



LESSITER  
MEDIA

# Your Future with Lessiter Media



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## About Us

While Lessiter Media's official birth certificate says 1981, the company's real beginning took place 18 years earlier, when Pam and Frank Lessiter exchanged their wedding vows ... and brought together deep, family-founded passions for farming, writing, photography, education and business.

Frank was the son of a fifth-generation Michigan dairy farm father and ag engineer and whose mother, a high school English teacher, influenced his love of storytelling. Pam, a business education graduate, was the daughter of an elementary school teacher and an industrial education professor. Graduates of Michigan State University, Frank and Pam met on the MSU campus, where both were employed in the university's information services offices.

On March 6, 1981, Frank and Pam hung out their own shingle upon acquiring a magazine, trade show and newsletter (with a staff of 5) from Reiman Publications (now part of Reader's Digest), where Frank was executive vice president and chief editorial director. With a new company formed at the onset of the worst farm recession ever, their first decade in business brought challenges, yet also forged and annealed a foundation for what would become a very different kind of publishing company. And principles that would serve it as it evolved still several decades later.

Through those lean years and the period of growth that followed, the name "Lessiter" (which at one time depended solely on paid-subscriptions), became synonymous with words like "actionable, meaningful, practical and relevant" for the content it delivered to its highly targeted audiences. Not fluff, not advertorials nor PR-speak, but rather unbiased, independent information that its subscribers and attendees could weigh, and act upon. "Where content becomes knowledge" began to be woven into the fabric of the Lessiter name.

The decades that followed attracted new talent, and brought launches, acquisitions, new events and digital media channels. And yes, a few divestitures, too, as the company focused on the segments in which it could most make a difference. But the

content-first approach has never wavered since that day in 1981 and Lessiter Media impacted the lives of hundreds of thousands of subscribers, marketers and employees — as well as their families and ensuing generations.

The small company launched an independent, unbiased conference for farmers when Monsanto was going to control the message to farmers. It unearthed lightning-rod topics that had been addressed when others didn't want to "rock the boat" — unscrupulous practices affecting equine health, attempts at governmental regulation of farriers, and the brand purity and other "unwritten" tactics taking place in the farm equipment industry. On more than one occasion, the company elected to walk away from business rather than yield editorial independence.

"We've refused to compromise on editorial quality as we deliver practical, 'meat-and-potato' content in everything we do," says Lessiter. "This means delivering content that readers need to advance their businesses and lives. This has allowed us to achieve number-one status as the information source in each segment of the Niche Markets we serve — because the needs of the audience are placed first."

The family company is now in its second generation under Mike Lessiter, who joined the firm in 2003 after 12 years of prior trade publishing experience in Chicago. He became president in 2007 and as a second-generation ag editor, retains his editor/publisher role today. Following the firm's move into modern and new collaborative-style offices in the spring of 2015, the firm was renamed Lessiter Media to better reflect its evolution beyond only the print channel — and into social media, video, broadcast, webinars, search and mobile access.

"Any company in this business is only as good as the people who make it happen," says Lessiter. "Our group of over 40 hardworking professionals, and all those who came before whose shoulders they stand on today, have set the bar high. By working together and bringing our best every day, we'll continue to share solutions in each of the niche segments we serve."

## Contact Us

Lessiter Media Headquarters  
16655 W. Wisconsin Ave.  
Brookfield, WI 53005-5738

Telephone:  
800-645-8455 (U.S. only) | 262-782-4480  
Fax: 262-786-5564  
Email: [info@lessitermedia.com](mailto:info@lessitermedia.com)

[facebook.com/lessitermedia](https://facebook.com/lessitermedia)  
[X.com/LessiterMedia](https://twitter.com/LessiterMedia)  
[linkedin.com/company/lessitermedia](https://linkedin.com/company/lessitermedia)  
[pinterest.com/lessitermedia/](https://pinterest.com/lessitermedia/)  
[instagram.com/lessitermedia/](https://instagram.com/lessitermedia/)



# Our Core Values

## Be Positive

- ▶ Choose to have a positive outlook no matter the circumstance.
- ▶ Faith that together we can solve whatever comes our way.
- ▶ Energy, initiative and enthusiasm are contagious — let it spread at epidemic proportions.
- ▶ Speak positively about company and each other — always.
- ▶ Things won't always go right or as planned. But we keep it in perspective — count our blessings; remember what a truly bad day in life can look like. Reframe and put into context.
- ▶ Celebrate successes.

## Accountable

- ▶ 40 others, and all customers, are counting on you.
- ▶ We do what we say we'll do, and when we say it. Make our word one that others can take to the bank.
- ▶ Take ownership ... and encourage, help and let others "own" their responsibility.
- ▶ Follow up.
- ▶ Bring in the ship — regardless of the waters.

## Embrace Change

- ▶ No one here can stay in the same place we are today. Change is compulsory.
- ▶ Personal responsibility to learn, gain knowledge and skills. Leave your comfort zone.
- ▶ Change equals growth.
- ▶ Find new ways ... and commit to making "the new" work ... and refine if needed.
- ▶ Words of Winston Churchill in 1941 ... Never give up.

## Teamwork

- ▶ We're only as good as the sum of people and ability to work together.
- ▶ Take pride in the success of others more so than self — make the assist!
- ▶ Not about personal heroics or I ... It's "we."
- ▶ Treat everyone as you'd want your Grandma treated.
- ▶ If in doubt, we check it out. Don't assume.
- ▶ Discuss problems openly and face-to-face, not behind backs. Respect.
- ▶ Call out the landmines; don't let your teammates fail. Be named on others' Foxhole Test!

## Integrity & Trust

- ▶ Honesty, fairness and doing what's right.
- ▶ We conduct ourselves as if what we do today will be tomorrow's front-page news.
- ▶ We want to win, but by doing it the right way. We gladly wear the white hat.
- ▶ When a problem or breakdown occurs, acknowledge it and make it right.

## Commitment to Unmatched Excellence

- ▶ We are in this to make a difference; and that excellence has to start from within each of us. Listen, understand, move forward every day via our creativity, influence, organization and tools.
- ▶ Activity and accomplishment are not one and the same — apply ourselves to what makes a difference.
- ▶ Requires our dedication, focus and hard work — no shortcuts.
- ▶ Earn the business — to keep it, it must be earned.
- ▶ We will never achieve perfection on all fronts, but we commit to give our very best because our teammates and customers deserve it.

# Our Brands

Since 1981, Lessiter Media has been a leader in delivering solutions to the North American Agriculture and Equine Hoof-Care markets. Through our award-winning magazines, innovative websites, timely email newsletters and renowned conferences, we're able to connect your message to your target market.

Our award-winning portfolio of publications includes:

## AMERICAN FARRIERS JOURNAL

### IN PRINT

The only North American publication dedicated 100% to fulfilling the ever-changing educational needs of today's equine hoof-care professional including farriers, trimmers, equine veterinarians and equine specialists.

### ONLINE

- ▶ American Farriers Journal website: [AmericanFarriers.com](http://AmericanFarriers.com)
- ▶ Hoof-Care Advisor Daily e-newsletter delivered Monday-Saturday
- ▶ Weekly Digest e-newsletter delivered Sundays
- ▶ Webinars, Digital Demonstrations, Product Demonstrations
- ▶ Podcasts
- ▶ Social Media
- ▶ Product Roundups
- ▶ Videos

### LIVE

The annual International Hoof-Care Summit is the premier education event for leading hoof-care professionals around the world who want to improve the quality of their work, slash costs, improve efficiency and build profits.



## COVER CROP STRATEGIES

### ONLINE

- ▶ Cover Crop Strategies' website: [CoverCropStrategies.com](http://CoverCropStrategies.com)
- ▶ Weekly Digest e-newsletter delivered Fridays
- ▶ Webinars, Digital Demonstrations, Product Demonstrations
- ▶ Podcasts
- ▶ Native Content Sponsorships
- ▶ Videos

### VIRTUAL EVENT

In response to demand from growers seeking a better understanding of best practices when it comes to the use of cover crops in their farming operations, we unveiled the first-ever National Cover Crop Summit in the spring of 2019. This is a 100% free-to-attend online event focused on equipping farmers with the knowledge necessary to harness the full potential of a cover-crop system to protect their soil and increase their farm's profits.



## NO-TILL FARMER

### IN PRINT

*No-Till Farmer*: A paid-subscription monthly publication that delivers cutting-edge information and techniques to guide farm operators engaged in no-till practices

*Conservation Tillage Guide*: Quarterly publication serving a paid-subscription universe of producers engaged in conservation-tillage, strip-tillage and no-tillage practices.

### ONLINE

- ▶ No-Till Farmer's website: [NoTillFarmer.com](http://NoTillFarmer.com)
- ▶ No-Till Insider Daily e-newsletter delivered Monday-Saturday
- ▶ Weekly Digest e-newsletter delivered Sundays
- ▶ Webinars, Digital Demonstrations, Product Demonstrations
- ▶ Podcasts
- ▶ Native Content
- ▶ Social Media
- ▶ Product Roundups
- ▶ Videos

### LIVE

The annual National No-Tillage Conference is the premier education event for leading producers engaged in no-till and strip-till farming and the dealers that serve them.



## STRIP-TILL FARMER

### IN PRINT

A paid-subscription quarterly publication that delivers cutting-edge information and techniques to guide farm operators engaged in strip-till practices

### ONLINE

- ▶ Strip-Till Farmer's website: [StripTillFarmer.com](http://StripTillFarmer.com)
- ▶ Strip-Till Strategies e-newsletter delivered twice per month
- ▶ Weekly Digest e-newsletter delivered Sundays
- ▶ Webinars, Digital Demonstrations, Product Demonstrations
- ▶ Podcasts
- ▶ Native Content
- ▶ Social Media
- ▶ Product Roundups
- ▶ Videos

### LIVE

The annual National Strip-Tillage Conference is the only educational and networking event 100% dedicated to strip-tillage and its application.



# Our Brands cont.



## IN PRINT

The leading communications vehicle to agricultural equipment dealers, wholesalers, and distributors across North America. Acquired Implement & Tractor in July 2015.

## ONLINE

- ▶ Farm Equipment's website: [Farm-Equipment.com](http://Farm-Equipment.com)
- ▶ E-Watch Daily e-newsletter delivered Monday-Saturday
- ▶ Weekly Digest e-newsletter delivered Sundays
- ▶ Webinars
- ▶ Videos
- ▶ Native Content
- ▶ Social Media
- ▶ Product Roundups

## LIVE

The annual Dealership Minds Summit is a unique conference and networking venue for farm equipment dealer managers of all colors and is planned and delivered by *Farm Equipment's* Dealership of the Year Alumni.



## Ag Equipment Intelligence

*Ag Equipment Intelligence* releases a specialized digital monthly magazine, dedicated to providing in-depth news, analysis, and data on the agricultural equipment industry.

## ONLINE

- ▶ Ag Equipment Intelligence's website: [AgEquipmentIntelligence.com](http://AgEquipmentIntelligence.com)
- ▶ Weekly Digest e-newsletter delivered Sundays
- ▶ Dealer Sentiments & Business Conditions Update Report
- ▶ On the Record Newscast & Podcast
- ▶ Webinars
- ▶ Videos
- ▶ Native Content
- ▶ Social Media

## VIRTUAL EVENT

The Executive Briefing is a two-day virtual event will give you an inside look at the year ahead from all sides of the industry, equipping you to strategically plan your business heading into the new year. As a virtual event, all sessions will be accessible from your computer, tablet or phone, allowing you to attend from home, the office or on-the-go.



## IN PRINT

The only information source for dealers and resellers offering and servicing precision ag technologies to farmers.

## ONLINE

- ▶ Precision Farming Dealer's website: [PrecisionFarmingDealer.com](http://PrecisionFarmingDealer.com)
- ▶ Precision Farming Dealer Daily e-newsletter delivered Monday-Saturday
- ▶ Weekly Digest e-newsletter delivered Sundays
- ▶ Webinars
- ▶ Podcasts
- ▶ Videos
- ▶ Native Content
- ▶ Social Media
- ▶ Product Roundups

## LIVE

The annual Precision Farming Dealer Summit is a unique peer learning event that targets dealers' business growing opportunities (and challenges) in integrating precision ag technologies, with a focused learning and networking venue for leaders and prospective managers of equipment dealerships and technology retailers/resellers or all kinds.



## Rural Lifestyle Dealer

## IN PRINT

The only media dedicated to retailers and resellers in the booming rural lifestyle, hobby farm and large property owner market.

## ONLINE

- ▶ Rural Lifestyle Dealer's website: [RuralLifestyleDealer.com](http://RuralLifestyleDealer.com)
- ▶ eBrief Daily e-newsletter delivered Monday-Saturday
- ▶ Weekly Digest e-newsletter delivered Sundays
- ▶ Webinars
- ▶ Podcasts
- ▶ Videos
- ▶ Native Content
- ▶ Social Media
- ▶ Product Roundups



- ▶ Product Videos
- ▶ Social Media

# Best of the Year

With all of the news gathered, responses and interviews collected, countless hours of writing and video production, we make each year one to remember. The following aren't items we thought were the best of this year — these are the best of the year according to our audience. The Digital Media Department hunkered down in a caffeine-induced frenzy, combing through gigabytes of web traffic data to compile the 'can't miss' content from 2023.

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## No-Till Farmer's Best of 2023

### Top 2 Feature Articles:

- ▶ Aftermarket Closing Wheels Consistently Boost Bushels  
*By: Dan Crummett*
- ▶ What Happened to the Legendary Allis-Chalmers No-Till Planter? *By: Mike Lessiter*

### Top 2 News Stories:

- ▶ No-Till Legend Dave Brandt Passes Away Unexpectedly  
*By: Michaela Paukner*
- ▶ Near-Fatal Accident on Ray McCormick's Farm, No-Till Legend in Recovery *By: Mike Lessiter*

### Top 2 Blogs:

- ▶ Is Moldboard Plowing No Longer Legit? *By: Frank Lessiter*
- ▶ Glyphosate Ban May Lead to a Two-Fold Increase in No-Till Expenses *By: Frank Lessiter*

### Top 2 No-Till Farmer Podcasts:

- ▶ Smashing Yield Records Using Regenerative Ag With Russell Hedrick
- ▶ Rebuilding No-Till Soil's Microbiome With Compost Extract, Part 1

### Top 2 No-Till Influencers & Innovators Podcasts:

- ▶ Changing Your Mindset & Harnessing the Power of Your Plants with Ray Archuleta
- ▶ Improving Your Soil With A Complete No-Till System

### Top 2 Videos:

- ▶ Making Compost Extract for Commercial Farming
- ▶ Marion Calmer Outlines 3 Approaches for Placement of Phosphorus and Potassium

### Top 2 Conservation Ag Updates:

- ▶ No-Till Legend Reacts to Illinois Dust Storm Crash
- ▶ No-Till Community Reflects on Life & Legacy of Dave Brandt

### Top 2 Webinars:

- ▶ Regenerative Tools for Your No-Till Toolbox — Bringing Life to Your Soil
- ▶ How to Reduce Your Fertilizer By Up To 70% While Increasing Yield

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## Farm Equipment's Best of 2023

### Top 2 Staff Blogs:

- ▶ R2R Meltdown ... And A \$900 Million Lawsuit against McDonald's *By: Frank Lessiter*
- ▶ Stop Tolerating Jerks *By: Kim Schmidt*

### Top 2 Guest Blogs:

- ▶ RDO Equipment's Take on the Last 55 Years
- ▶ Seeing the Signs of a Deteriorating Used Equipment Market  
*By: Casey Seymour*

### Top 2 Feature Articles:

- ▶ North America's Largest Dealer Groups
- ▶ 2023 Dealership of the Year: Hutson Rebounds as Industry Leader  
*By: Mike Lessiter & Kim Schmidt*

### Top 2 News Articles:

- ▶ Deere Hit with Class Action Lawsuit Over Right to Repair
- ▶ Minnesota to Consider Ban on Gas-Powered Lawn Equipment

### Top 2 Webinars:

- ▶ 2023 Executive Briefing Mid-Year Review
- ▶ A Comprehensive Review of the 2023 Cost of Doing Business Study

### Top 2 Videos:

- ▶ Merging an AGCO & a Shortline Dealer into a New Company
- ▶ Introducing New Technology to Customers with Skip Klinefelter

### Top 2 Product Videos:

- ▶ TYM Introduces T115 and T130 Tractors
- ▶ A Closer Look at Degelman's New Heavy Duty Staggered Ripper

### Top 2 Podcasts:

- ▶ Used Combines Inventory Build Up Coming

### Dealership of The Year Video:

- ▶ Developing an Internal Leadership Program

### Most Watched Day in The Cab Video:

- ▶ The Biggest Changes in Precision Agriculture

### Most Valuable Dealership Video:

- ▶ Understanding the Value of a Good Demonstration

### Most Viewed Precision Farming Dealer Summit Presentation:

- ▶ [Video] Predicting the Future of Autonomous Machinery

### Most Viewed Dealership Minds Summit Presentation:

- ▶ [Video] Metrics for the Non-CPA: Managing Finances to Limit Risk in the Next Business Cycle

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## American Farriers Journal's Best of 2023

### Top 2 Blogs:

- ▶ Wyoming Farrier Demonstrates True Grit in the Face of Adversity  
*By: Jeff Cota*
- ▶ Ode to the Horse *By: Jeff Cota*

### Top 2 Print Articles:

- ▶ How to Make and Use Sugardine for Horse Wound Treatment  
*By: Shane Westman*
- ▶ The Pros and Cons of Hoof Pads *By: Jessica Lash*

### Top 2 Web Articles:

- ▶ Identifying Insulin Resistance in Horses *By: Jessica Lash*
- ▶ Rich Strike's Owner Sues Hot Rod Charlie for Damages after Allegedly Wearing Toe Grabs *By: Jeff Cota*

### Top Webinar:

- ▶ How CBD Can Help Your Customers, Their Horses and You

### Top 2 Videos:

- ▶ Farrier Education: Heartland Horseshoeing School
- ▶ Farrier Education: Visiting Kentucky Horseshoeing School



# More Than a Magazine

## Frank Lessiter Ag Media Scholarship

Supports a University of Wisconsin-Madison Life Sciences Communication student who is actively pursuing a career in agricultural news media.

## Awards & Accolades

Lessiter Media's reputation is backed by years of award-winning results and editorial excellence.

Honoring the best in B2B media, the Azbee Awards recognize outstanding work by business, trade, association and professional publications across 61 categories in 5 divisions representing the U.S.

Lessiter Media's *No-Till Farmer* and *Farm Equipment* editors were recognized by the American Society of Business Press Editors with national awards in the association's [2024 Azbee Awards of Excellence](#).

## H.O.P.E. program

Helping Others with Philanthropic Efforts. This program sets aside a specific number of dollars each year for employees to contribute to a charity of their choice. [During the last year, employees donated funds to 34 of their favorite charities.](#)

## Marketing Minute

View weekly editions of the Marketing Minute email newsletter, produced by our team for professionals in marketing, audience development, sales, business development, digital media and multimedia production. [Click here to sign up for your own copy.](#)



**ASPIRE for more.** At our quarterly ASPIRE meeting, our company comes together to discuss our successes and Strategy.



**Friday Treat Day.** Every Friday, one of our staff members brings in a treat for the company to enjoy at the end of the work week. After all, breakfast is the most important meal of the day!



**Lessiter Media in Action.** Some of our staff volunteered at the Hunger Task Force in Franklin, Wis. to pick vegetables and help those in our community. Staff members enjoy this type of volunteer work year round.



**Lunch 'n' Learn.** Every staff member has the opportunity to present new ideas, processes and training to the company.

# Working At Lessiter Media

**L**essiter Media is an established and growing niche media company serving the equine and agricultural industries with our digital, print and event platforms.

We are viewed by the industries we serve as trusted market leaders and are a multi-award winner for outstanding journalism for *American Farriers Journal* in the equine market, *Farm Equipment*, *Ag Equipment Intelligence*, *Rural Lifestyle Dealer*, *No-Till Farmer*, *Strip-Till Farmer*, *Cover Crop Strategies*, *Precision Farming Dealer* and *Farm Innovations* in the agricultural market. In addition, we also host these industry-leading in-person events: International Hoof-Care Summit, National No-Tillage Conference, National Strip-Tillage Conference, Precision Farming Dealer Summit and Dealership Minds Summit.

Our culture, rooted in family ownership and entrepreneurship, fosters and rewards performance. We encourage all team members to take ownership of his or her position and take responsibility to lead and innovate. We consider our employees to be our most valuable asset and provide training and support for career growth and success.

We offer competitive compensation and benefits, and an amazingly rewarding culture and environment. Modern design features innovative and collaborative bright open floor plan with a fantastic employee lounge and free coffee. Close to some of Brookfield's finest shopping and restaurants. Enjoy an early morning or mid-day walk along a scenic nature trail.

## Benefits Program

- ▶ Health Reimbursement Account
- ▶ Dental Insurance
- ▶ Long Term Disability
- ▶ Life Insurance
- ▶ 401(k) Plan
- ▶ A.S.P.I.R.E. Bonus Program
- ▶ Paid Time Off
- ▶ Professional Development
- ▶ Summer Hours
- ▶ H.O.P.E. (Helping Others with Philanthropic Efforts)

## Currently Accepting Applications

- ▶ Full-Time Positions
- ▶ Internships
- ▶ Flex-Time Opportunities

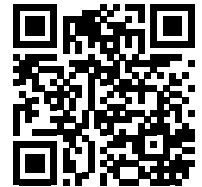
## How To Apply

[Click here to use the submission form.](#)

We look forward to hearing from you!

Don't see anything that fits your skill set?  
We are always accepting applications!

[Submit your resume through the contact form.](#)



# Internship Opportunities

**A**ll positions are paid positions, with a schedule of 20+ work hours per week.

To apply, please email our internship coordinator Ronda Iten at [riten@lessitermedia.com](mailto:riten@lessitermedia.com), or use our submission form (QR code at above). Please include which internship you are interested in, and for what term of employment, in the subject line.

## Editorial Intern

Contribute as a member of the Editorial Department on a variety of content-related assignments in the agricultural and equine health industries.

### Experience To Be Gained:

- ▶ Writing, editing and proofreading of content for an award-winning publisher
  - ▶ Exposure to fast-paced production environment, CMS, survey/polling and editorial-response mechanisms
- Writing samples required.

## Marketing Intern

Contribute as a member of the Marketing Support & Audience Development Team with various profit center teammates on print and online advertisements, special publications, news releases, special email and web-offers.

### Experience To Be Gained:

- ▶ Produce content in a deadline driven workflow environment
- ▶ Develop quality control awareness
- ▶ Exercise task management abilities
- ▶ Hone short-copy writing skills for response-driven results

- ▶ Learn content marketing strategy and tactics
- ▶ Participate in multi-discipline team dynamics
- ▶ Acquire practice in web analytics and results reporting

## Digital Media Intern

Contribute as a member of our digital media team on repurposing web content, email newsletters, SEO/SEM, social media, webinars, etc. This position is tailored to help you grow in the aspects of digital media you currently excel and those you want to learn.

### Experience To Be Gained:

- ▶ Repurposing and developing remarketing strategies for digital content
- ▶ Posting and editing content for websites, social media and email distribution
- ▶ Developing skills SEO/SEM, Google Analytics and similar tools and digital strategies
- ▶ Learn how to gather and analyze web and audience traffic data

## Graphic Design Intern

Contribute as a member of the art department on a variety of design assignments, including ad creation and production, magazine layouts, photo color correction, photo editing, video editing, photo archiving, house ad design, marketing pieces, etc.

### Experience To Be Gained:

- ▶ Real-world magazine design and production for both print and web with an award-winning publishing company.

### Requirements:

- ▶ Junior and senior graphic design students or recent graduates
- ▶ Experience with Adobe Creative Cloud Suite and Lightroom
- ▶ Must be available for 20 hours per week