



ACTion

October 2011

Member Newsletter

National Agricultural Communicators of Tomorrow

National ACT Members Meet at Ag Media Summit by Danielle Beard, Oklahoma State ACT

On July 23, 2011, ACT members and business professionals from across the United States came together in New Orleans to “Jazz It Up” during this year’s Agricultural Media Summit.

The first event of the week was a meet and greet Sunday evening. This event gave ACT members a chance to network with other members from different colleges, as well as mingle with professional agricultural communicators.

Following the meet and greet, Agricultural Media Summit attendees were bused from the hotel to Mardi Gras World. Attendees were able to walk through a warehouse where many Mardi Gras floats are stored during the year. After finishing the walk through, everyone was welcomed to a dinner of authentic Creole and Cajun food. It was a great opportunity to eat fantastic food and network with agricultural professionals.

The summit offered two days of workshops with topics ranging from Adobe Lightroom, how to properly use Twitter, and how to become a better writer. Some workshops even delved into “Agvocracy” and the political side of agricultural communications. In addition to the workshops, the summit offered an Info Expo to help students find companies in their field of choice and network on a deeper level.

During the summit, ACT members gathered together for the Critique and Contest Awards. Members and their respective universities were recognized for their hard work and outstanding dedication in the areas of photography, journalism, layout and design, web design, and public relations. On the last night of the summit, members and professionals gathered together one last time for a final banquet. During the banquet, awards were presented and the new National ACT officer team was announced.

As the Cajun experience drew to a close, ACT members were left with unlimited opportunities. Next year’s Agricultural Media Summit will be held in Albuquerque, N.M.



The 2010-2011 and 2011-2012 National ACT officer teams and their advisor, Dr. Jeff Miller, during the AMS banquet.



Alumni Spotlight: Crystal Young

by Jill Johnson, University of Illinois Urbana-Champaign

An alumna of the Kansas State University ACT Chapter, Crystal Young implements valuable communications skills in her career and as an advocate for agriculture.

A native of Alberta, Canada, Young graduated from Kansas State University with bachelor's degrees in agricultural communications and journalism and animal science and industry. Straight out of college, Young began with the American Angus Association serving as the Assistant Director of Public Relations. Recently, she has started a new chapter in her life as the Production and National Marketing Manager for Vita Ferm's show feed line, Sure Champ.

Young says social media, marketing and photography are part of her job, but they are also her passion. Many know her by her blog, www.crystalcattle.com. She created her blog to set the record straight about animal agriculture and uses photography and video to give blog viewers a first-hand look at the everyday life of farmers and ranchers.

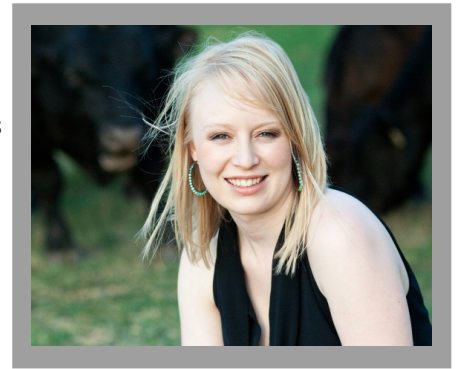
Young encourages anyone involved in agriculture to share their story.

"Develop a 60-second elevator speech about your passion for agriculture that can be shared with consumers and other agriculture enthusiasts," she says. "People are hungry for knowledge so don't be afraid to share your agriculture experiences."

Young has taken every opportunity, several found through social media, to quickly advance her career at a young age. She says she learned early on that networking is the key to success.

"You have to be skilled and talented, but you also have to surround yourself with people that can help you achieve your goals. The people I have met through ACT and LPC have either been able to give me advice on social media or have become my audience," she says.

Young adds that her involvement with ACT and LPC events has also helped her further her career. She really enjoyed the speed networking event for ACT members held in conjunction with last year's American Royal.



Thank you to our featured National ACT Sponsor, Certified Angus Beef!

From the Editor's Desk



I'd like to welcome you all back to school as I'm sure many of you are through your first round of tests or are cramming for mid-terms. While you may be stressing out about your knowledge of various topics of study, now is the time to think about growing your agriculture communications network. What better way to develop that list of contacts than with the Second Annual American Royal Speed Networking Event? The event allows participants to interact one-on-one with future contacts that might land you an internship or job.

One of the best benefits being in ACT offers its members is the ability to interact with professionals. People in the industry want to get to know you now because you may be working with them in the future. Take advantage of any opportunities your local chapter offers, as well as at the national level with PDC, AMS or the American Royal. All offer unique chances to learn from people who know what it takes to be successful in agricultural communications. Be sure to follow up with those contacts, such as adding them on social networking sites like LinkedIn, Twitter or Facebook. Reach out to them with an email detailing

bits of your conversation. Keep those lines of communication open so you can have those connections to rely on for job openings or career guidance. After all your net worth is your network!

- Wyatt Bechtel, 2011-2012 National ACT Editor and Kansas State ACT

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