



Communication Currents

ACE

San Antonio, TX

The Westin Riverwalk | June 24-27, 2019

#ACECurrents



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SESSION TYPES / KEY

AUDIENCE LEVEL

B - Beginner **A** - Advanced **M** - Mixed

SESSION TYPE

SS - SHARING SESSION: A lecture-type presentation focused on providing practical experience the presenter has gained in a specific situation or as it relates to a new idea or concept. This session provides one or two key lessons for participants to take home and apply or think about. 45 minutes allotted.

HS - HOW-TO SESSION: A lecture-type presentation where most of the time is focused on providing participants specific details on how to begin, further develop, or master a specific skill or tool. This session provides a process or task list to participants to use on this topic when they return home. 45 minutes allotted.

AS - APPLICATION SESSION: A combination of lecture and audience participation, which could include collaborative discussion/problem solving or hands-on experience in using or applying a topic, tool, or concept of interest. 90 minutes allotted.

SELECT ONE TRACK

NB - NAVIGATION BASICS: getting back to basics, fundamentals

AN - ADVANCED NAVIGATION: new and improved developments, advances, technologies

CC - CHARTING A COURSE: strategies, tactics, technologies that emphasize or strengthen the message

UW - UNCHARTED WATERS: different avenues/channels for products/messages, adding value

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ASSOCIATION FOR
COMMUNICATION
EXCELLENCE

WELCOME

Howdy! Bienvenidos a San Antonio!

Welcome to ACE's 2019 Annual Conference!

A BIG Texas welcome to the home of the Alamo and the famed River Walk for this engaging and inspiring conference.

Our theme is Communication Currents, and we hope to advance our skills and professional connections while learning to navigate the uncharted waters we all face.

Don't miss these special offerings:

- Launch party: Kick off the conference at the Welcome Reception on Monday and "find your match." In the back of your attendee badge holder, there is a slip of paper with a symbol on it. Play the Find Your Match game! The goal is to try and meet as many people as you can in your search for your matching symbol. Remember each symbol has only one, color-specific, unique match.
- Keynote speaker Mark Schaefer: this renowned communicator and author will speak about marketing reimagined for a world without loyalty. In addition, every attendee will receive a free copy of his book, *Marketing Rebellion*.
- Hermance Speaker Ali Goljahmofrad: This San Antonio-based teacher and TEDx speaker has an inspiring and motivating message.
- More than 40 breakout sessions: Dive deep with peer-to-peer learning.
- ACE Learning Community meetings: Connect and share ideas with others who have similar responsibilities and similar challenges.
- Joe Marks Fun Run/Walk: Race (or stroll!) along the beautiful River Walk on Wednesday morning.
- ACE Development Fund Silent Auction: Support this annual fundraiser and bid to win fabulous items.
- Academic and Research Learning Community research posters: Connect with current research via posters displayed throughout the Welcome Reception on Monday and attend Tuesday's research paper presentations.

Looking to save some gold? Be sure to "show your badge" when you are out and about for special deals and discounts at local venues. And, of course, our hotel is just steps away from San Antonio's treasure-chest of history, culture, and adventure!

And, as always, we'll celebrate our colleagues' accomplishments with annual ACE Leadership Awards and highlight our outstanding professional work through the Critique and Awards program luncheon.

We extend special thanks to our conference first mates:

- The 2019 Conference Committee for their diligence in planning an exceptional conference, including committee members at Texas A&M and Auburn sharing audio/visual equipment and onsite technical expertise.
- The Mississippi State communications crew for their assistance with graphic design and printing.
- Our generous conference sponsors, who helped make this one-of-a-kind professional development experience possible and more affordable.

Welcome, y'all! We're so glad you're here!



**Elizabeth
Gregory North**
ACE President



Maggie Lawrence
Conference
Co-chair



Kay Ledbetter
Conference
Co-chair

SPECIAL EVENTS

NEW MEMBER/FIRST TIME ATTENDEE RECEPTION

On Monday, June 24, beginning at 6:00 pm in the Hidalgo Ballroom, all new members and first-time attendees are invited to kick off the conference welcome reception with the exclusive chance to meet one another and mingle with current and past ACE leadership.

WELCOME RECEPTION

New this year: the Find Your Match game. In the back of your attendee badge holder, there is a slip of paper with a symbol on it. The game goal is to try and meet as many people as you can as you look for your matching symbol. Remember each symbol has only one, color-specific, unique match. If you find your match, bring your symbols to the registration desk to be entered into a prize drawing. Prizes will be awarded before the end of the reception and at the business meeting on Thursday.

JOE MARKS FUN RUN

Open to all early birds who want to run or walk a two-mile circuit along the historic riverwalk. Meet in the hotel lobby by 6:00 am on Wednesday morning. This optional activity honors former ACE President Joe Marks, an avid runner and long-time writer, professor, and news director at the University of Missouri.

SILENT AUCTION

Bid early, and bid often! Visit the ACE Silent Auction and take home a piece of San Antonio—or some other ACEer's home state—while supporting the ACE Development Fund. The ACE Development Fund was established to foster the professional development of ACE members; encourage outstanding achievements in professional communications; extend information about communication careers; and advance knowledge of communication processes, techniques, and ethics. Donations will be accepted from 12:00–7:00 pm at the ACE registration desk, Navarro pre-function area, on the ballroom level. Bidding begins Tuesday morning at the start of breakfast. Winners will be contacted after 4:30 pm on Wednesday.

CONFERENCE AT A GLANCE

MONDAY, JUNE 24

12:00 – 7:00 pm	Registration Check-in/Silent Auction Drop-off, Navarro Pre-Function, Ballroom Level
1:00 – 2:00 pm	2020 Conference Committee Meeting, Olivares Room, River Level
3:00 – 4:00 pm	LC Leaders Meeting, Olivares Room, River Level
5:00 – 6:00 pm	Retiree and Past Presidents Reception, Mission Suite TBD
6:00 – 6:30 pm	New Member/First-Time Attendee Reception, Hildalgo Ballroom
6:30 – 8:00 pm	All-Attendee Welcome Reception/Research Posters and C&A Gold Awards display, Hildalgo Ballroom

TUESDAY, JUNE 25

7:30 am – 5:00 pm	Registration Check-in/Silent Auction Bidding, Navarro Pre-Function
7:30 – 8:15 am	Continental Breakfast, Navarro Pre-Function
8:15 – 9:00 am	Welcome Remarks/Learning Community Session Introductions, Navarro Ballroom
9:00 – 10:30 am	Keynote Speaker: Mark Schaefer, Navarro Ballroom
10:30 – 10:45 pm	Break/Mark Schaefer book signing, Navarro Pre-Function
10:45 am – 4:45 pm	Academic & Research LC Research Papers Presentation/Business Meeting
10:45 am – 12:00 pm	Electronic Media & Photography LC Business Meeting
10:45 am – 12:00 pm	Marketing LC Business Meeting
12:15 – 1:30 pm	Lunch and Hermance Speaker: Ali Goljahmofrad, Navarro Ballroom
1:45 – 3:00 pm	Instructional Design & IT LC Business Meeting
1:45 – 3:00 pm	Diversity LC Business Meeting
1:45 – 3:00 pm	Media Relations & Writing LC Business Meeting
1:45 – 3:00 pm	2020 Conference Committee Meeting
3:00 – 3:15 pm	Break, Navarro Pre-Function
3:15 – 4:30 pm	Publishing & Graphic Design LC Business Meeting
3:15 – 4:30 pm	Leadership & Management LC Business Meeting
3:15 – 4:30 pm	Social Media LC Business Meeting

Evening time on your own to enjoy San Antonio!

WEDNESDAY, JUNE 26

6:00 am	Joe Marks Fun Run, meet in hotel lobby
7:30 am – 4:30 pm	Registration Check-in/Silent Auction Bidding, Navarro Pre-Function
7:30 – 8:00 am	Continental Breakfast, Navarro Pre-Function
8:00 – 9:00 am	ACE Leadership Awards Presentation
9:00 – 9:15 am	Break, Navarro Pre-Function
9:15 – 10:00 am	Breakout Sessions 1
10:15 – 11:00 am	Breakout Sessions 2
11:15 am – 1:15 pm	Lunch/Reuben Brigham Lecture/C&A Awards Presentations, Navarro Ballroom
1:30 – 2:15 pm	Breakout Sessions 3
2:30 – 3:15 pm	Breakout Sessions 4
3:15 – 3:30 pm	Break, Navarro Pre-Function
3:30 – 4:15 pm	Breakout Sessions 5
4:30 – 5:15 pm	Breakout Sessions 6
4:30 – 6:00 pm	Notify Silent Auction Winners

Evening time on your own to enjoy San Antonio!

THURSDAY, JUNE 27

7:30 – 11:30 am	Registration Check-in, Navarro Pre-Function
7:30 – 8:00 am	Breakfast, Navarro Pre-Function
8:00 – 9:30 am	ACE Member Meeting, Navarro Ballroom
9:30 – 9:45 am	Break, Navarro Pre-Function
9:45 – 10:30 am	Breakout Sessions 7
10:45 – 11:30 am	Breakout Sessions 8

KEYNOTE ADDRESS SPONSORED BY



MISSISSIPPI STATE UNIVERSITY™
EXTENSION

KEYNOTE SPEAKER



MARK SHAEFER

Marketing reimagined for a world without loyalty.

Technology has created new ways to help customers discover, share, and discuss their favorite products. In fact, most of our marketing is occurring without us. Today, the customers are the marketing department.

We can't buy our way into these conversations: we have to earn our way in with a new business approach that appeals to constant human truths.

The businesses of the past were built on advertising impressions. Today, they are built on human impressions that help customers believe, belong, and find meaning.

It's time for a rebellious new approach, and Mark Schaefer is your guide with an entertaining new book that is instructive, inspiring, and filled with actionable ideas and insights.

Are you ready for the rebellion?

Each attendee will receive a copy of Schaefer's newest book, *Marketing Rebellion*, and he has set aside time to sign books at the conclusion of his keynote from 10:30–10:45 am.

HERMANCE SPEAKER SPONSORED BY



HERMANCE SPEAKER



ALI GOLJAHMOFRAD

Living at Capacity

In days filled with tasks, duties, and time-sucking obligations, we sometimes find ourselves just getting by. This can quickly turn into life being lived at less than our best. In a complex world, simplicity can take us from stressed and overworked to focused and calm. Living at capacity requires discovering two critical elements by asking ourselves a simple series of questions.

Ali Goljahmofrad is an award-winning teacher, author, and coach who works with educators to help them remember why they are in education and to help students realize their potential.

Growing up in small-town Idaho, he learned valuable lessons of relationship-building and self-discovery through his upbringing. He believes that education, regardless of level or content, should focus on building confidence, establishing character, and sharpening critical-thinking. Ali has given TEDx Talks on happiness and authenticity, and he believes every human being has something to offer the world.

Ali holds a bachelor's degree in accounting from Idaho State University and a masters in education from Lamar University. He is currently looking for somebody to pay for his doctorate in education, if anybody here is interested!



The Hermance Speaker endowment is an Association of Communication Excellence (ACE) tradition in memory of 1992 ACE President Gary Hermance. Each year, ACE selects a speaker who represents Hermance's unique character and personality, with creativity, innovation, determination, humor, or inspiration.

Hermance grew up in Miami, Florida, where he was born January 15, 1946. Following the completion of his master's degree at the University of Florida in 1970, he began work there in agricultural communications as an editorial assistant. In 1972, he was named art director for the Institute of Food and Agricultural Sciences (IFAS) at the university. In the mid-1970s, he became head of the printing and graphics section of IFAS editorial, and, in 1990, he was named associate director of IFAS Information. He joined ACE in 1978 and received the ACE Pioneer Award and the Award of Excellence for graphic design.

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IT STARTS AT STATE

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WHAT'S KEEPING YOU FROM GETTING YOUR MESSAGE TO THE PUBLIC?

TAKE THE OFFICE DEPOT CHALLENGE

Give us 30 days to

Understand your goals

Identify your roadblocks

Recommend targeted solutions

Prepare an action plan

ARE YOU READY?

WE ARE.

Contact
ANDREW KNIBERG
Manager, Strategic Markets
Higher Education
Office Depot CPD
Tel: 347.277.7575
andrew.kniberg@officedepot.com

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LEARN MORE AT OUR WEDNESDAY A.M. SESSION

WHAT'S KEEPING YOU FROM
GETTING YOUR MESSAGE TO
THE PUBLIC?

OFFICE DEPOT PRINT/PROMO & SUPPLY CHAIN CASE STUDIES

Through case studies and examples,
learn how Land Grant Universities are:

Increasing efficiencies

Reducing total cost of ownership

Retiring obsolete publications/
curriculum

Implementing cost recovery

Controlling branding

Increasing awareness & education

Transitioning pubs/curriculum into
the digital environment

Partnering with Office Depot for
supply chain management and
business services

WHAT'S YOUR CHALLENGE?

SESSION DESCRIPTIONS

TUESDAY, JUNE 25

LEARNING COMMUNITY BUSINESS MEETINGS

- | | |
|---------------------|--|
| 10:45 am – 4:45 pm | Academic Programs & Research, includes Research Paper Presentations/Business Meeting
<i>Camino Real Lobby Level</i> |
| 10:45 am – 12:00 pm | Electronic Media & Photography Learning Community
<i>Encino Lobby Level</i> |
| 10:45 am – 12:00 pm | Marketing Learning Community
<i>Sabino Lobby Level</i> |
| 1:45 – 3:00 pm | Instructional Design & IT Learning Community
<i>Encino Lobby Level</i> |
| 1:45 – 3:00 pm | Media Relations & Writing Learning Community
<i>Sabino Lobby Level</i> |
| 1:45 – 3:00 pm | Diversity Learning Community
<i>Zapata Ballroom Level</i> |
| 3:15 – 4:30 pm | Publishing & Graphic Design Learning Community
<i>Encino Lobby Level</i> |
| 3:15 – 4:30 pm | Social Media Learning Community
<i>Sabino Lobby Level</i> |
| 3:15 – 4:30 pm | Leadership & Management Learning Community
<i>Zapata Ballroom Level</i> |

WEDNESDAY, JUNE 26

90-MINUTE SESSION 9:15 am – 11:00 am *(includes time for optional break)*

- **Six Thinking Hats: Decision-Making from All Points of View**

Encino Lobby Level

M, AP, CC

Becky Koch, North Dakota State University

How do you make decisions? Do you opt for the quickest or easiest decision rather than thinking through the pros and cons of options? The best decisions usually are the result of taking the time to look at situations from different viewpoints. In this session, participants will be introduced to Six Thinking Hats by Edward de Bono, which provides insight about looking at situations from different perspectives to arrive at the best decision. Participants will also work in small groups to apply the process to communications and technology situations. All will go home with enough information to apply the Six Thinking Hats to situations in their work and personal lives.

45-MINUTE SESSIONS 9:15 am – 10:00 am – CHOOSE ONE

- **What's Keeping You from Getting Your Message to the Public?**

- Office Depot Print/Promo & Supply Chain Case Studies**

Sabino Lobby Level

M, SS, UW

Office Depot OfficeMax

As a land-grant university, are you looking to increase efficiencies? Reduce total cost of ownership? What about increase awareness and education? As technology advances and options for communicating with the public expand, it's important for land-grant universities to take advantage of the tools they have at their disposal to reach these goals. In this session, Office Depot will demonstrate ways the company partners with universities to help tailor communications solutions for each university's unique needs, including how to retire obsolete publications/curriculum and transition it into a digital environment, control branding, and implement cost recovery.

- **Three for Me: Self-Development Ideas from ACE Members**

Lantana Lobby Level

M, SS, NB

Tom Nordlie, University of Florida Institute of Food and Agricultural Sciences

This session focuses on presenting participant feedback gathered from earlier queries soliciting self-development insight from ACE members on the following question: "Please offer up to three things you are doing to improve your own work performance that might be helpful to other ACE members." The second part of the session will invite audience questions, feedback, discussion, and any additional professional insight.

- **Managing Monsters: How to Evolve from a Bad Website to a State-of-the-Art Digital Footprint**

Villa Ballroom Level

M, HS, CC

Emery Tschetter, Auburn University, Alabama Extension

If your websites are out-of-date and don't meet accessibility requirements, or you're looking to implement best

SESSION DESCRIPTIONS

practices, this session will offer insight on steps your organization can take for a successful refresh. We will discuss how to create streamlined production schedules, use off-the-shelf technology to put your best digital foot forward, editorial staffing to manage a contemporary site, and a list of pitfalls to avoid to make your site user-friendly and effective.

- **Photography in Real Life**

Zapata Ballroom Level

B, AS, NB

Megan Sprague, Michigan Department of Agriculture and Rural Development/Professional Photographer

Calling all photographers! In this session, we invite you to bring your cameras while we give a presentation full of tips to make the most of whatever shooting challenge you face, including non-peak light, inclement weather, and other less-than-perfect environmental conditions. All this will be followed by practical, outdoor application in the hot Texas sun.

- **Stop Reinventing the Wheel: Marketing to People Who Want You to Market to Them**

M,SS,AN

Camino Real, Lobby Level

Kirk Salisbury, Utah State University

Tired of creating a marketing strategy and/or campaign from scratch every time you have a new event or want to promote a new program? This session will focus on how to easily find low-hanging fruit as you consider your existing website visitors, and previous participants who your new event or program seeks. We will demonstrate simple and practical ways to quickly create a giving campaign and promote new courses, including:

- Implementing robust yet simple software to create a catchy email collection form on your site to get reliable contact information from your website visitors.
- Using the Facebook Pixel to deliver a social media ad on Facebook and Instagram to those who have visited your website, or a specific page on your website, even if they haven't completed an email collection form.
- Using existing lists to target specific people through social media and writing an email that your previous consumers want to receive.

45-MINUTE SESSIONS 10:15 AM – 11:00 AM – CHOOSE ONE

- **Stop This Invader! Penn State Ag Comm Takes On the Spotted Lanternfly**

M, SS, CC

Zapata Ballroom Level

Mary Wirth, Penn State College of Ag Sciences

All crises create opportunities. In this session, we will discuss how a \$450,000 grant to Penn State Ag Comm and a partnership with the Pennsylvania Department of Agriculture and USDA have allowed us to develop an effective communications and public-awareness campaign to educate people about the dangers of the spotted lanternfly. The population of this insect, potentially the worst invasive pest since the introduction of the gypsy moth nearly 150 years ago, has expanded significantly since 2014 and has currently caused a quarantine in 3 New Jersey counties and 13 Southeast Pennsylvania counties. We will highlight our calls to action, review educational products on management options, and discuss how the strategy development and value/impact of the college as part of the solution.

- **Uncanned: Using Technology for Food Preservation**

Lantana Lobby Level

M, SS, CC

Stephen Ward, Oregon State University

Times are changing for food-preservation educators and students, so technology should follow. In this session, we will discuss how Oregon State University collaborates with Extension faculty to update the way we work. We will discuss updating traditional food-preservation resources, developing an app that streamlines information on canning preparation and processing, and building in opportunity for user feedback. OSU presenters will share insights on the challenges they faced, the technologies they used, and the usage statistics they've gathered.

- **Managing Camera Gear and Shared Equipment Effectively: An Online Check-out System for Teams and Classes**

Villa Ballroom Level

M, HS, CC

Kevin Kent, University of Florida

Still using Google Calendar or a clipboard to manage your group's camera gear? In this session, participants will learn about Cheqroom, an online equipment management tool, how it can be implemented in your classroom or office, and its many beneficial features. We will provide an introduction to the software and discuss how it was integrated with an agricultural communications lab housing nearly 100 equipment assets for students, faculty, and staff.

- **Landing the Best Photography From your Drone**

Sabino Lobby Level

M, HS, NB

Edwin Remsberg, University of Maryland

You've figured out how to fly it, but what about that camera on your drone? In this session, you will learn how to best work with that tiny sensor, what all those filters are for, and how to process your photos (and video) after landing for the best outputs. We will also revisit some photo basics as they apply to aerial photos, understanding that you first need on-the-ground photography skills in order for your aerial drone photos to impress people.

- **Work Smarter, Not Harder: Repurposing Content**

Camino Real Lobby Level

M, SS, NB

Jamie Wilson, Michigan State University Extension

In today's work climate, we all have a million things to do and not enough time to do them. When you do get something checked off that ol' to-do list, how can you make the most of it and ensure it gets the mileage it deserves? Repurpose and reuse! In this session, you will learn how Michigan State University Extension communicators have successfully reused content for multiple audiences using various platforms. The result? More eyes on the same information, larger audiences, and additional time to be spent on other efforts. We'll leave time at the end for additional sharing so everyone can walk away with ideas they can take home to repurpose their own masterpieces!

SESSION DESCRIPTIONS

45-MINUTE SESSIONS 1:30 PM – 2:15 PM – CHOOSE ONE

- **Food Safety Bites: Using Videos to Demonstrate Food Safety**

Encino Lobby Level

M, SS, CC

Randy LaBauve, LSU AgCenter

From team tailgating to Thanksgiving trimmings, food is the life of the party. But if meat and other foods are not prepared and handled properly, people could get sick or even die. In this session, we will explore, as part of a food-safety campaign, the LSU AgCenter's series of award-winning videos showing consumers how to safely enjoy their time at the table. Food safety specialist Wennie Xiu and video producer Randy LaBauve produced the video series, "Food Safety Bites with Wennie," for use on YouTube and social media—at very little expense. The team offers insight about how they did it and how you, too, can create your own food TV.

- **Fostering Engagement through Personal Connections in Online Learning**

Camino Real Lobby Level

M, SS, CC

Kati Lawson, University of Florida

We all know that teaching online requires a different approach, but it can be daunting to make the leap from teaching in person to teaching online. This session will provide participants with techniques that can be applied to any online class, regardless of content, and will draw from our success using research-informed practices and student feedback. The main goal of this session is to give participants the tools they need to build valuable connections with their students, even online.

- **Going Live, Socially, to Educate Following Natural Disasters**

Villa Ballroom Level

M, HS, AN

Dave Deken, Oklahoma State University

Social media is a powerful tool for disseminating information to broad audiences and has the ability to allow real-time updates. In this session, participants will learn how livestreaming can be used to convey accurate information following a natural disaster and about the equipment and technology the Oklahoma Cooperative Extension Service uses to livestream.

- **Kickbox Your Way through Uncharted Waters: Using Adobe's Innovation Process to Generate and Implement New Ideas**

Sabino Lobby Level

M, HS, UW

David Keto & Tanya Engel, University of Wyoming

Looking to shake up your organization or generate new ideas but just don't know how to get started? In this session, learn about Adobe's Kickbox Innovation process, which was successfully used by University of Wyoming's Extension Communications and Technology team to review and overhaul its publications and communications strategy. We will provide an overview of the Kickbox steps, discuss roles our various team members took, and present their resulting decisions and new initiatives. Participants will leave with a roadmap to lead innovation while adding value to their organizations.

- **Leading from Behind: Onboarding New Leaders for Mutual Success**

Zapata Ballroom Level

M, SS, CC

Ruth Borger & Beth Stuever, University of Florida, IFAS Communications

In walks your new boss—perhaps it's a new dean, vice president, or director. Maybe they are not from your institution—or even from a land-grant university. They have a lot to learn about existing programs, successful onboarding, policies/procedures, and prioritizing stakeholder meetings, and you have a lot to share. In this session, participants will learn (through real-life examples) about best practices for avoiding pitfalls, strategizing with colleagues, and organizing and implementing a successful onboarding experience for leadership and the organization.

- **Should We Let Consumers Sink in Voluntary Ignorance or Rescue Them with Risk Communication?**

Lantana Lobby Level

M, SS, UW

Taylor Ruth, University of Illinois at Urbana-Champaign

You've heard the expression "Ignorance is bliss?" Research has shown that consumers are choosing to ignore information or recommending that industries not provide them information about food and technology. Industry groups, after learning of this desire NOT to be informed, often contemplate withholding information about production processes, new food technologies, or even diseases. We will discuss the future of risk communication and how to balance consumers' wishes for voluntary ignorance with risk communication. Discussion will also focus on helping industry groups to reason through this delicate balance.

45-MINUTE SESSIONS 2:30 – 3:15 PM – CHOOSE ONE

- **Roundtable: Perplexing Publishing Predicaments**

Villa Ballroom Level

M, AS, UW

The Ohio State University

Join fellow publishing professionals (sorry—once we get into alliteration, it's hard to stop!) and share solutions to our common issues. Do you conduct market research before agreeing to edit and design a publication for sale, and, if so, what are your steps? Is there a movement to digital in your state? If you sell publications, how do you determine the price? Send your questions to steel.7@osu.edu. We will focus on whatever attendees want to discuss.

- **How to Develop Strategic Partnerships Before You Need Them**

Zapata Ballroom Level

M, SS, HS, AN

Beth Stuever & Megan Sprague, Michigan State University Extension

Someone on your leadership team wants you to get a joint message out to a stakeholder partner. Another leader is curious as to why a government agency got ahead of your college on an important message. And yet another is asking why he didn't know about a key issue before it hit the media. What's a communicator to do? Developing strategic partnerships before you need them can make your job easier and more enjoyable. In this guided discussion, communicators will share success stories and offer advice about making the first move in creating key counterpart

SESSION DESCRIPTIONS

relationships throughout your organization and across the state. Participants will have small-group discussions, share successes, and go home with materials to help them cultivate partnerships.

- **Badges, Certificates, and Micro-Credentialing Opportunities in Higher Education: What Role Can Communication Units Play?**

Lantana Lobby Level

M, SS, AN

Mary Wirth, Penn State College of Ag Sciences

Historically, our colleges have provided credit (degree) and noncredit (namely Extension) educational programs. But in today's world, those lines are being blurred, and some in higher education are exploring the possibilities of lifelong learning in various formats. The possibilities are endless for those who are innovative and open to change. This session will explore and discuss opportunities for colleges and communication units using Penn State 2025 as an example of an initiative that integrates lifelong learning and learning platforms.

- **Pocket Journalism: Making Your Phone the Ultimate Tool**

Camino Real Lobby Level

M, SS, AN

Jessica Holt, University of Georgia

It has been said that the best camera photographers can buy is the one they have on them constantly. Today, smartphone cameras, apps, and convenience make phones the ultimate tool for journalists. In this session, we'll explore technology to turn your phone into a professional camera, video camera, and editing device for all your journalistic needs. We will share tips and tricks for you to consider before buying equipment to add to your pocket. Some of the equipment covered will be phone stabilizers, add-on lenses, and apps for editing.

- **The Golden Rule Is Trash: Helpful Hints and Tricks for Audience Analysis**

Sabino Lobby Level

M, HS, NB

Audrey E. H. King, Oklahoma State University

Audience analysis is often overlooked when crafting messages that will resonate. Communicators often begin message creation with the question "What would I like to see?" This is where the Golden Rule we learned as children becomes a trap. Rather than thinking, "How would I like to be treated?" let's begin with, "How would my audience like to be treated?" By starting with the Platinum Rule, "Treat others the way THEY want to be treated," intentional communication is cultivated. In this session, participants will practice empathetic audience analysis, learn what questions communicators should be asking prior to message building, and brainstorm ways to tailor current communication efforts toward their intended audiences.

- **Why Can't We All Just Get Along? Tips for Successful Coworker Communication**

Encino Lobby level

M, HS, NB

Cassie Wandersee, Kansas Forest Service

As communication professionals, we dedicate a majority of our energy to understanding the audiences we serve. It is just as important to understand our coworkers and build internal communication processes. In this session, we will

focus on understanding the preferred communication methods, working styles, and pet peeves of our coworkers and how to have an emotionally neutral conversation about our preferences. You will also have an opportunity to share your experiences and receive group feedback. Bring your team and work through a Workplace User Manual to facilitate a conversation when you return to the rest of your team. Those without team members will role-play with other attendees and leave ready to work efficiently with colleagues.

45-MINUTE SESSIONS 3:30 PM – 4:15 PM – CHOOSE ONE

- **A Framework for Engaging Land-Grant Faculty in Science Communication**

Sabino Lobby level

M, AS, CC

Taylor Ruth, University of Illinois at Urbana-Champaign

Scientists are consumers' most trusted sources of science communication and could help address issues in society related to science literacy, but they are not always on the frontlines communicating with the public. Faculty at land-grant universities may not engage in effective science communication for a variety of reasons—they do not have the time, they do not think it matters for promotion and tenure, or they simply do not think they possess the skills necessary to effectively communicate with the public about their science. As communication practitioners, we have the opportunity to help scientists overcome all of these barriers. This session will share a framework to understand land-grant faculty engagement in science communication and the role of communication specialists. The proposed framework is based on recent research findings as well as an extensive literature review. It will provide attendees a holistic understanding of how to engage faculty in science communication and fulfill the land-grant mission. Participants will discuss how to apply the framework at their own institution/organization and review best practices for helping facilitate science communication between scientists and the public.

- **Cell Phone Safari: Making the Most of Your Mobile Phone Photos**

Lantana Lobby Level

B, HS, NB

Edwin Remsberg, University of Maryland

The best camera you have may well be the one in your pocket. In this session, we will explore the latest advances in mobile phone cameras and accessories, and how to make the most of that tiny mobile phone sensor. Participants will also learn how to manage content post-shoot using the latest content management workflows that make your life easier.

- **Check the Box: A Six-Section Checklist for Online Instructional Design**

Zapata Ballroom Level

B, HS, NB

Nellie Hill, Texas Tech University

Agricultural communications online education offerings continue to grow, and, with them, the expectation and desire of instructors to soundly structure their coursework to remove obstacles to student participation. In this session, we will review a six-section checklist that allows instructors to develop a sound online course framework for building quality online experiences for students. We will also provide a checklist of agricultural communications online course structure standards, examples of implementation, and case studies of improvements using the checklist. There will be time for participants to ask questions and consider how to integrate these practices into their courses.

SESSION DESCRIPTIONS

- **Diving Into Motion Graphics**

Villa Ballroom Level

M, SS, HS, AN

Bridget Brown, Alabama Cooperative Extension System

Motion graphics continue to gain momentum and popularity and are a great tool to grab your audience's attention and keep it. However, they can be a daunting task to create and time-consuming even for experienced editors. During this session, we will discuss what makes a good motion graphic, tips and tools to use when creating motion graphics (how to choose color palettes, websites for templates, subscriptions, workflow techniques, etc.), and how to save time by creating nondestructive templates in After Effects that other editors or colleagues can use in their own projects.

- **Edutainment for Creative Communications, Education, and Marketing**

Camino Real Lobby Level

M, SS, UW

Victor Villegas, Oregon State University

Ready to tickle your creative funny bone? Join Victor Villegas, ACE professional development director, for an entertaining session on how he uses music, comedy, puppetry, and social media to reach diverse audiences. He will also highlight how other individuals and organizations use tools borrowed from the entertainment industry to communicate and how you, too, can use “edutainment” techniques in your work.

- **Trends in Extension Publishing and a Look Toward the Future**

Encino Lobby Level

M, SS, AN

Lori Greiner, Virginia Tech/Virginia Cooperative Extension

Publications have been a primary means of disseminating information for Cooperative Extension since its beginning. Over time, we have been challenged to distribute materials in a variety of ways including print, PDF, and, most recently, in a digital format. We are under pressure to have accessible, high-quality, audience-specific content that is mobile-friendly, searchable, and discoverable. In this session, participants will learn about the latest in digital publishing trends and how Extension is tackling this challenge. We will discuss what is happening at Extension units across the country and share some of the tools and processes that your colleagues are using to get things done.

90-MINUTE SESSIONS 4:30 PM – 6:00 PM – CHOOSE ONE

- **Let's Have a DAM Conversation: Digital Asset Management Roundtable**

Villa Ballroom Level

M, AS, CC

Karen Zimmermann, Oregon State University

Digital asset management isn't new anymore, and the reality is that we all have some sort of system to manage our photos, videos, and other digital assets. In this roundtable session, participants will have the opportunity to learn from one another and offer ideas of how to effectively manage digital assets. Using a shared digital space/whiteboard, we'll add insights learned from the national DAM conference, and discussing topics including software solutions, RFP process, using consultants, cost, metadata collection, data storage, AI, onboarding users, video usage, generating reports, measuring impact, and more.

- **Multimedia Mania: Getting Out of Our Silos to Bring It All Together**

Encino Lobby Level

B, AS, NB

Becky Koch, North Dakota State University

Too often, we get so busy with our own job responsibilities, we forget to work with others to pull together similar content in different formats. But people learn in different ways, and we communicators can repurpose information in multiple formats to meet those learner needs. Please come prepared to share how you use teams, technologies, content calendars, and other resources to get out of your silos to cooperatively develop multimedia projects. Our goal is to facilitate sharing so we can all go home with ideas of how to break down the silos to create multimedia projects.

45-MINUTE SESSIONS 4:30 PM – 5:15 PM – CHOOSE ONE

- **Make It Personal: How to Write Feature Stories on Ag and Natural Resources**

Zapata Ballroom Level

M, HS, CC

Samantha Grenrock, University of Florida, IFAS

You probably know a news story when you see one, but could you be missing opportunities for feature stories that put a human face on agriculture and natural resources? This session will give participants tools to identify and write feature-style news releases. The presentation will cover important feature-writing skills, such as how to find story ideas, ask the right questions, craft a compelling lede, and, ultimately, promote your story. These concepts will be paired with examples of successful feature stories and how they were developed, as well as a handout outlining essential feature-writing tips covered in the session.

- **Marketing Extension through On-Campus Collaborations**

Camino Real Lobby Level

M, SS, CC

Stacey Stearns, University of Connecticut Extension

Cooperative Extension Systems across the country have transformed to meet the changing needs of the populations that we serve, but many are still unaware of what Extension is or the service it provides. In this session, we will share strategies used by UConn Extension to develop a relationship with the marketing department and improve Extension's marketing efforts by strengthening current messages and developing new strategies to reach audiences. We will discuss relationship building, partnerships that provided marketing materials for Extension, and how we plan to continue collaborating with the marketing department in the future. Participants will learn how the collaborative projects have further developed marketing communications despite budget challenges and how to offer innovative strategies to move initiatives forward.

- **Testing the Waters: Helping You Wade Into Continuous Response Measurement**

Lantana Lobby Level

B, HS, UW

Lauren La Grande, Texas Tech University

Videos are a popular medium to share content with audience members and can be used to change public opinion about an organization, service, product, or policy. Understanding how the public is consuming and interpreting

SESSION DESCRIPTIONS

messages is crucial in developing effective messages. This session will share the results of a recent research project measuring trust in an agricultural message to showcase strengths and weaknesses of dial testing, or continuous response measurement. Participants will gain an understanding of how to implement dial testing when developing messages as well as with the logistical and methodological considerations of using dials. You will leave this session with knowledge of a new communication research tool that can help you tailor and craft effective messages.

- **Using Sysomos to Make Data-Driven Decisions for Social Media Campaigns**

Sabino Lobby Level

M, SS, CC

Ashley McLeod-Morin, University of Florida

As social media continues to be a large component of communication efforts at land-grant institutions, data and insights must remain at the forefront. In this session, participants will learn how the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) applied Sysomos, an insights-driven social platform that allows users to search, listen, engage, and analyze online conversations, to discover influencers, trends, and content related to agricultural and natural resource topics. We will discuss how social media analytics were used to inform and evaluate an online risk-communication campaign as well as other topics studied at the PIE Center. Attendees will discuss best practices, software limitations, and other applications of Sysomos to guide future social media campaigns.

THURSDAY, JUNE 27, 2019

90-MINUTE SESSIONS 9:45 AM – 11:30 AM – CHOOSE ONE *(includes time for optional break)*

- **Using Interactive PDFs for Online Learning**

Zapata Ballroom Level

B, AS, CC

Kati Lawson, University of Florida

In this session, participants will learn about interactive PDFs and how to create, apply, and use them to enhance online learning (or in-person learning if using a computer component in classes). Interactive PDFs can enhance syllabi, readings, student navigability, and learner engagement, while also allowing the instructor to personalize lessons for individual students. Interactive PDFs allow instructors to facilitate complex learning in a dynamic way, and their creation requires little effort on the front end but allows instructors to have quality, interactive documents available indefinitely.

Takeaways for participants include:

- Understand the concept and design behind interactive PDFs.
- Learn various avenues to use interactive PDFs in teaching.
- Create an interactive PDF based on the syllabus of individual participants.
- Access to a tutorial presented in interactive PDF format to use for reference after the conclusion of the presentation.

The lesson will serve as a model to use for classroom instruction, so you can create a lesson for student participants at your home institution. A sample rubric and lesson will be provided for this purpose.

- **Characteristics of U.S. Land-Grant Communication Units**

Encino Lobby Level

M, AS, NB

Kelsey Hall, Utah State University

Understanding the current status and future direction of land-grant university (LGU) communication units can serve as the basis for strategic decision-making and conversations with university administrators. With support from the ACE Leadership and Management Learning Community, we conducted a benchmarking survey of LGU communication directors in early 2019. The survey included 1862, 1890, and tribal LGUs. In this session, we'll share results of this research, including organizational structures, staffing, skill sets, funding, objectives/purpose, opportunities, and challenges. We'll also facilitate discussion among attendees on reactions to the data and implications for their communication units. With this information, unit leaders can be better positioned to understand their unit in relation to peers and overall trends, collaboratively identify and address shared challenges and opportunities, and prepare for strategic conversations with administrators about the purpose, priorities, and resourcing for their units.

45-MINUTE SESSIONS 9:45 AM – 10:30 AM – CHOOSE ONE

- **Bringing Sexy Back to Science**

Camino Real Lobby Level

M, SS, CC

SESSION DESCRIPTIONS

Faith Peppers, University of Georgia

The University of Georgia has one of the nation's leading agricultural research programs. How would anybody know? We rarely promoted our research or marketed our success beyond standard news releases and award announcements. In this session, we will provide a case study of how we recently implemented a strategic brand plan to raise the university's profile, internally and externally, of our research program. We'll offer insight into how we generated excitement around our researchers and their discoveries across multiple platforms. We will also outline a graduate student research project now underway to measure the effectiveness and impact of the brand program on the brand recognition and reputation of the UGA ag research program.

- **Introducing the Academic Discipline of Agricultural Communications to the UK**

Lantana Lobby Level

B, SS, UW

Jefferson Miller, University of Arkansas

A recent survey of agricultural communications professionals and agricultural faculty and students indicates a strong interest in establishing the academic discipline of agricultural communications in the United Kingdom. Though the professional discipline has existed there for decades, there is no single academic program that prepares students to work as agricultural communications professionals. As a result, most are either trained academically in agriculture and then acquire the communications skills on the job, or they are trained in communications and acquire the agricultural knowledge on the job. This session will include presentation of data demonstrating the need for an academic program in ag communications in the UK and will end with a discussion of what such a program might look like in the UK higher education system.

- **Out with the Old: Communications Strategies for Rebranding**

Villa Ballroom Level

M, SS, UW

Aaron Weibe, eXtension Foundation

The purpose of this session is to discuss rebranding an organization or program to better meet the needs of its stakeholders from a communications and engagement point of view. This session will explore how to align internal communications, strategic messaging, stakeholder engagement, and products/services to begin rebranding your organization or program. It will discuss the role of social media, story-writing, email marketing, print materials, and more during a rebranding effort. During the session, participants will look at a real-world example, the eXtension Foundation, and how it is rebranding from a technology resource toward a focus on bringing innovation to the Cooperative Extension System.

- **Photography: The Basics of Manual Mode**

Sabino Lobby Level

B, AS, NB

Megan Sprague, Michigan Department of Agriculture and Rural Development/Professional Photographer

Turn your camera dial to "M" and get ready to micromanage your camera's settings! Learning your way around manual mode on a DSLR can chart a new creative course for any beginner photographer. This session will feature a refresher on some of the basics of photography—aperture, ISO, shutter speed, shot composition, white balance, and focus—so bring your cameras for some time to practice as a group!

45-MINUTE SESSIONS 10:45 AM – 11:30 AM – CHOOSE ONE

- **Extension LIVE: Reaching New Audiences with Live Video**

Villa Ballroom Level

M, HS, UW

Marta Nielsen, Utah State University Extension

The goal of this session is to share why and how to use live video. Content will include best practices for going live, lessons learned from USU Extension's Facebook live show, and the impacts and benefits of going live.

- **Lessons Learned from Oklahoma Wildfires**

Lantana Lobby Level

M, SS, UW

Lindsey Davidson, Oklahoma State University

Oklahoma has experienced back-to-back years of devastating wildfires. During this time, Oklahoma Cooperative Extension educators emerged as the boots on the ground for disseminating timely information, coordinating agricultural donations from all over the country, and serving our state like never before. During this session, participants will learn how the Oklahoma State University Agricultural Communications Services team advanced and elevated its crisis communications skills to meet the changing media landscape, including reaching over 1,860,000 people with wildfire-related messaging via social media alone (Facebook, Twitter, and Instagram). Additional strategies garnered earned media, supported colleagues with media relations and owned media development through various platforms, and provided insight to leadership during and after the event.

- **Managing Issues to Avoiding Crises**

Camino Real Lobby Level

M, SS, CC

Beth Stuever, Michigan State University Extension

"Meh. We don't need to worry about that. It will blow over quickly." Have you ever heard someone on your leadership team utter those words only to watch a small issue become a Titanic-size crisis? How do you navigate the waters to keep small matters small, and avoid capsizing from a flood of problems later? In this session, you'll learn from two seasoned professionals who use transparency and planning to tackle issues of all sizes. Learn how to find opportunities to prove the value of strategically addressing the icebergs under the surface to keep your people, and your institution's reputation, safe and sail-worthy.

- **The Good, the Bad, and the Published: Project Redesign and Management**

Sabino Lobby Level

M, SS, CC

Tobie Blanchard, LSU AgCenter/LSU College of Agriculture

When content, style, new staff, or new goals dictate the need for a publication redesign, where do you begin? In this session, participants will learn how the LSU AgCenter and the LSU College of Agriculture recently rebranded their fundraising news publication, going from a 20-page newsletter to a 48-page magazine that now includes student, global, faculty, and alumni news. The session will include challenges faced, the ins and outs of strategic planning, and tips for how to marry the needs of internal departments with the organization's overall mission. This session covers everything from budgeting and branding to artwork and voice, with a specific focus on organization and project management for a magazine launch.

ACE PROFESSIONAL AWARD



The Professional Award is the highest recognition given by the Association of Communication Excellence to one of its members.

MARY F. WIRTH

Mary is currently serving as the director of College Relations and Communications for the Penn State College of Agricultural Sciences, where she has been since 2001. The office is a component of the dean's office that manages the college's relationships and strategic communications with external audiences—with a focus on alumni, industry, and legislators as well as future students and Extension customers—and covers all three mission areas of the college: education, research, and Extension. The communication unit is organized around public relations and strategic communications, marketing strategy, marketing technology, and digital education and online learning.

Mary is directly responsible for governmental relations efforts in the college, with a focus on appropriations, as well as industry relations and serves as the executive director of the Penn State Ag Council, an agricultural industry advisory/advocacy group to the dean. She works to develop mutually beneficial relationships with college stakeholders that lead to support for the college.

Prior to working for the college, Mary worked for the hardwood forest products industry doing public relations and government affairs, primarily at the federal level.



The Reuben Brigham Award is offered in memory of Reuben Brigham (1887–1946), who served as an Extension editor in Maryland. The award, established in 1947, is reserved for a communicator who has made a major contribution in the field of agriculture, natural resources, or life and human sciences at the regional, national, or international level.

M. LEROY “SHAFE” SHAFER

Leroy “Shafe” Shafer, chief operating officer, retired, for the Houston Livestock Show and Rodeo (HLSR), began his employment with HLSR in 1973 as assistant manager for marketing and public relations and served in six different leadership positions before being named COO emeritus after his retirement in 2014.

He is a fair, festival, and entertainment industries consultant, and he holds leadership positions on civic boards, improvement districts, and redevelopment authorities in the Houston area. He serves on task forces, advisory committees, and advancement boards at Texas A&M University and the Texas A&M University Press.

Shafe was instrumental in developing HLSR into an internationally recognized entertainment, sports, and educational extravaganza. With an annual attendance of 2.5 million spectators, HLSR is the largest fair, event, or festival in North America. It has committed more than \$475 million to the youth of Texas through scholarships, assistantships, and junior livestock show awards and premiums. This year, the Show will award 644 four-year scholarships, totaling over \$14 million, and its total educational commitment to Texas youth in 2019 will exceed \$27 million.

Shafe excelled at keeping the Show on the cutting edge of market and demographic research, state-of-the-art presentation technology, and customer satisfaction. He introduced the first video sports replay system in North America in 1981 (a light valve projection system in the Astrodome) and the first website in the fair/festival industry in 1995.

Under his direction, the Show developed a complete in-house advertising and marketing agency, a radio and television production facility, and a sponsorship program considered among the best in the sports and entertainment industries. HLSR today excels in “new media” and conventional media marketing because of his past leadership and expertise.

Shafe is proud of the Show’s news media, audio-visual presentation, broadcast, and agriculture student intern programs he developed. Beginning in 1975, these programs have benefited hundreds of Texas A&M University students.

He has served on numerous committees and task forces supporting sports stadium referendums and convention and trade show facility construction in Houston. He was actively involved in the design of NRG Stadium and NRG Center, and he represented HLSR in negotiations with Harris County and the National Football League.

He is an Outstanding Alumnus of the Texas A&M University College of Agriculture and Life Sciences, a member of the Texas A&M University Former Journalism Student Association Hall of Honor, a member of the Texas Association of Fairs and Events Hall of Fame, and a distinguished alumnus of Texas 4-H.

Shafe holds a bachelor’s degree in agricultural journalism from Texas A&M University and a master’s degree in technical journalism (with an emphasis on research and audience analysis) from Iowa State University.

He served as a U.S. Army infantry officer and aviator, active and reserve, from 1967 to 1988. While on active duty (1969–1973), he served as a helicopter pilot and public information officer with the 12th Combat Aviation Group, Republic of Vietnam. After returning from Vietnam, he served for two years as deputy editor of *Infantry Magazine*, a publication that was distributed worldwide, and as a headquarters helicopter pilot at Fort Benning, Georgia.

Shafer and his wife, Nancy, have been married for 52 years.



MARTHA FILIPIC

Martha Filipic retired in 2017 from The Ohio State University. A graduate of Northwestern University's Medill School of Journalism, she got her journalistic feet wet at a small southern Ohio newspaper, the *Chillicothe Gazette*, before starting at Ohio State in 1987. In 1995, she earned her master's degree in communications at Ohio State. She continues to do freelance editing during her retirement, which primarily goes toward a fund for traveling with her husband of 19 years, Tony Marconi. She has held various leadership roles in ACE, including president from 2000 to 2001. She co-chaired the 2019 ACE conference with Lori Greiner of Virginia Tech.

Filipic couldn't attend this year's conference (apparently she needs more freelance work), but, if she were here, she would try to subtly provide a few words of hard-earned wisdom during normal conversation. Since that would take quite a bit of creative energy, she is happy to be able to write them down instead:

- When asked to take on a new role, say "yes" when you can, but feel no remorse if "no" makes more sense.
- Ask for assistance when you need it, and develop the self-awareness to recognize when you need it.
- Keep that deadline.
- Be kind when editing. Be kind at other times, too.
- Have fun, but not at another's expense.
- Apologize when you're wrong. Be sincere.
- Be curious.
- Be inwardly skeptical: Don't believe everything you think.
- When writing more than a few paragraphs, use bullets to draw the eye and get people to read more of what you write.
- Be active in ACE. Come to conferences whenever you can. Use the listservs to draw on others' experience. Volunteer to do one small (or one large) thing. Have fun and learn a few things to make you a better professional. It works.

60 YEARS

Theodore Hutchcroft

40 YEARS

Bob Furbee
Terry Meisenbach

30 YEARS

Martha Filipic

25 YEARS

Pam Kan-Rice
Barbara Chamberlin

20 YEARS

Sherilyn Hoyer
Charles Denney
Barb McBreen

10 YEARS

Andy Zieminski
Ginger Rowsey

membership milestones

#ACECurrents

ARTICLE OF THE YEAR

JOURNAL OF APPLIED COMMUNICATIONS ARTICLE OF THE YEAR

Lulu Rodriguez, Supathida Kulpavaropas, University of Illinois at Urbana-Champaign.
“A Farm Newspaper Capitulates to Advertiser Pressure: Determinants of Readers’ Attitudes toward the Firing of an Editorial Cartoonist,” *Journal of Applied Communications*, Vol. 101: Iss. 4.

RESEARCH PAPERS OF THE YEAR

OUTSTANDING STUDENT RESEARCH PROPOSAL

“Perceptions of Sustainable Textiles: A Q Methodological Approach.” Maggie Elliott, Dr. Courtney Meyers, Dr. Scott Burris, Dr. Rudy Ritz, Texas Tech University.

OUTSTANDING MASTER’S THESIS

“U.S. Consumers’ Perception, Intention, and Purchase Behavior of Grass-Fed Beef.” Elizabeth K Crandall, Utah State University.

OUTSTANDING DISSERTATION

“A Grounded Theory Approach to Understanding the Factors that Influence Tenure-Track, UF/IFAS Faculty’s Engagement in Science Communication.” Taylor Ruth, University of Florida

PROFESSIONAL DEVELOPMENT GRANT AWARD

“Trends in Extension Publishing and a Look Toward the Future.” Lori Greiner, Virginia Tech University.

I. WRITING

OUTSTANDING PROFESSIONAL SKILL AWARD

Courtney Leeper
Noble Research Institute

CLASS 1 – WRITING FOR NEWSPAPERS

Gold Award: **Chris Moran**
University of Florida Institute of Food and Agricultural Sciences

Silver Award: **Beverly James**
University of Florida Institute of Food and Agricultural Sciences

Bronze Award: **Kathy Keatley Garvey**
University of California, Davis

CLASS 2 – WRITING FOR MAGAZINES

Gold Award: **Courtney Leeper**
Noble Research Institute

Silver Award: **Jim Melvin**
Clemson University

Bronze Award: **Chelsea Kellner**
NC State University, College of Agriculture and Life Science

CLASS 3 – WRITING WITHIN A SPECIALIZED PUBLICATION

Gold Award: **Steve Elliott**
Western Integrated Pest Management Center

Silver Award: **Courtney Leeper, J. Adam Calaway**
Noble Research Institute

Bronze Award: **Kathy Keatley Garvey**
University of California, Davis

CLASS 4 – PROMOTIONAL WRITING

Gold Award: **Emery Tschetter, Bruce Dupree, Maggie Lawrence, Glenda Freeman**
Alabama Cooperative Extension System

Silver Award: **Greg Watry**
University of California, Davis, College of Biological Sciences

CRITIQUE & AWARDS

PROGRAM WINNERS 2019

CLASS 5 – SCRIPT WRITING FOR VISUAL MEDIA

- Gold Award: **Charles M. Denney**
University of Tennessee Institute of Agriculture
- Silver Award: **Barb McBreen**
Iowa State University College of Agriculture and Life Sciences
- Bronze Award: **Becky Koch**
North Dakota State University Extension

CLASS 6 – WRITING FOR THE WEB

- Gold Award: **Steve Elliott**
Western Integrated Pest Management Center
- Silver Award: **Latasha Ford**
Fort Valley State University
- Bronze Award: **Kathy Keatley Garvey**
University of California, Davis

II. PHOTOGRAPHY

OUTSTANDING PROFESSIONAL SKILL AWARD

Camila Guillen
University of Florida Institute of Food and Agricultural Sciences

CLASS 7A – FEATURE PHOTO

- Gold Award: **Camila Guillen**
University of Florida Institute of Food and Agricultural Sciences
- Silver Award: **Kathy Keatley Garvey**
University of California, Davis
- Bronze Award: **Latasha Ford**
Fort Valley State University

CLASS 7B – ENVIRONMENTAL PORTRAIT OR PERSONALITY PHOTO

- Gold Award: **Bruce Dupree**
Alabama Cooperative Extension System

Silver Award: **Jonathan Palmer**
Kentucky State University Land Grant Program

Bronze Award: **Jonathan Palmer**
Kentucky State University Land Grant Program

CLASS 8 – PICTURE STORY

Gold Award: **Lena McBean**
Remsberg Inc

Silver Award: **Edwin Remsberg**
Remsberg Inc

Bronze Award: **Camila Guillen**
University of Florida Institute of Food and Agricultural Sciences

CLASS 9 – SERVICE PHOTO

Gold Award: **Kathy Keatley Garvey**
University of California, Davis

Silver Award: **Camila Guillen**
University of Florida Institute of Food and Agricultural Sciences

Bronze Award: **Edwin Remsberg**
Remsberg Inc

CLASS 10 – ENHANCED PHOTO

Gold Award: **Tanya Engel**
University of Wyoming Extension

Silver Award: **Dennis Hinkamp**
Utah State University

Bronze Award: **Rob Mattson**
Noble Research Institute

III. GRAPHIC DESIGN

OUTSTANDING PROFESSIONAL SKILL AWARD

Janet Guynn, Brittney Kimber, Glenda Freeman, Brigid McCrea
Alabama Cooperative Extension System

CLASS 11A – PRINT ONE- TO FULL-COLOR

- Gold Award: **Rachael Davis**
Noble Research Institute
- Silver Award: **Michele Wood**
University of Florida Institute of Food and Agricultural Sciences
- Bronze Award: **Melea Reicks Licht**
PUSH Branding and Design, Iowa State University College of Agriculture and Life Sciences

CLASS 11B – PRINT ADVERTISEMENT

- Gold Award: **Tracy Bryant, Jessalyn Karver Fernandes**
University of Florida Institute of Food and Agricultural Sciences
- Silver Award: **Josh Meo**
Noble Research Institute
- Bronze Award: **Brittney Kimber, Bruce Dupree, Emery Tschetter, Maggie Lawrence, Glenda Freeman, Sondra Parmer, Barb Struempler, Katie Funderburk, Laura McCoy**
Alabama Cooperative Extension System, Auburn University

CLASS 12 – ILLUSTRATION: SINGLE OR SERIES

- Gold Award: **Janet Guynn, Brittney Kimber, Glenda Freeman, Brigid McCrea**
Alabama Cooperative Extension System
- Silver Award: **Megan McCoy**
University of Georgia, College of Agricultural and Environmental Sciences
- Silver Award: **Heather Griffith**
University of Florida Institute of Food and Agricultural Sciences

CLASS 14 – POSTERS

- Gold Award: **Roxanne Hare**
LSU AgCenter

Silver Award: **Michele Wood, Darryl Palmer, Tyler Jones, Camila Guillen, Christopher Demers, John Gould**
University of Florida Institute of Food and Agricultural Sciences

Bronze Award: **Rachael Davis**
Noble Research Institute

CLASS 15 — EXHIBITS

Gold Award: **Blair Hess, Ashley Bates, Wyvette Williams, Jonathan Palmer, Charles Weibel, Greg Smith, Ken Bates**
Kentucky State University Land Grant Program

Silver Award: **Tracy Bryant, Scott Jackson, Darryl Palmer, Tyler Jones**
University of Florida Institute of Food and Agricultural Sciences

Bronze Award: **Michele Wood, Tyler Jones, Camila Guillen**
University of Florida Institute of Food and Agricultural Sciences

CLASS 16 — COVER

Gold Award: **Rachael Davis, Rob Mattson**
Noble Research Institute

Silver Award: **Bruce Dupree, Glenda Freeman, Kim Mullenix**
Alabama Cooperative Extension System

Bronze Award: **Tracy Bryant**
University of Florida Institute of Food and Agricultural Sciences

CLASS 17 — LOGOS

Gold Award: **Tracy Bryant**
University of Florida Institute of Food and Agricultural Sciences

Silver Award: **Heather Griffith**
University of Florida Institute of Food and Agricultural Sciences

Bronze Award: **Heather Griffith**
University of Florida Institute of Food and Agricultural Sciences

IV. PUBLISHING

OUTSTANDING PROFESSIONAL SKILL AWARD

Janet Guynn, Brittney Kimber, Seth Tuttle, Glenda Freeman
Alabama Cooperative Extension System

CLASS 19 – NEWSLETTERS

- Gold Award: **Robyn Peterson, Josh Meo, Tim Woodruff, Courtney Leeper**
Noble Research Institute
- Silver Award: **Steve Elliott**
Western Integrated Pest Management Center
- Bronze Award: **Jamie Wilson, Abbey Miller, Emily Kittendorf**
Michigan State University Extension

CLASS 20 – MAGAZINES AND PERIODICALS

- Gold Award: **Chelsea Kellner**
NC State University, College of Agriculture and Life Science
- Silver Award: **Melea Reicks Licht, Ed Adcock, Haley Cook, Barb McBreen, Brian Meyer, Ann Y. Robinson, Julie Stewart, PUSH Branding and Design**
Iowa State University College of Agriculture and Life Sciences
- Bronze Award: **J. Adam Calaway, Rachael Davis, Courtney Leeper, Rob Mattson, Tim Woodruff, Robyn Peterson**
Noble Research Institute

CLASS 21 – ONE- TO FULL-COLOR POPULAR PUBLICATION

- Gold Award: **Michele Wood, Darryl Palmer, Tyler Jones, Camila Guillen, Christopher Demers**
University of Florida Institute of Food and Agricultural Sciences
- Silver Award: **Matt Browning, Stacy Herrick**
West Virginia State University
- Bronze Award: **Steve Miller, Tana Stith, Chavawn Kelley, Tanya Engel**
University of Wyoming Extension

CLASS 22 – TECHNICAL PUBLICATIONS

- Gold Award: **Steve Miller, Tana Stith**
University of Wyoming Extension

Silver Award: **Tracy Bryant, Susan Gildersleeve, Rebecca Burton, Dorothy Zimmerman, Mack Thetford, Debbie Miller, Chris Verlinde**
University of Florida Institute of Food and Agricultural Sciences

CLASS 23 – SPECIAL REPORTS

Gold Award: **J. Adam Calaway, Rachael Davis, Courtney Leeper, Rob Mattson, Tim Woodruff**
Noble Research Institute

Silver Award: **Blair Hess, Wyvette Williams, Ashley Bates, Jonathan Palmer, Charles Weibel**
Kentucky State University Land Grant Program

Bronze Award: **Laura McCoy, Bruce Dupree, Glenda Freeman, Brittney Kimber, Barb Struempler, Sondra Parmer**
Alabama Cooperative Extension System

CLASS 24 – PROMOTIONAL PUBLICATIONS

Gold Award: **Janet Guynn, Brittney Kimber, Seth Tuttle, Glenda Freeman**
Alabama Cooperative Extension System

Silver Award: **Blair Hess, Wyvette Williams, Jonathan Palmer**
Kentucky State University Land Grant Program

Bronze Award: **Mary Wirth**
Penn State College of Agricultural Sciences

CLASS 25 – EDITING

Gold Award: **Andy Zieminski**
Sustainable Agriculture Research and Education (SARE)

Silver Award: **Melea Reicks Licht**
Iowa State University College of Agriculture and Life Sciences

Bronze Award: **Melea Reicks Licht**
Iowa State University College of Agriculture and Life Sciences

CLASS 26 – ELECTRONIC PUBLICATIONS

Gold Award: **Tracy Bryant, Darryl Palmer, Nicole Pinson, Tyler Jones, Camila Guillen**
University of Florida Institute of Food and Agricultural Sciences

Silver Award: **Tracy Bryant, Ruth Borger, Al Williamson, Nick Place, Darryl Palmer**
University of Florida Institute of Food and Agricultural Sciences

V. ELECTRONIC MEDIA, AUDIO

CLASS 28 – PROGRAMS, PODCASTS, AND SPOTS

- Gold Award: **Jamie Storrow, Andy Zieminski, Tim Pilcher, Mallory Daily**
Sustainable Agriculture Research and Education (SARE)
- Silver Award: **Art Shirley, Elizabeth Gregory North, Ellen Graves, Zac Ashmore**
Mississippi State University Extension, Office of Ag Communications
- Bronze Award: **Charles M. Denney**
University of Tennessee Institute of Agriculture

VI. ELECTRONIC MEDIA, VIDEO

OUTSTANDING PROFESSIONAL SKILL AWARD

Anthony Barkdoll, David Allen, Josh Paine
*University of Georgia College of Agricultural and Environmental Sciences
Office of Communications and Creative Services*

CLASS 29 – SOCIAL MEDIA VIDEOS

- Gold Award: **Anthony Barkdoll, David Allen, Josh Paine**
University of Georgia College of Agricultural and Environmental Sciences Office of Communications and Creative Services
- Silver Award: **NMSU Innovative Media Research and Extension**
*New Mexico State University Innovative Media Research & Extension
Institutional Membership*
- Bronze Award: **Shaun Smith, Ryan McNeill, Chloe Jones, Courtney Leeper, Josh Meo**
Noble Research Institute

CLASS 30 – PROFILE VIDEOS

- Gold Award: **Ryan McNeill, Shaun Smith**
Noble Research Institute
- Silver Award: **Chris Liotta, Chelsea Kellner**
NC State University College of Agriculture and Life Sciences
- Bronze Award: **Shaun Smith, Ryan McNeill**
Noble Research Institute

CLASS 31 – MOTION GRAPHICS/AUGMENTED REALITY/VIRTUAL REALITY/ANIMATION

- Gold Award: **NMSU Innovative Media Research and Extension**
*New Mexico State University Innovative Media Research & Extension
Institutional Membership*
- Silver Award: **Shaun Smith, Ryan McNeill**
Noble Research Institute
- Bronze Award: **David Keto, Lindsay Hadfield**
University of Wyoming Extension

CLASS 32 – PROMOTIONAL, RECRUITMENT, AND FUNDRAISING PRODUCTS

- Gold Award: **Josh Paine, Anthony Barkdoll**
*University of Georgia College of Agricultural and Environmental Sciences Office of
Communications and Creative Services*
- Silver Award: **Bridget Brown, Arnold Brodbeck, Christian Brodbeck, Maggie Lawrence**
Alabama Cooperative Extension System
- Bronze Award: **Bridget Brown, Maggie Lawrence**
Alabama Cooperative Extension System

CLASS 33 – INFORMATIONAL OR EDUCATIONAL VIDEO PRODUCTION FOR EXTERNAL AUDIENCE/ GENERAL PUBLIC

- Gold Award: **Bridget Brown, Maggie Lawrence**
Alabama Cooperative Extension System
- Silver Award: **Bridget Brown, Maggie Lawrence, Kelly Palmer, Fudd Graham, Jeremy Pickens,
Emery Tschetter**
Alabama Cooperative Extension System
- Bronze Award: **Ann Chambliss, Emery Tschetter, Aimee Lewis, Bruce Dupree, Glenda Freeman,
Margaret Barse, Ayanava Majumdar, Jim Langcuster,
Bridget Brown, Maggie Lawrence**
Alabama Cooperative Extension System, Auburn University

VII. DISTANCE EDUCATION AND INSTRUCTIONAL DESIGN

CLASS 34 – INFORMATIONAL, NEWS, OR EDUCATIONAL VIDEO PRODUCTION FOR INTERNAL AND STUDENT AUDIENCE

- Gold Award: **Al Williamson, Michael Munroe**
University of Florida Institute of Food and Agricultural Sciences
- Bronze Award: **Eric Krueger**
Iowa State University

VIII. MARKETING AND MEDIA RELATIONS

CLASS 35A – MARKETING COMMUNICATIONS CAMPAIGN WITH BUDGET UNDER \$1,000

- Gold Award: **Anthony Barkdoll, Maria Bowie, David Allen, Cindy Allen, Cole Sosebee**
University of Georgia College of Agricultural and Environmental Sciences Office of Communications and Creative Services
- Silver Award: **Beverly James, Tom Nordlie, Heather Griffith, Susan Gildersleeve, Sheila Shaw, Michael Munroe**
University of Florida Institute of Food and Agricultural Sciences
- Bronze Award: **Stacey Stearns, Kara Bonsack**
University of Connecticut Extension

CLASS 35B – MARKETING COMMUNICATIONS CAMPAIGN WITH BUDGET OF \$1,000 OR MORE

- Gold Award: **Jordan Benner**
Oregon Forest Resources Institute
- Bronze Award: **Rachael Davis**
Noble Research Institute

VIII. MARKETING AND MEDIA RELATIONS

CLASS 36 – MEDIA RELATIONS CAMPAIGN

- Gold Award: **Shelly Gustafson, Tim Loesch, Susan Thurston-Hamerski**
University of Minnesota
- Silver Award: **Samantha Grenrock, Ruth Borger, Tracy Bryant, Peter Frederick, Tyler Jones**
University of Florida Institute of Food and Agricultural Sciences

CLASS 37 — SINGLE MARKETING ITEM

Gold Award: **Justin Miller, Maggie Lawrence, Katie Nichols, Bruce Dupree, Janet Guynn, Aimee Lewis, Glenda Freeman, Emery Tschetter**

Alabama Cooperative Extension System

Silver Award: **Samantha Grenrock, Tyler Jones, Lyle Buss**

University of Florida Institute of Food and Agricultural Sciences

Bronze Award: **ChaNae Bradley**

Fort Valley State University

IX. INFORMATION TECHNOLOGY

OUTSTANDING PROFESSIONAL SKILL AWARD

Emery Tschetter, Aimee Lewis, Bruce Dupree, Maggie Lawrence, Bridget Brown, Glenda Freeman, Margaret Barse, Ann Chambliss, Ayanava Majumdar, Jim Langcuster, Katie Nichols, Justin Miller
Alabama Cooperative Extension System, Auburn University

CLASS 38 — INTERACTIVE MEDIA PROGRAM

Gold Award: **NMSU Innovative Media Research and Extension**

*New Mexico State University Innovative Media Research & Extension
Institutional Membership*

CLASS 39 — INNOVATIVE USE OF COMMUNICATION TECHNOLOGY

Silver Award: **Elizabeth Gregory North, Keri Collins Lewis, Susan Collins-Smith, Art Shirley, Ellen Graves, Jonathan Parrish, Cindy Callahan**

Mississippi State University Extension Agricultural Communications

Bronze Award: **NMSU Innovative Media Research and Extension**

*New Mexico State University Innovative Media Research & Extension
Institutional Membership*

CRITIQUE & AWARDS PROGRAM WINNERS 2019

CLASS 40 – WEBSITE

Gold Award: **David Allen, John French, Cindy Tucker, Vince Selvidge, Robby Thrift, Ben Whetstone**

UGA College of Agricultural and Environmental Sciences

Silver Award: **Kelli Anderson**

North Dakota State University

Bronze Award: **Steve Elliott, William Suckow**

Western IPM Center

CLASS 41 – TECHNOLOGY EDUCATION

Gold Award: **Emery Tschetter, Aimee Lewis, Bruce Dupree, Maggie Lawrence, Bridget Brown, Glenda Freeman, Margaret Barse, Ann Chambliss, Ayanava Majumdar, Jim Langcuster, Katie Nichols, Justin Miller**

Alabama Cooperative Extension System, Auburn University

X. DIVERSITY

OUTSTANDING PROFESSIONAL SKILL AWARD

Bridget Brown, Emery Tschetter, Bruce Dupree, Paul Brown, Adrienne Duke
Alabama Cooperative Extension System

CLASS 43A – PUBLICATIONS FOR DIVERSE AUDIENCES

Bronze Award: **Melea Reicks Licht, Ed Adcock, Haley Cook, Barb McBreen, Brian Meyer, Julie Stewart, Ann Y. Robinson**

PUSH Branding and Design, Iowa State University College of Agriculture and Life Sciences

CLASS 43B – PUBLICATIONS FOR TARGETED AUDIENCES

Silver Award: **NMSU Innovative Media Research and Extension**

*New Mexico State University Innovative Media Research & Extension
Institutional Membership*

CLASS 44A – ELECTRONIC MEDIA, AUDIO, FOR DIVERSE AUDIENCES

Gold Award: **Bridget Brown, Emery Tschetter, Bruce Dupree, Paul Brown, Adrienne Duke**
Alabama Cooperative Extension System

XI. ISSUES & CRISIS COMMUNICATIONS

OUTSTANDING PROFESSIONAL SKILL AWARD

Angela Hurt, Josh Paine, David Allen, Sharon Dowdy, Clint Thompson, Merritt Melancon, Katie Walker
University of Georgia College of Agricultural and Environmental Sciences

CLASS 47 – CRISIS COMMUNICATIONS

Gold Award: **Angela Hurt, Josh Paine, David Allen, Sharon Dowdy, Clint Thompson, Merritt Melancon, Katie Walker**
University of Georgia College of Agricultural and Environmental Sciences

Silver Award: **Beth Stuever, Jeff Dwyer**
Michigan State University Extension

Bronze Award: **Becky Koch, Kelli Anderson**
North Dakota State University Extension

CLASS 48 – ISSUES MANAGEMENT CAMPAIGN

Gold Award: **Beth Stuever, Patrick Cudney, Cheryl Howell, Katie Nicpon**
Michigan State University Extension

Silver Award: **Ginger Rowsey**
University of Tennessee Institute of Agriculture

XII. SOCIAL MEDIA CAMPAIGN

OUTSTANDING PROFESSIONAL SKILL AWARD

Lyndall Stout, Lindsey Davidson, Dave Deken, Todd Johnson, Gayle Hiner, Trisha Gedon, Don Stotts, Sean Hubbard, Torsten Kilschautzky
Oklahoma State University, Agricultural Communications Services

CLASS 49 – SOCIAL MEDIA CAMPAIGN OVERALL (ORGANIC)

- Gold Award:** Justin Miller, Maggie Lawrence, Katie Nichols, Bruce Dupree
Alabama Cooperative Extension System
- Silver Award:** Sara Honegger, Lindsey Davidson, Dave Deken, Lyndall Stout, Todd Johnson, Leilana McKindra
Oklahoma State University, Agricultural Communications Services
- Bronze Award:** Samantha Grenrock, Brad Buck, Kristina Forman
University of Florida Institute of Food and Agricultural Sciences

CLASS 50 – SOCIAL MEDIA CAMPAIGN OVERALL (PAID)

- Gold Award:** Lyndall Stout, Lindsey Davidson, Dave Deken, Todd Johnson, Gayle Hiner, Trisha Gedon, Don Stotts, Sean Hubbard, Torsten Kilschautzky
Oklahoma State University Agricultural Communications Services
- Silver Award:** Justin Miller, Maggie Lawrence, Katie Nichols, Donna Reynolds, Emery Tschetter, Bruce Dupree, Janet Guynn, Aimee Lewis, Glenda Freeman, Bridget Brown, Margaret Barse
Alabama Cooperative Extension System
- Bronze Award:** Brittney Kimber, Laura McCoy, Maggie Lawrence, Sondra Parmer, Barb Struempler, Katie Funderburk, Emery Tschetter, Bruce Dupree
Alabama Cooperative Extension System, Auburn University

CLASS 51 – SOCIAL MEDIA SINGLE ITEM OVERALL)

- Gold Award:** Stacey Stearns
University of Connecticut Extension
- Silver Award:** Lyndall Stout, Lindsey Davidson, Sara Honegger, Ruth Inman, Todd Johnson
Oklahoma State University Agricultural Communications Services
- Bronze Award:** Tracy Bryant, Brad Buck, Darryl Palmer
University of Florida Institute of Food and Agricultural Sciences

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4-H'er

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THINGS TO DO IN SAN ANTONIO

IF YOU LIKE HISTORY. . .

1. **The Alamo:** <https://www.thealamo.org/>
2. **The 5 Missions:** <http://www.lsjunction.com/facts/missions.htm>
3. **The Witte Museum:** <https://www.witemuseum.org/>

IF YOU LIKE ADVENTURE . . .

1. **Ghost Tours:** <https://ghostcitytours.com/>
2. **Hike in Government Canyon State Natural Area (dinosaur tracks!):** <https://tpwd.texas.gov/state-parks/government-canyon>
3. **Escape Rooms:** <https://breakoutgames.com/escape-rooms/>

IF YOU LIKE GARDENS/HORTICULTURE . . .

1. **Japanese Tea Gardens:** <https://goldengatepark.com/japanese-tea-garden.html>
2. **San Antonio Botanical Gardens:** <https://www.sabot.org/>
3. **River Walk:** <https://www.thesanantonioriverwalk.com/>
4. **William R Sinkin Eco Centro:** <https://www.alamo.edu/sac/SinkinEcoCentro/>

IF YOU'RE TRAVELING WITH KIDS . . .

1. **The DoSeum:** <https://www.thedoseum.org/>
2. **Yanaguana Gardens:** <https://hemisfair.org/about/vision/yanaguana-garden/>
3. **Six Flags Fiesta Texas:** <https://www.sixflags.com/fiestatexas>
4. **San Antonio Zoo and Aquarium:** <https://sazoo.org/>
5. **Natural Bridge Wildlife Ranch:** <https://www.wildliferanchtexas.com/>
6. **Natural Bridge Caverns:** <https://naturalbridgecaverns.com/>

IF YOU LIKE ART . . .

1. **ArtPace:** <https://www.artpace.org/>
2. **Museum Reach:** <https://www.thesanantonioriverwalk.com/explore/museum-reach>
3. **La Villita Historic Arts Village:** <https://www.thesanantonioriverwalk.com/directory/la-villita-historic-arts-village1>
4. **San Antonio Museum of Art:** <https://www.samuseum.org/>
5. **McNay Art Museum:** <https://www.mcnayart.org/>
6. **Briscoe Western Art Museum:** <https://www.briscoemuseum.org/>

IF YOU LIKE EXPLORING TEXAS CULTURE OR HISTORIC ARCHITECTURE . . .

1. **Market Square:** <https://www.thesanantonioriverwalk.com/directory/market-square>
2. **Institute of Texan Cultures:** <http://www.texancultures.com/travelingtrunks-2/>
3. **King William District (Victorian houses):** <https://riverwalkguide.com/king-william-historic-district/>
4. **Majestic Theatre:** <http://www.majesticempire.com/>

IF YOU LIKE JUST HANGING OUT . . .

1. **The Pearl Brewery District:** <http://atpearl.com/>
2. **Buckhorn Saloon:** <http://www.buckhornmuseum.com/>
3. **Hemisfair Park and the Tower of the Americas:** <https://hemisfair.org/destinations/tower-of-the-americas/>
4. As for restaurants in the immediate area of the Westin River Walk, the hotel itself has a restaurant called **Zocca Cuisine D'Italia**. Other restaurants in the immediate area are **Biga on the Banks** (expensive, but awesome), **Zinc Bistro and Bar**, **Sushi Zushi**, **Paesanos** (mainly Italian), and **Landry's** (seafood), as well as the **Fig Tree Restaurant** and the **Little Rhein Steakhouse**. **Dick's Last Resort** is a fun place, but it is known more for its entertainment than food. Our local source would also recommend **Acenar** and **Market on Houston**, though they are a little more of a walk from the hotel.

IF YOU LIKE SAVING MONEY . . .

San Antonio offers conference attendees savings through their Show Us Your Badge program, in which convention attendees can receive discounts and special offers at over 50 restaurants and nightlife establishments in downtown San Antonio simply by showing their conference badge. Here is a link to participating venues: meetings.visitsanantonio.com/VisitSanAntonio-Meetings/media/Meetings/PDF-Docs/SUYB-2-21-19.pdf.

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