



ACTion

February 2012

Newsletter of the
Agricultural Communicators of Tomorrow

Texas Tech Prepares for Professional Development Conference

Not only does February bring Super Bowl parties and boxes of chocolate, it also brings the 2012 National ACT Professional Development Conference held Feb. 24 to 26.

This year ACT students from across the nation will gather in Lubbock, Texas, home of Texas Tech University, where they will participate in a three-day conference designed to enhance skills necessary for agricultural career success.

Faith Jurek, the ACT Chapter President at Texas Tech, is part of the planning committee for the conference.

"We have worked really hard to provide a strong line-up of qualified individuals within the agriculture industry to speak at the Professional Development Conference," Jurek said. "We want the weekend to be an experience that is memorable and as educational as possible for future leaders in the agriculture industry."

Keynote speakers will discuss topics including photography, resumes and business etiquette. A representative from the U.S. Farmers and Ranchers Alliance

will also present what the organization is doing to unite the agriculture community from across the nation toward one common goal- educating the general public on agriculture.

Students will have the opportunity to tour the American Cotton Growers denim plant in Littlefield, Texas, as well as Llano Estacado Winery in Lubbock. Both industries are assets to Texas and the local economy in Lubbock.

media, advocacy and event planning.

When many think of Texas, they think of the picturesque tale of cattle drives and hardworking cowboys doing their best to make a living off of the land. Several of the locations scheduled for meals or speaker sessions will showcase the tradition and legacy of Texas ranching and farming.

All sessions are aimed to educate students on vital topics pertaining

to agricultural communications today and how, as future communicators, students can positively influence the future of the industry.

"We believe ACT members who come will have a positive experience and learn a

lot," Jurek said. "We hope they will enjoy all West Texas has to offer."

For more information about the Professional Development Conference activities, visit <http://www.orgs.ttu.edu/act/2012pdc/> or 'Like' our Facebook page at www.facebook.com/pages/2012-ACT-Professional-Development-Conference!

- written by Holly Harrison,

Texas Tech ACT



During the tours, students will have the opportunity to see how both factories produce their product from start to finish. A representative from GO TEXAN will also be present at the winery to discuss how the program promotes Texas grown food and fiber statewide.

On Saturday, students will participate in three breakout sessions discussing topics vital to the future of agriculture: social

Upcoming Events and Internships

Forrest Brassford Student Award
Applications Due February 15, 2012

Be recognized for your hardwork.

American Agricultural Editors Assoc. Internship
Applications Due February 28, 2012

Intern with DTN/Progressive Farmer

Be sure to check our website, www.NACTnow.org
for the most up-to-date job & internship postings!

Alumni Spotlight: Brad Parker

written by Alex Lord, Kansas State ACT

Brad Parker, a Kansas State University alumnus, graduated with a bachelor's degree in agricultural journalism and a minor in agribusiness in 1998, said that ACT connected him with many of the professionals he has worked with in his career.

Parker grew up on his family farm in Rooks County, Kan. and was hooked on agricultural communications after excelling in the Ag News Writing Contest at Kansas State during high school. He was an active ACT member at Kansas State, becoming Chapter President and then National President. He received the Forrest Bassford Student Award in 1997.

"The Bassford Award meant an automatic introduction to a professional network that has served me ever since," Parker said.

After graduation, Parker started with the Angus Journal as an assistant editor and left as an associate editor. Parker is currently the Director of Communications for the Kansas Soybean Association and the Kansas Soybean Commission.

Parker uses many mediums to communicate his organization's messages, but he really enjoys print news publications. They are still the anchors of communication.

"I am a reporter at heart, and putting out a newsletter means a lot to me," Parker said.

Parker made many connections with professionals through ACT, and he says that you should not limit yourself when considering where you want to work in agriculture.

"There are a lot of different avenues in agricultural communications," he said. "You never know what will be available when graduation rolls around. Get to know people and jobs in all the different areas."

Parker said starting local and developing a good portfolio are keys to landing a national internship or job.

"Get whatever experience you can as early as you can, even if it means contributing articles or photos for free," he said. "Get published."



"You never know what will be available when graduation comes around. Get to know people and jobs in all the different areas."

***Thank you to our featured National ACT Sponsor,
American Agricultural Editors Association!***

From the Vice President's Desk



If I have learned one thing in 2012 so far, it is that you never know what opportunities are about to come your way. From something as simple as introducing an important speaker at a meeting or your blog catching some industry attention, you never know what excitement is around the next corner. But to receive the benefits of these opportunities, you have to take them.

I urge you to seize an opportunity and attend the Professional Development Conference at Texas Tech this February. Attending PDC is an opportunity to grow and can lead you to many more opportunities in the future.

During the conference you will hear from a variety of speakers from different sectors of the industry. You will also be able to tour several diverse agricultural companies, allowing you to broaden your horizons.

If you haven't already talked to your adviser about attending PDC, now is the time to do so! It will be a weekend of opportunity that you shouldn't miss. See you there!

- Carrie Isaacson, 2011-2012 National ACT Second Vice President

Spotlight On *The Ohio State University*

Ohio State ACT members concluded 2011 by supporting the community and celebrating the season of giving. They helped the Ohio State FFA host the State Agricultural Communication Career Development Event (CDE) and created comforting holiday and birthday signs for children in the hospital.

Winter quarter has members excited to dive into events planned for 2012. Fun activities include hosting a basketball tournament and fundraiser in memory of Lindsay Hill, former ACT member and agriculture advocate, and our Annual Earl McMunn Contemporary Issues in Agriculture Forum. The club is not only traveling to Texas Tech for the Professional Development Conference, but will also snow tube

with Agricultural Communication students studying at Ohio State's Agricultural Technical Institute in Wooster, Ohio.

Spring quarter will bring fresh ideas from new officers to the ACT table along with bittersweet goodbyes to the seniors. ACT will not only execute their own activities, but will also attend the College of Food, Agricultural, and Environmental Sciences (CFAES) Recognition Banquet, compete against other CFAES organizations for the title



of Ag-Lympics Winner, and support Scarlet and Gray Ag Day, which is a day dedicated to teaching local elementary students about agriculture.

ACT members are excited for the 2012 events.

Be sure to visit the National ACT website, Facebook and Twitter for the latest news, including internship and scholarship information!

Spotlight On *Kansas State University*

On Nov. 15, the Kansas State ACT chapter gathered to begin their annual community service project. K-State members met before a scheduled meeting to decorate boxes with Christmas wrapping paper for a non-perishable food drive.



ACT member Mark Avilla said, "decorating boxes for the canned food drive was a lot of fun, and it made me feel good knowing that we are helping the community as well."

Following the meeting, members were able to volunteer for an office building on campus to drop off one of 10 boxes that were decorated. Once boxes were distributed and informational signs were posted as to what the ACT chapter was doing, it was up to students and faculty to donate. Boxes were picked up from the office buildings on campus before students departed for winter break.

In total the K-State ACT chapter collected 350 lbs. of food. All donations received were given to the Flint Hills Breadbasket, a local network of individuals who gather to collect food and volunteer to help those living in poverty in the area. According to their website, breadbasket.manhattankans.org, in 2010 over 550,000 lbs. of food were collected and they were able to help 11,340 families who were in need.

Doing this community service project allowed members to work together as a team, enjoy each others' company and help out the Manhattan community.

*- written by Bridget Hoover,
Kansas State ACT*