

**2002 upcoming events & deadlines**

June 21

First deadline for APS registration

July 22-25

Agricultural Publications Summit  
Reno, Nevada

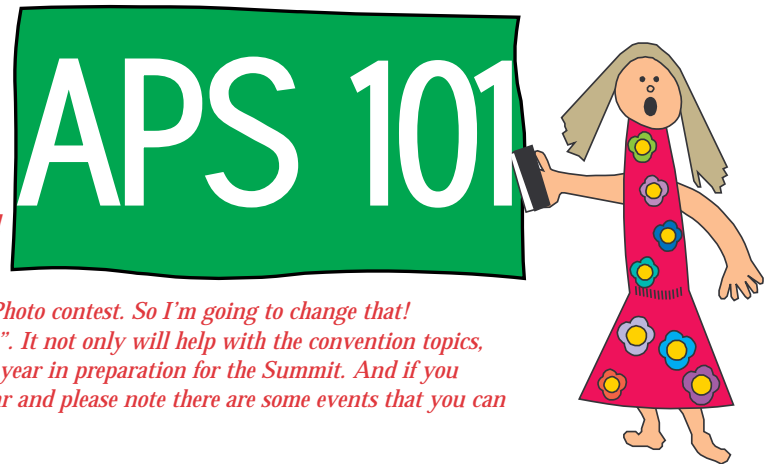
# Actiongram

News from the  
Livestock  
Publications Council

*OK- enough already! I admit it! I'm getting older. Which I've noticed is starting to show in my years with LPC. <insert smile>*

*I've realized that due to the growth (and stability) of LPC, the many new members who have joined, and company staff changes--- well- many are not the same people that were around 15+ years ago. And with that thought I've realized that I take it for granted that everyone knows what's going on with LPC. More specifically about all of the exciting events that happen during the annual convention (now referred to as the Summit). I find myself just assuming that everyone knows about the LPC events like Critique Contest, the Banquets, the Photo contest. So I'm going to change that!*

*In this issue of the Actiongram I've decided to produce "APS 101". It not only will help with the convention topics, but in some cases will also enlighten you on what happens during the year in preparation for the Summit. And if you can't make it to this year's event, then hopefully we'll see you next year and please note there are some events that you can participate in even if you can't make it to Reno! Enjoy----*

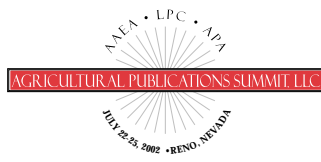


## History

The Agricultural Publications Summit, LLC, (APS) is in its fourth year of existence as an event.

The first thoughts of formation came about seven years ago when some very smart people got together and decided that it would be beneficial to have LPC and AAEA (American Agricultural Editors' Assn.) join together and have one convention. We all wanted to hear great speakers and desired the same sponsor dollars so why not consolidate our conventions? It was folks from APA (Agricultural Publisher's Assn.) that started this thinking so they helped to join the forces of all the powers that be. Through MANY meetings and discussions of issues like how, when, why, and who - the APS was born.

By habit many folks still refer to it as the LPC Convention or the Ag Editor's Meeting. It *does* include the annual meetings of LPC and AAEA however it is now the APS or Ag Publications Summit or the Summit. It is very important to note that the reason the word "publications" is in the title is because it involves EVERYONE involved in publication work from publishers to graphic artists, sales people to production managers, from editors to ad agency folks and even some people who don't have one single title. We truly are an equal opportunity convention!



## Math



**Early Registration:** This preliminary event is running its course right now. **That means your registration form must be POSTMARKED by this Friday if you want to pay the cheap price.** Which is also the difference in saving or spending \$100.

This year credit cards are being accepted as well. But even knowing that Friday, June 21st is the longest day of the year, it still has the same number of minutes.

If you are faxing - aim for no later than midnight. (817/232-4820 - if it's busy all day, try 817/336-5233--- either will work...eventually)

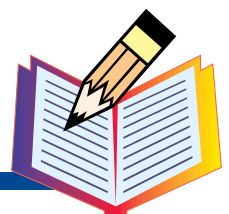
**LPC Critique Contest:** If you didn't enter this year, and still want to, it's too late. April 1 was the deadline for this contest. However, the winners are not announced until the Summit on Wednesday, July 24 at 9:30 a.m. This contest has been a highlight for many years of the LPC Convention (now the Summit).

Here's the way it works: The deadline for entries was April 1. Since then the student team from Oklahoma State University have been coordinating the contest which includes recording nearly 800 entries and sending them across the country to many, many judges. These judges critique the work, send back their critiques and then these comments are compiled into the infamous "Critique Book". These books are held under lock and key until ALL of the awards have been presented.

The presentation at the convention is done with a Power Point presentation. Through the years and with improved technology, the presentation becomes more and more hi-tech. And quite interesting too.

During the presentation, a brief overview of each category is read. Then in reverse order of the category numbers (refer to your contest entry forms if you wish) the winners appear on the screen with brief comments and placing announcements until the winner in each category is named. The service member categories are

*more*



always done first and the entire contest presentation culminates with the top awards which include overall excellence for the various publication categories. An example of these would be the "Overall Excellence, Single Breed, Circulation 5,000 and under" or "Best Newspaper". Plaques are presented to all first place winners. Second place, plus certificates of merit, are announced too.



The VERY top award is called the Flanagan award and is named after longtime supporter of LPC, **James Flanagan**. He also is a past president and initiated the publications contest and *Actiongram*. This award has been presented since 1988 (it was called Most Improved in '86 & '87). The award is reserved for the publication which has shown significant improvement in overall design and is a very rewarding honor to receive.

Through the years the critique contest has not only been good for those who win, but also for those who enter, read their critique, enter again the next year and win. It's definitely meant to help all of us improve our work. Plus it shows us in an organized presentation the top quality work which we should all be striving toward.

So, again when are the awards presented? Wednesday morning, 9:30 a.m. Can't make it and still win? We'll send you your hardware.

## Creative Living

**LPC Banquet:** According to the dictionary the definition of banquet is "a ceremonial dinner honoring a guest or occasion". Perfect! Here's the LPC Banquet definition: we eat steak and give the following awards: Headliner, Hall of Fame, Distinguished Service, **Forrest Bassford** Student Award, the Flanagan award plus a few extra contest awards. We'll take a lot of photos, have a few senti-



**Photo Contest-** Now here's a contest that you can enter even if you are not going to be in Reno. It's a long running contest named after **Paul Andre**, former editor of BEEF. It's called the Best of the Bunch Photo Contest and judged exclusively by those in attendance. It's fun and has some extra rules- see next page for the whole thing. **Cash** awards are presented!

## Economics

The **Silent Auction** has almost turned into a Shopping Spree through the years! The items donated range from artwork, to gift baskets to clothing items and each year they seem to get bigger and better. Everyone is invited to donate an item representing either your company or just something that you would like to share with this great cause. This important event supports the student scholarship funds of LPC and AAEA. For more information or to make a contribution, contact Alisa Tarter (APS intern) at 817/336-1130.



## PE

**Golf** is relatively new to the Summit with this year being the second year for the tournament. This year's outing will be held on Monday, July 22 starting at 12:00 noon with a shotgun, scramble format. The location will be the Northgate Golf Club in Reno. You may put your own foursome together or submit your forms and indicate you want to be placed with others. The cost is \$85 and includes cart, green fees, lunch and the chance to win prizes! Also if your company wants to get some extra exposure hole sponsorships are available for \$300 each. The forms are available on the LPC website.

**Calcutta-** This tradition comes from LPC and started out years ago. It has been anything but boring! The purpose of the "Calcutta

## Statistics

**Night**" (which is most often held at a site away from the hotel- quite refreshing!) is to raise money for the student funds and support scholarships. I personally remember shearing sheep in Steamboat Springs, the Chicago Mercantile Exchange mock marketing competition in Chicago, and even a design competition years ago when desktop publishing was a brand new concept. In more recent memory there were the elephants at the Kansas City Zoo with 117 degree weather, the armadillos in San Antonio, cow milking in Denver and last year's Ag Olympics in Grand Rapids. Not to be outdone, this year we'll see teams compete in the Bowling Bonanza at the famous National Bowling Stadium.

How does it work? First of all, the calcutta theme is created based on the area of the country where the Summit is. Depending on the type of event, several gutsy (or foolish) members form teams (sometimes this is done randomly). The teams are then sold

with hopes from the buyer of being a winning team. I've seen prices go as high as \$3700 for a team but normally the prices are anywhere between \$250 to \$1,000.

Every year is different but if you find yourself on a team, then you need to also work on finding buyers for your team. With wonderful support from the "deeper pockets", there are also those who can throw in \$25 - \$75 as an individual and form a syndicate. Who knows? you may buy the winning team and since it's a calcutta, you have the chance of winning your money back. The money all goes into the scholarship funds of AAEA and LPC.

Watch for the complete rules for this year's Bowling Bonanza in the next *Actiongram* and for now, you may want to get your "bowling uniform" ready!



**Hall of Fame and Headliner Awards:** These are the two most prestigious awards presented to two individuals each year during the LPC Awards Banquet. This year **Dan**

## Honors Classes



**Wedman**, former publisher of Limousin World and **Phil Seng**, U.S. Meat Export Federation will be honored with the Hall of Fame and Headliner award respectively.

The Hall of Fame award is reserved for one of its distinguished publishing leaders who have adhered to high standards of professionalism. The award is open to anyone who has been listed on the masthead of an LPC member publication. Nominees may be currently active or those who have moved on to other endeavors. The award is open to persons in sales, circulation, production and editorial.

The 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.

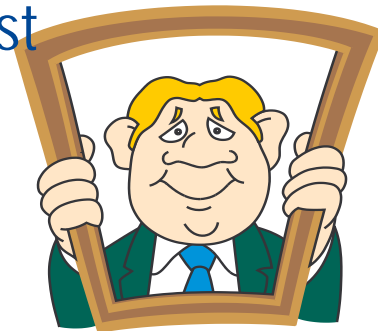
Nominations can be submitted by an LPC member and are due November 1. The board of directors selects the winners each year at the winter board meeting.

mental moments and then adjourn. In years past this awards banquet has been held at breakfast, lunch, and dinner. With the caliber of these awards the consensus of the board has been to keep it a dinner event adding that element of formality. So be there Wednesday night, 6:30 p.m. to enjoy.

# Paul Andre Best of the Bunch Photo Contest

## RULES - READ CAREFULLY!

- Enter each photograph in one of three categories:
  - A. Livestock
  - B. Livestock industry people
  - C. Livestock scenic (such as a landscape)
  - D. General (the sky's the limit!)
- All entries must be original unretouched photos.
- All entries must be 8x10 in size and mounted on heavyweight stock.
- All photos must be identified with name, affiliation and category. This should be typed or printed on white paper and affixed to the back of each photo. Unidentified photos will be disqualified.
- Those entering photos must work for a member publication of LPC (name must appear in the masthead) or be a service member of LPC. Student members of LPC are also eligible to enter.
- Any photograph that has won a division in the Best of the Bunch contest previously is not eligible for entry.
- The photo contest committee reserves the right to reassign entries to appropriate category, if necessary.
- Entries will be taken until 11 a.m. Tuesday, July 23 at registration.
- Contestants unable to attend the Summit are responsible for making arrangements in getting their photo(s) returned.



*Get your cameras out and start snapping away or find that winning photo in your files because it's time for the Best of the Bunch Photo Contest! Held each year during the summer convention it is named after **Paul Andre**, retired editor of BEEF magazine and long time coordinator of this contest. Prizes are awarded with the top overall photo printed on the cover of the 2003 LPC Directory!*

## Proposed By-Law changes

The following three proposed changes will be voted on at this summer's annual meeting in Reno. If you have any questions regarding these changes please contact a board member. (see list on page 4). A simple majority vote is required for approval.

### *Suggested amendment to Article VI, A:*

Article VI, A. The LPC Board of Directors will consist of 11 LPC members, comprised of both LPC Publication and LPC Service members. Service members will occupy a minimum of two seats on the LPC Board and may never represent more than 40% of the entire Board of Directors.

### *Suggested additions:*

Article IV, E. Once elected, directors are expected to attend all scheduled meetings of the LPC Board of Directors, including the annual summer meetings and the mid-winter meeting. If a director misses more than one meeting in a year, then the Board of Directors has the right to vote to remove the director in question if the circumstances warrant. A simple majority vote can dismiss a director.

Article IV, F. If an elected board of director's status as an LPC member changes due to a change in employment during his/her term, that person shall be allowed to finish the term, pending board approval. This shall include regular members who become service members, service members who become regular members, or either regular members or service members who become ineligible for membership due to their new employment status.



**GRAPHIC ARTIST** position available with the Angus Productions Inc., St. Joseph, MO. Advertising layout design for *Angus Journal*, *Angus Beef Bulletin*, cattle sale books and other American Angus Association related promotional materials.

MacIntosh desktop experience required. Must be experienced with QuarkXpress and PhotoShop. Illustrator or Freehand knowledge and print media understanding helpful. Knowledge of electronic ad file transfer beneficial.

Opportunity to work one-on-one with breeder advertisers. Full-time position with excellent benefits package. Immediate opening. Agriculture background not mandatory, but candidates with cattle industry knowledge will be contacted for first interviews. Be a member of a progressive publication production team for the world's #1 pure-bred beef magazine.

Job will be offered to the candidate with enthusiasm, energy, experience and imagination and desire to work hard. Be a member of a progressive publication production team.

Contact **Cheryl Oxley** API Advertising/Production Manager, 3201 Frederick Ave., St. Joseph, Mo 64506 [coxley@angusjournal.com](mailto:coxley@angusjournal.com)

## Wedding Bells Ring For President Lea

**Lea Weinheimer**, LPC president and general manager of the *Brangus Journal* married **Butch Stokes** on May 4 at their home near Comfort, Texas. Rumor has it, he'll be in Reno with Lea and everyone can bring their gifts with them... Our best to you both from LPC!



## Watch for

- Full details on the Bowling Bonanza
- Bios of all applicants from the Forrest Bassford Student Award

## in next month's Actiongram



tentative schedule as of 4/1/02

## Monday, July 22

9:00 am - 6:00 pm Registration  
 7:00 am - 11:30 am AAEA Board Meeting and LPC Board Meeting  
 12:00 noon - 6:30 pm APS Golf Tournament

1:30 pm - 5:00 pm **Design Clinic Part One:** Design: Tips, Tricks and Solving Real Life Issues on Shoestring Budgets  
 Topics will include producing a graphically-pleasing magazine on a limited budget; practical tips on how to better work with your designer to get the desired results for the reader; innovative ideas that save time and money in the design process and new approaches the use of the Internet and design.

**Karen Angus**, art director, *Lawn & Landscape Magazine*, **Jennifer Ray**, art director, *Grounds Maintenance Magazine*; and **Lisa Lehman**, art director, Advanstar Communications (*Landscape Management* and *GolfDome* magazines)

1:30 pm - 5:00 pm **Writing Clinic Part One:** Where the Right Word is Everything: A Seminar with Master Writer Joe Dan Boyd  
 The 2002 Writing Workshop will be a forced march of six and one-half hours into territory that is often uncharted for writers. An interactive search will focus on self-discovery of individual habits, habitat and handicaps that define, enhance or limit our approach to writing. Points of emphasis will include finding a voice, honing a style, playing to strengths and coping with major article categories in agricultural journalism.

**Joe Dan Boyd**, Joe Dan Boyd Communications

## Tuesday, July 23

8:00 am - 6:00 pm Registration  
 8:00 am - 11:00 am InfoExpo Set-up  
 8:00 am Breakfast  
 Conclude board meetings

8:00 am - 11:00 am **Design Clinic Part Two:** Rethinking Your Design, Editing, Planning and Teamwork **Ron Reason**, Garcia Media  
 8:00 am - 11:00 am **Writing Clinic Part Two:** Where the Right Word is Everything  
 9:30 am - 11:30 am ACT Business Session  
 11:45 am - 1 pm Luncheon with Guest Speaker **Ambassador George McGovern**, "The Third Freedom: Ending Hunger in Our Time"

1:15 pm - 4 pm Grand Opening of InfoExpo 2002  
 3:00 pm - 4:30 pm Issues & Newsmakers: Perspectives on Agro-Terrorism  
**Dr. David Huxsoll**, USDA's Animal Disease Center of Plum Island; **Dr. Peter Chalk**, Rand Corporation; and **Dr. Marc Mattix**, Montana Veterinary Diagnostic Laboratory

5:00 pm - 6:30 pm Beer and Bull in InfoExpo  
 7:00 pm - 10:00 pm Evening of Bowling Bonanza & Calcutta

## Wednesday, July 24

8:00 am - 6:00 pm Registration  
 7:30 am - 9:00 am AAEA Annual Meeting  
 8:00 am - 9:00 am LPC Annual Meeting  
 9:00 am - 9:30 am AAEA Mentor Meeting  
 9:00 am - 10:00 am InfoExpo with Continental Breakfast  
 9:00 am - 11:00 am ACT Elections  
 9:30 am - 12:00 noon LPC Critique Contest  
 10:00 am - 11:00 am Breakout Sessions #1

- I. Computer Anatomy & Fixology for Beginners, **Dave Potter**
- II. Map-U-lator: Finding the Real Story, **Paula Bock**, *Seattle Times*
- III. ACT Breakout Sessions

12:00 Noon - 1:15 pm Luncheon with Guest Speaker: **Carl Hiebert** "A Gift of Wings"  
 1:30 pm - 3:00 pm InfoExpo with Dessert  
 1:30 pm - 4:30 pm ACT Contests  
 3:00 pm - 4:00 pm Breakout Sessions #2

- I. What's New with Photoshop & Illustrator, **Dave Potter**
- II. Giving Your Stories Perspective and Zing, **Paula Bock**

4:00 pm - 5:00 pm Breakout Sessions #3  
 • I. Fixing Your Computer--Beyond the Basics, **Dave Potter** (advanced)  
 • II. Recasting Your Content on the Web, **Scott Hall**, Streampipe  
 • III. From Editor to Publisher, **Tony Silber**, *Folio*  
 6:30 pm - 8:30 pm LPC Awards Banquet or evening on your own

- IV. Photography Tips and Tales with the AAEA Photo Judge
- V. The Right Word is Everything, Developing an "ear" for writing that "sings." **Joe Dan Boyd**

- IV. See the Story Panel
- V. Using Color, **Leatrice Eiseman**
- VI. Turning Your Stories into Books, **Carl Hiebert**

- IV. How to Treat Freelancers: A Panel Discussion
- V. Using Color (repeat) **Leatrice Eiseman**

## Thursday, July 25

9:00 am - 10:00 am Breakout Sessions #4  
 • I. Working Across Generations, **Heather Neely**, Rainmaker Thinking, Inc.  
 • II. What Real Readers Want A panel discussion with three farmers from across America

10:00 am - 11:00 am Breakout Sessions #5  
 • I. What Real Readers Want...(repeat)  
 • II. Working Across Generations (repeat)  
 11:15 am - 1:15 pm AAEA Awards Luncheon and Photo Show

## Hotel Headquarters: Silver Legacy Resort & Casino, Reno, Nevada

**RESERVATIONS: 800-687-7733 Conference Rate: \$80 Code: APS**

Southwest Airlines is the official airline of the Agricultural Publications Summit in Reno. This includes a 10% discount on most of its already low fares for air travel to and from the event. You or your travel agent may call Southwest Airlines Group and Meetings Reservations at 1-800-433-5368 and reference the ID Code: **R1301** Reservations Sales Agents are available 8:00 a.m. to 5:00 p.m. M-F or 9:30 a.m. to 3:30 p.m. Sat & Sun. You must make reservations through this reservations office and it must be five or more days prior to travel to take advantage of this offer.

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All registration forms available at

[www.livestockpublications.com](http://www.livestockpublications.com)