

# ACIF AWARDS \$24,500 IN SCHOLARSHIPS

Since 1993 the Foundation has awarded 301 scholarships to 141 students with the total awards of \$362,100. This year we had a total of 26 applications and 15 of those were interviewed with a total amount awarded to the fifteen of \$24,500. In addition to regular scholarship funds there are special accounts that we also award from the following funds: Webb, Coughlin, Stocker, Atkin and Sedgwick. We have six freshmen, four sophomores, two juniors and three seniors, a very promising group of students and all pursuing subjects directly or indirectly related to agriculture and the cattle industry.



I want to thank the entire committee for their great work and help this year, they have done a great job: Chuck Backus, Louis Maxcy, Velma Tucker, Linda Vensel and Dorothy Webb. Also, a big thanks to Grant Boice for all his expertise and wonderful help. - Jolene Miller, Chairman.

The Foundation has selected the following students for scholarships for the school year 2012:

- Mariah Kerr of Goodyear a junior at ASU working on her Pre-vet degree.
- Grant Samsill of Mayer a freshman at NAU is going into Wildlife Management, from the Webb fund.
- Ben Saylor of Chandler is a sophomore at UA with Animal Science, from the Webb fund.
- Cheyenne Robinson from Cottonwood a senior at UA is working on her Pre-vet, from the Trustee fund.
- Nicole Collins of Mesa a senior going to UA and going into Veterinary Science.
- Caline Gottwald of Tucson a sophomore going to UA into Animal Science, from the Webb fund.
- Rachel Claus-Walker of McNeal a freshman going to UA into Veterinary Science, from the Webb fund.
- Kristen Yazzie of Winslow a freshman going to Montana State into Veterinary Science, from the Stocker fund.
- Alanna Riggs of Dragoon a senior going to UA and into Range Ecology & Management, from Coughlin.
- Hannah Woehlecke from Red Rock a senior going to Utah State into Animal Science, from Sedgwick fund
- Hayden Ballard from Fredonia a sophomore going to Colorado Northwestern studying Natural Resources, from Atkin
- Caitlyn Coleman of Sonoita a freshman going to Carrol College into Veterinary Science, from Stocker fund.
- Sylvalyn Simpson from Benson a junior going to UA studying Veterinary Science.
- Leslie Aubrey from Yuma a freshman going to Arizona Western and into Animal Science.
- Jordan Esajian from Yuma a freshman going to UA studying Agri-Business and Food Safety.



Ben Saylor



Alanna Riggs

Article made possible by a grant from the Arizona Cattle Industry Foundation



Grant Samsill

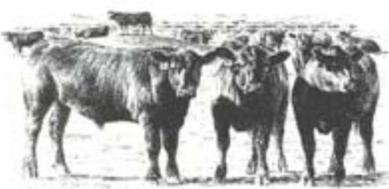
**To apply for the ACIF scholarship download the application at [www.azcattlemensassoc.org](http://www.azcattlemensassoc.org) on the foundation page.**

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# modernlivestock merchandising



## Basics of Good Advertising Design

by Rachel Cutrer

While browsing through any of today's popular printed media publications, one can become overwhelmed with the number of advertisements competing for the consumer attention. Many times ad design can be overly-busy, leaving the reader with a headache, while other advertising may be so boring and dull that it puts the reader to sleep. This article will evaluate the basics of good advertising design for the modern livestock merchandiser, and how to utilize these techniques in your printed media.

Well designed advertisements should include these five basic elements: a headline, a photograph or visual image, advertising copy or text, a call to action, and contact information. These elements help direct the reader in understanding the advertising message, and leave them with a feeling of fulfillment.

The **headline** should be creative, concise, and most importantly, clearly legible. A good rule of thumb is that the headline should be at least 3 times as large as the text on an advertisement. The headline sets the overall tone and prepares readers for what is still yet to come once they delve into the page.

**Photographs** are imperative in modern livestock advertising design. Your photographs should be as large as possible, clear, and unobstructed from view. Remember that the goal of the advertisement is to showcase your product to potential clients. Each photo should include a concise and easy-to-read caption explaining the relevance of the photo in the ad. If picturing a specific animal, include the animal's name, pedigree, and any other necessary information.

Every good advertisement will include some type of advertising **copy**, or text, explaining the purpose of the ad to the reader. This text can range from a single sentence to several paragraphs, depending on the purpose of the ad. Typically, such text includes highlights of an animal's pedigree, performance information, show accomplishments, notable siblings, and other selling points.

The **call to action** is an often overlooked, but a necessary advertising element. These short phrases leave readers with a take away message. Example calls to action include: "Call us today to place your semen order," or "Please join us

September 1st for our annual sale," or even a simple "Visitors welcome anytime, call today to schedule a visit." The call to action provides prospective clients with the next step to take after reading your ad.

Finally, every ad should include **contact information** of the featured farm or ranch. Depending on your preferred methods of contact, this may include anything from a name and home telephone number, to an email address, web site, fax number, or even cell phone numbers. Make it easy for people to get in touch with you. If you rarely check your email, be cautious in listing the address in your advertising. When potential clients use email as a method of contact, they typically expect a response within 1 business day. If you only check your email once a week, do not list your email address in your advertising.

After meeting these five required elements, it is perfectly acceptable for producers express their individuality in the design style of their advertising. Some may prefer extremely busy ad designs; while others seek a more conservative or minimal look. Keep in mind, however, it is always important to consider the advertising preferences of your target audience. If your advertisement is promoting a purebred commercial bull sale in western Nebraska, chances are your target audience wouldn't appreciate an overly-trendy design with a grunge look. Conversely, if your target audience is youth livestock exhibitors, the flashier the better.

Regardless of your design preference, clarity of advertising is very important. All fonts and typestyles in any ad should be clearly legible. If possible, keep all text to at least a 10 point size or higher, enabling audiences of all ages to read your ads easily.



Rachel Cutrer, M.S., is president of Ranch House Designs, Inc., a leading national graphic design and communications firm.

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