to attend the awards banquet on October 29 at 6 p.m.

If you can assist with either or both of these event components, please contact Tracy Rutherford at (979) 458-2744 or [trutherford@aged.tamu.edu](mailto:trutherford@aged.tamu.edu) or Jeff Miller at (479) 575-5650 or [jdmiller@uark.edu](mailto:jdmiller@uark.edu). •

Will you be attending the 2004 **National FFA Convention** or be

## DESKTOP WORKSHOP OCT. 26-27, KANSAS CITY

If you have anything to do with production and/or design with a publication of any kind, make sure your fall plans include attending the Boosting Productivity Desktop Design Workshop on October 26-27 at the Clarion Hotel near the Kansas City airport. Once again the committee has put together an outstanding program which will include a variety of sessions including two self-improvement workshops. The featured speaker, **Lynn Stoecklein**, is back by popular demand from last year. Her sessions will be on Tuesday morning with focus on Adobe Photoshop and Adobe Acrobat. Other session topics include: typography, digital photography, web design and a team competition to learn new design ideas in a fun way.



Registration is only \$50 for members of LPC, American Agricultural Editors' Assn, or Agricultural Communicators of Tomorrow. Includes lunch on Tuesday and the dinner to be held at the American International Charolais Assn. Non-member fee is \$75/person.

**Tammy Houk** is taking registrations, so contact her for more information on registration at 785/273-5115 or [tammy@kla.org](mailto:tammy@kla.org). Other members of the committee include: **Becky Terry**, **Cheryl Oxley**, **Amy Cowan**, **Scarlett Hagins**, **Marilyn Brink** and **Gail Lombardino**.

To view more details, you may go to the LPC website ([www.livestockpublications.com](http://www.livestockpublications.com)) to download the flyer or contact the LPC office. •

## ABOUT PEOPLE

New Communications Director for the Red Angus Association of America is **Misti Pilster** originally from Alzada, Mont. She received her bachelor of science degree from Texas Tech University in 2000 and most recently she was employed by the Montana Dept. of Agriculture. She replaces **Sara Moyer** who moved to the American Angus Association in St. Joseph, Mo. •

## WE NEED YOUR INPUT- CRITIQUE CONTEST SURVEY

One person from your publication/organization will soon be receiving an e-mail pertaining to a survey on the Critique Contest and Award program. The Contest committee needs your input to evaluate this vital LPC program. Please be sure to help us out and go to the link provided for this very quick survey. Thank you in advance for your help! •