

ACTIONGRAM

September 2003

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

DTP SURVIVAL- A DESKTOP USER'S ONE-DAY COURSE

Last year's DTP (Desktop Publishing) Survival course was *so* successful that this year's has been extended to two days! Hopefully you have already seen some of the promotion on this event, but if not, here is a more detailed list of speakers and topics. This workshop is a must event for anyone who is involved in the design or production department in your publication or company. You don't have to be a designer, in fact, this would be good for a lot of you who are editors and don't understand why your graphics department can't just "push a button" to make something work!! Last year we said it was the start of something big and we were right! Check out page four for more information.

Tentative Program For Desktop Survival

TUESDAY, OCT. 21

1:00-4:00 pm InDesign/Quark/Pagemaker • OS10

Rob Giseburt, Boelte-Hall

Christy Benigno, Angus Productions Inc. (API)

Steve Panzica, MacIntosh consultant

Evening Tour of Boelte-Hall & Dinner

WEDNESDAY, OCT. 22

8:00 am Breakfast

8:30 - 9:30 am Roundtables

Dealing with Digital Images – **Jen Jansonious**, *Hereford World*

Font Management – **Steve Panzica**

Web-Print Cross Media – **Brad Fahrmiere**

High Tech PR – **Sheila Stannard**, American Angus Assn. (AAA)

and **Sally Jennings**, *Hereford World*

9:45-10:00 am Roundtable Summary

10:00 - Noon Overall Design

Deb Norton, Graphic Arts of Topeka

Lori Maude & Katie Danneman, *Gelbvieh World*

Noon -1:15 pm Lunch with Ergonomics – **Amy Perrier**

1:15 - 2:15 pm Photoshop/Illustrator

Gail Lombardino, Homestead Graphics

Rob Giesburt

2:15 - 2:30 pm Break

2:30 - 3:30 pm Roundtables

Sale Book Techniques – **Becky Terry**, Showboat Graphics

Web Software/Video – **Angie Denton**, AAA

Photo Archiving – **Kathryn Gresham & Donna Conley**, API

Photoshop – **Lynn Stoecklein**, Solution XChange

3:30-4:00 pm Roundtable Wrapup

When:

Tuesday, October 21 and
1:00 – evening

Wednesday, October 22
8:30 am-4:00 pm

Where:

Clarion Hotel
Kansas City Airport

Rate: \$69

(816) 464-2345
complimentary shuttle

Cost:

Any member of LPC,
American Ag Editors
Association (AAEA) or
Ag Communicators of
Tomorrow (ACT):
\$50

(includes Tuesday off-site evening meal,
Wednesday continental
breakfast and lunch)

All others: \$60 (includes same meals)

Registration Deadline:

October 10 (hotel: Oct. 6)

see page four of this
newsletter for more info

Headliner & Hall of Fame Nominations Due **Nov 28**

Of course you know someone who deserves to be honored by LPC, so get your nominations together and submit your application! Want to honor your boss? a past professor? your mentor?

The date for nominations on the Headliner & Hall of Fame awards is November 28. The honorees will be selected by the board of directors at their mid-year meeting scheduled for Dec. 5-6 in Kansas City. Contact the LPC office for more information, 817/336-1130 or dianej@flash.net. The forms are also available at: www.livestockpublications.com.

This Hall of Fame honor is reserved for those who have adhered to high standards of professionalism in all aspects of their endeavors. The award is open to anyone who has been listed on the masthead of an LPC member publication. Contributing editors who come from the ownership organization of a member publication are also eligible. Nominees may be persons who are currently active or those who have moved on to other endeavors. The award is open to persons in sales, circulation, production and editorial.

The LPC 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.

2003-04 LPC Committees

During the annual meeting this past summer LPC members signed up to serve on the wide variety of committees that LPC has. If you are interested in serving on a committee or would like more information, contact the LPC office or any of the chairman listed below. We need everyone's help!

• Awards

Lori Maude, Chair
Kathy LaScala

• Marketing & Communication

Joe Roybal, Chair
Burt Rutherford, Stephanie Veldman, Belinda Ary, Kyle Haley

• Ag Publications Summit

Shauna Hermel, Chair

APS Steering Committee

Representatives: Andy Atzenweiler & Becky Newell
Program Subcommittee: Kathy LaScala, Becky Terry & Melinda Thach

Sponsorship Subcommittee:

Kyle Haley

• Student Award

Angie Denton, Chair
Jennifer Shike, Jami Gillig, Melinda Thach, Scarlett Hagins, Gabe Eckert

• Student Development

Colleen Gerke, Chair
Scott Vernon, Christy Couch Lee, Brad Parker, Shelly Sitton

• Photo Award

Marilyn Brink, Chair
Shari Holloway-Turner, Maggie Malson

• Long Range Planning

Wes Ishmael, Chair
Steve Suther, Belinda Ary, Todd Domer

• Membership

Becky Terry, Chair
Shari Holloway-Turner, Corinne Blender

• Education

Overall Chair: Cheryl Oxley
Kansas City Area Chair: Marilyn Brink
Amy Cowan, Becky Terry

Texas-Oklahoma Chair:

Jim Bret Campbell
Jami Gillig, Shari Holloway-Turner, Shelly Sitton, Kyle Haley

• By-Laws

Allen Moczygemba, chair
Stan Coffman, Lori Maude

• Finance

Lisa Bryant, chair



as taught by
Don Ranly,
our LPC
friend

Always place a comma:

1. After words in a series, but not before "and" or "or" unless the meaning is unclear. **Example: The bat, ball and glove were his.**
2. After an introductory dependent clause in a complex sentence. **Example: Until he came, the party was quiet.**
3. After an introductory independent clause in a compound sentence, before the coordinating conjunction (and, but, for, nor, or so, yet). **Example: The gang soon left, but Jeff stayed.**
4. Around nonessential, nonrestrictive words, phrases and clauses: ("which" always introduces a non-restrictive clause, "that" always introduces a restrictive clause.) **Example: The third house has green shutters is his.**
5. After introductory participial phrases. **Example: Waiting in the bar, Tom grew restless.**
6. After two or more introductory prepositional phrases. **Example: In May of 2001, profits were up.**
7. After an introductory interjection (**Oh, so that's it**), an independent element (**Yes, I'm certain**), a direct address (**Harry, come here**).

You may place a comma:

1. After introductory adverbs. **Example: Suddenly, it's summer.**
2. After an introductory prepositional phrase. **Example: In his later years, he grew more conservative.**
3. After short sentences in a series (three or more) – rather than semi colons or periods. **Example: It was cold yesterday, it was cold today, and it will be cold tomorrow.** (Note: When using commas to connect short sentences, a comma precedes the final conjunction.)



JOB POSTINGS

WEB MARKETING ASSISTANT

Coordinate updates to be printed & online version of Almanac; prepping website updates as delegated by web marketing director; working with Angus e-List and selling e-List ads; prepping and distributing Angus e-List; working with proofing and archiving. Web Editorial; prepping and posting editorial content for the web; coordinate and prep online updates for Online Sale Ring; responsible for selling, billing, information gathering, typesetting and coordinate proofing for Angus E-Classifieds and Online Sale Books. General roofing information for posting to the Web site.

Send resume and other information to: **Angie Stump Denton**, API Web Marketing Director
adenton@angusjournal.com,
3201 Frederick Ave. St. Joseph, MO 64506

MARKETING MANAGER FOR SUPPLY DEVELOPMENT/PACKING

Number one branded beef program searching for a creative individual to join our company. Successful candidate will be responsible for implementation of marketing initiatives for licensees at the supply development [producer] and packing levels. Travel is required and can amount to 25% per year. Candidates should possess a bachelor's degree in marketing or agricultural business communications from an accredited college or university and/or two to four years of experience in this or related field in the agriculture/livestock industry. We offer a competitive salary and excellent benefits. Please

send resume with cover letter to: **Human Resource Manager**, 206 Riffel Rd., Wooster, Ohio 44691
fax 330/345-0808; email hr@certifiedangusbeef.com. EOE

ABOUT PEOPLE

• **Bill Stadick**, has joined Charleston | Orwig, Inc after spending the last 10 years at Milwaukee-area agencies. Among the client he's worked with are Dow AgroSciences, Syngenta, Caterpillar, Boise Office Solutions and Hillshire Farm.

His work won the Best of Show at the 2001 National Agri-Marketing Association (NAMA) competition and he was also named to the Short List at the 1999 Clio Awards. His his work has been featured in prestigious industry publications such as *Archive* and *Print*.

Stadick is a 1984 graduate of Wheaton College, Wheaton, Ill., with a BA degree in English.

• Farm Journal Media has added **Lori Lulich** to its staff as the newest member of the company's Livestock Group sales force. A Wisconsin native and UW-River Falls graduate, Lulich spent the past eight years with Equity Cooperative Livestock Sales Association, where she most recently served as director of communications.

In addition to her bachelor's degree in agricultural marketing, Lulich gained extensive insight and training as a Wisconsin state FFA officer and will continue to serve as a Dale Carnegie Course instructor in Madison, a role she has filled since 1998.

What a concept!

Aoccdrnig to a rscheearch at Cmabrigde Uinervtisy, it deosn't mttar in waht oredr the ltteters in a wrod are, the olny iprmoetnt tihng is taht the frist and lsat ltteer be at the rghit plcae. The rset can be a total mse and you can sitll raed it wouthit porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe.

LIVESTOCK PUBLICATIONS COUNCIL EXECUTIVE COMMITTEE

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bryantl@cableone.net

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DTP Survival II

- Affordable Training for Today's Magazine and Web Design Production People
- Practical Desktop Publishing Workshops
- Convenient Location, Kansas City, Missouri near airport
- Energizing speakers and round-table facilitators

Registration
Deadline:
Tuesday, Oct. 10

Can you keep ahead of the ever-changing software technology in desktop publishing? DTP Survival II has tips and solutions you can arm yourself with - ideas you can put to use in your shop.

Tuesday In-depth Workshop:

Quark/InDesign/Pagemaker → OS10
To Upgrade or to Change? What works with OS10 and what doesn't? We explore your design software and hardware options.

Tuesday Evening:

Tour the Boelte-Hall Litho printing plant with direct-to-plate processes, oversize sign department and sheet-fed presses. Enjoy dinner and socializing with other attendees.

Wednesday Features

Design - What really works
Photoshop & Illustrator - Tips & techniques

Round-table Discussions

Acrobat - PDFs become the printer preference
Font Management - Avoid the pain
Sale Book Techniques - Tips to make you fly
Web-Print Cross Media - Converting from magazine to the Web with ease
Illustrator - Solutions

A Desktop User's Course

When:

Tuesday, Oct. 21, 2003 - 1 p.m. start time
Wednesday, Oct. 22, 2003 - 8:30 a.m. to 4 p.m.

Where:

Hotel Room Reservation Deadline: Monday, Oct. 6
Clarion Kansas City International Airport
11832 Plaza Circle, Kansas City, MO 64153
Livestock Publications room rate - a low \$69
(816) 464-2345 • Complimentary airport shuttle

Cost:

Any member of Livestock Publications Council (LPC),
American Ag Editors Association or
Ag Communicators of Tomorrow:
\$50 (includes Tuesday off-site evening meal,
Wednesday continental breakfast and lunch)
All others: \$60 (includes same meals)

Organized by:

Midwest Regional LPC committee

High Tech PR - Downloads and digital replace prints, copies and mail

Photoshop - Mastering the updates

Web Software & Video - What's new and what works



For more details, contact the planning committee:

Marilyn Brink, Kanwaka Communications, (785) 841-9444, kanwaka@earthlink.net
Becky Terry, Showboat Graphics Co., (913) 774-2628, rebeccat@grasshoppernet.com
Cheryl Oxley, Angus Productions Inc., (800) 821-5478, coxley@angusjournal.com
Amy Cowan, Hereford World, (816) 218-2281, acowan@hereford.org



Oct. 10 Registration Deadline. Contact Becky to Reserve Your Spot:
Becky Terry, (913) 774-2628, rebeccat@grasshoppernet.com
Please be prepared to pay at the door. No-shows will be billed.