

Meet Your Staff

Editor's note: As part of our "Family Ties" theme this summer and fall, we want to introduce you to your Association family — those here at the American Angus Association dedicated to giving you the best service in the seedstock industry.

We asked Lance Ziesch to survey staff members to gain insights as to what each does for you, the membership, and why they work for the Association. As with any family, some members enjoy sharing while others are quite shy, so listings will vary in length and detail.

We also asked staff to contribute tips we could give you to help in the Association's goal of constantly improving member services.

We hope you enjoy getting acquainted with the staff — maybe even putting a face to a voice you've heard on the phone for years. We also hope this series will be helpful in directing you to the appropriate person to handle your requests.

Part 2 of this series includes the advertising and production staff of Angus Productions Inc. (API), publisher of the Angus Journal and the Angus Beef Bulletin.

Advertising/Production

Cheryl Oxley, 21 years
Advertising/production manager

Responsibilities: Manages personnel and production of the *Angus Journal*, *Angus Beef Bulletin* and Special Services, coordinates publication printers, makes the paging plan for the magazine, oversees management of the physical plant for API, and hires new production staff.

Cheryl says she enjoys the problem-solving aspects of her job the most. She says her favorite solutions are the ones where all sides come out winners.

"I'm good at solving problems for advertising customers relevant to the specific content of their ads, ironing out billing questions and finding remedies for print-quality concerns," she says. "It's a rush when I can help an advertiser put together a great ad that helps him sell his product."

Cheryl spent the first 15 years of her life on a small farm where the family tended a couple of milk cows and some hogs. She also was involved with and competed in 4-H.

Cheryl is married and has a married daughter. At press time, she was eagerly awaiting the birth of her first grandchild.

Carol Beckett, 2 years
Production assistant

Responsibilities: Serves as the liaison

between API and its printers, fields all questions concerning printing matters, keeps staff organized for deadlines and takes all outside requests for advertising materials: film, logos, art, ads, etc.

She says that no two days are ever the same at work. "In the publishing business, it is a continual learning experience with all of the new technology and software," she says. "I learn something new almost every day!"

Carol is the single parent of a 9-year-old girl and an 11-year-old boy.

One of the things that makes API a special place to work is the food, Carol says. "We have these wonderful lunches, brunches, etc., where everyone contributes something."

Doneta Brown, 2 years
Advertising assistant

Responsibilities: Gathers information from regional managers, advertisers, agencies and sale managers and compiles copy in a timely and accurate manner.

Doneta enjoys working with advertisers to create the ads they want. She says her job is all about turning ideas into visual representations.

Doneta was raised on a small farm in northwest Missouri.

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API's advertising/production staff includes (front row, from left) Monica Ford, Jacque McGinness, Kathrin Gresham and Carol Beckett, (back row, from left) Erin Maison, Donna Conley, Bruce Buntin, Doneta Brown, Ginette Kurtz, Christy Benigno and Cheryl Oxley.

MEET YOUR STAFF CONTINUED

Ginette Gottswiller-Kurtz, 11 years
Advertising assistant

Responsibilities: Assembles information and tries to convey the customers' wishes so others can build an outstanding ad.

"I like to talk with breeders and help them put together an eye-appealing, functional ad that conveys their thoughts, ideas and information for their customers," she says. "Sometimes two heads are better than one, or just having someone to talk to helps them put it together."

Ginette grew up on a farm in northeast Missouri. Her family had a dairy and beef cattle herd and row crops, forage and pork production. She has a bachelor's degree in

animal science and agricultural economics. Ginette is married to Andy Kurtz, and they have one son, Seth.

"I have many customers who are great friends, and there are so many stories. The funniest one involved our regional manager Jim Shirley. Howard and Joann Hillman of Bon-View Farms, Canova, S.D. (now dispersed), always advertised their sales in the *Angus Journal*. One month they were listed in the index mistakenly under Nebraska," she says. "And when the error was discovered, Jim was eating a fried-chicken dinner with the Hillmans. Joann decided to check their ad from the previous month, so she went out of the room to get

her *Journal*. All of a sudden she screamed from the other room, 'We're not in Nebraska!' Jim just about choked on his chicken leg!"

Bruce Buntin, 9 years
Desktop-publishing system coordinator

Responsibilities: Maintains API's computers and network and creates ad layouts.

Bruce says his job is always challenging because he has to keep up with technology in order to keep things running smoothly.

Bruce enjoys spending time with his wife and two daughters.

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Through the eyes of a 21-year veteran

Cheryl Oxley remembers how the API offices were when they were located in the basement of the American Angus Association building. "Before the new wing was built, there were neither windows nor easy visibility of any of the outdoors. Sometimes the power would go off, which wasn't so bad when it just blinked off and then on again. But when things blacked out completely and it lasted for a minute or more, it was sort of funny and scary. Absolute total blackness," she says. "The best thing to do was just to sit and wait it out. Trying to exit was hilarious with people bumping into each other and into the furniture."

"In this business, deadlines and long hours are a way of life. My husband, family and friends have all learned when I am unavailable and often too tired for much of anything in life outside the office," she says. "I get up, go to work, go home, fix supper, and go to bed. Then I get up and do it all over again. The busiest

magazine-production times cycle and reach high peaks in the fall with all the sale ads, then again in the winter and spring months prior to the heaviest semen-buying and breeding seasons. It was funny and amazing when I came to the realization that my entire life is governed by the estrous cycle of a cow!" she says.

"Technology has taken us from the Exacto® knife and paste up of one line of type at a time to computers that move type around with the click of a mouse. Printed magazine pages no longer require any film," she says. "It has been exciting to be a part of such growth. The *Angus Journal* has been a leader and model in the livestock-publishing business. Our management leadership and boards of directors over the years have been willing to stay on the cutting edge of graphic arts and printing technology. It has made all the difference in the success level of the *Angus Journal* we have become today."

MEET YOUR STAFF CONTINUED

Donna Conley, 2 years

Photo coordinator

Responsibilities: Coordinates photos between advertisers and artists.

Donna says she loves everything about her job, and she wants the advertisers to be satisfied with the photos printed in the

Angus Journal.

Donna was born and raised on a cattle ranch in western South Dakota. She bought her first registered Angus with a 4-H loan. At age 11, she took a job showing Shorthorn cattle for her neighbor at \$5/day, plus room and board. She later changed to showing Herefords for Mid America Cattle Co. After a five-year apprenticeship, which allowed her

to go to nearly every livestock show in the United States and Canada, she began working Angus sales, landing at Riverside Farms, Hamilton, Texas. There she acquired her coveted herdsman belt buckle in 1987. That fall, she relocated to Missouri to care for one of the most high-profile Angus bulls in history.

Donna and her husband, Bill Conley, reside at Conley Angus Farm near Clarksdale, Mo.

Monica Ford, 2 years

Advertising artist

Responsibilities: Creates ad layouts and designs special projects for the

Association and the American Angus Auxiliary.

"I love hearing from the advertisers, either good or bad, but especially the good," Monica says. "It's nice to know that all of our hard work is appreciated!"

Monica is married to Greg Ford.

Christy Benigno, 1 year

Advertising artist

Responsibilities: Designs advertisements for the *Angus Journal* and the *Angus Beef Bulletin*. Also designs banner advertisements for www.angusjournal.com.

"I love working with the advertiser's

information or ideas on the computer and seeing the photos, text and design come together to be an effective, eye-appealing ad," Christy says.

Christy started college as an animal-sciences major but changed to respiratory therapy. She then practiced respiratory therapy for 18 years before coming to the *Angus Journal*. "Now, I practice advertising art," she jokes.

Christy enjoys traveling and collecting lapel pins. She tries to get a pin from every state or country she visits. So far, she has 27 states and three countries, with plans to visit the remaining states. She also enjoys musical plays, playing with her dog, Scooter,

and spending time with her three nieces.

"I am impressed with how this company seems to be a big family," Christy says.

Kathrin Gresham, 3 years
Digital imaging specialist

Responsibilities: Creates digital files for every photo; digitally retouches photographs to remove mud, manure, straw, objects and backgrounds; and specialty work, such as colorizing black-and-white images.

Kathrin says she enjoys all aspects of her job. Keeping up with new technology is probably one of her greatest challenges, although scanning large photos in sections and colorization would be next, she says.

Kathrin believes education is important. She has a bachelor's degree in commercial art from Missouri Western State College, where she graduated at the top of the art department in 1996. Her internship was at the Albrecht-Kemper Museum of Art.

Erin Malson, 1 year
Assistant photo coordinator

Responsibilities: Finding photos for ads and sale books.

Erin says the most challenging part of her job is just locating the photos. "You have to find them in so many different places," she says.

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MEET YOUR STAFF CONTINUED

Away from work, Erin enjoys drawing and spending time with her fiancé.

"The *Angus Journal* and American Angus Association is a great environment and has a great impact on many people," she says.

Jacque McGinness, 3 years

Advertising proofreader

Responsibilities: Proofreads all advertising for the *Angus Journal* and the *Angus Beef Bulletin*.

Jacque was raised on a farm for the first 12 years of her life. They raised hogs, cows and row crops. Then the family moved to a farm that was strictly row crops.

She is married and has two sons — ages 3 and 1½.

"A special thanks to Tina Harman, former proofreader, for showing me the ropes," she says.

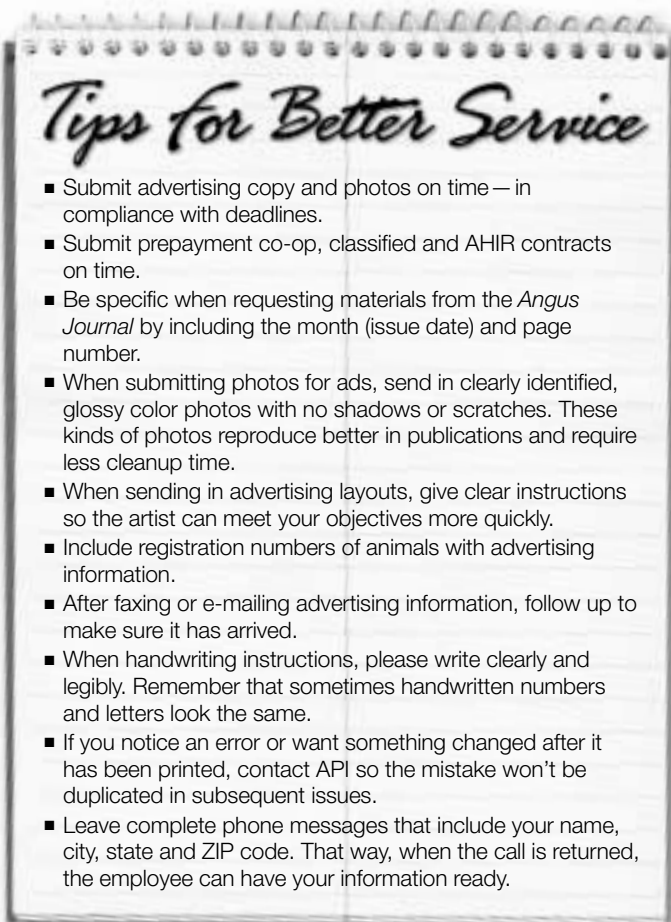
LaVera Spire, 1966-1982 and December 1999 to present

Circulation coordinator

Responsibilities: Handles subscription requests for the *Angus Journal* and the *Angus Beef Bulletin*, "no delivery" problems, address changes, billings, publisher mailing list and postal-regulations-compliance updates.

LaVera says she enjoys her job, although it has its challenges. She says, "The hardest thing for me to understand is why the post office cannot get the *Angus Journal* delivered more quickly!"

LaVera was raised on a commercial Angus farm. When away from the office, she enjoys spending time with her twin teenage sons, T.J. and Travis.



U.S. Postal Service **STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION**

1. Publication title: **ANGUS JOURNAL**
2. Publication number: **0194-9543**
3. Filing date: **10/01/00**
4. Issue frequency: **Monthly except bimonthly June/July and additional issues in March and September**
5. Number of issues published annually: **13**
6. Annual subscription price: **\$30**
7. Complete mailing address of known office of publication: **3201 Frederick Ave., Saint Joseph, MO 64506-2997**
8. Complete mailing address of headquarters or general business office of publisher: **3201 Frederick Ave., Saint Joseph, MO 64506-2997**
9. Full names and complete mailing addresses of publisher, editor and managing editor: **Publisher—Richard L. Spader; Editor—Shauna Rose Hermel; General Manager—Terry A. Cotton. 3201 Frederick Ave., Saint Joseph, MO 64056-2997**
10. Owner: **Angus Productions Inc., 3201 Frederick Ave., Saint Joseph, MO 64506-2997; American Angus Association, 3201 Frederick Ave., Saint Joseph, MO 64506-2997**
11. Known bondholders, mortgages and other security holders owning or holding 1% or more of total amount of bonds, mortgages or other securities: **None**
12. Tax status: **Not applicable**
13. Publication title: **ANGUS JOURNAL**
14. Issue date for circulation data below: **July 2000**
15. EXTENT AND NATURE OF CIRCULATION
 - a. Total number of copies: average number copies each issue during preceding 12 months = **24,350**; number copies of single issue published nearest to filing date = **23,969**
 - b. Paid/requested circulation: (1) Paid/requested outside-county mail subscriptions: average number copies each issue during preceding 12 months = **23,231**; number copies of single issue published nearest to filing date = **22,982**. (2) Paid in-county subscriptions: average number copies each issue during preceding 12 months = **0**; number copies of single issue published nearest to filing date = **0**. (3) Sales through dealers, carriers, street vendors, counter sales and other non-USPS paid distribution: average number copies each issue during preceding 12 months = **0**; number copies of single issue published nearest to filing date = **0**. (4) Other classes mailed through the USPS: average number copies each issue during preceding 12 months = **0**; number copies of single issue published nearest to filing date = **0**
 - c. Total paid/requested circulation: average number copies each issue during preceding 12 months = **23,231**; number copies of single issue published nearest to filing date = **22,982**
 - d. Free distribution by mail: (1) Outside-county: average number copies each issue during preceding 12 months = **0**; number copies of single issue published nearest to filing date = **0**. (2) In-county: average number copies each issue during preceding 12 months = **0**; number copies of single issue published nearest to filing date = **0**. (3) Other classes mailed through the USPS: average number copies each issue during preceding 12 months = **234**; number copies of single issue published nearest to filing date = **225**
 - e. Free distribution outside the mail: average number copies each issue during preceding 12 months = **0**; number copies of single issue published nearest to filing date = **0**
 - f. Total free distribution: average number copies each issue during preceding 12 months = **234**; number copies of single issue published nearest to filing date = **225**
 - g. Total distribution: average number copies each issue during preceding 12 months = **23,465**; number copies of single issue published nearest to filing date = **23,207**
 - h. Copies not distributed: average number copies each issue during preceding 12 months = **885**; number copies of single issue published nearest to filing date = **762**
 - i. Total: average number copies each issue during preceding 12 months = **24,350**; number copies of single issue published nearest to filing date = **23,969**
 - j. Percent paid/requested circulation: average number copies each issue during preceding 12 months = **99.0**; number copies of single issue published nearest to filing date = **99.0**
16. Publication of statement of ownership: **Publication required. Will be printed in the October issue of this publication.**
17. Signature and title of editor, publisher, business manager or owner: **Richard E. Wilson, Business Manager, 9/07/00**