

LPC Bestows Top Honors

Livestock Publications Council names Headliner, Hall of Fame, Distinguished Service and Forrest Bassford award winners.

The Livestock Publications Council (LPC) honored several individuals with its highest awards during the Agricultural Media Summit (AMS) in Indianapolis, Ind., this summer.

LPC is a nonprofit international organization serving the livestock communications industry. Its goal is to provide a forum through which members can obtain information on how to improve their overall effectiveness and value to both readers and advertisers.

Hall of Fame

Winning the LPC Hall of Fame award was the late **Wayne Bollum**. The award is an honor reserved for those who have adhered to high standards of professionalism in all aspects of their endeavors and who have been involved in the livestock publishing industry.

Bollum was extensively involved in the livestock publications industry for most of his career and served on the LPC board from 1994 to 2000 and as president in 2003-2004.

He attended the University of Minnesota and received a bachelor's degree in animal science in 1978. He later received his master of business administration degree from the University of Minnesota's Carlson School of Business. In the mid-1980s, he moved to the Chicago area and began working in the publishing business for the Farm Progress Co.

After his marriage to Jean in 1988, Wayne began working with *BEEF* magazine and *National Hog Farmer* in Minneapolis, Minn., where he earned the title of publisher.

Bollum started his Limousin cattle operation, Golden Oaks Beef, and continued to work as an advertising representative for *Farm Journal* publications. His wife, Jean, passed away Sept. 18, 2010, and Bollum retired from the publications business to stay home with his children and launch his Golden Oaks Consulting business.

Throughout his life he was very involved in agriculture. He was a member and past Noble Ruler of Alpha Gamma Rho Fraternity, a member of the University of Minnesota Ag Alumni Board and many other organizations. He was a generous man, had a great sense of humor, and was a loving husband and father. He died May 15, 2013.

Headliner

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. The 2014 Headliner award winner is **David Nichols** of Bridgewater, Iowa.

Nichols is managing partner of Nichols Farms Ltd., a family-owned operation in southwest Iowa that combines seedstock production, cattle feeding and farming. Nichols Farms is the largest seedstock operation in the Midwest and is the fifth largest in the United States.

They have sold semen, embryos or live animals to 28 foreign countries.

Dave believes industry research and genetic development are essential to success and has participated in research projects with the University of Missouri (MU),

Virginia Tech, University of Georgia, Cornell University, University of Minnesota, and Kansas State University (K-State). Nichols also participated with Iowa State University in the original ultrasound research in 1987.

A more complete bio was published in the October *Angus Journal* among the bios of those running for the American Angus Association Board of Directors.

Distinguished service

Lisa Bryant, Ada, Okla., was honored with the Ed Bible Distinguished Service Award (DSA). Bryant has been involved in LPC activities for many years and served on the board of directors from 1998 to 2004, then on the executive committee and eventually as LPC president in 2006-2007.

She has been active on numerous committees through the years and never hesitated to jump in to volunteer her time, whether it was for student activities, by-laws committee work, or the silent auction coordination at the Royal Gala.

She returned to work at her alma mater at Oklahoma State University and now has settled back in Ada and runs her own business, Cowboy Connection Designs Inc., which she established in 1999. The DSA award is chosen by the LPC executive committee and is given to someone who exhibits dedication, support and service considered above and beyond routine participation.

The award is presented in memory of Ed Bible, long-time LPC supporter and past president.



►The Livestock Publications Council posthumously recognized Wayne Bollum with its 2014 Hall of Fame award. His family was on hand at the 2014 Agricultural Media Summit in Indianapolis, Ind., to accept the award. Pictured are his sister Cindy Grotsun, daughter Wendy and son Will. Also pictured is Angie Denton, chairman of the awards committee.



►Dave Nichols (left), Bridgewater, Iowa, was honored with the 2014 LPC Headliner Award. Pictured with Nichols at the award ceremony are his wife, Phyllis (center), and Denton.



►Retiring LPC President Christy Lee (left) presents Lisa Bryant, Ada, Okla., the Ed Bible Distinguished Service Award at the 2014 AMS.

LPC elects officers, directors

Don Norton, Boelte-Hall, Roeland Park, Kan., was elected 2014-2015 president of the Livestock Publications Council (LPC) during the organization's annual meeting at the Agricultural Media Summit (AMS) in Indianapolis, Ind., this summer. AMS is a joint convention of LPC, the American Agricultural Editors' Association and the American Business Media Agri-Council.

Angie Denton, *Hereford World*, Blue Rapids, Kan., was elected first vice president. Scarlett Hagins, *Kansas Stockman*, Topeka, Kan., was elected second vice president. Cindy Cunningham, National Pork Board, Des Moines, Iowa, will serve as secretary-treasurer. Christy Lee, Cee Lee Communications, Wellington, Ill., will stay on the executive committee as immediate past president.

Newly elected to the board are: Miranda Reiman, Certified Angus Beef LLC (CAB), Cozad, Neb.; Ben Richey, U.S. Animal Health Association, Saint Joseph, Mo.; Steve Taylor, *Appaloosa Journal*, Moscow, Idaho; and Jennifer Shike, University of Illinois, Urbana, Ill.

Those who will continue their terms are Kent Jaecke, Focus Marketing Group, Edmond, Okla.; Carey Brown, *Cow Country News*, Lexington, Ky.; Jennifer Carrico, *High Plains Journal*, Redfield, Iowa; Shelly Sitton, Oklahoma State University, Stillwater, Okla.; Mike Deering, Missouri Cattleman's Association, Columbia, Mo.; Leanne Peters, *Cattle Business in Mississippi*, Jackson, Miss.; and Greg Henderson, *Beef Today*, Mission, Kan.

Denton, Lee and Shike are all former interns for the *Angus Journal* and Denton served as associate editor and web services director.



► Officers and directors elected to lead LPC in 2014-2015 are (front row, from left) Don Norton, president; Angie Denton, first vice president; Scarlett Hagins, second vice president; Cindy Cunningham, secretary-treasurer; Christy Lee, immediate past president; (second row) Diane Johnson, LPC executive director; Leanne Peters; Miranda Reiman; (third row) Carey Brown; Jennifer Shike; Ben Richey; (fourth row) Kent Jaecke; Jennifer Carrico; Steve Taylor; (back row) Greg Henderson; and Mike Deering. Not pictured is Shelly Sitton.

Forrest Bassford student winner

Logan Britton, a senior majoring in ag communications and ag economics at K-State, received LPC's 2014 Forrest Bassford Student Award sponsored by Alltech Inc. Britton was presented a \$2,000 scholarship and a plaque during AMS.

Britton, the son of Tara and Henry Britton from Bartlett, Kan., is an active member of Agricultural Communicators of Tomorrow (ACT), Student National Agri-Marketing Association and Alpha Gamma

Rho Fraternity. He is a K-State College of Agriculture Ambassador and serves on the K-State College of Agriculture Student Council and as a student senator. He is a member of LPC, the American Agricultural Editors' Association (AAEA) and National FFA Alumni Association.

In addition to his involvement in collegiate clubs and national organizations, Britton serves as the office manager for the K-State College of Agriculture Academic Programs and a teaching assistant in the Department

of Communications and Agricultural Education. This past summer, he participated in an internship sponsored by AAEA with the National FFA Organization.

"I didn't grow up living on a farm or showing livestock. Realizing how important agriculture is, I want to bridge the gap that exists between the field and the

plate today," said Britton. "I owe several people for opportunities provided to me and my growth — I'm truly honored to receive this award."

The Forrest Bassford award honors excellence, professionalism and leadership among students. Each year, following a competitive application process, the LPC Student Award Program presents four travel scholarships for students to attend AMS. In addition to Britton, this year's travel award winners were Breanne Brammer, MU; Courtney Leeper, MU; and Lynsey Meharg, Texas Tech University. While at the meeting, the four finalists' portfolios were reviewed, and each was interviewed by a panel of professionals.

This is the 29th year for the Student Award Program, which was named after LPC founding member Forrest Bassford in 1992.

For more information on LPC and its services or membership, please contact LPC, Diane Johnson, Executive Director, 910 Currie Street, Fort Worth, Texas 76107; 817-336-1130; dianej@flash.net.



Editor's Note: This article was compiled with releases provided by LPC.



► From left, Ann Hess, field public relations manager for Alltech North America, recognizes 2014 Forrest Bassford Award finalists Breanne Brammer, MU; Logan Britton, K-State, overall winner; Courtney Leeper, MU; and Lynsey Meharg, Texas Tech.