

PRE-CONFERENCE TOURS (additional fee; includes meal)

Saturday, Aug. 4

Tour 1

Stop 1: Rousseau Farms, Scottsdale

The Rousseau family has been growing produce in Arizona since 1892! You can enjoy the same quality, farm-fresh fruits and vegetables today as Arizonans did over 120 years ago! Rousseau Farming Company has 9,500 acres of crops spread across the southwest, 243 of which are dedicated to organic production. The company grows close to 20 different vegetable crops including carrots, sweet onion, celery, broccoli, cole crops, lettuce, spinach, chard, cilantro, parsley, leeks and seedless watermelon.

Stop 2: Schnepf Farms, Queen Creek

Today, the fourth generation Schnepf Farms is enjoyed by over a quarter of a million people during the year. Through festivals, weddings, music events and educational programs, Schnepf Farms is one of the largest Agri-tourist farms in the country. It is well known for its fall pumpkin festival and their U-Pick peaches. They are the largest organic peach grower in the State of Arizona.

Now visitors can enjoy a country store, bakery, petting zoo, play yards, train rides, U-pick organic gardens, and orchards as well as hay rides. They have a Farmhouse museum and gift shops. You will enjoy a lunch made with all locally grown ingredients in a lovely farm atmosphere.

Stop 3: Queen Creek Olive Mill, Queen Creek

After an inspiring trip to Arizona, Perry Rea and his wife decided this was the place to be if you are going to produce olives! Within a year of their trip, they left Detroit and the automotive industry behind and relocated with their four children (and one on the way) to Phoenix, Arizona. They decided to plant 1,000 olive trees on 100 acres (now over 7,000 trees, 16 varieties) in the outskirts of the Town of Queen Creek. Queen Creek seemed like the perfect place, considering its rich farming history. With the idea of providing the Arizona community with fresh local Extra Virgin Olive Oil, they built a farm shed, which eventually transformed into the Queen Creek Olive Mill you see today.

Tour 2

Stop 1: Shamrock Farms, Stanfield

Founded in 1922, Shamrock Farms is one of the largest family-owned and -operated dairies in the U.S. They produce and distribute a full line of dairy products. And since the family farm is home to the family's very own herd of more than 10,000 cows, they thought it only appropriate to feature one of those bovine beauties as the official spokesperson – Roxie – on their product packaging. You can find these products throughout the U.S. in grocery chains, restaurants, schools, hospitals, institutions and vending machines. And, of course, they are still known as the hometown dairy in Arizona carrying on this tradition by being the No. 1 milk processor and distributor in the southwestern region.

Stop 2: Maricopa Agricultural Center, Maricopa

The Maricopa Agricultural Center is a 2,100-acre research farm within The College of Agriculture & Life Sciences at the University of Arizona. The Center strives to be at the forefront of field testing to develop, deliver and service the best integrated agricultural technologies for all problems faced by Arizona consumers and producers.

The Maricopa Agricultural Center's main focus is on cotton, small grains, alfalfa, and new specialty crops that could be used to provide fibers, oils and pharmaceuticals. The research projects are related to irrigation and crop water requirements, soils and crop fertility, insects and IPM management, cotton production and breeding, new crops and their uses, weed control, cultural management practices, plant diseases and urban entomology.

Stop 3: Caywood Farms, Casa Grande

Caywood Farms is a fourth-generation, family-operated farming business located near Casa Grande, Arizona. In addition to the production of cotton and forage crops, the Caywood family also runs cotton farm tours on a seasonal basis. The tours start with live music, a short presentation, and a fun-filled hay ride pulled

by an antique tractor. The hay ride takes you for a tour around the property, and into an alfalfa field where a hot lunch (or dinner) of fire grilled sirloin burgers, homemade sides, and deserts are served with your choice of beer and wine. This is a true opportunity to have a relaxed meal with Arizona aggies.

BREAKOUT SESSIONS

Monday, August 6

8:30 – 9:45 a.m. Block 1 Sessions

DESIGN: Design Deep Dive part 1 John McWade will touch on essential visual tools, expressive photo cropping, setting beautiful display type, magazine design front to back, and how to set flawless text. McWade is a senior staff author at [Lynda.com at LinkedIn](https://www.lynda.com/John-McWade), where he creates educational video courses in graphic design. A designer, teacher and author, McWade in 1985 created PageLab, the world's first desktop publishing studio. In 1990, he founded *Before & After* magazine to teach graphic design to desktop publishers. It became known for its simple beauty, clarity of instruction and its emphasis on design as an essential form of communication.

ISSUES: Navigating Regulations Under the New Administration With the change in federal leadership in 2017, farmers nationwide began facing new, revised or even eliminated regulations or prospects for such. How are farmers adapting? Hear from David Eliason, president of the Public Lands Council and fourth-generation commercial cattleman from Snowville, Utah, who runs cattle on Bureau of Land Management and Forest Service allotments. Eric Mader with the Xerces Society will share some of the ways farmers are addressing endangered species issues and finding a balance between species protection and productive farming. Arizona Farm Bureau president and rancher Stefanie Smallhouse will focus on labor, while Maria Cox, farmer from White Hall, Ill., will talk about meeting water regulations.

PHOTO: Tips to Convey the Emotion of the Moment Scott Trees will speak about capturing moments of emotion in photography. Trees is known throughout the world for visualizing emotion in his images and creating stories that draw viewers in. He not only creates stunning works of art through his intuitive eye, but he is also highly sought after by farms, magazines and commercial clients for the creation of marketing campaigns.

PR/MARKETING: All Things Digital: Live Streaming and Immersive Video Adapting to ever-changing digital world trends is important to keep your company relevant in the media landscape. Don't fall behind the curve when it comes to ways to reach the masses! Join us as we dive into live streaming and immersive video production that could change the way you share your message. Janine Van Vark, National Pork Producer Council; Victor Villegas and Alan Dennis, Oregon State University; Jacob Redway, Kentucky Cattlemen's Association; show the ins and outs of virtual education tours, live video streaming, augmented reality and 360 video.

MEDIA RELATIONS: Farm to Tablet – Can We Please Get Some Media Coverage? Is it just me or is the media really picky these days? It seems they only cover scandals, disasters, controversial tweets, perp walks and cat videos. So how do we pique journalist's interest and find positive publicity in a tough media culture? We're doing good things — and would like to get coverage — but gone are the days of "tell 'em and hope they show up." This session will focus on strategies for pitching ideas in today's quickly changing news landscape. Representatives from the University of Tennessee Institute of Agriculture Marketing & Communications team lead this discussion on increasing awareness of your organization. *Charles Denney, Lisa Stearns, and Doug Edlund, University of Tennessee*

TECHNOLOGY: Accessibility and Section 508 Compliance: Making our Online Tools, Including Games and Interactives, Accessible Section 508 of the Rehabilitation Act requires that, by January 17, 2018, all websites of programs that receive any federal funds be accessible to persons with any disability. NMSU's ag college recently updated almost 7,000 webpages (more than half of NMSU's total web pages), including 20,000 PDFs, images, videos, and other online tools, and 1,000 YouTube videos. In this session, they'll discuss the processes and tools they used, and the decisions they had to make about accessibility, and what can (and can no longer) be allowed online. *Jeanne Gleason, Amy Smith Muise, and Kathryn Eiland, New Mexico State University*

LEADERSHIP/MANAGEMENT: Planning for Successful Student Experiences With thoughtful planning, incorporating college students into your organization, business, or research program can provide numerous benefits for both parties. In this session, presenters will share experiences with three different approaches to working with students, including planning for successful student employees, developing interns into future educators/employees, and collaborating with students to conduct research. This two-part session will provide brief overviews of the different approaches, and breakouts that allow time to dive into the specifics of the approach that best suits participants' needs. This includes reviewing sample student job descriptions and contracts, tactics for training students, and time for discussion. *Maria Bowie, University of Georgia Cooperative Extension; Keri Collins Lewis, Mississippi State University Extension Service; Dr. Quisto Settle, Oklahoma State University; Amanda Tedrow, University of Georgia Cooperative Extension; and Lesa Vold, Egg Industry Center*

PR/MARKETING: Not Your Father's Extension: Penn State Extension Launches State-of-the-Art Digital Strategy in the Race for Relevance "We believe ALL people should have access to science-based education!" At Penn State Extension, we are making our belief a reality. After four years of hard work, in September 2017 we launched a state-of-the-art digital platform focused on our customers and providing 24/7 access to our educational products and expertise. Nothing worth doing is ever easy, and this project was no exception, but it was well worth it! The project included the integration of Salesforce, Magento, Cvent, EdX, and Plone, and is so much more than a website. It is totally changing the way Penn State Extension does business in the 21st Century. *Mary Wirth, Penn State College of Ag Sciences*

DESIGN: Design Matters! Join members of the Alabama Extension Design team as they share ideas and solutions aimed at creating highly successful educational and promotional products. In this session communicators will examine samples of design work from the Alabama Extension portfolio (both print and digital). The discussion will touch on uses of type, color, branding, editing, teamwork, infographics, photography, and other design essentials. Learn how visual communicators succeed amid the ever-changing landscape of university priorities, budgets, right-sizing, technology, and client expectations. Small group critiques will be provided to those wishing to share their work. *Bruce Dupree, Auburn University*

Monday 10:15 – 11:30 a.m. Block 2 Sessions

DESIGN: Design Deep Dive part 2 (see above)

WRITING: Working Words on the Small Screen Learn from two pros who work with the small screen as part of their daily responsibilities. **Successful Farming's Jessie Scott** and **The Maschhoff's Josh Flint** will share some of the strategies for web and mobile copywriting that help make sure sites load quickly, ads aren't intrusive, and content is easy to read. The session also will touch on SEO tips and how to write the most compelling social media posts and other digital writing tips.

SALES: Improve your Media Kit for Sales Success Studies show 89 percent of buyers want 99 percent of the information on your company and ad space offerings before they speak to a salesperson. Is your website's media kit experience "best in class?" User friendly? Clearly stated? Inspiring enough to drive sales leads? In this session, 25-year veteran ad sales expert Ryan Dohrn will share four specific ways to enhance your online media kit to drive more leads and close more sales fast. See real-world examples you can launch for less than \$500 to increase sales interaction and close deals for sales revenue. Let your media kit do the talking to get leads in the door.

PHOTO: So, You Want to Build an Image Collection Do you manage a lot of digital images and want to take the first steps in building a collection where you can find them more easily and share them with others? Are you concerned about reducing legal liability? David Riecks, ControlledVocabulary.com assignment and stock photographer, will share how to prepare your digital images so others can find and use them. Topics include file naming protocols (including renaming best practices), captions (individual images or batch process), which metadata fields to populate, adding keywords, rights/copyright, where to store your collection, how to share/license your work directly to clients and more...

SOCIAL MEDIA: Advanced Facebook Analytics As Facebook continues to diminish the organic reach of business and organization Facebook pages, it is imperative that agricultural communicators and marketers optimize content for audience engagement. The Advanced Facebook Analytics session is a hands-on session that teaches participants how to access, analyze, and understand content engagement data in Facebook. Participants will assess their current communication strategy and immediately implement that understanding into their communication efforts. Through analyzing and understanding post data, communicators and marketers can create effective content for multiple audiences. *Cassie Wandersee, Center for Rural Enterprise Engagement, Kansas State University*

PR/MARKETING: A Rising Tide Lifts All Boats: Elevating Awareness for Extension Through Strategic Branding As funding becomes increasingly competitive and public awareness of Extension remains low, the need for strategic communications has never been more apparent. A strong brand strategy can lead to more efficient use of limited resources, better visibility and enhanced communications impact, equating to increased awareness. NC State Extension recently undertook an organizational rebrand. Our experience can help other institutions navigate the nuances and pratfalls of developing a strategic brand platform that connects Extension with target audiences in valuable, sustainable ways. Join us as we share our experiences, marketing tools and a detailed outline of our rebranding process and brand platform. *Justin Moore, NC State Extension*

ISSUES: Managing for Mayhem: Messaging During a Crisis This session will focus on crisis communication strategies building on experiences both from the campus and corporate sectors. Preparing for a crisis requires anticipating potential problems and developing a game plan to keep everyone on the same page. Both external and internal audiences need to be considered. And think small, even routine events can erupt into big headaches. When the public expects crisis responses to be timely, communicators must anticipate handling multiple media platforms while still assessing the situation. Learn from others' bad days as case studies and best practices will be discussed. *Beth Stuever, Michigan State University Extension; Chris Sigurdson, University of Arizona; and Beth Forbes, Purdue University*

LEADERSHIP/MANAGEMENT: Getting the Money to Make the Cool Stuff In this workshop, we will share our 10 secrets to creating highly competitive funding proposals. We will demonstrate examples of innovative media products (such as mobile apps, animations, games and online user-controlled learning environments) we created because the additional funding gave us the freedom and time to fully express our creativity. This

workshop should be helpful to both beginners and seasoned veterans of the funding proposal development process. *Jeanne Gleason and Pamela Martinez, New Mexico State University*

DIVERSITY: Communicating to People with Disabilities This workshop will explore the effective use of language choices, stories and images when communicating to people with disabilities. The approximately hour-long presentation also will include a few exercises to emphasize the strategies discussed. Participants can expect to leave with a greater understanding of ways to engage with audiences with disabilities. *Kristin Gilger, Walter Cronkite School of Journalism and Mass Communication at Arizona State University and the National Center on Disability and Journalism*

Monday 1:15 – 2:30 p.m. Block 3 Sessions

DESIGN: Let Art Work While words are rational, logical, and something you control, art is something you must let work. Art speaks in a language of goosebumps, tears, joy and wonder. It's a great mystery. This session will lift you out of a production mindset and get you familiar with the often-elusive headspace of visual expression. John McWade will lead the session. He is a senior staff author at [Lynda.com at LinkedIn](#), where he creates educational video courses in the field of graphic design.

WRITING: Write about Science the Right Way There's been a lot of criticism of the journalism world and our ability to write about science accurately and in ways readers can digest the information. How can we better understand statistics and scientific reports and report data accurately? Andrew Kniss, University of Wyoming weed biology and ecology associate professor and one of the authors of [weedcontrolfreaks.com](#), will share his perspective and tips for ag writers.

SALES: Sell More to Doubting Buyers Every advertiser or media buyer has a unique understanding of our industry, our community and media products. So, how do you convince a young media buyer working in their first job that traditional, media-based products are worth their time? Ryan Dohrn, 25-year media sales expert, will show you how to create a compelling media sales presentation that will inform and inspire even the harshest critic. From truly understanding re-targeting, to presentation and proposal templates, to debating programmatic, to research and competitive sales strategies, he will share all he knows with you. Dohrn's magazine and newspaper career has given him a unique perspective and the right sales strategies for success. His sales tools have brought in more than \$350 million in ad sales for his media clients. Learn tactical, and practical, ways to present your digital media options to any advertiser.

PR/MARKETING: Managing Information in the Consumer Digital Space Hear from industry-leading experts about successes and shortcomings when sharing stories and consumer messages digitally. A panel of representatives from [GMOAnswers.com](#), U.S. Farmers and Ranchers Alliance, Dairy MAX and Cattle Tales provide insight on key steps – from conceiving to launching and managing content. Hear what's worked and tactics to avoid.

PHOTO: Get Meta-Smart! Put Embedded Metadata into Practice Text information (metadata) can be inserted into digital image files that will go wherever the file goes. Learn the types of photo metadata and how to embed it into digital image files. David Riecks, [ControlledVocabulary.com](#) assignment and stock photographer, will help you explore tools used for reading and writing metadata. Learn how metadata makes for effective workflow management. Get hands-on experience working through exercises on your own laptop if you have Adobe Bridge or Lightroom, Photo Mechanic or XnViewMP. Using sample image files and metadata templates, learn how to create, edit, export, and import metadata for single files and as batch operations.

PERSONAL DEVELOPMENT: Turn “Me” Time into Productive Time Work is busy, but it’s always busy. For most of us, hectic has become the new normal. Among developed countries, the U.S. ranks among the worst in terms of work-life balance. As a country, we glorify long hours, working on little sleep, and fueling our days with caffeine and grit. But what if that wasn’t the right answer? There’s a difference between working hard and working effectively. Learn to be a little selfish with your time in and out of the office. We’ll share some strategies for refueling your mental tank, including ways to practice mindfulness in your daily life. We’ll include time for discussion and practice. *Linda Gilmore, Kansas State University, and Quisto Settle, Oklahoma State University*

DESIGN: Let InDesign Do the Job (extended) Challenge: Overhaul the county annual reporting process. Create a consistent, properly-branded report for each county. Do it for free. No editor. No graphic designer. Learn how we used InDesign automation to lockdown the design process and produce kickass county reports quicker than ever before. Learn from our successes and mistakes, participate in a live demo, and leave with tons of ideas on how you can use this powerful feature. You do not need to be an advanced InDesign user to find value in this session. Graphic designers, editors, writers, and the folks who boss them around can all benefit. (This session will cover the same material as Tuesday’s session, but will also include a live demo.) *Donna Bowen and Walker Massey, Clemson University*

ACADEMICS: Grad School Panel: Find the Grad School for You! Thinking of going to graduate school? Come learn about the graduate programs in agricultural communication at this session. This session features an introduction to each of the graduate schools represented at the conference and allows you to ask one-on-one questions of the programs to determine which program is right for you. Faculty and graduate students will answer graduate school questions and help you determine if you are interested in applying for that program. You can leave this session with an outline of each school's program of study, faculty's research interest areas, and how you could fit in to that program. *Kelsey Hall, Utah State University; Courtney Gibson, Texas Tech University; Lisa Lundy, University of Florida; Jessica Holt, University of Georgia; and Laura Fischer, University of Kentucky*

TECHNOLOGY: #DronesAreCool – Using Drones for Education, Communications and Marketing With their high quality photo and video capabilities, drones have captured the imagination of ag producers, communicators and educators. Join Dennis Hinkamp, Bruce Sundeen and Victor Villegas — aka DroneSinger — as they discuss how they use drones for autonomous mapping, media production and K-12 STEM education. Learn about different drone platforms, privacy issues and concerns, current FAA (Federal Aviation Administration) rules and regulations, and what you need to obtain Part 107 Remote Pilot Airman certification. *Victor Villegas, Oregon State University; Dennis Hinkamp, Utah State University; and Bruce Sundeen, North Dakota State University*

Monday 2:45 – 4 p.m. Block 4 Sessions

WRITING: Master the Writing Process Passionate about writing and don’t know where to start? Need new tips to refresh your wordsmithing? This panel discussion includes award-winning, veteran writers from PR and editorial, here and abroad. See what AAEA Master Writer Steve Werblow and Cynthia Clanton with Exponent PR have to say about mastering the process, and get tips from South Africa’s Farmer’s Weekly senior ag journalist Lloyd Phillips.

PERSONAL DEVELOPMENT: Integrate Remote/Telecommuting into your Business Today’s technology makes it easier than ever for agricultural communicators to successfully work from anywhere, as long as there's internet and phone service. Hear from a panel of our industry’s prolific remote workers, including

Kenna Rathai, Miranda Reiman and Jennifer Carrico, as they share about the benefits and challenges of telecommuting and how to make the relationship work on a day-to-day basis.

PR/MARKETING: Tips for Blogging Effectively for Clients Content is still king and blogging continues to be an important part of the marketing mix. But today, it's isn't enough just to have a creative blog. Reaching your intended audiences requires a blogging strategy that incorporates relevant content, timing, promotion and results showing your thought leadership is paying off. In this session, Andrew Grinch, director of content at Woodruff, and Josh Flint, associate director of communications at The Maschhoffs, will share their learnings.

WRITING: Responsible Cannabis Reporting Cannabis coverage is shaping both laws and public policy; journalists sometimes get it right — and sometimes get it wrong. The consequences are far-reaching, from misinformed voters to poorly crafted laws gone unchecked. And, as the cannabis industry grows, so does coverage. Cannabis journalism now intersects with many other beats: agriculture, science and medicine, business and technology, regulation, law, criminal justice, and individual liberties. This session, led by co-founders of Cannabis Wire from the Columbia Journalism School, Alyson Martin and Nushin Rashidian, will give a brief overview of cannabis journalism, the ethical conundrums that arise, terminology, and some lessons they've learned after nearly a decade on the beat, including the book [A New Leaf: The End of Cannabis Prohibition](#) and [Cannabis Wire](#), a journalism startup relaunching on [Civil](#) this spring.

ACADEMICS: Science of Agriculture.org: Animations, Videos and Virtual Labs for the Ag Learner This repository of learning tools for the agricultural sciences started with a common problem among college students: key prerequisite knowledge that they didn't have. Designers worked with teaching faculty to identify the gaps in students' knowledge, then create learning tools specific to these concepts. The resulting resources include animations, virtual labs and interactive tools on chemistry, math and science as they relate to the agricultural sciences. *Barbara Chamberlin, Jeanne Gleason, Amy Smith Muise, New Mexico State University*

SOCIAL MEDIA: UGA's Live from the Lab on Facebook Over the past couple of years, the UGA College of Agricultural and Environmental Sciences has expanded use of video and social media for outreach. To engage current and prospective students, we started a series on Facebook Live, "Live from the Lab," which showcases basic research programs and highlights research taking place outside of a traditional agricultural setting. We expected a strong following, and, while live viewership is inconsistent, we see much success within a day or two after posting. What we didn't expect is how easy it was to get started with some simple tools you likely already have. *Merritt Melancon, David Allen and Anthony Barkdoll, University of Georgia*

PR/MARKETING: Building a Program Assessment Tool in Qualtrics Program assessment and performance reporting is an important aspect of measuring program and employee success. Online surveys are an effective and efficient way to gather feedback from program participants. Many universities and land-grant institutions have established a relationship with Qualtrics, an online survey platform provider, for access to their research core platform. In this session, participants will have the opportunity to create a survey in Qualtrics designed to assess their programming. The ultimate goal of this session is to familiarize participants with the Qualtrics platform and for them to understand the capabilities of survey data in program assessment. *Cassie Wandersee, Center for Rural Enterprise Engagement, Kansas State University*

ACE Electronic Media and Photography Learning Community Meeting and Showcase During this session, ACE's EMP learning community members will get an update on old and new business, elect new chairs, and address member concerns. Afterwards, members will have the opportunity to showcase their work from throughout the year and receive critiques and feedback from fellow members.

ACE Publishing and Graphic Design Learning Community Meeting and Showcase

ACE's PGD learning community members will get an update on old and new business, elect new chairs, and address member concerns. Afterwards, members will have the opportunity to showcase their work from throughout the year and receive critiques and feedback from fellow members.

Monday 4:15 – 5 p.m. Block 5 Sessions

SOCIAL MEDIA: Remember It's a Conversation: Creating Meaningful Connections in an Instagram World At Warner College of Natural Resources, we purposefully use Instagram to have an ongoing conversation with our audience. Like any great conversation, we are attentive to the needs, thoughts and questions of who we are talking to — and we're always Warner. In this session, you'll become inspired to create conversations with your followers. We'll share tips that have helped us grow our Instagram platform and create stronger connections, especially with students. We'll share fun ideas for posts, how to leverage long-form content, tips for curating posts, ways we've used the story function, and ideas to use your brand's quirks and oddities to enhance your message. *Tosha Jupiter, Colorado State University*

MEDIA RELATIONS: Going Beyond ROI: Tools to Drive Communication Planning The days of communication planning without preliminary research and evaluation of efforts are long gone. Today, administrators want data on your efforts and their effectiveness. Tools are available to measure return on investment (ROI) of communications plans as well as provide valuable media relations research to create successful program plans. In this session, we focus on one tool, Trendkite, which provides information that drives planning as well as insights into media relations results. Participants will also learn how to provide narratives to enhance and interpret the data and how to use the reports to advance programming and achieve strategic goals. *Beverly James and Ruth Borger, University of Florida*

ACADEMICS: The Ag Comm Block: An Innovative Approach to the Capstone Experience In the Spring 2017 semester, the Texas Tech Agricultural Communications Program launched its inaugural offering of the Ag Comm Block — a grouping of courses to provide a capstone experience for a cohort of agricultural communications students. The result of more than two years of planning, the Ag Comm Block is comprised of four courses: Development of Agricultural Publications, Convergence in Agricultural Media, Advanced Design, and Agricultural Communications Campaigns. This session will provide the story of how the Ag Comm Block was conceptualized, planned, implemented and improved. *Dr. Courtney Meyers, Dr. Erica Irlbeck, Lindsay Kennedy, and Dr. Courtney Gibson, Texas Tech University*

ACE Instructional Design and Information Technology Learning Community Meeting

Members of the ACE Instructional Design and Information Technology Learning Community meet to elect officers and discuss old and new business.

ACE Marketing Learning Community Meeting

Members of the ACE Marketing Learning Community meet to elect officers and discuss old and new business.

Tuesday, August 7

9:15 – 10 a.m. Block 6 Sessions

LEADERSHIP/MANAGEMENT Who Are You Hiring? Marketing is a high tech endeavor requiring unique expertise. Companies now have Chief Marketing Technologist positions. Marketing units can now spend more on technology than IT. It is a requirement in the digital world. Yet, content is still king. How is that impacting

the people you hire in Ag Comm? What skill sets do you look for to build a successful communication unit in today's world? What positions are critical when staff numbers are decreasing? Are our communication educational programs keeping up? This is a session on group thought on this topic. *Mary Wirth, Penn State College of Ag Sciences; Ruth Borger, University of Florida; Elizabeth Gregory North, Mississippi State Extension*

ELECTRONIC MEDIA: Fake It Until You Make It Communications teams with deep benches are well positioned to promote their institutions in slick and polished ways. But what if you are going it alone or want more tools in your back pocket? Come learn a few ways you can “fake it until you make it” or just make it quicker and easier with online video and graphic design software. *Tobie Blanchard and Frankie Gould, Louisiana State University AgCenter*

ISSUES: Issues Management: Working through tough conversations with faculty, staff, students, and stakeholders Issues, we've all got them, and on university campuses we face myriad issues to manage through communications with students, faculty, staff, and stakeholders. Concerns about immigration policy, freedom of speech, and funding priorities have become increasingly visible areas of public discourse on college campuses everywhere. Whether it is an issue de jour on college campuses or something more specific to your unit or organization, this likely sounds familiar. This session will focus on strategies for proactively identifying potential issues, developing strategies to communicate with varied audiences, and working with campus partners and administration to speak to controversial issues. *Rob Novak, Colorado State University*

PR/MARKETING: Science Communication: Academic Editing, Storytelling and Engagement The need for impactful, concise science communication about research is crucial to society as consumers become more distrusting about science-related topics. To fulfill this need, the UF/IFAS Mid-Florida Research and Education Center hired a science communication specialist to assist faculty in publishing and sharing their research stories. During this 45-minute interactive session, attendees will receive resources for academic editing, discuss ways to engage stakeholders and learn about the impact of science communication specialists at Land Grant research and/or education centers. The presenter will share successes, failures, tips on working with researchers, and faculty-reported value of science communication in an academic or Extension settings. *Caroline Roper, University of Florida*

SOCIAL MEDIA: Podcasting 101: A Direct Route to Your Audiences Through Audio Podcasting is a relatively inexpensive, simple and young medium for communicating with niche and broad audiences alike – but cheap and easy offers plenty of pitfalls. This session will demonstrate how to avoid those pitfalls and produce a quality audio program that's available to anyone via their smartphone. Topics include: choosing the right equipment for your budget level; the steps involved in recording, editing, posting, sharing and promoting a podcast; why Apple Podcasts/iTunes is so important; why you should avoid hosting audio files on your own servers; why you should be patient while building your audience, and much more. *Jason Hackett, Kansas State University*

Tuesday 10:15 – 11 a.m. Block 7 Sessions

WRITING: Crisis in Farm Country Representatives from the *Angus Journal*, *High Plains Journal* and Kansas Livestock Association will share tips about covering natural disasters in farm country. In 2016, the Anderson Creek wildfire burned almost 400,000 acres in south central Kansas and north central Oklahoma. Then, in early March 2017, the Starbuck Fire began in Beaver County, Oklahoma, and quickly spread to almost all of Clark County, Kansas. Editors will discuss their plans of action for telling stories online and in print, and how to do so when those affected are neighbors, friends and even co-workers. Kansas Livestock Association Communications Program Manager Scarlett Hagins will speak about setting up a foundation to handle

monetary donations and the lessons they learned. Finally, Fernanda Santos, author of “The Fire Line: The Story of the Granite Mountain Hotshots,” will share her perspective in telling disaster stories.

PR/MARKETING: Farmer-Consumer Campaign Success Paul Pitas, Culver’s director of public relations and communications, will share their Thank You Farmers campaign case study. Session will include practical information about how it was conceived, what challenges they faced, what solutions they developed and how they worked together to keep everything organized with farmers they featured. What lessons can you learn and adapt for your consumer-facing clients?

DESIGN: Let InDesign Do the Job (express) Learn how Clemson University Extension used InDesign Automation to streamline reporting, create brand consistency, and speed up the design process and learn how you can use this powerful feature to create your own customized content quickly. You do not need to be an advanced InDesign user to find value in this session. Graphic designers, editors, writers, and the folks who boss them around can all benefit. Presenters are Donna Bowen and Walker Massey from Clemson University. (This session will cover the same material as Monday’s session, but will not feature a live demo.) *Donna Bowen and Walker Massey, Clemson University*

PERSONAL DEVELOPMENT: Step Out and Get Your Book Published So, you want to have a book published. How do you go about doing that? Who should you talk to? What do you need to bring to the table? What will the timeline look like? Will it sell and how will you promote it? Most importantly, is your project really worth a printed book or should you look at other ways to tell the story? Edwin Remsberg with the University of Maryland will dissect the process using case studies of real book projects, looking at how they worked and why. *Edwin Remsberg, University of Maryland*

SOCIAL MEDIA: Proving Your Worth Through Effective Social Media Metric Reporting

Social media marketing and communication has become an essential job function for many agricultural communicators. While it is an essential job function, communicators and their supervisors, are unsure of how to report success or failure on social media platforms. In this session, How to Report Social Network Data for Job Performance, participants will explore the metrics to report for job performance and the best format to present them. Participants will create a plan for tracking social media metrics and reporting the performance. *Cassie Wandersee, Center for Rural Enterprise Engagement, Kansas State University*

PR/MARKETING: Working Smarter for your Branded and Promotional Merchandise Needs Have you struggled to help people in your organization with their promotional merchandise and material needs? With hundreds of companies and thousands of products to choose from, it can feel overwhelming. Participants will leave with tips to share with their employees for ordering, examples of online storefronts and some of our favorite branded merchandise recommendations. *Josh Paine, University of Georgia, and Lori Lord, Promotional Marketing Services, Inc., Athens, Georgia*

ACE Academic/Research Learning Community Meeting Members of the ACE Academic/Research Learning Community meet to elect officers and discuss old and new business.

Tuesday 11:15 a.m. – Noon Block 8 Sessions

PHOTO: Use Images to Tell an Authentic Story Katie Knapp, The Ag Photographer, specializes in capturing telling moments of farmers' everyday lives that make for powerful agricultural images. Using her agricultural communication and visual sociology training and experience, she creates photographs that connect people and ultimately help us all better understand—and feel good about—what is brought to our farmers markets,

restaurants and grocery stores. This session will focus on the process of capturing and choosing images that speak authentically to the moment. The session will be geared towards photographers and designers alike.

PERSONAL DEVELOPMENT: Manage your Career Whether you're just starting out or you're a more seasoned professional, learn practical advice for getting the most out of your career in agriculture. This interactive panel session will highlight perspectives from successful agriculture professionals who will share their experiences and provide practical advice for successfully navigating your career. Moderated by Gardner Hatch, Woodruff PR supervisor, panelists include Betsey Freese, executive editor, Successful Farming and Living the Country Life; Linda Frerichs, Global and North America Communications, Arysta LifeScience; Gregg Hillyer, editor-in-chief, DTN/The Progressive Farmer; and Greg Lamp, former editor at CHS and agricultural publications.

WRITING: Mining for Resources from the Land-Grant System Land-grant universities are filled with experts who can provide research-based information to help explain the latest technology or research findings. A panel of university-based communicators and educators, along with some of the agricultural journalists and media specialists they work with will share how they partner to get information to producers and to the public. Learn how to connect and work best with your local universities and journalists to create communications success for everyone. *Moderated by Suzanne Steel, Ohio State University & ACE President. Panelists: Julie Deering, Issues Ink; Ruth Borger, University of Florida; Gary Cooper, Southeast Agnet; Beth Stuever, Michigan State University; Jennifer Kiel, Farm Progress Companies; and Sherrie Whaley, Ohio State University*

PR/MARKETING: Management and Software Show & Tell: Apps and More New Mexico State University Media Productions has more than 25 years of experience in developing animations, games, interactive virtual labs, apps and video. Keeping up with new versions of software and changing technologies can be challenging between deadlines. NMSU specialists will review the software they use for project management, graphics development, archiving and managing files and versions, review for accessibility, co-development, and backup. They'll also highlight what has and hasn't worked. Participants will gain an understanding of the team's use of tools, software and strategies for development and project management based on products they create and maintain within a small design studio. Presenters Pamela Martinez, Adrian Aguirre, and Frank Eshelman will present in turn based on their expertise and as a team lead a Q&A for participants to gain in-depth information about NMSU's process.

LEADERSHIP/MANAGEMENT: From Job Shop to Strategic Communications Agency: Selling The Value To Administration And How to Make It Happen Hear how we turned a small communications job shop into a growing strategic communications agency for NC State's College of Agriculture and Life Sciences: How we gained support from within; leveraged limited resources to address key challenges; helped our college achieve organizational priorities; and monitored our progress. We also want to hear from you; what opportunities and challenges do other communicators see ahead for Extension and academia and their communications units? *Richard Campbell and Kionna Coleman, NC State University*

PERSONAL DEVELOPMENT: Freelancing: Voices of Experience ACE retirees (who aren't very retired) will share how they incorporated freelancing into their full-time work and transferred their career skills after retirement to freelancing. They'll discuss freelancing on the job and after the job, developing contacts, applying knowledge and years of experience to a new challenge, and being open to new opportunities. Find out some of the challenges and bright spots of working with clients and other communication professionals at a distance and the importance of setting standards, expectations, schedules, and procedures at the outset of a project. Participants will come away excited about how they can take their professional training in a new direction and even into retirement. *Retirees Terence Day, Washington State University; Tom Knecht, Mississippi State University; and Janet Rodekoher, University of Georgia*

SOCIAL MEDIA: Building Collaboration Among Program Social Media Managers Many organizations have multiple social media accounts and social media managers. Participants will share their experiences and explore how to build collaboration among social media managers in the first half of the workshop. Next, each participant will identify one social marketing project at their organization to collaborate with other social media managers on and develop an action plan to implement using the STEPPS model from Jonah Berger. *Stacey Stearns, UConn Extension*

ACE Diversity Learning Community Meeting Members of the ACE Diversity Learning Community meet to elect officers and discuss old and new business.

Tuesday 2 – 2:45 p.m. Block 9 Sessions

MARKETING: Transforming a College Website into a Strategic Storytelling Machine Join us for a conversation about tackling the challenge of transforming an old, stale website into a powerful digital content platform. We will share our team's triumphs and challenges in redesigning the website of NC State University's College of Agriculture and Life Sciences and those of the 12 departments within the college: How we gained support from leadership; developed a new direction for our online presence that aligned with the college's strategic priorities; maximized our resources; and how we're challenging the college's departments and units to think about communications differently. We also want to hear from you: What challenges and opportunities do you see in leading and managing web properties? *Kionna Coleman, Richard Campbell, North Carolina State University*

DESIGN: Art Direction & Design: Creating Characters and Art that Pop This session looks at how the NMSU development team uses art to engage and guide the user to reach the educational goals of our partners. Artists and animators will review recommendations for using color, characters, humor, theming, movement, mood, tone, and entertaining dialogue during the design process. Team members will provide a post-mortem on specific projects, sharing the production timeline, highlighting design and art milestones and how they changed throughout each project. *Adrian Aguirre, New Mexico State University*

MARKETING: Media Production Placement & Distribution: What Three Years of Data Tell Us NMSU Media Productions have experimented with various promotion and placement strategies for their learning tools over the years, and have been actively tracking usage data on video views, gameplays, web page traffic and app downloads since 2013. In this honest session, they'll share the interesting takeaways from looking at the last three years of data: which of their hundreds of online videos are the most popular, how paid apps do compared to free apps, their most successful partnerships for game distribution, and other surprises revealed in the numbers. *Barbara Chamberlin and Amy Smith Muise, New Mexico State University*

LEADERSHIP/MANAGEMENT: Leading Change and Innovation: Keeping Your Eyes on the Prize One Dean of Extension recently noted — we must change or die! A reality of today's world of technology and instant communication. It truly is a race for relevance, especially if you depend on public appropriations. Leading change is hard; leading change in higher education is almost impossible! Does culture always trump strategy? What should you look at when considering leading a change initiative to maximize your chances of success? Penn State Extension has gone through change that has repositioned it for the future, but it was not without casualties. Learn how communicators can facilitate change and some lessons learned from those in the trenches. *Mary Wirth, Penn State College of Ag Sciences*

ACE Social Media Learning Community Members of the ACE Social Media Learning Community meet to elect officers and discuss old and new business.

Tuesday 3 – 3:45 p.m. Block 10 Sessions

SOCIAL MEDIA: Case Studies: Using Social Media Events and Stories to Increase Program Participation Social media events and stories can be used to promote in-person events and build attendance. Attendees will learn about our successes and failures and have the opportunity to share their own. The group will develop best management practices for creating a Facebook event or social media story around a program. Topics include: timeline, sponsoring/boosting events, privacy settings, and handling no-cost versus paid registrations. *Stacey Stearns, UConn Extension*

PERSONAL DEVELOPMENT: The Professional Field Trip: A Practical Approach to Professional Development NMSU's design team turned to the "professional field trip": an opportunity to visit studios similar to our own. The result was a set of three unique professional development opportunities at different studios, where each offered the kind of specific, immediately applicable takeaways production staff can use best. The team will share how to best set up a field trip with colleagues, the two-day schedule that worked, what works to get the best support, and what can hinder the type of learning needed. She will also briefly summarize what was learned about project management from the three visits. *Barbara Chamberlin, Pamela Martinez, Kathryn Eiland, Adrian Aguirre, and Frank Eshelman, New Mexico State University*

MARKETING: What is Today's Story? Exploring the Land-grant Mission Through Story Circles A solid narrative builds on the past while shifting focus to the future. This session combines internal branding, community-based social marketing, and eight years of land-grant branding and marketing research to help you begin building a narrative of the importance and value of your institution's work. Through guided practice, you will learn to use story circles to develop a narrative that is unique and marketable to communities and internal and external decision makers. *Audrey E. H. King, Lauri M. Baker, Anissa M. Zagonel, Kansas State University; Kristina M. Boone, Ohio State University*

ACE Leadership and Management Learning Community Members of the ACE Leadership and Management Learning Community meet to elect officers and discuss old and new business.

ACE Media Relations and Writing Learning Community Members of the ACE Media Relations and Writing Learning Community meet to elect officers and discuss old and new business.

POST-CONFERENCE WORKSHOP (additional fee; includes continental breakfast)

Wednesday, August 8

8:30 – 11:30 a.m. Multidimensional Diversity: Inclusive Communication in Science, Agriculture and Higher Education "Multidimensional Diversity" means challenging how we think about diversity and considering the impact of our communications across the multiple channels, media and formats in use today. This workshop will review current research and best practices regarding diversity in communication, from online to print to visual. The emphasis will be on the ways in which inclusive content and messaging help shape organizational identity and thus stakeholder perceptions of an institution, program, or discipline. Customized examples and hands-on exercises will focus on relevant areas of science, agriculture and higher education. Participants will leave the workshop with a solid foundation in current perspectives on diversity, the role of communication materials in constructing organizational identity, and the beginning of a game plan for their own programs and organizations. *Dawn Gilpin, Associate Honors Professor of Public Relations & Social Media, Walter Cronkite School of Journalism & Mass Communication, Arizona State University*