

# Signals

Jan/Feb 2004

## Contents

*From the  
President, 2*

*In Brief, 3*

*Our History, 4*

*Case studies site seeks  
contributors, 5*

*ACE annual meeting  
details, 6-7*

*Conversation calls, 7*

*Marketing ideas for  
county extension, 8*

*Things to do in  
Tahoe, 9*

*In Memoriam, 10*

*ACE Philippines, 10*

*New members, 10*

*Ag. communications  
documentation  
center, 11*

*ACE election  
candidates, 11*

## ACE's High in Nevada!

Already tired of election politics? Want to get away for a while? Then ACE's High in Nevada is just what you need! Come enjoy the mile-high air of the Sierra Nevada Mountains in beautiful Lake Tahoe, Nev. at the 2004 ACE International Meeting June 20-24. The scenery is so beautiful you'll believe you see things you've never seen before. In fact, I'm writing this article while sitting on top of one of the tallest peaks in the area, looking at the sun gliding over the horizon as Lake Tahoe reflects the surrounding beauty of the mountains and sky! (Not really. But doesn't that sound great!?)

Actually, I'm sitting in my office in Starkville, Miss., just exercising a bit of literary license and reverie, imagining one of the most beautiful locations on earth. In short, ACE's High in Nevada promises to be the best conference location you've ever experienced! It's the kind of place from which legends and myths are made!

ACE's High in Nevada is not just a party place, though there will be plenty of party-like opportunities throughout the week, particularly as you mingle with other ACE members from your various SIG affiliations. Conference planners promise attendees many learning and networking opportunities from sunrise to well beyond sunset every day! You can honestly tell your administrators that you will be working hard for them, improving your skills, honing your talents, and genuinely expanding your horizons. (I wouldn't dwell on that last point too long. Just tell your administrators this conference will help you save them money...

or make them money, whichever they prefer.)

In addition to great sessions sponsored by ACE SIGs, the 2004 Program

Committee has identified two linked issues that we hope will stimulate your creative energies and contribute real professional value to our meeting: collaboration and knowing our audiences.

All of us are facing limited resources. Some of us are dealing with rapid funding reductions and organizational trauma that are dramatically changing our working world. All of us see a future where resources, people, projects, and leadership come from new places over new technologies for new audiences.

Knowing these audiences better, while never easy, has become vastly more difficult as we reach out to those who speak another language at home. Demands for program materials and services in other languages are growing. All of us face the challenge of serving our Spanish-speaking audiences and dealing with the complex assumptions of culture, literacy, and economics that are so important to developing successful communications. Together, our experience, resources, and capacity are stronger. We will surely learn even more from our fellow ACE members.

That said, please check out pages six and seven to learn some additional details about the 2004 ACE International Meeting.

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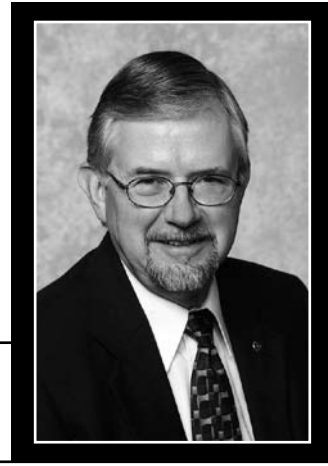


ASSOCIATION FOR COMMUNICATION EXCELLENCE



IN AGRICULTURE, NATURAL RESOURCES, AND LIFE AND HUMAN SCIENCES

# From the President



## Why awards?

By the time this issue is in your hands, the deadlines for this year's ACE award nominations will have passed, and you will no longer be receiving frequent, friendly reminders to submit nominations for the 25 special achievement awards that ACE presents each year:

- The Professional Award
- The Reuben Brigham Award
- The Beacon Award
- The Service Award
- The *Journal of Applied Communications* Article of the Year Award
- The seven Pioneer Awards (one from each region or membership category)
- The 13 Awards of Excellence (one from each SIG)

Also, our beloved – and currently beleaguered – ACE Coordinator, Amanda, will have just dug herself out from a waist-deep avalanche of Critique and Awards program submissions that hit her office in late January, most arriving only a day or two before the February 2 deadline, if that early.

Her unenviable job in February and March is to get all those submissions logged in, sorted, and sent out to the appropriate judges. Then she has to remind the judges to submit their evaluations in a timely fashion, follow up with those few who don't, record the results, and, come April, send out dozens of letters to participants informing them of their critique results. If last year is any indication, she'll be handling over 400 such submissions this year. Bronze, silver, and gold awards will be given in each of the 45 classes. In addition, an Outstanding Professional Skill Award will be given in each of the program's nine broad categories.

Add these 144 awards to the 25 general awards listed above and – if my math is right – ACE will be giving 169 awards at the ACE 2004 International Meeting in Lake Tahoe!

In a 2001 survey of people who dropped their ACE memberships, several questioned the value of ACE's awards program. One commented, "All that ACE members do is give each other awards." Obviously, that member had not taken advantage of the many other opportunities for professional growth and development that ACE offers.

It's easy to criticize a program without exerting the energy required to attain a balanced view. But that comment made me stop and think – why do we do it?

I'd like to share what I believe are some good reasons.

First, as our university president asserts, "You get what you measure." An award program serves as a stimulus for us to do our best, most creative work by holding our work up for comparison to the best work of our peers. Peer review is the standard by which universities evaluate the performance of professionals, and the same is often true in the private sector as well.

Second, while many of us are reluctant to toot our own horns, it is important for the advancement of our profession as well as our personal careers to give those we serve compelling evidence of the quality of our work. Although I can tell my superiors that I am doing great work – and occasionally even get them to agree – I gain much in credibility if I can tell them I won a silver or gold award in a competition against scores of entries from top professionals around the world.

Third, many of our members work in a relative vacuum. That is, they work in an office where there are only one or two others working in their same area of expertise – and sometimes none. They have limited ability to compare their work with that of others and to get feedback. Putting their work up for comparison to the best of other states and nations gives them a wonderful learning opportunity.

In that regard, the critique part of the Critique and Awards program is one of its

most valuable features. Yes, I know that entrants occasionally feel the judges have not fully understood their work or the context in which it was created, but many, many C&A program entrants have said how helpful it is to have someone outside of their own institution give them both positive and negative feedback on their work.

So I come down as a strong supporter of the C&A program. But what about the other awards? Many of the same justifications apply.

For example, we give the Service Award to say "thank you" to a person who has selflessly devoted time, energy, and insight to helping fellow communicators and technologists through service to ACE. At the same time, we hope that by publicly recognizing that person's contributions, we will inspire others to follow suit.

We could go through the whole list of awards, but you get the idea: you get what you measure.

There's one more thing to consider. Although others may not always admit it, even communicators and technologists are human. We have an inherent need for acknowledgment by others. Just about everybody needs a pat on the back once in a while, particularly if working in a high pressure, sometimes thankless job. Awards give us an opportunity to provide that pat in a formal, public way.

Our awards program should help us become better professionals by giving us feedback on our work, providing role models to emulate, and by providing encouragement. That makes it worth all the time and energy.

Tom Knecht

A handwritten signature in black ink that reads "Tom Knecht". The signature is written in a cursive, slightly slanted style.

ACE President  
tomk@ext.msstate.edu

# In Brief

## Copy editing service available

Audrey Stovall Brown, recipient of the Critique and Awards gold award for editing in 2000, is announcing her new copy editing service, specializing in extension publications.

Brown spent the past four years editing for the Alabama Cooperative Extension System at Auburn University. Brown's expertise in AP and Chicago styles of

editing and her extension experience uniquely qualify her to edit projects with the professionalism and perspective required for extension news articles and publications.

Request her service via e-mail at [audreybrown3@hotmail.com](mailto:audreybrown3@hotmail.com), fax at (239) 369-3643, or mail at 708 Crown Oak Circle, Lehigh Acres, Florida, 33936.

## Mississippi ACE members conduct professional development outing

It was farm-raised catfish, and not turkey, on the minds of Mississippi ACE members in November. The group had a combination professional development outing and chapter meeting "on the road," in the heart of east Mississippi's catfish industry. After a walking tour of a state-of-the-art fish processing plant in Macon, ACE members were briefed on the promotion and marketing efforts of Superior Fish Products, as well as the industry as a whole, by plant manager Bob Koehn. Then it was on to lunch, and the chapter's last meeting of the year, at a local

restaurant noted for its catfish dishes. Artis Ford reported on ACE/NETC 2003 in Kansas City. Ned Browning reviewed the Media Relations Made Easy workshop in New Orleans. Keith Remy reported on the ACE board of directors meeting in Vicksburg. And Danny Gardner previewed the upcoming ACE 2004 gathering in Lake Tahoe.

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## Want a copy of the Media Relations Made Easy Training Guide?

A major result of the Media Relations Made Easy in the Big Easy workshop last fall was the development of a comprehensive training guide. This guide includes teaching outlines, PowerPoint presentations and fact sheets to use in presenting media relations training on a variety of topics. It also includes a video with media representatives from across the country.

For the moment, additional copies of the Media Relations Made Easy Training Guide are available to those who couldn't participate in the workshop last fall – or those who want extra copies – through LSU AgCenter Communications. The proceeds benefit the ACE media relations

SIG and the ACE Development Fund and may be used to support other high-quality workshops in the future.

The cost of the complete training guide notebook is \$75 plus \$10 for shipping and handling. If interested, e-mail Tom Merrill at [tmerrill@agcenter.lsu.edu](mailto:tmerrill@agcenter.lsu.edu) or phone (225) 578-5896 for ordering details.



SIGNALS is produced bi-monthly by the Association for Communication Excellence (ACE). The newsletter is produced at ACE Headquarters, Institute of Food and Agricultural Sciences, University of Florida, Bldg. 116, PO Box 110811, Gainesville, FL 32611-0811, 352/392-9588, FAX 352/392-7902.

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ACE is a non-profit association representing professional communicators and information officers generally within the land-grant university system, the U.S. Department of Agriculture, state agricultural agencies, similar institutions in other countries and those with professional interests in agricultural communication.

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ACE develops professional skills of education, government, and research communicators and information technologists to extend knowledge about agriculture, natural resources, and human sciences to people worldwide.

Stop by the ACE Web site  
[www.aceweb.org](http://www.aceweb.org)

ASSOCIATION FOR COMMUNICATION EXCELLENCE



IN AGRICULTURE, NATURAL RESOURCES, AND LIFE AND HUMAN SCIENCES

# Our History

## Finding the grass roots of ACE

More than 50 years in ACE (starting with AAACE in 1952) leave a kaleidoscope of images – without mirrors to order them into enchanting designs. The best I can do is to let the mind roam and see what it brings to the top. Of course, it will be something in which I think I had a role. For want of a more definitive label, I'll write about finding the grass roots of AAACE.

From the 19-teens to the time of World War II, AAACE was, I think, a shifting amalgamation of wise and savvy men and women who got together once a year; partly a peer group, partly a guild-like group, and partly a pressure group (to keep USDA in line and support good legislation for extension and experiment stations!). No doubt important interactions took place between or among members during the months that separated annual gatherings. My impression, however, is that AAACE was largely a national organization in its first 35 years. Before professional improvement for editors won wider institutional backing, lots of members tied in a national AAACE meeting with a family vacation as a way to justify the expense.

I first met AAACE in 1952 at a regional gathering at White Pines State Park in northern Illinois. Dutch Elder had just shifted me from graduate assistant to staff status (at a princely salary of \$4,500!). At that fairly primitive state park, 40 or so men and women gathered from Minnesota, Wisconsin, Iowa, Illinois, Michigan, Indiana, and Ohio. It was a professional meeting – after all, only the head guys and a few others were acquainted well enough to socialize.

The list of those head guys was a mid-century Who's Who of agricultural college editors: Harold Swanson, Minn.; Bry Kearn, Wis.; Dutch Elder, Iowa; Hadley Read, Ill.; Earl Richardson, Mich.; Ralph Reeder, Ind.; and Frank Byrnes, Ohio. Five of them had been or later became presidents of AAACE, and I can't even guess how many others in that 1952 group later served as AAACE presidents and directors.

Hadley Read (who had left Elder's Iowa staff in 1947 to be head at Illinois) and

Elder were the primary movers in setting up this first meeting. They picked north-west Illinois because all the states except Minnesota and Ohio bordered Illinois. A savvy leader could check out university transport for in-state travel and then just drive on a little further. We paid our own way; no expense accounts to file. Probably cost under \$20 each.

Yes, it was a professional meeting. Elder did that first program. He asked each state to introduce its people, to report on two or three new efforts that were working in its shop and to bring up a problem or two on which others might have some helpful experience. These were structured sessions: one on the Friday evening of arrival, three on Saturday, and one on Sunday before we started back. And we talked some about AAACE, although we weren't required to be members.

Once we found the experience so useful, we put it on an every-year basis (unless the national meeting was in the region). We later got university travel support for it as professional improvement activity.

Our regional interactions didn't stop with the one meeting. I had met Read at Illinois when I worked as a student ag. journalist in his editorial office (for experience, not money). He and I started a newsletter for the region. The first version was a round robin. I think I put together the first batch of reports of what we were doing in Iowa, names of new staff, new publications, the onset of educational TV, etc. That package went to Illinois, where Read routed it around his staff and added their material. The two entries then went on to the next state, which reviewed them, then added its contribution. When the package came back to us in Iowa, it had 12 contributions. We read them, pulled out our first material and put in new items for the second round. This lasted several years until we made a more conventional newsletter and printed copies to go to each state. That may also have been the start of having a designated AAACE representative in each state – someone to handle newsletter relations.

Since I wasn't in another region in the fifties, I can't claim unequivocally that we in the north central region were the first to

do this under the name of AAACE. I'll just say we were the first that I know about.

By the early 1960s, regionalism was alive in AAACE. I do remember that, as a board member, in 1964 I made the motion that AAACE allot \$200 to each region to support regional activity. The motion passed, and we had a little money to help a state staff plan a regional meeting each year.

Except for an occasional epiphany in a national meeting, I always found as much professional fun and learned as much in the regional meetings as I did at the nationals.

Even in the region, not everyone in or eligible for AAACE attended an AAACE meeting. A common defense against paying the \$5 membership fee was, "What can I get from AAACE if I can't afford to go to meetings?" It was easier to give a firm answer after regional activity began.

In the next decade, AAACE took one step closer to the grass roots. Starting in 1965, the first year of my AAACE presidency, Iowa members had a quarterly AAACE "chapter" meeting. We'd spend an hour or so on professional matters and then socialize for a while. It caught on. When I'm here now – 39 years later – I go to the monthly chapter meeting – and sometimes even know what they are talking about.

You know, it's been great fun to reflect on AAACE of long ago. Standing out among all reflections, to me, is the debt we owe those who created the AAACE meeting at White Pines. They made a lasting impact, even though few of us are here to know it. I'll never forget them and what they did for AAACE. In that group of giants were those who, for example, stimulated the National Agricultural Project in Agricultural Communication – the watershed event, in my opinion, that introduced professionalism into our agricultural communication profession.

Bob Kern  
Life Member  
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## Contributors sought for Agricultural Communications Case Studies site

In 1998, I received an ACE Professional Development Grant to develop an online storehouse for agricultural communications case studies. Initially, many professionals, university students, and communication researchers provided case studies for indexing on the Web. However, it's been a while since a case study has been received, so I thought it was time to update Journal of Applied Communications readers about the project and to ask for submissions.

The Agricultural Communications Case Studies Web site (<http://agcommcase.ifas.ufl.edu>) is designed to provide professionals, students, and university instructors with communication case study examples for application in industry situations and in the classroom. The site provides links to real and fictional – but very applicable – cases, current case study research, and related case study sites. The following topics are part of the index:

- Advertising
- Crisis communication
- Ethics
- Interpersonal communication
- Media relations
- Organizational communication
- Public relations
- Small group communication

A case study is realistic, presents a relevant issue, and features characters or situations that are or could be real. Case studies do *not* have to be long; they can range from a few paragraphs to a few pages. A

case can be as detailed as the author would like it to be, but in some instances, information is left out to allow the reader to explore different points of view. For example, an author may want a reader to think about questions, such as these, as they go through a case: “What would you do next?” “Was this ethical?” “How would you have handled this differently?”

This Web site is a place where university students can access the real-life situations professionals have faced or could face. Students can learn, through classroom discussion and research, about situations that agricultural communicators deal with on a regular basis. This site has potential uses not only in agricultural communication courses, but also for agricultural communication professionals. It is a location where people can share their experiences so everyone can learn what went right or wrong in a given situation so they can better prepare their communication strategies if they face similar circumstances. In addition, the case studies could be used in non-formal education or training settings as a way of teaching audience members about communication issues.

At this time, the site has case studies ranging from public relations campaigns to possibly questionable communications practices. Some of the specific case studies listed include the following:

- “The Florida Sugar Industry, the Everglades, and Activists” examines the impact that environmental activism had on the Florida

sugar industry during the 1996 “sugar tax” amendment campaign.

- “The ‘Milk Mustache’ Campaign” describes the birth of the dairy industry’s Milk Mustache advertising campaign.
- “The New York Times Calls” focuses on how one agricultural organization responded to a call from the New York Times.
- “Mad Cows and Englishmen: Coping With the Law of Random Dispersal” provides information on how the National Cattlemen’s Beef Association responded to the British media’s coverage of mad cow disease.

As you can see, the Web site already has significant agricultural communication case studies, but the site can only be successful and relevant if students, academicians, and professionals contribute.

Please consider posting the case studies of organizations or situations that you have researched or been associated with or of fictitious situations that are relevant for use in

industry and in the classroom. To find out more, check the Agricultural Communications Case Studies site at <http://agcommcase.ifas.ufl.edu>.

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**AGRICULTURAL  
COMMUNICATIONS**  
Case Studies

## 2004 ACE International Meeting details

### Conference Speakers

**Lyla Houglum** – Dean and director of the Oregon State University Extension Service. Houglum recently served as chair of the Extension Committee on Policy and is the 2003 winner of the Epsilon Sigma Phi National Distinguished Service Ruby Award.

A working title for Houglum's presentation might be, "What Have We Done For You Lately: Fighting the budget battle and the increasingly crucial role of communications."

Houglum is experienced and effective in budget negotiations with state-level decision-makers and well acquainted with the challenge of communicating organizational outcomes effectively. She can talk about the OSU Extension Service's ongoing budget struggle and the new urgency attached to organizational accountability and reporting of program outcomes to the public.

**Wally Amos** – Inspirational/motivational speaker and founder of Famous Amos Cookies. Amos recently spoke at the National Urban Extension Conference in Chicago and "totally captivated and mesmerized the audience with his message of ethics, commitment, energy, and hope. He speaks, he sings, he acts – but most important of all, he engages the audience..."

View his Web site at:

<http://www.wallyamos.com>

**Carlos Cortes** – Consultant, author and professor emeritus of history at the University of California. "A popular and engaging speaker, Dr. Cortes has lectured widely throughout the U.S., Latin America, Europe, Asia and Australia on such topics as race and ethnicity, multiculturalism, diversity in the media, media literacy, Hispanic culture, socio-cultural implications of new technology, and the implications of diversity for education, government, and private business." His two most recent books are: "The Children Are Watching: How the Media Teach

about Diversity," and "The Making and Remaking of a Multiculturalist."

**McAvoy Layne** – Mark Twain impersonator. For thirteen years now, in over two thousand performances from Leningrad University in Russia to C-Span, McAvoy Layne has survived, and in fact been preeminent, in preserving the wit and wisdom of "The Wild Humorist of the Pacific Slope" – Mark Twain. Layne is the author of the biography, "Hooked On Twain," and winner of the Nevada award for excellence in school and library service. He portrays Samuel Clemens in A&E's biography of Mark Twain and in the Discovery Channel's Cronkite Award-winning documentary, "Adventures of Huckleberry Finn." It's interesting to note that Layne cut his teeth as a newspaper reporter in Carson City, Nev.

For more information, visit:

<http://www.ghostoftwain.com/>

**K.D. Paine** – A leading expert in the area of public relations measurement and evaluation. She has addressed professional public relations groups throughout the U.S. and overseas. She presents "exceptionally well on the topic of research and measurement."

View her Web site at:

<http://www.measuresofsuccess.com/index.asp>

### Annual Highlights

- New member and opening reception (Sunday evening, June 20)
- Critique and Awards banquet (Tuesday evening, June 22)
- Super session on e-Extension (Tuesday morning, June 22)
- Regional meetings (Tuesday afternoon, June 22)
- ACE Professional Award breakfast (Wednesday morning, June 23)
- ACE business meeting (Wednesday morning, June 23)
- The Reuben Brigham award
- Research paper presentations
- SIG meetings

- Breakouts sessions: Many were selected through the competitive proposal process, but some are specifically designed by special interest groups (SIGs). These breakout sessions encompass media relations and marketing, multimedia, publishing, videoconferencing, academics/research, administration/staff development, distance education applications, distance education design, and international/diversity topics.
- The ACE Development Fund silent auction will open Monday morning, June 21, with the live auction during the California wine and cheese reception that same evening.

### Hotel Information

Caesars Tahoe is the host of the ACE 2004 International Meeting. Room reservations may be made by calling 1-800-648-3353 and mentioning the conference name or the code STA-CIE4. The hotel also accepts reservations online at <http://www.parkplace.com/Caesars/Tahoe>.

Room rates are \$127.00 single or double occupancy from Sunday, June 20 through Wednesday, June 23. The hotel is allowing the same rate for Thursday, June 24. (Higher rates may be charged before or after the designated dates.)

Please make your reservations soon and be sure that the person taking your reservation knows you are attending the ACE 2004 conference.

While there is other lodging available in the area, Caesars has provided ACE a very favorable room rate and will also furnish our meeting space without charge if we fill our room block, helping us to avoid a costly penalty and to hold the conference registration fee down.

### Conference Registration

Registration for the ACE 2004 International Meeting will open on April 19, 2004. You will be able to register on the Web via the conference

## 2004 ACE International Meeting details continued...

site, <http://msucare.com/ace04/> (also accessible from the ACE home page <http://www.aceweb.org/>), by fax, telephone, and surface mail.

Credit card payments will be accepted via the Web, or you will have the option of mailing your payment by check, credit card, or institutional purchase order.

The early registration fee through May 24 will be \$350 for members, \$450 for non-members, and \$250 for retirees and students, which covers the cost of provided meals, meeting space, speakers, planning, technology, registration services, and other expenses. The meals provided are expected to include the opening reception, a special off-site dinner event, two breakfasts, and three luncheons. The Critique and Awards banquet will be optional, at a cost of \$45 per person.

Individuals who register at the non-member rate and who have never been members of ACE can opt for a free first-year membership in ACE.

The registration fee will increase to \$400 for members, \$500 for non-members, and \$300 for retirees and students after May 24. On-site registration fees will be \$450, \$550, and \$350 respectively.

### Travel

#### Airline Reservations:

Fly into the Reno/Tahoe International Airport, which is served by all the major carriers including American, Delta, Frontier, United, and Southwest. The most frequent flights into the area are by Southwest. Current flight schedules may be found at <http://www.renoairport.com>.

#### Airport Transfers:

Airport transfers are very convenient from the Reno/Tahoe International Airport to Caesars Tahoe. The trip is approximately 55 miles and takes 1 hour and 15 minutes. The Tahoe Casino Express offers 14 departures per day, scheduled from 6:00 am to 12:30 am, on luxury 46-passenger buses. The cost is \$20.00 per person one-way or \$36.00 round trip. Tickets may be purchased at the counter located by carousel 5 in the baggage claim area. The schedule may be viewed at <http://www.tahoecasinoexpress.com>.

**TRAVEL TIP:** The bus makes a loop to five major hotels. Caesars is the last stop. If you can manage your bags, disembark at the first stop, Horizon Hotel, and walk across the street to Caesars.

### Driving Directions:

Driving directions from the Reno/Tahoe International Airport: Exit the airport on 395 South. Travel about 30 miles through Carson City. Turn right on Highway 50 West to South Lake Tahoe and travel about 25 miles. Caesars is on the left at South Lake Tahoe.

Driving directions from Northern California: Highway 50 East out of Sacramento takes you to South Shore.

Driving directions from Southern California: Travel into the northern Nevada area via Highway 395 North. Turn left onto Highway 50 West just before Carson City. Continue to Lake Tahoe. Caesars is on the left.

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## Leadership and management SIG “conversation calls” a success

The leadership and management SIG continues to meet monthly for conversation calls. We’ve now had six meetings, one of which was a Web conference.

These conversations are a way for members to be active in the SIG. All they have to do is call a toll-free number and listen in – and speak up, if they can get a word in edgewise! The conversations are always stimulating, and members are getting to know each other better.

In our talks we discover we’re going through the same things as our colleagues all over the country, and we can get ideas from each other on how to approach issues. In one conversation someone brought up the name of a speaker and others chimed in – they had run across this person’s ideas, too, and wanted to learn more. After doing some checking, we proposed this person as a conference presenter for the meeting in Tahoe. And the conference Program Committee said yes!

For any SIG wanting to increase member participation, network regularly with other professionals, try out Web conferencing technology, or just talk to like-minded people, we offer the “conversation call” as a suggestion. It’s working for us.

Carol Whatley  
Leadership and Management SIG  
Chair  
[WHATLCA@auburn.edu](mailto:WHATLCA@auburn.edu)

## Marketing ideas for county extension offices

Considering that more than 400 Kansas extension agents would be coming to our front door in early January, we should have been a bit more excited when we got the call that November day from the dean's office.

True, the offer to teach an annual conference session on marketing to county agents could potentially benefit our entire state system. Many times during the year, we jump at the opportunity to teach basic marketing to agents, figuring that giving them that foundation pays dividends in what extension does best – providing information for life.

But in the midst of annual performance appraisals, various other projects, and holiday shopping, it all seemed a bit much to pull together. The conference, being held on our campus, was just seven weeks away.

Was our cup half-full, or half-empty?

We, of course, committed to teaching the session. Three weeks later, reality sunk in: Nearly 80 agents signed up for our session. We would be teaching in one of the larger rooms. There were a couple sessions with more participants signed up, but ours was certainly one of the biggest.

Eighty people were coming to our presentation; we better have something good to say.

What followed is proof-positive of the virtues of the land-grant network and, in particular, our professional involvement in ACE.

ACE members answered the call for marketing ideas. Our emphasis was

marketing ideas for county offices. We thought our goal was far-fetched: We'd name our session "Marketing 101" with the thought that we would support basic concepts with a list of 101 marketing tactics. We'd adapt the list, say to 50 great ideas, if we needed to.

We did end up adapting our list...to include 122 ideas. Ideas came from Mississippi State, UC-Davis, Texas A&M, Colorado, Oregon, Georgia, Kentucky, Florida and other corners of the world. We received ideas from agents in 11 Kansas counties and even one campus specialist chimed in.

The proverbial cup was feeling more like half-full at that point.

To help agents, our marketing team sorted the ideas into three areas, thanks to an idea from Janet Rodekohr at the University of Georgia:

- Marketing a specific program or event
- Marketing through relationships with key leaders and media
- Marketing K-State Research and Extension (or branding)

The ideas ranged from the simple ("Write a weekly column") to the more time-consuming ("Host a community open house"), but all were intended to be ideas that were free or low-cost.

The full list is online at <http://www.oznet.ksu.edu/marketing/reports/marketing101.pdf>. Steal and borrow ideas as you wish; some of the ideas are specific to Kansas extension agents (such as encouraging them to follow our style guide).

We know that extension agents likely won't use all or even most of the ideas. But there's hopefully something in there for everyone.

We've developed two new goals as a result of creating this document. We want to provide bi-weekly marketing tips for counties via an internal listserv and our Web page, and we are encouraging agents to continue sending us their marketing ideas year-round.

Both goals will help us maintain visibility in our organization, but more importantly, keep a steady flow of marketing ideas for all of our state's extension agents.

We taught our session to 50 people in early January. The feedback from that group is very positive, and we feel pretty good that we helped our organization grow.

Pat Melgares and Linda Sleichter  
Kansas State University

*Pat Melgares is the marketing coordinator and Linda Sleichter is a marketing specialist with K-State Research and Extension. This presentation also was given and supported by Steven Graham, assistant to the director of K-State Research and Extension.*

*Special thanks to the following land-grant colleagues who helped us develop "Marketing 101:" LaRae Donnellan (Florida A&M); Danny Gardner (Mississippi State); Martha Jackson (Kentucky); Lorri Jones (Texas A&M); Cynthia Kintigh (UC-Davis); Dell Rae Moellenberg (Colorado State); Janet Rodekohr (Georgia); and Jean Stillwell (Oregon State).*

# Things to do in the Lake Tahoe area!

## Family fun

The **Ponderosa Ranch** (<http://www.ponderosaranch.com/>) is located 35 miles south of Reno in Incline Village. The ranch, themed after the “Bonanza” television series, offers tours and events for the whole family.

## Historic places

**Virginia City** sits on the Comstock Lode – one of the world’s largest ore bodies – between Carson City and Reno. According to the Web site, “Virginia City, Nevada is one of America’s largest historic landmarks. Located just southeast of Reno, Nevada, this historic mining town is easily accessible by car from Lake Tahoe, Reno, or Carson City. Some say Virginia City’s rich gold and silver mines financed the Civil War. Now rich in history, Virginia City and the Comstock Lode still maintain the flavor of the highfalutin mining days, when Mark Twain roamed the streets and everybody wanted a piece of the ‘Richest Place on Earth.’”

## Outdoor and sporting activities

- Several **golf courses**, including Tahoe Paradise Golf Course, are located in the area.
- Several **hiking trails**, including the waterfall trail and the Tahoe rim trail, are located nearby. For more information, visit <http://www.tahoerimtrail.org> or call the Tahoe Rim Trail Association at 775-298-0012.

- **Mountain bikes** are available for rent for both adults and children at ShoreLine Nevada Bike Shop, 775-588-8777, [shoreline@sierra.net](mailto:shoreline@sierra.net). **Skateboards** and **inline skates** are also available. Pick up a trail map of the bike paths that are in the immediate area.
- **Sport fishing charters** are available for morning and afternoon trips and include everything you need to fish. Private charters are also available. Call Gateway Lake Tahoe at 1-800-648-3353; Mile High Fishing Charters at 666-752-FISH (<http://www.fishtahoe.com>), or Woody’s Sportfishing at 530-542-0898 (<http://www.woodysportfishing.com>).
- **Fly-fishing** guides and supplies are available at Tahoe Fly Fishing Outfitters (<http://www.tahoefflyfishing.com>). They also offer mountain bike rentals.
- **River rafting** and **kayaking** on five area rivers is available through Tahoe Whitewater Tours (<http://www.gowhitewater.com>).
- **Glider rides** are available through South Lake Tahoe Glider Rides, (<http://www.tahoeglid.com>).

## Scenic trips

- Scenic **gondola rides** to the top of Heavenly Ski Area offer breathtaking views of Lake Tahoe and the surrounding area.
- **Lake Tahoe** itself is an easy walk from Caesars Tahoe. Various beaches, including Emerald Bay,

surround the lake and are worth visiting.

- The 72-mile perimeter of Lake Tahoe is a scenic drive.
- The high desert trails located in the Pine Nut Mountains in Carson Valley are accessible via **ATV tours**.
- The beautiful **El Dorado wine country**, about 45 miles from South Lake Tahoe, is a great place to tour and picnic. At least 20 wineries are located there.
- **Hot air balloon rides** are available through Lake Tahoe Balloons, (<http://www.laketahoeballoons.com>)
- **Woodwind Sailing Cruises** offers **wooden boat charters** and more (<http://www.tahoeecruises.com>, <http://www.sailwoodwind.com>).

## Shopping, dining and relaxing

- **Alpen Sierra coffee house** has a cozy atmosphere, lots of great coffee drinks, lunch and desserts.
- There are several **factory stores** in the area. Visit <http://www.tahoeactorystores.com> for more information.
- A **day spa** is located in Caesars Tahoe.

## In Memoriam

The University of Florida IFAS Communication Services is saddened to announce the passing of **Audrey S. Wynne**. Audrey, retired graphics coordinator and longtime ACE member, died Tuesday, February 17, 2004. She was 55.

Audrey was a graduate of the University of Florida. She began her career with UF/IFAS as a graphic designer in 1989 and was later promoted to coordinator. She received several ACE awards for her graphic

design work and photography, and was the recipient of the 1996 graphic design Award of Excellence. She won a University of Florida Golden Gator Award in 2002.

Audrey was a member of the First Baptist Church of Newberry, Fla.



and Prison Gospel Ministry. She was a photographer, an avid gardener, and collector of antique and heritage roses.

Audrey is survived by her husband, Coley Wynne, her daughters, Tania Roland and Jeneen McClain, her mother, Barbara Beaman, four brothers, three sisters, and four grandchildren.

## ACE Philippines board sets 2004 plans

ACE Philippines officers and directors, headed by Roger Barroga, president and charter country representative, met February 3 at the International Rice Research Institute (IRRI) to plan the organization's 2004 activities.

The major event will be the annual Inter-Center Workshop, which ACE Philippines has agreed to sponsor. Tentatively set for late May in Los Baños, this annual get-together provides members with the opportunity to interact with their colleagues in other

organizations from around the country. This year's topics for discussion will include intellectual property rights, knowledge management, and marketing of media assets. Following the subject matter program in the morning, ACE Philippines will hold its annual business meeting in the afternoon during which new officers for 2004-05 will be elected. The charter affiliate plans to have its Web site up and running well in advance of the May elections.

Also, a committee was established to organize a seminar series for professional growth during June-September and plans were unveiled to organize a national Critique and Awards program in which winning entries will automatically be entered in the ACE International C&A program in January 2005.

Gene Hettel  
IRRI  
e.hettel@cgiar.org

## New ACE Members 2004

Mary Pat Adams  
Adam Barclay  
Martha A. Brock  
John Chaney  
Mark Chorba  
Rick Cooper  
Christopher V. Cox  
Deborah L. Dalhouse  
Kelly Delp  
Jodie A. Ellis  
Linda Evans  
Pipy Ogbaraeno Fawole  
Mary A. Ferguson  
Patrick French  
Kathy Keatley Garvey  
Charles D. Gill  
Ryan Gordon  
Brad Haire  
Anne D. Henderson  
Julissa Hernandez

Serena Hoffman  
Catherine L. Holmes  
Shana Hutchins  
Sharolyn Jackson  
Jason L. Jenkins  
Becky J. Kirchner  
Thomas L. Laird  
Elizabeth A. LaPorte  
Jane Lenahan  
Michele Linette  
Rebecca McGovney  
Terri Dar McLean  
Marilyn Ming  
Chip Morrison  
Mary Moyars-Johnson  
Mark Murphy  
Jason Musselwhite  
Debby Newman  
John Oyinlola Oladeji  
Razak Bamidele Olajide

Keryn Page  
Patricia C. Petzel  
Whit Porter  
Kevin Quinn  
Pati Ray  
Mary Ann Reese  
Sandy Ridlington  
Amanda Rudisill  
Tim Sellnow  
Thomas S. Stewart  
Linda Ulrich  
Victor van Buchem  
S. Gopikrishna Warriar  
Laura Whelan  
Jeff Wichman  
Stephen Wittman  
Craig Wood  
Ron York  
Sylvia Yuen

## Agricultural Communications Documentation Center tops 25,000

The Agricultural Communications Documentation Center reached the 25,000-document mark during February.

What began as an effort by agricultural communications faculty members at the University of Illinois to collect resources for their teaching and research has become an international resource and service. The center, now part of the Funk Library of the College of Agricultural, Consumer and Environmental Sciences, involves agriculture-related communications from more than 100 countries.

It is believed to be the largest electronically searchable collection of

information about the communications aspects of agriculture, including food, natural resources and rural affairs. All documents in the collection pertain to both communications and agriculture, broadly defined.

“Center staff members extend special thanks to ACE members for their encouragement, use and support of this unique resource as it develops,” coordinator Joe Zumalt said. “The collection is rooted in the interests of ACE members – educational and science communicators, teachers and researchers in agricultural journalism and agricultural communications, and others.”

Zumalt noted that ACE members can explore hundreds of subjects of special interest to them through the center Web site. Such topics include research communications, extension, development communications, attitudes and information sources of various audiences, media relations, information technology, distance education, campaign planning, and writing skills. The Web site is:

<http://web.aces.uiuc.edu/agcomdb/docctr.html>

Joe Zumalt  
jzumalt@uiuc.edu

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## ACE 2004 election candidates

### Vice President



Bob Sams



Ken Spelke

### International Region Director-elect



Roger Barroga



Ingrid Clark

### Southern Region Director-elect



Tom Merrill



Dan Rahn

### DC Region Director-elect



Anne Henderson

### North Central Region Director-elect



Gloria Holcombe



Laura Probyn

### Special Election: Western Region Director-elect



Randy Anderson



Joanna Stith



# ACE Membership Application

Complete this form and make your dues check payable to ACE. Return to: ACE Headquarters • PO Box 110811 • Gainesville, FL 32611-0811

Name/title: \_\_\_\_\_

Univ./agency/firm: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip (+ four): \_\_\_\_\_

Office phone: \_\_\_\_\_ FAX: \_\_\_\_\_ E-mail: \_\_\_\_\_

### SPECIAL INTEREST GROUP (SIG) CHOICE

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Academic Programs | <input type="checkbox"/> Leadership & Mgt. | <input type="checkbox"/> Distance Education and Instructional Design |
| <input type="checkbox"/> Electronic Media  | <input type="checkbox"/> Graphic Design    | <input type="checkbox"/> Information Technologies                    |
| <input type="checkbox"/> International     | <input type="checkbox"/> Marketing         | <input type="checkbox"/> Media Relations                             |
| <input type="checkbox"/> Photography       | <input type="checkbox"/> Publishing        | <input type="checkbox"/> Research                                    |
| <input type="checkbox"/> Writing           |  |  |

### Active, Associate, Charter, or Institutional Renewal – \$100

- Active Member – Persons connected with universities, government or other public agencies.
- Associate Member – Persons with all other organizations or firms.
- Charter Membership – For institutions in developing countries only.
- Institutional Membership – For active and associate membership paid by an institution. If all members are from the same institution, you may use one form — please furnish member data for each member. Total fee equals the number of individuals multiplied by the individual membership fee (new or renewal) for each member.

### New Member and Graduate Student Membership Dues – \$50

- New Member       Graduate Student Membership

- Retired Member – Retired from full-time employment (5 payments = life membership status)  
Annual dues \$50 For New Retired status, \$37.50 for Previously Retired Members  
\_\_\_\_\_ Date retirement is effective (Retirement status begins on January 1 of the following year)
- Life Member – Retired from full-time employment – \$250 one-time payment or 5 payments — see above.  
(At least 10 years ACE membership required and subject to board approval.)

Perfect Plus campaign      \$\_\_\_\_\_ Contribution to development fund      \$\_\_\_\_\_ Donation to Gary Hermance Speaker  
\$\_\_\_\_\_ Contribution to sponsor a new member \_\_\_\_\_ name (optional)

Check enclosed

Charge card      (Check one:  VISA;  MasterCard)      Name exactly as on charge card: \_\_\_\_\_  
Charge card number: \_\_\_\_\_      Expiration date: \_\_\_\_\_

## Signals

ACE Headquarters  
University of Florida  
PO Box 110811  
Gainesville FL 32611-0811  
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