



ELEVATING VOICES

ACE

VIRTUAL CONFERENCE

JUNE 21-23, 2021



WELCOME

Welcome to the 2021 Association for Communication Excellence (ACE) Conference. We are excited to have you join us for an exciting week of sessions, guest speakers, awards and honors, networking, and celebrations.

ACE means something different to each of us. You can customize your experience at our annual conference to fit your professional development and networking goals.

Our keynote speakers, Jacinda Walker and Tristan Ahtone, will challenge us with new perspectives. Jacinda is renowned for her work in diversity, design research, and strategy. Tristan is a writer, reporter, and rabble-rouser with international bylines. We are also excited to welcome several other presenters from outside of ACE, and our colleagues who will be sharing their work.

Your communications colleagues offer a wealth of experience and ideas. We invite you to connect this week and to maintain those connections throughout the year as you continue extending knowledge to improve lives. ACE is Elevating Voices during these three days of professional development, and you will leave the conference feeling inspired and ready to take your communications to the next level.

Best regards,

Stacy Herrick and Stacey Stearns

2021 Conference Co-Chairs

2021 ACE CONFERENCE COMMITTEE

CO-CHAIRS

Stacy Herrick - *West Virginia State University*

Stacey Stearns - *UConn Extension*

EX-OFFICIO & LIAISONS

Jennifer Alexander - ACE President
Oregon State University

Tim Bowman - ACE Diversity LC Chair
The Ohio State University

Latasha Ford - ACE Diversity LC Vice Chair
Fort Valley State University

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Bruce Dupree
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Chris Moran - Proposals/Professional
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University of Florida

Bruce Sundeen - *North Dakota State University*

Ricardo Vela - *University of California*

Terrence Wolfork - *Fort Valley State University*

Craig Woods - ACE Professional Development
Director - *Oklahoma State University*

KEYNOTE **SPEAKER**

Jacinda Walker, MFA

designExplorr



Jacinda Walker is renowned for her work in design, diversity, research, and strategy. She is the founder and creative director of designExplorr, a social enterprise whose mission addresses the diversity gap within the design profession. Her research on Design Journeys: Strategies for Increasing Diversity in Design Disciplines has been hailed as breakthrough work. This solutions-based thesis explores diversity in design disciplines and investigates effective strategies to expose Black and Latino youth to design careers. Ms. Walker's future goals are to help scale diversity in design initiatives within education institutions, corporations, organizations, and museums.

Listen to Ms. Walker's **Keynote** speech on **TUESDAY, JUNE 22 AT 1 P.M. EDT.**

BEAVER
ACCESSIBLE

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INCLUSIVE

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WELCOMING

BEAVER
FOR EVERYONE

Because learning requires deeper looks, hard lessons and intention. Because storytelling begins with listening. Because doing it right is the right thing to do.



Oregon State University
Extension and
Engagement

HERMANCE **SPEAKER**

Tristan Ahtone

Writer, Reporter, Rabble-Rouser



Tristan Ahtone is a member of the Kiowa Tribe and is editor-in-chief at the Texas Observer. He has reported for multiple outlets including PBS NewsHour, National Native News, NPR, Al Jazeera America and High Country News, where he served as Indigenous Affairs editor. Tristan's stories have won multiple honors, including investigative awards from Public Radio News Directors Incorporated and the Gannett Foundation. He additionally was awarded a Nieman Fellowship to study at Harvard University in 2017. Tristan is a director of the Muckrock Foundation and is a former president of the Native American Journalists Association.

Listen to Tristan's speech on **WEDNESDAY, JUNE 23 AT 1 P.M. EDT.**

About Gary Hermance and the Hermance Lecture

aceweb.org/president-gary-charles-hermance

The speech is named in memory of Gary Hermance, who served as ACE president in 1992. He served as associate director of the Institute of Food and Agricultural Science at the University of Florida. Each year ACE selects a speaker to represent Gary's unique character and personality with creativity, innovation, determination, humor or inspiration.

IOWA STATE UNIVERSITY

College of Agriculture and Life Sciences

The College of Agriculture and Life Sciences is one of the world's leading institutions of agriculture, with more than 160 years of leadership in science, education and extension. The college educates future leaders, conducts mission-oriented research and shares new knowledge for the betterment of Iowa and the world.

World-class

Iowa State ranks among the best in the world for agricultural programs. It ranks in the top 4 percent of 401 worldwide programs of agriculture and forestry programs by QS World University Rankings.

Academic Innovation

The College of Agriculture and Life Sciences offers more than 24 undergraduate majors and 35 graduate programs in addition to hands-on opportunities for students to hone skills in leadership, entrepreneurship, innovation, communications and cultural competency.

#3 Largest undergraduate student body among agricultural colleges in the nation

98% Placement of graduates into careers within six months of graduation

\$4 Million Scholarships provided annually

Scientific Solutions

The college's Iowa Agriculture and Home Economics Experiment Station helps Iowa remain a world leader in food production and address societal issues linked to agriculture: economic development, life sciences, the environment, public policy, families and communities.

#1 In the nation for faculty with federal grants and #1 in faculty who have received awards and honors

#2 Nationally for faculty research findings published in scientific journals

99-County Campus

Iowa State University Extension and Outreach connects Iowans to researchers at Iowa State and throughout the land-grant university system. The Agriculture and Natural Resources Extension network of campus-based state specialists and field specialists include: agricultural engineering, commercial horticulture, farm management, field agronomists, beef specialists and swine specialists.

Becky Koch

North Dakota State University



Becky Koch retired as NDSU Agriculture Communication director in November 2020 after serving in that role 16 years and with the department 29 years. She led a diverse team of 24 that included marketing, editorial, graphics, electronic media, web, computer support, the campus print and copy services, and more. With Ag Communication, she especially enjoyed training staff and developing multimedia programs with teams. She advised the NDSU Ag Communicators of Tomorrow chapter since its founding and now teaches Introduction to Ag Communications remotely.

In ACE, she served as 2013–14 president, 2016–19 treasurer, Distance Education and Instruction

Design special interest group (now learning community) chair and 2003 conference program chair.

Becky received her B.S. in ag journalism and M.S. in ag education, both from Kansas State University. Before joining NDSU, she served as Kansas Foundation for Agriculture in the Classroom administrator and Kansas Wheat Commission communications director.

ACADEMIC & RESEARCH LEARNING COMMUNITY
AWARD OF EXCELLENCE

Lisa Lundy

University of Florida



Dr. Lisa Lundy is a professor in the Department of Agricultural Education and Communication at the University of Florida. She serves as the undergraduate coordinator for the department, as well as an affiliate faculty member of the UF/IFAS Center for Public Issues Education (PIE Center). Lundy is a three-time alumna of the University of Florida. She received her B.S. in Advertising (1999), then went on to get her M.S. (2001) and Ph.D. (2004) in Agricultural Education and Communication, specializing in agricultural communication. Lundy is an accredited public relations (APR) professional and worked in higher education and nonprofit public relations. From 2004 to 2015, she was on faculty at Louisiana State University in the Manship School of Mass

Communication. She served the Manship School as associate dean for sponsored research and programs from July 2010 through June 2012. She has been active in ACE since 2002, serving as chair of the Academic Programs and Research Learning Community and Editor of the Journal of Applied Communications.

ACE RISING STAR **AWARD**

Kelli Anderson

NDSU Ag Communication



Kelli Anderson started with NDSU Ag Communication in 2015 after experiences with her own communications, marketing and graphics company and Oklahoma State University. As an information specialist, Kelli carries out a variety of duties, though primarily she provides leadership on marketing and social media efforts.

Kelli joined ACE shortly after she joined the NDSU Ag Communication staff. She jumped right in, attending all the in-person and virtual annual conferences since joining. She also served as Marketing Learning Community vice chair then chair.

ACE RISING STAR **AWARD**

Ana Iverson

LSU AgCenter



Ana has been a member of the LSU AgCenter's communication's team since 2015. Her charge is to work with the LSU AgCenter Communications creative (digital, graphics, publications, marketing and web projects) team and other communications, information technology and subject-matter specialists/faculty to consult, design and produce educational, digital and marketing materials. Iverson has been a member of the Association for Communication Excellence (ACE) from 2015 to present. During her involvement with the organization, she has served in leadership positions with the Publishing and Graphic Design Learning Community as Chair 2018–2019 and Past Chair 2019–2020.

She has served on ACE committees including the Marketing Subcommittee and the 2021 Conference Planning Committee. Her work has been recognized among her peers with awards in the 2016, 2019, and 2021 C&A's.

ACE RISING STAR **AWARD**

Ashley McLeod-Morin

UF/IFAS



Ashley has been a communications coordinator for the Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) at the University of Florida Institute of Food

and Agricultural Sciences since 2016. In this role, Ashley manages the public relations efforts of the Center, including online communication, social media, news media, branding, and develops research-based communication campaigns for state and federal clients through grant activities.

Ashley also serves on the outreach team for the Southeastern Coastal Center for Agricultural Health and Safety where she works closely with Extension leaders and researchers in the Southeast region to provide valuable

communication resources related to agricultural health and safety. Most recently, Ashley led the development of a COVID-19 vaccine communication toolkit that provided agricultural organizations and rural communities with communication resources related to the COVID-19 vaccines.

During the past five years, Ashley was honored to receive two gold awards, four silver, three bronze, and one Outstanding Professional Skill Award through ACE's C&As for her work. Ashley also has an established record of scholarship within applied communication, with journal articles published in the Journal of Applied Communications and the Advancements in Agricultural Development. Ashley also serves the agricultural communication discipline through the leadership team for the National Agricultural Communication Symposium (NACS) where she assists in planning the annual research and professional development conference. Ashley is currently the NACS vice president, and will serve as an officer for the next two years.

Ashley has a master's degree and bachelor's degree in agricultural education and communication from the University of Florida in Gainesville, Florida. Ashley is currently pursuing a Ph.D. in agricultural communication at the University of Florida where her research focuses on the science communication and public relations activities of government and academic organizations.

ACE RISING STAR **AWARD**

Stacey Stearns

UConn Extension



Stacey Stearns is an Educational Outreach Program Specialist with UConn Extension where she manages communications and marketing. Stacey joined ACE in 2016 and serves at the vice chair for the Media Relations and Writing Learning Community and is co-chair of the 2021 Conference Committee. She is a New Technologies in Agricultural Extension fellow with the Extension Foundation with a project focused on food marketing labels and works with several other program teams at UConn Extension. Stacey earned her bachelor of science in animal science from the University of Connecticut and a master of science in agricultural education and communication from the University of Florida.

REUBEN BRIGHAM AWARD

Gregg Hillyer

The Progressive Farmer



As editor-in-chief of *The Progressive Farmer*, Gregg Hillyer leads the content strategy for the nation's largest circulation farm magazine and multiple digital platforms. He has also held top editorial positions at other agricultural publications and was a key member of the public relations team at Miller Meester Advertising. Hillyer has won numerous national and international awards for his writing and photography and is a past president of the American Agricultural Editors' Association. He is also on the Farm Foundation Board of Directors. An Iowa State University graduate with a degree in ag journalism, Hillyer grew up on a crops and dairy farm in southwest Iowa.



WEST VIRGINIA STATE
UNIVERSITY

Extension Service

Elevating **Extension** Voices

Communicators are vital to the mission of extension and research, and WVSU Extension Service congratulates our own Extension and Research Station Communications team for their years of dedication and professional development through ACE.

4 Gold Awards

3 Silver Awards

2 Bronze Awards

2 Pioneer Awards

1 Outstanding Professional Skill Award

WVSU Extension Service is proud to sponsor the 2021 ACE Conference.



salesforce.org

CONFERENCE **SCHEDULE**

ALL TIMES LISTED IN EASTERN DAYLIGHT TIME

Monday, June 21

10 – 10:30 a.m.

Academic & Research Session Introduction

10:30 – 11:30 a.m.

Academic & Research Paper Session 1

Lunch Break

12:30 – 1:30 p.m.

Academic & Research Paper Session 2

15-minute break

1:45 – 3 p.m.

Academic & Research Poster Sessions (Two 30-minute sessions)

2 – 2:55 p.m.

New Member Welcome Reception

Meet new members and learn what ACE can do for you. Hosted by ChaNae Bradley, *Fort Valley State University*.

2 – 2:55 p.m.

Retirees and Past Presidents Reception

3 – 3:55 p.m.

ACE Member/Business Meeting

Hear progress updates on ACE's strategic plan and related initiatives, review the ACE budget, and welcome our new board members.

4 – 4:55 p.m.

Networking & Celebrations: ACE Trivia

Show off your ACE knowledge as Bruce Sundeen hosts ACE Trivia.

Tuesday, June 22

11 – 11:30 a.m.

SESSION 1

Conducting Online Focus Groups

Audrey King, *Oklahoma State University*

SESSION 2

A COVID-Era Solution that Could Stick: The Virtual Press Conference

Kirsten Romaguera, *UF/IFAS*

CONFERENCE **SCHEDULE**

ALL TIMES LISTED IN EASTERN DAYLIGHT TIME

SESSION 3

Serving Users with Virtual Labs in a Time of Distance Learning

Amy Smith Muise, *New Mexico State University*

Barbara Chamberlin, *New Mexico State University*

Matheus Cezarotto, *New Mexico State University*

Pamela Martinez, *New Mexico State University*

11:35 a.m. – 12:05 p.m.

SESSION 1

Post-graduate opportunities for land-grant students in agricultural programs

Robin Thomas, *Syngenta*

SESSION 2

Professional Grant Report - 2021 Diversity LC “Diversity, Equity and Inclusion” Webinar Series

Tim Bowman, *The Ohio State University*

Latasha Ford, *Fort Valley State University*

SESSION 3

Our Health is in Our Hands: Early COVID-19 Crisis Communications Strategy

Tobie Blanchard, *LSU AgCenter*

Wenqing Xu, *LSU AgCenter*

12:10 – 12:55 p.m.

SESSION 1

Using Social Media as a Tool to Growing a Successful Brand

Anna Ribbeck, *LSU AgCenter*

SESSION 2

Strengthening Professional Communication Through Intelligent Disobedience

Lori Greiner, *Virginia Tech*

Eric Kaufman, *Virginia Tech*

1 – 1:55 p.m.

Keynote Speaker

Jacinda Walker, *designExplorr*

2 – 2:45 p.m.

Session 1

Great Email Marketing in 2021 and Beyond

Jessica Best, *Barkley*

CONFERENCE **SCHEDULE**

ALL TIMES LISTED IN EASTERN DAYLIGHT TIME

Session 2

Perfect Positioning: Applying a public relations approach to position the Extension brand at a state level

Ashley McLeod-Morin, *UF/IFAS*

Angela Lindsey, *University of Florida*

Anissa Zagonel, *University of Florida*

Cheryl Boyer

Lauri Baker, *University of Florida*

Session 3

Supporting Health Equity and Nutrition Education through Social Marketing in a Digital World

Kelsey Armstrong, *North Carolina A&T State University*

Kelsey Hall, *Utah State University*

LaCee Jimenez

2:50 – 3:20 p.m.

SESSION 1

How to Curate Your Blog Content & Encourage New Bloggers

Danyel Boudreau, *University of Florida*

SESSION 2

Communicating with Latino/Hispanic Audiences Through Music

Victor Villegas, *Oregon State University*

3:25 – 4:25 p.m.

Critique & Awards Program Winners

The full list of winners and links to the winning entries are available at

aceweb.org/2021C&AWinners.

4:30 – 5:30 p.m.

Networking & Celebrations: Next X-Tension Chords Tryouts

Try out to become a part of ACE's Next X-Tension Chords! Musical talent appreciated, but not required.

7 p.m.

Networking & Celebrations: PowerPoint Karoke

No singing required! Contestants will give a presentation for a PowerPoint they have never seen and the audience will vote on who ACE'd it.

CONFERENCE **SCHEDULE**

ALL TIMES LISTED IN EASTERN DAYLIGHT TIME

Wednesday, June 23

11 – 11:30 a.m.

SESSION 1

Lightning Round Sessions

Fostering Collaboration Between a Communication Class and a Communication Office

Quisto Settle, *Oklahoma State University*

Engaging Others to Improve Your Communication Efforts

Lesa Vold, *Iowa State University*

A Treasure Chest of Communications Training Tools for Faculty and Staff

Tobie Blanchard, *LSU AgCenter*

SESSION 2

Work in progress: Integrating diversity, equity, and inclusion in Extension communications

Chris Branam, *Oregon State University*

Victor Villegas, *Oregon State University*

Jennifer Alexander, *Oregon State University Extension*

SESSION 3

Accessibility Framework: Understanding and integrating accessibility concerns into your design process

Barbara Chamberlin, *New Mexico State University*

Amy Smith Muise, *New Mexico State University*

Matheus Cezarotto, *New Mexico State University*

Pamela Martinez, *New Mexico State University*

11:35 am – 12:05 p.m.

SESSION 1

Clubhouse - What it is and how to use it

Victor Villegas, *Oregon State University*

SESSION 2

Seeing the world through other people's eyes

Edwin Remsberg, *University of Maryland & Remsberg Inc.*

SESSION 3

Professional Development Grant #2 - Where do underserved Californians get their news

Pam Kan-Rice, *University of California*

Ricardo Vela, *University of California*

CONFERENCE **SCHEDULE**

ALL TIMES LISTED IN EASTERN DAYLIGHT TIME

12:10 – 12:55 p.m.

SESSION 1

Best Practices to Communicate Extension's Relevance and Credibility

Elizabeth Gregory North, *Mississippi State University Extension Service*

Michelle Olgers, *Virginia State University/Virginia Cooperative Extension*

Suzanne Street, *University of Maryland Eastern Shore*

SESSION 2

A Dozen Ways to Tell a Tale: Taking Print Digital and Vice Versa

Miranda Reiman, *Certified Angus Beef LLC*

SESSION 3

agComplich- Creating a Magazine for Agriculture Alumni from Scratch

ChaNae Bradley, *Fort Valley State University*

Latasha Ford, *Fort Valley State University*

1 – 1:45 p.m.

Hermance Speaker

Tristan Ahtone, *Writer, Reporter, Rabble-Rouser*

With introductory remarks about Gary Hermance, by Dave King, ACE past president and life member.

1:45 – 2:05 p.m.

ACE Honor Awards

ACE Fellow

Becky Koch, *Retired, North Dakota State University*

2:05 – 2:15 p.m.

ACE Honor Awards

Academic & Research Learning Community Award of Excellence

Lisa Lundy, *University of Florida*

Rising Stars

Kelli Anderson, *NDSU Ag Communication*

Ana Iverson, *LSU AgCenter*

Ashley McLeod-Morin, *UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources*

Stacey Stearns, *UConn Extension*

2:15 – 2:45 p.m.

ACE Honor Awards

Reuben Brigham Award

Gregg Hillyer, *The Progressive Farmer*

CONFERENCE **SCHEDULE**

ALL TIMES LISTED IN EASTERN DAYLIGHT TIME

2:50 – 3:35 p.m.

SESSION 1

Communicating to and with your state department of agriculture: A conversation with COSDA and NASDA

Sarah Fowler, *National Association of State Departments of Agriculture (NASDA)*, Communication Officers of State Departments of Agriculture (COSDA)

Corinne Gould

SESSION 2

Communicating Science post COVID-19: What have we learned?

Lauri Baker, *University of Florida*

Angela Lindsey, *University of Florida*

Shelli Rampold, *University of Tennessee*

Ricky Telg, *University of Florida*

Ashley McLeod-Morin, *UF/IFAS*

SESSION 3

Elastigirls: Integrating Flexibility into Your Online Course

Kenna Kesler, *Utah State University*

Michelle Burrows

3:40 – 4:10 p.m.

SESSION 1

Navigating the Grocery Store Aisle: Gamification of Extension Education

Stacey Stearns, *UConn College of Agriculture, Health and Natural Resources*

SESSION 2

Media Relations by Region: A case study for doubling down on PR

Chris Vivian, *University of Florida IFAS*

Brad Buck, *University of Florida*

SESSION 3

APLU and ACE: Linking land-grants' communications

Doug Steele, *APLU Office of Food, Agriculture, & Natural Resources*

David Edelson, *APLU Office of Food, Agriculture, & Natural Resources*

4:15 – 5:30 p.m.

Networking & Celebrations

Catch up with your old friends, or meet someone new. We will be celebrating the end of this year's conference.

ACADEMIC & RESEARCH **AWARDS**

Winners of the following award winners will be announced on Monday, June 21 after the Academic & Research annual meeting and will be posted on the ACE website.

Outstanding Paper

Outstanding Paper Runner Up

Outstanding Paper Second Runner Up

Outstanding Poster

Outstanding Poster Runner Up

Outstanding Poster Second Runner Up

Outstanding Dissertation

Outstanding Dissertation Runner Up

Outstanding Thesis

Outstanding Thesis Runner Up

Outstanding Proposal

LC ANNUAL MEETINGS

ALL TIMES LISTED IN EASTERN DAYLIGHT TIME

ACE enables you to network with more specialized peer groups from around the world through Learning Communities. These groups provide a community of common interests and expertise, and an additional way to sharpen your skills and grow professionally.

Learning Community members communicate through electronic discussions and newsletters, as well as in person during meetings and workshops. Members share ideas and experiences, and also help plan program content for ACE's annual conference.

GRAPHIC DESIGN & PUBLISHING

Thursday, June 17 at 1 p.m.

ACADEMIC & RESEARCH

Monday, June 21 at 3 p.m.

MEDIA RELATIONS AND WRITING

Thursday, June 24 at 11 a.m.

ELECTRONIC MEDIA & PHOTOGRAPHY

Thursday, June 24 at 1 p.m.

DIVERSITY

Thursday, June 24 at 2 p.m.

SOCIAL MEDIA

Friday, June 25 at 3 p.m.

Thank You

**TO OUR RETIREES & PAST PRESIDENTS
FOR YOUR GENEROUS DONATIONS**

Linda Benedict

Robert Casler

Martha Filipic

Bob Furbee

David Hansen

Dave King

Thomas Knecht

Becky Koch

Anita Povich

Dan Rahn

Janet Rodekohr

Jack Sperbeck



ACE **ANNIVERSARIES**

65 YEARS

Delmar Hatesohl

55 YEARS

George Mays

49 YEARS

Gary Beall

45 YEARS

Dave King

40 YEARS

Maxine Ferris

Thomas Knecht

William H. (Bill) Smith

35 YEARS

Thomas Merrill

30 YEARS

Jim Coats

Becky Koch

25 YEARS

Amy Hartman

20 YEARS

Tracey Ferwerda

Craig Woods

15 YEARS

Steven Miller

10 YEARS

David Keto

Keri Lewis

Darryl Palmer

Annie Specht

Lyndal Stout

5 YEARS

Kelli Anderson

Michael Bergland-Riese

E. Vanessa Campoverde

Rob Mattson

Michelle V. Moncrieffe

Samantha Murray

Taylor Ruth

Art Shirley

LaRachelle Smith

Megan Sprague

Stacey Stearns

Ruth Inman

Lindsey Davidson



Syngenta is committed
to leading a step-change in
farm productivity in a
sustainable way.

Thanks for sharing the stage.



The world needs more food. By 2050, there will be another 2 billion people on our planet. How do we provide enough high-quality food and preserve our environment? At Syngenta, we believe the answer lies in the boundless potential of plants. We develop new, higher yielding seeds and better ways to protect crops from insects, weeds and disease. So farmers can get more from existing farmland and take less new land into cultivation. It's just one way in which we're helping growers around the world to meet the challenge of the future. We appreciate you partnering with us here in our own community. Because of that support, we're able to accomplish these goals together. Talk about performance! To learn more, please visit us at www.growmorefromless.com