

# Portland Spirit

Agricultural Media Summit hosted in Northwest.

Story & photo by *Micky Wilson*

A joint meeting of the American Agricultural Editors' Association (AAEA), the Livestock Publications Council (LPC) and the American Business Media (ABM) Agri-Council, the Agricultural Media Summit (AMS) was hosted this year in Portland, Ore., July 23-26.

Event highlights included a welcome reception aboard the Portland Spirit cruise ship; professional development seminars, including a presentation on "Making the Most of Bad Photos," by Kathrin Gresham Breytenbach, photo services coordinator for Angus Productions Inc. (API); the trade show, also known as the

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► **Right:** From left, Rod Wesselman, Association regional manager; Shelia Stannard, Association director of communications and events; Micky Wilson, API assistant editor; and Kathrin Gresham Breytenbach, API photo services coordinator, get ready to board the Portland Spirit for the AMS welcoming reception.



PHOTO BY PORTLAND SPIRIT, PORTLAND, ORE.



► Crystal Albers, API associate editor, accepts an award at the LPC awards presentation.

“InfoExpo”; and individual award ceremonies and receptions.

API editorial, advertising and Web Services, as well as Certified Angus Beef LLC (CAB) and the American Angus Association, received many awards at the summit. The high point of the awards ceremonies occurred when Crystal Albers, associate editor for API, won the “On-Farm Production Article” category of the AAFA Writing Awards Program. Her winning feature story, “Lost in Translation,” is eligible to compete for the Star Prize at the International Federation of Agricultural Journalists (IFAJ) annual writing competition. Additionally, Albers moved to Level 2 in the Master Writer standings.

Shauna Rose Hermel brought home dual awards from LPC for her personality profile, “Of Grit and Determination,” about American Angus Association past president Minnie Lou Bradley. Her awards included first-place finishes in the “Published Editorial Photography” and “Producer/Farm/Ranch Profile, Association” categories.

Other first-place finishes for API, CAB and the Association in the LPC contest included the categories of Newsletter; National Show Coverage; Marketing Article, Association; Technical Article, Non-Association; Two- or Three-color, Less-than-full-page Ad for a Livestock Supplier, Service or Association; One-color, Less-than-full-page Livestock Ad; Annual Report; Miscellaneous Design; and Web Publishing, Livestock Affiliated Design.

Following is a complete list of Angus contest results.

### Angus winnings from American Agricultural Editors’ Association Writing Awards Program

#### On-Farm Production

1st Crystal Albers, “Lost in Translation,” *Angus Beef Bulletin*

### Angus winnings from Livestock Publications Council Critique Contest

#### Newsletter

1st Christy Benigno, “Directions”

#### Special Issue – Under 100 Pages

2nd Certified Angus Beef LLC, “Brand Update ’05”

#### Single Graphic Illustrating an Article

HM Mary Black, “Is It Curtains for Private Property Rights?” *Angus Journal*

HM Mary Black, “Creep-Feeding Options,” *Angus Journal*

#### Published Editorial Photography

1st Shauna Rose Hermel, “Of Grit and Determination,” *Angus Journal*

2nd Steve Suther, “Ace in the Hole,” *Angus Journal*

HM Shelby Axtell, “Little Eyes Upon Us,” *Angus Journal*

HM Shelia Stannard and Rod Wesselman, “Angus Youth Strike It Rich at 2005 LEAD Conference,” *Angus Journal*

#### National Show Coverage

1st Mary Black, Shelia Stannard, Brooke Byrd & Corinne Patterson, “Bring On the Cold,” *Angus Journal*

#### Production Management Article, Association

HM Brooke Byrd, “Under Pressure,” *Angus Journal*

#### Marketing Article, Association

1st Troy Smith, “Shrink Happens,” *Angus Beef Bulletin*

2nd Barb Baylor Anderson, “Cull Value,” *Angus Journal*

#### Technical Article, Association

HM Crystal Albers, “Hidden Dangers,” *Angus Beef Bulletin*

#### Producer/Farm/Ranch Profile, Association

1st Shauna Rose Hermel, “Of Grit and Determination,” *Angus Journal*

#### Marketing Article, Non-Association

2nd Lance Zimmerman, “Beef in the Fast Lane”

#### Technical Article, Non-Association

1st Steve Suther, “Yield Grades: Sort It Out & Take Charge,” *Angus Journal*

HM Lance Zimmerman, “Convenience Pays,” *Angus Journal*

#### Producer/Farm/Ranch Profile, Non-Association

HM Susie Knetter, “Jackson’s Golden Rule,” *Angus Journal*

#### Regular Column

HM Tom Field, “Outside the Box,” *Angus Journal*

#### Four-color, Full-page Ad for a Livestock Supplier, Service or Association

HM Certified Angus Beef LLC, “2005 National Angus Carcass Challenge”

#### Two- or Three-color, Less-than-full-page Ad for a Livestock Supplier, Service or Association

1st Certified Angus Beef LLC, “2005 National Angus Carcass Challenge”

#### One-color, Less-than-full-page Livestock Ad

1st Certified Angus Beef LLC, “2005 National Angus Carcass Challenge”

#### Annual Reports

1st Mary Black, Crystal Albers & Staff, “2005 American Angus Association Annual Report”

HM Mike Bush & Keith Evans, “2005 Angus Foundation Annual Report”

#### Miscellaneous Design

1st Certified Angus Beef LLC, “Black Ink Basics Technical Bulletins”

2nd Shelby Axtell, “Honorees Named: NJAA Honors Three Couples with Induction into Honorary Angus Foundation”

#### Web Publishing, Association Web Site

HM Ray Palermo, [www.floridaangusassociation.com](http://www.floridaangusassociation.com)

#### Web Publishing, Breeder Web Site

2nd Tim Blumer, [www.assmananguslandandcattle.com](http://www.assmananguslandandcattle.com)

#### Web Publishing, Livestock-Affiliated Web Site

1st Certified Angus Beef LLC, [www.cabpartners.com](http://www.cabpartners.com)

### Angus winnings from Livestock Publications Council Paul Andre “Best of the Bunch” Photo Contest

#### Livestock

2nd Micky Wilson

