

For more information on ACT or to become more involved, check out our Web site at

<http://natact.ifas.ufl.edu>

NOTICE: Each chapter will receive a set number of copies of the *National ACTION* newsletter. If any chapter needs additional copies, you can find them at <http://natact.ifas.ufl.edu>.

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If anyone has any story ideas or comments, please contact Michelle Nikolai, National ACT Editor.

ACT Members Hit the Jackpot in Reno

By Aimee Huskey, 2001-02 National ACT Editor

The National Agricultural Communicators of Tomorrow held its national convention in Reno, Nev., in conjunction with the Agricultural Publications Summit at the Silver Legacy Resort Casino July 22 - 25. Highlights of the convention included officer elections, a bowling tournament, on site contests, the critique contest, great workshops and speakers.

Congratulations to the 2002-2003 National ACT officers: Kendra Kelton, Oklahoma State University, president; Jacob Shellabarger, University of Missouri-Columbia, first vice president; Josh Brown, University of Florida, second vice president; Lucas Shivers, Kansas State University, secretary/treasurer; and Michelle Nikolai, University of Wisconsin-River Falls, editor.

During convention, Na-

tional ACT members participated in a variety of professional development workshops and social events. National officers, ACT members, and Agricultural Publications Summit attendees competed in the Bowling Calcutta to raise money for the scholarship fund. The team from Texas Tech University was the high-scoring team for ACT while, sadly, the National ACT officer team was the lowest scoring team in the entire tournament.

Diane Johnson of the Livestock Publications Council was named the 2002 Honored Professional.

National ACT members also competed in on site interview contests and received awards for the critique contest as well. There were a record number of entries in the contest this year and next year can only get better.



2002-03 National ACT Officers:

Front row: Kendra Kelton
Second row: Jacob Shellabarger, Josh Brown.

Back row: Michelle Nikolai, Lucas Shivers



In the Bowling Calcutta, the highest and lowest scoring team was from Texas Tech University and the 2001-02 National ACT officers, respectively. Front: Aimee Huskey, University of Florida, Mary Jane Short, Texas Tech, Ann Marie Saleh, Texas Tech, Micah Grau, Texas Tech, and Kami Casabonne, Texas Tech. Back: Emily Eubanks, University of Florida, Erin Brooks, Ohio State University, and John Gnatkowski, Texas Tech.

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Meet the 2002-2003 National ACT Officers



Kendra Kelton of Oklahoma State University is obtaining a double major in agricultural communications and animal science. She is involved in her ACT chapter, Oklahoma Collegiate Cattlemen, American Angus Association, and Delta Delta Delta sorority. Upon graduation in December 2003, Kendra wants to work with an agricultural organization dealing with public relations or event planning. Throughout college, she has maintained a herd of registered Angus and plans to continue raising cattle and being involved with 4-H and FFA in any field she enters.



Jacob Shellabarger was raised on a 1,300-acre grain farm in Audrain County, Missouri. Currently, he is in his third year at the University of Missouri-Columbia, majoring in agricultural journalism with minors in agricultural economics and rural sociology. During his school year, he keeps busy with ACT, the United Way Student Day of Caring, Mizzou Collegiate 4-H, Alpha Zeta professional fraternity in agriculture, and other civic and religious organizations. Jacob also works as an editor for the CAFNR Corner Post, MU's inde-

pendent online newspaper, as a teaching assistant for an introductory agricultural journalism class and at MU's NBC-TV affiliate, KOMU, as a videographer, writer and field producer. As National ACT First Vice President, Jacob will be coordinating the ACT Critique Contest. His goals are to have at least 350 entries and expand contest categories to meet member needs; while receiving at least five entries per chapter. Feel free to contact Jacob with any questions, comments or suggestions about ACT's annual critique contest.



Josh Brown is 22 years old and from Ocala, FL. His major is agricultural communications and will pursue a masters in either international business or public relations. After graduation he plans to pursue a career in the international PR. He is a brother of Alpha Gamma Rho fraternity, Ambassador for the College of Agriculture and Life Sciences and president of the UF ACT chapter. This past spring semester he spent four months in Moscow, Russia, to participate in a study abroad program. He enjoys traveling and learning more about agriculture throughout the world.



Lucas Shivers is a junior at Kansas State University, where he is dual majoring in agricultural communications and journalism and elementary education with a minor in leadership. He is involved in ACT, Horticulture Club, Education Symposium, and Leadership Workshops, as well as many other activities. His major goal to accomplish with ACT is to allow members to profit from their involvement in our organization by displaying the value of working together.



Michelle Nikolai is a senior at the University of Wisconsin - River Falls majoring in agricultural marketing communications with a minor in animal science. She is active in her school's ACT chapter and Dairy Club. She is currently the editor of the College of Agriculture, Food and Environmental Sciences' Alumni newsletter, *The FencePost*. In the future, she would like to obtain a career in agricultural journalism for the dairy industry. In her spare time, she likes to ride her Quarter Horse, work with her herd of registered Holsteins and Brown Swiss, and work on the computer.

And the Winners of the 2002 Critique Contest are...

Writing Division

News Story:

- 1st: Jessie Wagner & Bakah McCurdy, Ohio State
 2nd: Kendra Kelton, Oklahoma State
 3rd: Benjamin Peetz, Purdue
 4th: Sarah Fultz, Oklahoma State
 5th: Nick Garcia, Cal Poly

Short Feature:

- 1st: Mary Jane Short, Texas Tech
 2nd: Brian Bendele, Oklahoma State
 3rd: Chris Lavergne, Kansas State
 4th: Melissa Karcher, Ohio State
 5th: Emily McConnell, Ohio State

Long Feature:

- 1st: Tamara Beardsley, Oklahoma State
 2nd: Kristina Gimbel-Gonzalez, Oklahoma State
 3rd: Gina Cuiffetelli, Oklahoma State
 4th: Emily McConnell, Ohio State
 5th: Travis Brorsen, Oklahoma State

Opinion Piece:

- 1st: Britt Carter, Texas A&M
 2nd: Katrina Waters, Texas Tech
 3rd: Corrine Blender, Kansas State
 4th: Nate Matthews, Michigan State

Research Paper:

- 1st: Tamara Beardsley, Oklahoma State
 2nd: Teri Reed, Texas A&M

2002 William S. Sullins

- Memorial Writing Award:**
 Tamara Beardsley, Oklahoma State

Design and Layout

Advertisement:

- 1st: Jackie Keese, Oklahoma State
 2nd: Clinton Griffiths, Oklahoma State
 3rd: Kristina Gimbel-Gonzalez, Oklahoma State
 4th: Tamara Beardsley, Oklahoma State

Page Layout:

- 1st: Tamara Beardsley, Oklahoma State
 2nd: Jackie Keese, Oklahoma State
 3rd: Corrine Blender, Kansas State
 4th: Amber Lawes, Oklahoma State

Graphic Design:

- 1st: Oklahoma State ACT
 2nd: Shane Richey, Oklahoma State
 3rd: Melissa Majors, Oklahoma State

Award of Excellence in

- Design and Layout:** Jackie Keese, Oklahoma State

Publications

Magazine:

- 1st: Chris Lavergne, Kansas State
 2nd: Cowboy Journal of Oklahoma State
 3rd: Jennifer Ryan, Kansas State

Newspaper, Newsletter and Tabloid:

- 1st: Tricia Falter, Ryan Squibb, Kyle Durham and Rebecca McGovney, University of Missouri
 2nd: Stephanie Lukas, Mara Schnitzler, Holly Birch, Lauren Schaeffer and Jeff Corrigan, University of Illinois
 3rd: Benjamin Peetz, Purdue
 4th: Nick Garcia, Cal Poly

Brochure:

- 1st: John Torres, Ohio State
 2nd: Sharlen Swaim, Cal Poly
 3rd: Nicola Xanthus Oklahoma State
 4th: Shannon Webb, Oklahoma State

Award of Excellence in

- Publications:** Tricia Falter, Ryan Squibb, Kyle Durham and Rebecca McGovney, University of Missouri

Electronic Media

Radio Production:

- 1st: Vicky Lee Hewitt, University of Kentucky
 2nd: Rachel Johnson, Oklahoma State

Video Production:

- 1st: Elizabeth Kinney, Oklahoma State
 2nd: Julie Coulter, Oklahoma State
 3rd: Brian Bendele, Oklahoma State
 4th: University of Wisconsin – River Falls
 5th: Clinton Griffiths, Oklahoma State

Computer/Multimedia Production:

- 1st: Sharlene Swaim and Frankie Garcia, Cal Poly
 2nd: Sarah Harris and Clinton Griffiths, Oklahoma State
 3rd: Leslie Shuler, University of Wisconsin – River Falls

Award of Excellence in

- Electronic Media:** Elizabeth Kinney, Oklahoma State

Photography

Photo Story:

- 1st: Kristin Guira, University of Florida
 2nd: Bridgette Vanherweg, Cal Poly

Black and White:

- 1st: Candace Dobson, Oklahoma State
 2nd: Melissa Majors, Oklahoma State
 3rd: Stephanie Lukas, University of Illinois
 4th: Tricia Falter, University of Missouri

Color:

- 1st: Candace Dobson, Oklahoma State
 2nd: Amber Lawles, Oklahoma State
 3rd: Casey Buckman, University of Missouri
 4th: Erin Brooks, Ohio State
 5th: Courtney Wimmer, Kansas State

Digitally Enhanced:

- 1st: Tamara Beardsley, Oklahoma State
 2nd: Kristin Guira, University of Florida

Award of Excellence in

- Photography:** Candace Dobson, Oklahoma State

Public Relations

Single Item:

- 1st: Bryan Beatty, University of Florida
 2nd: Melissa Karcher, Ohio State
 3rd: Aimee Huskey, University of Florida
 4th: Courtney Wimmer, Kansas State

Campaign Plan:

- 1st: Sharlene Swaim, Cal Poly
 2nd: Lacey Love, Texas A&M
 3rd: Jacob Shellabarger and Sara Brown, University of Missouri

Award of Excellence in

- Public Relations:** Sharlene Swaim, Cal Poly

On-Site Contest Winners at the 2002 National ACT Convention

Internship Interview

Jennifer Duarte, Cal Poly

Job Interview

Courtney Wimmer, Kansas State

National ACT Scholarship recipients (\$250 each)

Stephanie Lukas, University of Illinois

Leslie Shuler, University of Wisconsin – River Falls

Outstanding Chapter of the Year: University of Missouri – Columbia ACT

Chapter of the Year Award

Educational Activities: University of Missouri

Leadership Activities: University of Wisconsin – River Falls

Community Service Activities: Michigan State

Fundraising Activities: University of Missouri

Membership Recruitment and Retention: Michigan State

Social Activities: University of Arkansas

ATTENTION! ASPIRING YOUNG WRITERS

Are you an aspiring young writer, or do you know someone who is? Here's your chance to let your talent shine through a publication that reaches over 19,000 readers throughout the United States and abroad.

National Crop Insurance Services (NCIS) is looking for talented young writers to add a personal touch to Crop Insurance TODAY, our quarterly publication dedicated to informing and educating its readers about all aspects of crop insurance and the risks inherent in agriculture.

If you have the gift of writing and have a story about your grandparents, dad, aunt, uncle, cousin, neighbor, or someone who has inspired you to become involved in agriculture, we want to hear about it.

So, what's in it for you? Well, you get to put your writing talent to good use, and if the story is what we are looking for, you will go from the ranks of an aspiring writer to being a published writer. And maybe more importantly, you'll be paid well for your time. NCIS will pay for each published story, and our goal is to print one in each of our quarterly issues.

If you would like to submit a story, it should be a minimum of 800 words and a maximum of 1,500 words. Please either email it (as either a WORD or WordPerfect file) to lauriel@ag-risk.org, or mail it to Laurie Langstraat, editor, National Crop Insurance Services, 7201 West 129th Street, Suite 200, Overland Park, KS 66213. If you have questions, you can contact Laurie at 913-685-2767. Happy writing!

National Crop Insurance Services is a nonprofit trade association that represents the interests of 100 percent of the private crop insurance companies that write multiple peril crop insurance, and over 95 percent of the private crop insurance companies that write crop-hail insurance. For more information: www.ag-risk.org.

Ideas Generated During Small Groups at 2002 ACT Convention

This is a list of ideas for chapters that were brought up at the business meeting at the National ACT Convention.

Membership Recruitment and Retention

Receive extra credit in classes for attending and participating.

Have food at meetings.

Joint food breaks with other college clubs.

Use socials to encourage members to attend.

Fundraising

Carnivals – have a booth at a college of ag carnival or establish your own carnival.

Magazine cover imposition – have a magazine cover drawn up and have people “buy” the cover of the magazine that has their picture or family’s picture on it.

Domino tournament – teams play.

Community Service

Christmas caroling

Paint pumpkins for nursing home

Read books on tape for people with reading disabilities

Relay-for-Life (benefits cancer research)

Roll scrolls for graduation

Skating/bowling parties to raise money

Socials

Junior/senior transition – where seniors help juniors prepare for their senior year

Study breaks – help each other study for exams

Officer retreats before the semester

Collaborate with other clubs

Volleyball tournaments

Golf lessons as a chapter – teaches “business” skills

Intramurals

Magazine articles – “contest” to get published

Alumni Relations

Email directory of alumni

Send minutes, newsletter and

Web site information to alum

Invite alum to meetings/guest speakers

Have students develop a description of their “dream job.” Pair them with alum who fit that description. Have students interview the alum and write a short paper about it.

International/global opportunities

Join International Federation of Ag Journalists (at student rate)

Identify organizations that might fund international travel (chemical companies, international food organizations, AgComm professional organizations)

Find out if we meet needs of possible international chapters (example: Puerto Rico)

Internships

Directory of internships

Mentor/shadowing programs

Partnerships with professional organizations

Have members present their internship experiences at ACT meetings.

Leadership

Officer retreat/training

Get involved with other organizations (FFA, 4-H)

Separate business from social

Get younger members involved in committees

Upperclassmen as role models/mentors

Outstanding member award

Educational opportunities/activities

Hold FFA career development event (AgComm) workshop for districts across the state.

Need to better promote on-site contests (at universities).

Youth outreach – “hands-on” activities

Target youth through magazines and community about AgComm as a career.

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