

Agricultural Media Summit

Angus publications and media were honored in sunny Tampa, Fla.

by **Tosha Powell**

Angus Productions Inc. (API) editorial, advertising and web services departments, as well as Certified Angus Beef LLC (CAB), received several honors at the annual Livestock Publications Council (LPC) Critique Contest, hosted in conjunction with the Agricultural Media Summit (AMS) July 26-30 at the Saddlebrook Resort in Tampa, Fla.

Event highlights included professional development seminars, trade show, and individual award ceremonies and receptions.



► LPC Hall of Fame inductee, Greg Henderson, *Drovers*, Lenexa, Kan., receives his award from LPC board member Kathy LaScala, *Food 360*, Lenexa, Kan.



► Diane Johnson (left), LPC executive director, announced Burman "Bud" Cephass Snidow Jr. as the LPC Headliner at the LPC Gala last fall.



► The LPC Distinguished Service Award for 2008 was presented to Lori Maude (center), *Gelbvieh World*, Westminster, Colo. Kyle Haley, *Limousin World*, Guthrie, Okla., and Lisa Bryant, *Cowboy Connection*, Stillwater, Okla., are shown presenting the award.

Greg Henderson, editor of *Drovers*, located in Lenexa, Kan., was inducted into the LPC Hall of Fame, which is an honor reserved for those who have adhered to high standards of professionalism in all aspects of their careers and their dedication to LPC.

The Headliner Award honors a person from outside the livestock publishing field for actions that produce a positive change in livestock production and marketing. This year's recipient of the Headliner Award is Burman "Bud" Cephass Snidow Jr.

The winner of the Forrest Bassford Student Award, a \$2,000 scholarship based on a written application and on-site interviews, was presented to Lindsay

Domer, Kansas State University (K-State). The winners of the travel awards were Julie White, K-State; Emily Whitmoyer, Texas A&M University; and Sarah Jackson, University of Missouri—Columbia.

Recognized with the Distinguished Service Award for her dedication and service to LPC was Lori Maude, *Gelbvieh World*, Westminster, Colo. She is a past president of LPC and has served on numerous committees through the years.

The award for the Most Improved Publication went to *Progressive Dairyman* based in Jerome, Idaho.

Following is a complete list of Angus contest results.



Angus winnings from Livestock Publications Council Critique Contest

General Excellence

HM Newsletter, "*Directions*," authored by NJAA Board and designed by Craig Simmons

Visual Division

1st Graphic Illustrating an Article, "Solutions to the Puzzle," by Craig Simmons

HM Graphic Illustrating an Article, "Cost Per Nutrient," by Craig Simmons

HM Published Editorial Photography, "We're Old Enough," by Chelsea Good, 2007 editorial intern

Feature Articles Association

1st Marketing Article, "Grass-Fed Opportunity," by Janet Mayer

1st Technical Article, "Parental DNA Verification," by Mathew Elliott

1st Instructional story, "Proactive Planning," by Kindra Gordon

2nd Production/Management Article, "Heifer Pregnancy Future," by Mathew Elliott

HM Feature/Human Interest Story, "Leader of a Dynasty," by Christina Harp & Mathew Elliott

Feature Articles Non-Association

2nd Marketing Article, "All the best, family style," by Steve Suther

2nd Production/Farm/Ranch Profile, "Every Little Bit Adds Up," by Miranda Reiman

HM Production/Management Article, "Pushing Quality," by Miranda Reiman

HM Feature/Human Interest Story, "Keeping Busy," by Miranda Reiman

HM Production/Farm/Ranch Profile, "Four Sixes Goes All In With Angus," by Steve Suther

Association and Non-Association Combined Categories

1st Miscellaneous Writing, "Supplying the Brand: Special Report," by CAB Staff

2nd Miscellaneous Writing, "An Industry Education," by Crystal Albers

Design Division

1st Brochures, flyers and direct-mail pieces, "Creswell Farms," by Bradley Redmond

1st Annual Reports, "2007 Angus Foundation," by Craig Simmons & Kelli Armbruster

HM Four-color, Full-page Ad for a Livestock Supplier, Service or Association, "*www.4cattlemen.com*," by Mike Bush

HM Two-color or three-color, less-than-full-page ad for a ranch or farm, "Hoff First Edition 058," by Mike Bush

HM Annual Reports, "2007 American Angus Association," by Mary Black & staff

HM Miscellaneous Design, "The Facts," by Lance Zimmerman

Web Division

1st Association Web Site, "Alabama Angus Association," by Tim Blumer & Thuy Copeland