

DENVER, COLORADO

JUNE 10-13, 2011



CONFERENCE
PROGRAM

Robert Casler
ACE President, University of Arizona

Rhonda Conlon
Program Chair, North Carolina State University



Welcome to Denver and the 10th joint ACE/NETC meeting!

In reviewing this year's sessions we see a continued convergence of interests that are in drastic contrast to the first joint ACE/NETC meeting held in Miami in 1993. The theme then was "Discover New Worlds, Navigating the Information Ocean," and it offered an opportunity to learn "how to surf the information ocean."

In retrospect, this first joint meeting seems even more visionary, given how much less our fields had in common. At the time, our strongest bonds were that we were based in the same communications departments, and had a shared and maybe skeptical interest in what the Internet, desktop multimedia and databases could offer. Deciding to meet jointly every other year really was a leap of faith.

Looking back, maybe we knew the Internet was a big deal in 1993, but we didn't have much of a clue where it would take us. We've seen our ideas about the Internet shift from thinking of it as just another place to store and deliver content to its status now as an essential conduit through which to communicate, collaborate and produce content. We've also seen our communication and information technology functions grow more interwoven.

We also see clear evidence of how the audience for our products has changed. Once the playground of academia, the Web is now second nature to most people. As a result, we have to compete for attention with all information sources, even as innovations such as social networking bring us increasingly closer to our audiences.

If there is one thing that hasn't changed between 1993 and 2011, it is the constant effort required to keep up with the changing landscape. Meetings like this send us back home, better prepared to do just that.

We are glad you are here and understand how difficult it has been for some of you to make that happen. We are very excited about the presentations that make up ACE/NETC ver. 2.011, and we thank all who have contributed to this effort.



Table of Contents

Welcome Letter..... pg 2

Schedule at a Glance..... pg 4-10

Speaker Biographies..... pg 11-12

Pre-Conference Activities..... pg 13

Going Mobile, E-publishing Workshop..... pg 13

Research Presentations..... pg 13-14

Session Descriptions.....pg 14-36

Program Committee/Special Thanks..... pg 37

Sponsor Advertising..... pg 38

Hotel Map..... pg 39

Conference website and e-program: <http://acenetc.org>
Mobile site: <http://m.acenetc.org>
Follow us on Twitter @ acenetc2011



Schedule at a Glance

Thursday, June 9

Noon – 5:00 p.m. ACE Board Meeting · *Conference A*

Friday, June 10

8:00 a.m. – 7:00 p.m. Registration · *Conference Lounge until 2:00 p.m., then Conference Center Foyer*

8:00 a.m. – noon ACE Board Meeting · *Conference A*

8:15 a.m. – noon Tours (optional)

1:00 p.m. – 2:00 p.m. ACE SIG Chairs · *Summit A*

2:15 p.m. – 5:00 p.m. Research SIG Presentations · *Summit B*

2:00 p.m. – 5:00 p.m. Publishing SIG Pre-conference Workshop: Making the Leap into e-Publishing · *Summit C*

June 10-12, Aspen Room

Hospitality Suite

Join us for refreshments and kick back with colleagues.

See the Schedule at a Glance for times

2:00 p.m. – 3:30 p.m. Retirees' Meet & Greet · *Aspen Room*

2:30 p.m. – 3:30 p.m. ACE State Representatives Meeting · *Summit A*

3:00 p.m. – 5:00 p.m. NETC Steering Committee · *Conference Room 7*

4:00 p.m. – 6:00 p.m. ACE Past Presidents' Reception · *Aspen Room*

6:00 p.m. Welcome Reception · *Upper/Lower Mountain*

9:00 p.m. Hospitality Suite · *Aspen Room, ground level*

Joe Marks



Memorial Fun Run/Walk

Saturday, June 11, 6 a.m.
Meet in the hotel lobby

Start off your conference with a beautiful morning jog or walk in nearby Cherry Creek State Park. Our shuttle from the hotel will leave promptly at 6 a.m. for a short drive to the park, where you can jog or walk a 2.5-mile loop on trails and paved surfaces. We will return to the hotel no later than 7:30 a.m. so that you have time to shower and eat before the first session begins at 8:15 a.m.

This run/walk honors former ACE president Joe Marks, a long-time writer at the University of Missouri and a dedicated runner who excelled at having fun.

Saturday, June 11

6:00 a.m. – 7:30 a.m. Joe Marks Memorial Fun Run and Walk

7:00 a.m. – 6:00 p.m. Registration · *Conference Center Foyer*

7:00 a.m. – 8:00 a.m. Continental Breakfast · *Summit Ballroom*

8:00 a.m. – 6:00 p.m. Silent Auction · *Summit Ballroom*

8:15 a.m. – 9:00 a.m.

- 7 Critical Success Factors for Developing Your eXtension Community of Practice · *Evergreen Room*
- ACE Centennial Planning · *Arapahoe Room*
- External Collaboration Using the Ask an Expert Widget · *Conference E*
- Get the Most out of Your Posts: Using Social Media to Strategically Market your College · *Conference B, Camtasia Room*
- Implementing a Centralized Online Registration System for Extension Programs: Lessons Learned · *Conference F*
- My Video Is on YouTube.... Does It Really Need To Be Accessible? · *Conference D*
- Surviving Budget Cuts: New Partnerships, New Money · *Conference A, Broadcast Room*
- The Who, When, Why and Where of Learning in Online Social Networks · *Conference C, eXtension Room*

Saturday, June 11, 8 p.m.
Summit Ballroom

404 Awards?

Named for the infamous 404 Error, the NETC 404 Awards are a hallowed and time-honored tradition. Individuals in the NETC community come together in a spirit of fun to celebrate and exchange stories of their most interesting, challenging and entertaining technology-related experiences over the past year.

Although the categories may vary from year to year as determined by the hosts, the person with the most compelling story in each category receives a coveted 404 Award. Participants present their stories to their peers in attendance and winners are determined by audience response.

The 404 Awards is an optional event, so please join us! We look forward to hearing your "best" stories.

9:00 a.m. – 9:15 a.m.

Session break

9:15 a.m. – 10:00 a.m.

- 15 Minute Showcases: Group 1: And the Survey Says!...; Facilitating Group Communication, Planning, Collaboration and Web Publication; Spring Cleaning Your eXtension Community of Practice · *Conference C, eXtension Room*
- 15 Minute Showcases: Group 2: Playfulness at Play on Social Media Sites; Quora; What's Next for the Web? · *Conference D*
- Ask an Expert: The Oregon Experience · *Conference E*
- Extension's Learning Space · *Conference A, Broadcast Room*
- Marketing SIG Meeting · *Arapahoe Room*
- The New Open Source Leadership Management Dashboard (LMD) · *Evergreen Room*
- Savory Images and the Quest for New Audiences: Lessons Learned from the Traveling Exhibit · *Conference F*
- Using Interactive Videoconferencing in a Distributed Adult Learning Environment · *Conference B, Camtasia Room*

10:00 a.m. – 10:45 a.m.

Extended session break

Saturday, June 11
Summit Ballroom

Did You Bring Your Auction Item?

Silent auction, 8 a.m.-6 p.m.
Live auction, 5-6 p.m.

When you packed for ACE/NETC, we hope you remembered to bring something memorable for our annual ACE Auction! Get a head start on your gift shopping or buy something special for yourself at this year's auction.

The ACE Development Fund creates critically needed professional development opportunities for ACE members through scholarships, grants and loans. So far, the Development Fund has supported speakers for national ACE meetings, provided seed money for workshops and awarded grants to ACE members for research and professional activities.

See you at the auction! It's going to be memorable!

- The Class Was All a-Twitter: Using New Media to Facilitate Classroom Interactions · *Conference E*
- Creating Successful Working Relationships in a Changing Work Environment · *Conference C, eXtension Room*
- Driving Content to a Mobile Platform:
 - Are We Killing the Internet in the Process? · *Conference A, Broadcast Room*
- Extending the University's Public Issues Education Efforts through Partnerships · *Evergreen Room*
- Media Relations SIG Meeting · *Arapahoe Room*
- Social Media Monitoring · *Conference B, Camtasia Room*
- Sustainable Publishing on a Shoestring Budget · *Conference F*

11:30 a.m. – 11:45 a.m.

Break

11:45 a.m. – 1:15 p.m.

Lunch, Bill Murphy Speaker: Anya Kamenetz · *Summit Ballroom*

1:15 p.m. – 1:30 p.m.

Break

Sunday, June 12, 7 a.m.–5:00 p.m.
Summit Foyer



C&A Posters

Award winners for the ACE Critique and Awards program were invited to share posters or displays on their projects. ACE/NETC participants can view these award-winning entries all day Sunday, June 12, in the Ballroom.

1:30 p.m. – 2:15 p.m.

- 1,000 Extension Publications. One Editor. (Part II) · *Conference E*
- Back to the Future: Lessons Learned from Utilizing Mobile Technology Centers · *Evergreen Room*
- Challenges in Evaluating Social Media · *Conference A, Broadcast Room*
- Computer Support and Road Warriors Roundtable · *Conference F*
- Continuing the Conversation with Anya Kamenetz · *Conference D*
- Pocket-sized Video: Capturing Your World Using Miniaturized Equipment on a Miniaturized Budget · *Conference B, Camtasia Room*
- Research-Based Recruiting: Matching Millennials Needs with Your Program's Offerings · *Arapahoe Room*
- Their Computers are in Their Pockets: How Games, Smart Phones and Mobile Devices Are Changing the Way Our Clientele Learn · *Conference C, eXtension Room*

2:15 p.m. – 2:30 p.m.

Session break

Sunday, June 12, 8–9:30 a.m.
Summit Ballroom



ACE C&A Ceremony

All ACE/NETC attendees are most welcome to honor award-winning publications, websites, research and much more from the 2011 ACE Critique and Awards. Videos of the top award winners will be shown as well.

2:30 p.m. – 3:15 p.m.

- Agriculture.com Redesigned (90 min.) · *Conference D*
- Combining Photographs with Slogans to Promote Organizational Image · *Conference A, Broadcast Room*
- Growing Grassroots: Using Your Brand, and Your Base, to Secure Your Funds (90 min.) · *Evergreen Room*
- Instant Recess: Because Everybody Needs a Little Push · *Conference E*
- Mobile Technology and Extension's Audience: Lessons Learned (90 min.) · *Conference C, eXtension Room*
- Secrets of a Successful and Effective Facebook Page · *Conference B, Camtasia Room*

3:15 p.m. – 3:30 p.m.

Session break

3:30 p.m. – 4:15 p.m.

- Agriculture.com Redesigned (cont.) · *Conference D*
- Drupal: eXtension's Collaborative Environment for Content Development (90 min.) · *Conference F*
- Facebook Is a Tool, Not a Strategy: Goals, Guidelines and Strategies for Successful Social Media Initiatives · *Conference A, Broadcast Room*



- Growing Grassroots: Using Your Brand, and Your Base, to Secure Your Funds (cont.) · *Evergreen Room*
- Managing Multimedia Projects: A Team Approach to Extension Publishing · *Conference B, Camtasia Room*
- Mobile Technology and Extension's Audience: Lessons Learned (cont.) · *Conference C, eXtension Room*
- Secrets of Successful Software Deployment · *Conference E*

4:15 p.m. – 5:00 p.m.

- Diversity SIG Meeting · *Arapahoe Room*
- Drupal: eXtension's Collaborative Environment for Content Development (cont.) · *Conference F*
- IT SIG Meeting · *Conference D*
- Research SIG Meeting · *Evergreen Room*
- Writing SIG Meeting · *eXtension Room*

5:00 p.m. – 6:00 p.m.

Live Auction · *Summit Ballroom*

6:00 p.m. – 8:00 p.m.

Colorado Cookout/Buffer Dinner (optional) · *Mountain View Gardens*

8:00 p.m.

NETC 404 Awards – Everyone is welcome! · *Summit Ballroom*

9:00 p.m.

Hospitality Suite · *Aspen Room, ground level*

Sunday, June 12

7:00 a.m. – 5:00 p.m.

- Registration · *Conference Center Foyer*
- C&A Posters · *Summit Foyer*

7:00 a.m. – 9:30 a.m.

- Breakfast · *Summit Ballroom*
- ACE Critique and Awards Ceremony – Everyone is welcome! · *Summit Ballroom*

9:30 a.m. – 9:45 a.m.

Break

9:45 a.m. – 10:30 a.m.

- Building Virtual Worlds · *Arapahoe Room*
- Extension 2014: What Will Be Different? (90 min.) · *Conference C, eXtension Room*
- From Concept to Costume: Executing a Multifaceted Food Safety Awareness Campaign (90 min.) · *Evergreen Room*
- iExtension: How Specialists and Agents are Utilizing the iPad · *Conference B, Camtasia Room*
- Moodle as a Social Media Tool · *Conference D*
- Pack Your Bag: Telling the Story in Print, Picture, Video and Audio · *Conference A, Broadcast Room*
- Reading Between the Lines: Interpreting Trends for Communications and Technology · *Conference E*
- Video Podcasts for Plant Identification · *Conference F*

10:30 a.m. – 10:45 a.m.

Session break

10:45 a.m. – 11:30 a.m.

- Building Relationships With USDA-NIFA Communications · *Conference D*
- Ensure Online Relevancy: Integrating Writing for the Web and the Social Web · *Conference B, Camtasia Room*
- Extension 2014: What Will Be Different? (cont.) · *Conference C, eXtension Room*
- Familiar Tools, New Possibilities: Leveraging the Power of the Adobe Web Publishing System · *Arapahoe Room*
- From Concept to Costume: Executing a Multifaceted Food Safety Awareness Campaign (cont.) · *Evergreen Room*
- The National Extension Branding Initiative: Onward to Implementation! · *Conference F*
- Roundtable About iPad Support · *Conference E*
- Stop Broadcasting and Start Having a Conversation · *Conference A, Broadcast Room*

11:30 a.m. – 11:45 a.m.

Break

11:45 a.m. – 1:15 p.m.

Lunch, Gary Hermance Speaker: Dr. Temple Grandin · *Summit Ballroom*

1:15 p.m. – 1:30 p.m.	Break
1:30 p.m. – 2:15 p.m.	<ul style="list-style-type: none"> · Anatomy of a Web Redesign · <i>Conference B, Camtasia Room</i> · Budget Resolution Social Media Plan · <i>Arapahoe Room</i> · A High-Yield Proposition for Communications: Universities and Commodity Organizations · <i>Conference A, Broadcast Room</i> · Jargon: How to Maximize Adverse Impact on It (In Other Words, Kill It!) · <i>Conference F</i> · New Impact Reporting Initiative in Extension at Colorado State University · <i>Conference C, eXtension Room</i> · Public Webinars: Technology, Strategies and Evaluation · <i>Conference E</i> · The Right and Wrong Way to Wrangle Video, Alumni, Students, Web and Accessibility · <i>Evergreen Room</i> · What Science Tells Us About Social Networks · <i>Conference D</i>
2:15 p.m. – 2:30 p.m.	Session break
2:30 p.m. – 3:15 p.m.	<ul style="list-style-type: none"> · Capturing Live Educational Programs for Delivery Via Internet · <i>Evergreen Room</i> · Effective Ways to Appraise Web Content (90 min.) · <i>Conference C, eXtension Room</i> · Leadership and Management SIG Meeting (90 min.) · <i>Conference E</i> · Managing Student Workers · <i>Conference B, Camtasia Room</i> · Publishing and Graphic Design SIG Meeting (90 min.) · <i>Conference D</i> · Successfully Communicating Climate Change Science · <i>Conference F</i> · User Testing: Easy Strategies for Making Stuff That Doesn't Stink · <i>Conference A, Broadcast Room</i>
3:15 p.m. – 3:30 p.m.	Session break
3:30 p.m. – 4:15 p.m.	<ul style="list-style-type: none"> · Apocalypse-Proofing Your Organization · <i>Conference A, Broadcast Room</i> · Effective Ways to Appraise Web Content (cont.) · <i>Conference C, eXtension Room</i> · Leadership and Management SIG Meeting (cont.) · <i>Conference E</i> · Learn (Mostly) Online Workshop: New Partners for New Ways of Working · <i>Conference B, Camtasia Room</i> · Publishing and Graphic Design SIG Meeting (cont.) · <i>Conference D</i> · VMware Disaster Recovery · <i>Evergreen Room</i> · You, Too, Can Be Published in the Journal of Applied Communications · <i>Conference F</i>
4:15 p.m. – 4:30 p.m.	Session break
4:30 p.m. – 5:15 p.m.	<ul style="list-style-type: none"> · ACE Business Meeting · <i>Summit Ballroom</i> · Building, Maintaining and Sustaining Private and Public Web Content Through a Multisite Drupal Environment · <i>Conference A, Broadcast Room</i> · Client Management With Casper Suite · <i>Conference E</i> · A Funny Thing Happened on the Way to Source Code Management: A Brief Introduction to Git, GitHub, and How We Use It · <i>Conference B, Camtasia Room</i> · Interoffice Phones Mixing POTS and VoIP · <i>Conference D</i> · Telling Extension's Story With Kodak Playtouch Cameras · <i>Conference C, eXtension Room</i>
5:15 p.m. – 6:15 p.m.	2012 ACE Conference Program Committee Meeting · <i>Arapahoe Room</i>
6:30 p.m.	Dinner on your own
9:00 p.m.	Hospitality Suite · <i>Aspen Room, ground level</i>

Monday, June 13

- 7:00 a.m. – 4:00 p.m. Registration · *Conference Center Foyer*
- 7:00 a.m. – 8:00 a.m. Continental Breakfast and ACE Regional Meetings · *Summit Ballroom*
- 8:15 a.m. – 11:30 a.m. Issues Management Symposium · *Summit Ballroom*
- 8:15 a.m. – 9:00 a.m. · Challenges and Opportunities Facing Agricultural Communications
 Academic Programs in the “10s” · *Conference E*
 · Developing Scenarios: Useful Tools for Thinking About the Future · *Evergreen Room*
 · From the Pages of Comic Books Comes a Quest for Healthy Kids · *Conference A, Broadcast Room*
 · Institutional Team Roundtable · *Arapahoe Room*
 · iPhone Development: Everything We’ve Learned in the Past Three Years · *Conference B, Camtasia Room*
 · Network Literacy: Why Is It Important? · *Conference F*
 · Overhauling Your Extension Web Presence to Reach a 21st Century Audience · *Conference C, eXtension Room*
 · Pocket Video: Small Cameras, Big Impact · *Conference D*
- 9:00 a.m. – 9:15 a.m. Session break
- 9:15 a.m. – 10:00 a.m. · 15-Minute Showcases: Group 3: Agriculture Island: Simulating Disaster for Communications Training; Disaster Education from the Desktop; Voyage to the Bottom of the Sea: Collaborative Partnerships Connecting through Technology · *Conference C, eXtension Room*
 · 15-Minute Showcases: Group 4: Application of Digital Tablets for Extension Programs; Drat! I Forgot my Password; Prezi: A Nonlinear Alternative to Death By Powerpoint · *Conference D*
 · 15-Minute Showcases: Group 5; Agri-Food and Rural Link–Collaborating Ontario Style: A New Approach to University and Government Collaboration for the Mobilization of Knowledge; Project Ordering Online: Providing Transparency and Management Tools; A Symphony of Blogs · *Conference E*
 · The 21st-Century Style Guide: Who Needs It? · *Conference B, Camtasia Room*
 · The Balancing Act: Tips and Strategies for Finding Your Work/Life Balance · *Evergreen Room*
 · Designer + Programmer = Masterpiece · *Conference A, Broadcast Room*
 · International SIG Meeting · *Arapahoe Room*
 · Videoconferencing Roundtable · *Conference F*
 ·
- 10:00 a.m. – 10:45 a.m. Extended session break
- 10:45 a.m. – 11:30 a.m. · Evaluating a Latin American Digital Distance Learning System · *Arapahoe Room*
 · Far and Tethered: Using Remote Still Cameras · *Conference F*
 · Free is Good: Free Software for Office and Support Use · *Conference D*
 · IT Training Roundtable · *Conference E*
 · Lost But Not Forgotten: The Ongoing Story of How Once-Lost Treasures Continue to Bring Our History to Life · *Conference A, Broadcast Room*
 · Phew, That Was Fun! · *Conference B, Camtasia Room*
 · What Are You Reading and Why? · *Conference C, eXtension Room*
 · You Go, We Follow And It All Makes a Difference · *Evergreen Room*
- 11:30 a.m. – 11:45 a.m. Break
- 11:45 a.m. – 1:15 p.m. Lunch, Keynote Speaker: Dr. Rosa Martey · *Summit Ballroom*
 Larry Dreiling, Reuben Brigham award winner · *Summit Ballroom*
- 1:15 p.m. – 1:30 p.m. Break
- 1:30 p.m. – 2:15 p.m. · Building Capacity for Online Interaction:



- Planning and Delivering a Virtual Conference (90 min.) · *Conference E*
- Charge Ahead, But Not So Fast! Learning to be Entrepreneurial with Publications (90 min.) · *Conference C, eXtension Room*
- Customizing a Path for Using Social Media in Extension Education (90 min.) · *Conference D*
- Delivering Disaster Education (90 min.) · *Conference F*
- Educating Today's Students with Tomorrow's Technology: Second Life in Agriculture · *Conference B, Camtasia Room*
- One Voice: Building on the University's Message · *Evergreen Room*
- Remote Training · *Conference A, Broadcast Room*

2:15 p.m. – 2:30 p.m.

Session break

2:30 p.m. – 4:15 p.m.

Issues Management Symposium (cont.) · *Summit Ballroom*

2:30 p.m. – 3:15 p.m.

- Adobe Connect Roundtable Think Tank · *Conference B, Camtasia Room*
- Building Capacity for Online Interaction: Planning and Delivering a Virtual Conference (cont.) · *Conference E*
- Charge Ahead, But Not So Fast! Learning to Be Entrepreneurial with Publications (cont.) · *Conference C, eXtension Room*
- Customizing a Path for Using Social Media in Extension Education (cont.) · *Conference D*
- Delivering Disaster Education (cont.) · *Conference F*
- Facebook Advertising: Simple, Effective and Inexpensive · *Conference A, Broadcast Room*
- Using Polling Software to Put a Little Fun in Your Presentation · *Evergreen Room*

3:15 p.m. – 3:30 p.m.

Session break

3:30 p.m. – 4:15 p.m.

- Connecting the Physical World and the Virtual World with QR Codes · *Conference B, Camtasia Room*
- Overhauling an Extension Publications Website: You Mean We Want People to Find and Use our Pubs? · *Conference A, Broadcast Room*
- Social Media: The Next ACE SIG? · *Conference D*
- Transforming the Way We Do Our Work: Evidence from eXtension · *Conference C, eXtension Room*

Speaker Bios

Anya Kamenetz

Bill Murphy Speaker: Saturday, June 11

11:45 a.m.–1:15 p.m.

Anya Kamenetz brings an entirely unexpected perspective to the future of knowledge, talent and innovation. She delivers companies core insights into change, innovation, technology and talent.

Kamenetz was one of the youngest ever columnists for the Village Voice, where she earned a Pulitzer prize nomination for her reporting on the economic challenges facing Generation Next. The series later became a highly regarded book, *Generation Debt: The New Economics of Being Young*. Written when she was just 24, *Generation Debt* (Riverhead Books, 2006) drew national media attention and passionate online debate with its argument that young people are facing unique and unprecedented economic challenges. Her new book, *DIY U: Edupunks, Edupreneurs, and the Coming Transformation of Higher Education* (Chelsea Green, 2010), tells the story of how technology is disrupting one of the most tradition-bound industries in the country — no industry is safe. It's an important book about talent, human capital and how our institutions must evolve to meet the challenges of the next century. Kamenetz is a sought-after media expert regularly appearing on major news networks including CBS, ABC, CNN, MSNBC, FOX News, CNBC and NPR. Currently, she covers the future of business, including sustainability and social entrepreneurship, as a writer for *Fast Company* magazine.



Kamenetz's inspiring, informative and down-to-earth presentations draw on her own experience and years of research. She has insight into a range of generation-specific issues most relevant to people in their 20s and 30s: technology and social networking; flex time and work-life balance; finding career passion through engagement in the new green economy and social entrepreneurship; the rising cost of higher education and health care; and money management.

Temple Grandin

Gary Hermance Speaker: Sunday, June 12

11:45 a.m.–1:15 p.m.

Temple Grandin is an animal science professor at Colorado State University, where she conducts ongoing research on animal handling systems and teaches courses on livestock handling and facility design. Grandin also shares animal handling and animal welfare expertise with Colorado ranchers and farmers. She regularly consults with large feedlots, commercial meat packers, organic and natural livestock producers, ranches, and major corporations including Wendy's International, Burger King, Whole Foods, Chipotle and McDonald's Corporation. Grandin has published several-hundred industry publications, book chapters and technical papers on animal handling, 45 refereed journal articles, and seven books including New York Times best seller *Animals in Translation*. She has appeared on numerous television and radio shows, and has been featured in several magazines. In 2010, she was named one of Time Magazine's 100 Most Influential people. She has received numerous awards including the Meritorious Achievement Award from the Livestock Conservation Institute, the Richard L. Knowlton Award from Meat Marketing and Technology Magazine, the Industry Advancement Award from the American Meat Institute, and the Lifetime Achievement Award from The National Cattlemen's Beef Association.



At age two Grandin had no speech and showed signs of severe autism. Her mother defied the advice of the doctors and kept her out of an institution. Many hours of speech therapy and intensive teaching helped Grandin learn to talk. Despite a childhood of constant teasing, Grandin persevered. Her high school science teacher and experiences on her aunt's Arizona ranch motivated Grandin to study and pursue a career as a scientist and livestock equipment designer. Grandin holds a B.A. from Franklin Pierce College (1970), an M.S. in Animal Science from Arizona State University (1975) and a Ph.D. in Animal Science from the University of Illinois (1989). In 2010, HBO premiered a movie about Grandin's early life and career with the livestock industry. The movie received seven Emmy awards including Best Actress in a Drama for Claire Danes.

Sources: Dr. Temple Grandin and www.notablebiographies.com

Rosa Martey

Keynote Speaker: Monday, June 13

“Game On! Applying game design principles to research, teaching, and outreach strategies”

11:45 a.m.–1:15 p.m.

Rosa Mikeal Martey is an assistant professor in the department of Journalism and Technical Communication at Colorado State University. Her research focuses on online information-seeking and social interaction through digital technologies with a focus on gender, identity, and social norms. Current research includes a study of perceptions of social norms and politics on Facebook, and research on game design and applying game principles in university instruction.

She is also currently examining identity and group dynamics in Second Life and World of Warcraft as part of a large federally funded research project.

Prior to her graduate work, Martey did corporate and community research in advertising and non-profit organizations, as well as strategic planning and website design. Recent publications can be found in *Popular Communication*, *New Media and Society*, and *Information, Communication and Society*. She teaches courses in computer-mediated communication, digital research methods and the social impact of digital technologies. Martey was recently featured in *The Denver Post*.



Larry Dreiling

Reuben Brigham Award

Monday, June 13

11:45 a.m.–1:15 p.m.

Denver native Larry Dreiling travels an average of 35,000 miles a year visiting farmers and ranchers and sharing the secrets of their success with over 50,000 High Plains Journal subscribers each week. Dreiling joined High Plains Journal as an associate editor in 1989 and was named a senior field editor in 2001. In 1999, Dreiling received NAAJ's prestigious J.S. Russell Memorial Award. And, in 2004, Dreiling was named an AAEA Master Writer. Dreiling also is an active member of the National Agri-Marketing Association, the Society of Professional Journalists and the Committee to Protect Journalists and is a non-resident member of the National Press Club of Washington, DC.

Dreiling is the first person to hold the title of president of both of the nation's major agricultural reporting groups. He was President of the American Agricultural Editors' Association from 2000–2001, and president of the Association of North American Agricultural Journalists from 2005–2006.

The 2005–2006 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. Active and retired members of ACE, a land-grant college or university staff, or USDA staffs are not eligible for the award. More information and a list of past awardees is available on the ACE website.



Pre-conference Activities: Optional Tours

Friday, June 10

Nature's Bounty Part One:
Harnessing and Utilization

Colorado School of Mines Geology Museum

The Colorado School of Mines Geology Museum, home to one of the state's two Goodwill moon rocks collected during the Apollo 17 mission, was started in 1874 and displays mineral, fossil, gemstone, meteorite and historic mining artifact exhibits on two floors.

Depart hotel: 10:00 a.m.
Tour: 11:00 a.m. – Noon

Cuppa and Art

*Celestial Seasonings and Leanin' Tree Museum of
Western Art*

At Celestial Seasonings you'll see how teas are blended, packaged and shipped before enjoying free samples of every tea they make. The Leanin' Tree Museum of Western Art in Boulder exhibits the private art collection of Ed Trumble, founder and chairman of Leanin' Tree, publisher of fine-art greeting cards since 1949. His collection was born of a passion for American Western art that has spanned five decades and continues to grow today.

Depart hotel: 8:45 a.m.
Tour Celestial Seasonings: 10:00 a.m. – 10:45 a.m.
Tea tasting/Gift shop: 10:45 a.m. – 11:15 a.m.
Leanin' Tree Museum: 11:30 a.m. – 12:30 p.m.

Food and Science

*Denver Museum of Nature and Science: Expedition
Health and Lab Tour; and The Urban Farm*

Experience highly-interactive, highly-personalized activities at the Expedition Health and Lab Tour, located at Denver's Museum of Nature and Science. You'll immerse yourself in a theater experience that engages all your senses. At The Urban Farm you'll learn how urban agriculture improves the lives of children living in high-risk neighborhoods by helping to create a sense of positive self-regard and self-reliance, a strong work ethic and hope.

Depart hotel: 8:15 a.m.
Visit museum: 9:00 a.m. – 10:30 a.m.
The Urban Farm: 11:00 a.m. – Noon

Making the Leap: E-publishing Workshop

Summit C

Friday, June 10, 2–5 p.m.

It's time to start converting all those extension print publications into formats that can be read by electronic reader — Kindle, iPad, Nook, smart phones. Reader habits are changing and many of our clients expect to get information from mobile devices and electronic readers. What's more, they expect (and demand) more than just a block of text.

ACE members know this, but exploring this new frontier in a time of shrinking budgets poses significant challenges. So how do you get started?

The workshop will provide practical guidance that participants can take home and start to use:

- Lori Martinsek, president of Adept Content Solutions, will give an overview of the technical, graphical and editorial aspects of e-publishing.
- A case study will show how to convert an actual extension publication into EPUB format.
- A panel of ACE members will share their experiences and answer questions about how their units are meeting the e-publishing challenge.

Research Presentations

Summit B

Friday, June 10

2:15–3 p.m., Session #1

Title: The Contribution of Selected Instructional Methods Toward Graduate Student Understanding of Crisis Communication

Authors: Christy Witt, David Doerfert, Tracy Rutherford, Theresa Murphrey, Leslie Edgar – Texas Tech University

Title: A Content Analysis of Newspaper Articles in the 2010 Salmonella Outbreak in Eggs

Authors: Melissa Waggoner, Erica Irlbeck – Texas Tech University

Title: Television Journalists' Perceptions of Agricultural Stories and Sources

Authors: Kori Barr, Erica Irlbeck, Courtney Meyers, Todd Chambers – Texas Tech University

3:15–4 p.m., Session #2

Title: Is Perception Reality? Improving Agricultural Messages by Discovering how Consumers Perceive Messages

Authors: Joy Goodwin, Christy Chiarelli, Tracy Irani – University of Florida

Title: The Use of Facebook as a Communication Tool in Agricultural-Related Social Movements

Authors: Mica Graybill, Courtney Meyers, David Doerfert, Erica Irlbeck – Texas Tech University

Title: Advocating for Agriculture: Exploring Facebook as a Public Relations Communication Tool in Agricultural Related Social Movements

Authors: Courtney Meyers, Mica Graybill, Erica Irlbeck, David Doerfert – Texas Tech University

4:15–5 p.m., Session #3

Title: Featuring Agriculture: A Qualitative Analysis of Postsecondary Students' Reactions to Agricultural Documentaries

Authors: Courtney Meyers, Erica Irlbeck, Kelsey Fletcher, Jade Keith – Texas Tech University

Title: Perceptions of Agricultural Communications Freshmen Regarding Curriculum Expectations and Career Aspirations

Authors: Tamra Watson, Tanner Robertson – Oklahoma State University

Title: Review of ACE Research Presentations

Moderators: Dwayne Cartmell – Oklahoma State University, Amanda Ruth-McSwain – College of Charleston, Mark Tucker – Purdue University

Session Descriptions

Saturday, June 11, 8:15–9 a.m.

7 Critical Success Factors for Developing Your eXtension Community of Practice

Evergreen Room

The Internet offers a universally accessible interactive hub of fast, consistent, cost-effective resources to connect individuals and disciplines working toward a common goal. The groups derived from these connections are often called knowledge-generating Communities of Practice (CoP). These CoPs are an important mechanism for the generation and dissemination of knowledge. Thus, eXtension provides resources, cyber space and collaborative technologies to enhance the development of our CoP. But how do you develop an active and successful CoP? Join us for an interactive workshop that explores the success strategies we've used to: (1) Develop an infrastructure that supports syndication and mobile interaction; (2) Assess the expertise in membership; (3) Identify/close gaps in knowledge/skills; (4) Organize CoP members into

workable teams; (5) Share, update and foster connectivity; (6) Create a "call to action" that supports and motivates members; and, (7) Engage the membership. Bring your questions, concerns and real world experience. Together with these strategies, becoming a principal source of information in your area of expertise is only a Community of Practice away.

Jerri Caldwell, Auburn University

Marissa Stone, University of Georgia

ACE Centennial Planning

Arapahoe Room

ACE will be celebrating its centennial in 2013. In preparation for marking this milestone, we will be brainstorming on ways to prepare for celebrating, especially at the 2013 conference. This is an opportunity to spotlight the legacy of our organization, and in order to properly take advantage of this opportunity we need to think big and begin planning now.

Robert Casler, University of Arizona

External Collaboration Using the Ask an Expert Widget

Conference E

This presentation highlights a unique and successful partnership between the Alabama Cooperative Extension System (ACES), eXtension and a private company. Bonnie Plant Farm is a national plant wholesaler based in Alabama that supplies retail stores throughout the United States. In 2009, Bonnie Plants representatives approached ACES to explore options for handling the many plant-related questions that the company receives from customers via its website. Coincidentally, ACES had just finished adding eXtension's Ask an Expert widget to the state's 67 county websites. The widget was the obvious solution to meet the needs of Bonnie Plants; however, there was no precedent for using the widget in this manner involving a private company. In March 2010, a partnership was formed between ACES, eXtension and Bonnie Plants. A specialized Ask an Expert widget was created and placed on the Bonnie Plants website. The company provided funding support for an ACES position devoted to answering questions submitted via that widget. Thus far, over 1,700 questions have been answered either via the widget or via direct follow-up e-mail. Overall, this partnership meets mutual needs while increasing the visibility of Extension.

Jonathan Davis, Auburn University

Danielle Carroll, Auburn University

Kerry Smith, Auburn University

Get the Most out of Your Posts: Using Social Media to Strategically Market Your College

Conference B, Camtasia Room

You know you should be using Facebook and other social media to market your college or organization. But does the idea of crafting short, relevant posts every day sound daunting? Learn how two professionals with different target audiences (prospective students and alumni) are collaborating to get the most out of every post. They will share behind-the-scenes organization, pragmatic planning and evaluation system behind their efforts to build relationships and push messages via social media.

Melea Reicks Licht, Iowa State University

Andrew Zehr, Iowa State University

Implementing a Centralized Online Registration System for Extension Programs: Lessons Learned

Conference F

The Penn State College of Agricultural Sciences made a decision in 2010 to implement a centralized online registration and payment system for extension programs as part of its restructuring and branding/communication efforts. The system chosen, CVENT, was being used successfully in other areas of the college, and an implementation model was developed for extension use. This session will discuss the what, why and how of this initiative as well as progress to date and lessons learned.

Mary Wirth, Penn State

My Video is on YouTube... Does it Really Need to be Accessible?

Conference D

At UGA we are embracing YouTube as method for county agents and specialists to self-publish educational content. We are also proactive in ensuring that online videos are captioned and accessible for all users. Walk through our workflow to learn how to produce accurate captions with free online tools, add captions to your movies, dynamically produce text-only transcripts and use other YouTube features to maximize your message. Leave with tutorials you can use to make your YouTube channel 508-compliant and accessible to all.

Emily Pitts, University of Georgia

Surviving Budget Cuts: New Partnerships, New Money

Conference A, Broadcast Room

Budget cuts, reorganizations and uncertainty can be discouraging or a catalyst for exploring new partnerships and new sources of money. However, finding new and reliable sources of money often requires looking outside your status quo into new partnerships, new technologies and at times new audiences for communications and educational programs. This session will explain how to forge successful partnerships and to work across state lines with new specialists to find money to support your program for years into the future. We also will clarify the grant-writing process with a simple

step-by-step method. Beginners to seasoned grant writers will walk away with useful suggestions for success in the upcoming funding season.

Jeanne Gleason, New Mexico State University

Dave King, Oregon State University

The Who, When, Why and Where of Learning in Online Social Networks

Conference C, eXtension Room

Being found and recognized on the Internet is becoming increasingly dependent on the circulation and use of information in online social networks. When people seek knowledge or answers to their questions online, their inquiries often lead them beyond to people with similar interests. These interactions can ultimately lead to sustained learning partnerships and even the formation of interest-based or niche learning networks. Educators can reach new potential audiences by participating in online, interest-based learning networks. Yet, finding where to go to participate in these networks may feel daunting for those not accustomed to using online networks for routine personal or professional interactions. Using examples from the Cooperative extension network and beyond, this session will explore: the strengths of various networks for connecting with specific audiences; how to find and connect with individuals of similar interests; how to find interest-based niche networks and niches within mass networks; and managing time and conversations in multiple networks.

Karen Jeannette, eXtension

Saturday, June 11, 9:15–10 a.m.



15-Minute Showcases: Group 1
Conference C, eXtension Room

And the Survey Says!... (15 min.)

Knowledge-generating eXtension Communities of Practices (CoPs) promote collaboration, increase Cooperative Extension productivity and ultimately deliver educational products to members and the public. But how do you know which member of the CoP has expertise in what? How do you know which members are technologically savvy? How do you know what a new member is interested in contributing? How can we effectively and efficiently engage the members of the CoP if we do not have these answers? We will showcase two eXtension CoP user surveys that enabled us to collect useful information about the CoP membership, their involvement, the way they interact in the CoP, what they plan to contribute and their areas of expertise.

Jerri Caldwell, Auburn University

Marissa Stone, Auburn University

Facilitating Group Communication, Planning, Collaboration and Web Publication (15 min.)

University and extension personnel increasingly need to efficiently communicate, plan, collaborate and publish in multi-institution working groups. In this workshop we will describe how we have developed group workspaces for eXtension Communities of Practice

(eOrganic.info and PBGworks.org) and a university department (groups.hort.oregonstate.edu), using a combination of open-source Drupal software and custom development. These sites provide tools for file and image sharing, collaboration and discussion, and publication direct-to-the-web and to external websites such as eXtension.org. This talk will provide an overview of the group tools employed. Greater technical detail will be provided in another talk, "Building, Maintaining and Sustaining Private and Public Web Content through a Multisite Drupal Environment."

Alice Formiga, Oregon State University

Matt Jager, Oregon State University

Roger Leigh, Oregon State University

John McQueen, Oregon State University

Alexandra Stone, Oregon State University

Spring Cleaning Your eXtension Community of Practice (15 min.)

Have you ever looked at your Community of Practice (CoP) "content home" or "community home" and thought, "How did our CoP become this disastrous laundry list?" This presentation showcases an organizational approach for creating an infrastructure that supports syndication and mobile interaction in eXtension "content home" and "community home." This approach accommodates new CoP members and multiple landing pages, and is conducive to CoP connectivity and engagement. This showcase shows what a CoP content and community home can look like and how your CoP may benefit.

Jerri Caldwell, Auburn University

15-Minute Showcases: Group 2 Conference D

Playfulness at Play on Social Media Sites (15 min.)

Results of a thesis study of a convenience sample of 200 University of Wyoming students showed that students higher in playfulness, as determined by the Adult Playfulness Scale, attended to social media sites (Facebook, MySpace, Twitter) significantly longer than those lower in playfulness. There is no significant difference in playfulness in women and men; however, there were differences in the factors of playfulness. A study of the principal factors determined by the scale showed that males had significantly higher playfulness levels in the Relaxed factor (Relaxed, Calm, Easy), while women had significantly higher playfulness levels in Emotional (Emotional, Predictable). Women higher in playfulness levels were on social media sites longer than all others. The gendered differences in the factors could affect how marketing efforts on social media sites are designed and how messages could be framed toward males and females.

Steven Miller, University of Wyoming

Quora (15 min.)

Quora is a collection of questions and answers created, edited and organized by everyone who uses it. The goal is to have each question page become the best possible resource for someone who wants to know about the question. This online site will be demonstrated, with examples of why extension professionals may need to consider this application.

Anne Adrian, eXtension

What's Next for the Web? (15 min.)

Get inspired by trends and developments where communications and technology meet, and how they might apply to extension. Imagine a future where we provide new approaches to help people navigate a world of unrelenting information. Will Web 3.0 bring a more meaningful experience, become a personal assistant for the masses, bring scientific data to bear in everyday decision-making? Much is possible in a world of augmented reality, convergence of devices and smart appliances, crowd-sourced decision making, gestural and eye-tracking interfaces, and ubiquitous location referencing (RFID and GPS). Will we lead, follow or be left behind?

Rebecca Noran, University of Minnesota Extension

Ask an Expert: The Oregon Experience

Conference E

Budget cuts are taking their toll on extension programs nation wide. Many states are facing significant changes in organizational structure and the way educational programming is delivered. In preparation for such changes in Oregon, the Oregon State University (OSU) Extension Service recently integrated eXtension's Ask an Expert widget into its websites across the state. The goals of this project are to deliver public education with increasingly limited resources, implement cost-effective operating efficiencies, and increase engagement with new and existing audiences through online communication. This session will cover Oregon's step-by-step approach to the research, planning, testing and statewide implementation of Ask an Expert. Learn what worked, what might have worked better and whether the project is meeting its goals. Don't reinvent the wheel. If your state is considering a statewide implementation of Ask an Expert, this is a session you won't want to miss.

Steve Dodrill, Oregon State University

Bryan Mayjor, Oregon State University

Extension's Learning Space

Conference A, Broadcast Room

Cooperative Extension is all about learning, whether it's professional development for ourselves or helping others to learn. Finding opportunities to learn is one of the challenges! Whether you're looking for new trends in social media, specific subject matter or tips for doing your job better, learn.extension.org is the place. It is a site for sharing professional development that we're providing. It's also a resource for upcoming professional development and archives of events that were recently offered. "Learn" is your place to share and learn together in a social way. Join us to learn the basics of learn.extension.org and give your ideas of how it can be used to help us all.

Beth Raney, Penn State

Jason Young, North Carolina State University

Marketing SIG Meeting

Arapahoe Room

Opportunity for Marketing SIG to meet and discuss professional development opportunities for 2011-2012.

Allison Eckhardt, University of Florida

Emily Eubanks, University of Florida

The New Open Source Leadership Management Dashboard (LMD) Demonstration

Evergreen Room

The LMD, which is a subset of the Research, Education and Economics Information System (REEIS), is a congressionally mandated system to monitor and evaluate research, education and extension impacts/outcomes, primarily as related to National Institute of Food and Agriculture (NIFA) staff and partner institutions. The LMD, originally developed on an Oracle Portal Platform, went into production in June 2007 and recently (2010) began migrating to an open-source Ruby-on-Rails platform. This demonstration will center on the new, exciting features of the new platform as well as the NIFA Reporting Portal.

Joseph Barbano, National Institute of Food and Agriculture

Savory Images and the Quest for New Audiences: Lessons Learned from the Traveling Exhibit

Conference F

Savory Images, a collection of photos from the pages of Oregon's Agricultural Progress magazine, toured Oregon for a year. Featuring the bounty of Oregon agriculture, the exhibit reflected the role that Oregon State University's agricultural research plays in sustaining the state's rich farming heritage. The 33 images were showcased in a variety of venues from art galleries to shopping malls. The experience was a first for OSU Extension and Experiment Station Communications. Learn what we learned — from logistics, cost and promotion to how we went about helping local Extension and Research Stations to incorporate the show into their own university outreach efforts.

Lynn Ketchum, Oregon State University

Judy Scott, Oregon State University

Using Interactive Videoconferencing in a Distributed Adult Learning Environment

Conference B, Camtasia Room

This presentation will explain how Auburn University's Adult Education Department and the Alabama Cooperative Extension System (ACES) have partnered to offer graduate school opportunities for ACES employees across the state of Alabama in a fully interactive environment. It will also examine the experience from an educator's, a technologist's and a student's point of view.

Greg Parmer, Auburn University

Rusty Presley, Auburn University

Saturday, June 11, 10:45–11:30 a.m.

Advanced Google Analytics

Conference D

Google Analytics is a great free tool for revealing basic information about the activity on your site. However, there are many advanced features such as event tracking, custom reports, custom variables and advanced segments which can greatly increase your understanding

of how visitors are interacting with your site. Come learn about these features and see how eXtension uses them on our sites.

Ben MacNeill, North Carolina State University

The Class Was All a-Twitter: Using New Media to Facilitate Classroom Interactions

Conference E

Finding innovative ways to implement new media into undergraduate and graduate courses can encourage interaction among students and increase their engagement in coursework. Encouraging students to become familiar with new media platforms in a professional environment also helps to better prepare them as representatives of agriculture — online and in person — and provides a foundation for relationships with agriculture professionals around the world. Access to course materials, particularly those created by students, can increase professionals' awareness of course content and encourage professionals to provide informal feedback to students. In this session, instructors will share innovative uses of new media, such as conducting class sessions via streaming Twitter conversations and creating a class blog as a portfolio of feature stories. Professionals, faculty and graduate students are invited to contribute their experiences with and ideas for incorporating new media in agricultural communications courses, with a particular emphasis on building relationships among students and professionals. The advantages and disadvantages of new media assignments also will be discussed.

Traci Naile, Texas A&M University

Tanner Robertson, West Texas A&M University

Annie Specht, Texas A&M University

Creating Successful Working Relationships in a Changing Work Environment

Conference C, eXtension Room

Talk about an opportunity to communicate! As professional communicators, our goal is to best represent our organization. Yet, in today's workplace, we are in our 20s, 30s, 40s, 50s, 60s and, yes, maybe even our 70s. We have different frames of reference, and different ideas, values and work ethics. How can we work together to bridge the generation gaps? Communicate effectively? Cultivate respectful working relationships? And produce high-quality communications? Let's talk. This session will feature a panel discussion about challenges and opportunities in today's workplace, with tips for overcoming barriers.

Rick Atterberry, University of Illinois

Russ Feldhausen, Kansas State University

Beth Forbes, Purdue

Sandi Karstens, University of Nebraska - Lincoln

Mary Lou Peter, Kansas State University

Nancy Peterson, Kansas State University

Bob Ratliff, Mississippi State

Driving Content to a Mobile Platform: Are We Killing the Internet in the Process?

Conference A, Broadcast Room

From reading the Horizon Report to just looking in your pocket, it is clear we need to move our courses and learning modules to mobile access to remain competitive and available to our learner audiences. What is unclear is the impact of a significant move to proprietary applications (such as iPhone or Droid apps). All our learners expect is easy access, but few recognize the difference between “free” proprietary applications and well-designed Web and browser-based access. Nor do many of them recognize the difference between the Web as an access tool and the Internet as a transport. That does not mean that those of us producing learning apps should not take into account the longer term impact of which direction we choose. The controversy rages about the true impact of proprietary apps compared to all the other functions for which the Internet provides transport. This presentation will discuss the overall issue of proprietary app impact on possible long-term Internet viability, the production issues inherent in developing proprietary apps versus browser-available apps for learning modules, and options for learners and developers to consider.

Dave King, Oregon State University

Chris LaBelle, Oregon State University

Extending the University's Public Issues Education Efforts Through Partnerships

Evergreen Room

Since the implementation of the Center for Public Issues Education in Agriculture and Natural Resources (PIE Center), the Department of Agricultural Education and Communication at the University of Florida has been building strong relationships with research partners. One of the main goals of the PIE Center is to develop sound science and innovative education programs for targeted audiences in order to bridge the green divide and sustain the agricultural industry. This workshop will focus on how to build strategic partnerships that benefit academic research agendas as well as commodity organizations, allowing participants to identify potential partnerships for their institutions; understand how to appeal to research partners; develop a need for research valued by partners and commodity organizations; and understand the commitment and punctuality needed by research partners. This workshop is ideal for researchers seeking to put their research to use beyond the university.

Christy Chiarelli, University of Florida

Joy Goodwin, University of Florida

Media Relations Special Interest Group Meeting

Arapahoe Room

This will be a meeting time to discuss business of the Media Relations SIG.

Julie Douglas, American Seed Trade Association

Sandi Karstens, University of Nebraska-Lincoln

Keith Robinson, Purdue University

Social Media Monitoring

Conference B, Camtasia Room

In this session, we will demonstrate how we used a monitoring tool to track social media trends on priority topics for the Military Families Community of Practices (CoP). We will describe topics and searches we created, what we learned from this monitoring and how our findings help direct our social media and marketing approaches.

Anne Adrian, eXtention

Terry Meisenbach, eXtension

Sustainable Publishing on a Shoestring Budget

Conference F

Budgets continue to shrink, but the demand for services continues to increase. The EDIS website (<http://edis.ifas.ufl.edu>) is a comprehensive, single-source repository of all current UF/IFAS numbered, peer-reviewed publications. UF/IFAS academic departments develop and maintain a collection of publications available for universal free distribution on the World Wide Web and through the Florida Cooperative Extension Service county offices and research and education centers statewide. Each year, visitors to the EDIS website accessed one of over 7,000 publication titles more than 24 million times. A streamlined publication process, universal Web access and print as-needed services not only reduce the cost but also expand the impact of UF/IFAS publications, which are reviewed every three years. Discover the basics for using metadata in a digital publishing workflow, building effective partnerships with university libraries for archival purposes, and more. Plus, learn how we do it all from a hayloft!

Susan Gildersleeve, University of Florida

Travis Prescott, University of Florida

Saturday, June 11, 1:30–2:15 p.m.

1,000 Extension Publications. One Editor. (Part II)

Conference E

This session is a follow-up to last year's “1,000 Extension Publications. One Editor.” session. I'll share the lessons I learned from my first three years as a new publications editor responsible for keeping nearly 1,000 extension publications up and running while rebuilding connections with a wary faculty and administration. I'll also share ideas for ways to streamline your pubs process and keep clientele happy, even with a small staff and tight budget.

Amanda Swennes, University of Georgia

Back to the Future: Lessons Learned from Utilizing Mobile Technology Centers

Evergreen Room

George Washington Carver firmly believed in taking the knowledge out of the school structure and delivering it to the people in a way that they could understand and apply. In fact, that is what the

foundation of Extension is about. Carver may have founded the “Jesup Wagon” but he ain’t ever seen nothing like this. See how Fort Valley State University and Tennessee State University have modernized the “Jesup Wagon” and have taken the knowledge out of the schools to the communities utilizing Mobile Information Technology Centers. Participants will learn about the history of the Universities Technology Centers and what worked and didn’t. Participants will also learn how these centers have opened up doors to other state and local partners and built up the image of the Cooperative Extension program.

Jonell Hinsey, Tennessee State University

Yolanda McFerrin, Fort Valley University

Terrence Wolfork, Fort Valley University

Challenges in Evaluating Social Media

Conference A, Broadcast Room

Social media (YouTube, Facebook, Twitter, etc.) can be used to engage and communicate with extension clientele in new digital ways. And in many ways, they are a means to an end, and not the end in and of itself. Social media allows extension educators to connect with clients, determine their needs, determine the best ways to provide educational materials in a digital environment and evaluate educational materials. From an evaluation perspective, the success of a social media campaign is determined more by levels of engagement than from outcomes. In this session, several online applications and approaches that can be used to determine social media engagement success, and the challenges we face in using them, will be presented and discussed.

Anne Adrian, eXtension

Michael Lambur, eXtension

Craig Wood, eXtension

Computer Support and Road Warriors Roundtable

Conference F

This roundtable discussion features the people who do desktop/server support and those who travel long distances to reach the desktops they support. Discussion will be about common problems, solutions, tools, software and anything else that is useful for support of computers.

Russ Feldhausen, Kansas State University

Larry Havenstein, Kansas State University

Gary Kepka, Kansas State University

Steve Spencer, Kansas State University

Pocket-sized Video: Capturing Your World Using Miniaturized Equipment on a Miniaturized Budget

Conference B, Camtasia Room

Video used to require a carload of equipment, and good video still does. But as budgets shrink, doing more with less can also apply to video. Thankfully, technology has come along to make things easier. In this session, you’ll learn: how to use an inexpensive Flip video camera to make quality videos; how to use the software that comes along with these cameras (and a bit of Mac’s iMovie as a

bonus); how you can help your faculty capture the video they want with equipment they can handle; and hear a few stories on how these cameras are being used in classrooms (and on a 2010 faculty learning trip to Costa Rica) to enhance learning.

Stephanie Schupska, University of Georgia

Research-Based Recruiting: Matching Millennials Needs with Your Program’s Offerings

Arapahoe Room

If you are looking to position your recruitment efforts with what the Millennial generation is seeking for their future, this workshop is for you! Over the past four years, the presenters have researched this generation’s desire for recruitment materials, specific to academic programs of agriculture, and will be presenting findings that are applicable to improving recruitment efforts. Topics include where this generation is seeking information about programs of academic study, which messages and channels are the most effective, and what pieces are an absolute must to include in recruitment efforts. Additionally, learn how to overcome barriers to recruiting qualified students into programs, and how to improve a program’s reputation.

Lauri Baker, University of Florida

Christy Chiarelli, University of Florida

Quisto Settle, University of Florida

Their Computers are in Their Pockets: How Games, Smart Phones and Mobile Devices are Changing the Way Our Clientele Learn

Conference C, eXtension Room

Increasingly, university clientele of all ages are spending hours each day using cell phones and game consoles. They are increasingly demanding faster answers delivered to their mobile devices or packaged into a fun game. These new technologies and user demands require that we think differently about the audiences we reach, the way we package the message, and even the way we work. NMSU’s Learning Games Lab and media studios include teams of animators, programmers, writers, educators, videographers and instructional designers. This session will share how they are funded, forge multistate partnerships, transform dry subject matter into fun and popular games and mobile applications, and work together to meet the demands of an increasingly wired clientele.

Barbara Chamberlin, New Mexico State University

Jeanne Gleason, New Mexico State University

Saturday, June 11, 2:30–3:15 p.m.

Agriculture.com Redesigned: Syndicate Content to Broaden the Reach of Agricultural Communicators

Conference D



In 2010, Agriculture.com was redesigned from the ground up to incorporate emerging communications, including multimedia, social-media, user-generated content and more. The new site provides an exciting opportunity for universities, cooperative extension agencies and research organizations to extend their reach online by developing a presence on one of the most accessed websites in agriculture. As budgets continue to tighten, public-sector organizations need to get the most “bang for their buck” when it comes to disseminating their message. This session will include a tour of the new website, new features and tutorials on setting up an account and posting content, including stories, events and photos. Originally launched in 1995, Agriculture.com had over 25.5 million page views in 2010, and is the Web presence of Successful Farming magazine. Founded in 1902, Successful Farming was the first magazine published by Meredith Corporation and is one of the most successful and recognizable brands in the agricultural industry.

Jason Meeker, Successful Farming

Combining Photographs with Slogans to Promote Organizational Image

Conference A, Broadcast Room

Brand value, brand demeanor and brand drivers are three of the latest concepts under the same umbrella that institutions of higher education have borrowed from commercial advertising, marketing and communication models. They form the face of an institution in the public eye. Slogans and photographs are intended to create a cognitive link that resonates in a positive manner with an intended audience. This pilot study asked creative directors, photographers and marketing specialists at universities in the United States (with special attention to colleges of agriculture and extension systems) about their use of photographs to extend the meaning of the institutional slogan. A brief description of the project and e-mail survey was sent those who played major roles in developing guidelines at their institutions, as well as members of ACE’s photography special interest group (SIG). Results from this survey will be discussed, as well as the potential for future research.

Joanne Littlefield, Colorado State University

Growing Grassroots: Using your Brand, and Your Base, to Secure Your Funds

Evergreen Room



With current economic challenges and intense competition for public funds, it is more important than ever for organizations to advance brand recognition with target audiences and to engage stakeholders. The Penn State College of Agricultural Sciences invested in improving communications and marketing initiatives around student

recruitment with much success, but there were significant unrealized opportunities within Extension to capitalize on this effort. The college ag communication unit refocused its short-term priorities on Extension and the college advocacy model to better communicate the brand and impact of extension programs to key stakeholders. This session will review Extension’s uniqueness and brand identity and discuss methods to enhance brand recognition with key audiences. It will also include strategies to effectively engage college stakeholders in an effort to strengthen that brand while seeking funding support for agricultural extension and research programs. The first session will focus on structure and strategy. The second will focus on implementation and products.

Mary Wirth, Penn State

Instant Recess: Because Everybody Needs a Little Push

Conference E

Have you noticed that sometimes you sit for hours in front of a computer or at your desk? Has it ever crossed your mind that prolonged sitting could be bad for your health? Learn how a short activity called “Instant Recess” can improve your health. This session highlights the research of Toni Yancey, MD, MPH, and brings to life a promising intervention to increase physical activity, 10 minutes at a time.

*Sharolyn Jackson, K-State Research and Extension
Deb Pryor, K-State Research and Extension*

Mobile Technology and Extension’s Audience: Lessons Learned

Conference C, eXtension Room



Four billion people worldwide already own mobile phones. Soon a sizable portion of our online extension users will read our Web content using smart phones and other mobile platforms while on the go. This trend raises several important questions: What does content designed for mobile platforms look like? How can Extension ensure more of its Web presence is optimized for smart phones and other mobile devices? What emerging mobile technology trends should Extension be particularly interested in relative to our content and how we interact with our audiences? Discussion topics will include: open versus proprietary development and delivery models for mobile platforms; administrative and production-level barriers; the challenges of developing iPhone applications when you’re not a software development group; developing student workers in a mutually beneficial manner; optimizing websites for mobile devices; beta testing a mobile phone application and some evaluation metrics; and licensing issues and campus-wide cooperation around mobile technology. A panel discussion will follow the presentation. Stephen Judd, University of New Hampshire
*Chris LaBelle, Oregon State University
Ray Kimsey, North Carolina State University
James McVann, New Mexico State University*

Secrets of a Successful and Effective Facebook Page

Conference B, Camtasia Room

Having a Facebook presence is something that is a MUST for large and small universities alike. What elements help to build up large followings, and what can universities do to emulate the success of others? How can Facebook help you reach new audiences — or reach old audiences in new ways? A set of secrets will help your organization achieve the most out of Facebook.

Peter Tögel, Clemson University

Saturday, June 11, 3:30–4:15 p.m.

Drupal: eXtension's Collaborative Environment for Content Development

Conference F



Drupal is the content management system currently being adopted by eXtension, which allows visitors themselves to easily create and edit content. The ease of

interaction and operation makes Drupal an effective tool for mass collaborative authoring. This session will introduce participants to a variety of techniques which facilitate collaborative content development and group management within Drupal, particularly for those working with eXtension Communities of Practice. Participants will learn how to create an article/page using the various features available, including appropriate use of taxonomy categories, tagging, group management, the built-in text editor, inserting links, and managing and using various media files. The session will include short demonstrations to introduce and explain the topics, followed by detailed explanations of how information is managed in Drupal. The use of Drupal in other educational settings will also be demonstrated.

Ivelin Denev, University of Kentucky

Larry Lippke, Texas AgriLife Extension Service

Henrietta Ritchie-Holbrook, University of Kentucky

Facebook Is a Tool, Not a Strategy: Goals, Guidelines and Strategies for Successful Social Media Initiatives

Conference A, Broadcast Room

Many social media presentations explore how and why to use various tools like Facebook and Twitter to connect with the public. But jumping into social media without a clear strategy and well-defined goals is like building a house without a blueprint. This presentation will cover ways to craft and disseminate reasonable goals and guidelines for your organization's social media initiative — ones that will keep stakeholders focused, users engaged and employees protected from risk. We'll also explore how and why administration buy-in for a social media effort is so critical, and how to get it!

Jamie Hughes, University of Georgia

Robin Pratt, University of Georgia

Managing Multimedia Projects: A Team Approach to Extension Publishing

Conference B, Camtasia Room

Extension publishers are increasingly publishing peer-reviewed educational materials in a variety of formats. But this worthy enterprise is fraught with challenges. How do you produce multimedia materials, or help authors create them, with limited resources; ensure that finished products meet appropriate standards; encourage authors to plan ahead; and share responsibilities with colleagues? We don't have all the answers, but we are working differently, and cross-functionally, to publish more multimedia content in the Oregon State University Extension catalog. We'll explain our "project management team" approach, share examples of how we've repurposed content from traditional publications, and describe several challenges and how we're addressing them.

Jennifer Alexander, Oregon State University

Mark Anderson-Wilk, Oregon State University

Ariel Ginsburg, Oregon State University

Jeff Hino, Oregon State University

Bryan Mayjor, Oregon State University

Secrets of Successful Software Deployment

Conference E

In 2009, both Colorado and Iowa switched their statewide 4-H enrollment database systems to 4hOnline. Learn why and how we deployed it, how we supported and managed the process, what we learned, what we maybe should have done a little bit differently, and what it looks like a year down the road. We'll share experiences from the perspectives of state managers as well as county users, including the bleeding-edge early adopters and the "not until I retire or die" sector.

Joy Bauder, Colorado State University

Becky Nibe, Iowa State University

Saturday, June 11, 4:15–5 p.m.

Diversity SIG Annual Business Meeting

Arapahoe Room

Join colleagues from the ACE Diversity SIG for some lively discussion of why diversity is important, what we get from members of the ACE Diversity SIG and why it's important for this SIG to grow in the years to come. We'll also continue to discuss an idea that originated last year — adding diversity as a judging criteria in many areas of the ACE C&A competition. Of course, we'll conduct a little business and discuss officers for the future. We certainly want to see all Diversity SIG members there, but others are welcome to join our discussion (and to possibly consider joining our SIG)!

Ariel Ginsburg, Oregon State University

Tom Merrill, LSU AgCenter Communications

IT SIG Meeting

Conference D

This meeting will include a report on the SIG activities of the past year. We will also share ideas for professional development events for the coming year and nominations for the position of vice-chair elect.

Anne Adrian, eXtention

Research SIG Business Meeting

Evergreen Room

Amanda Ruth-McSwain, College of Charleston

Writing SIG Business Meeting

Conference C, eXtension Room

Join the Writing SIG as it organizes for the coming year and recognizes C&A writing award winners.

Suzanne Steel, Ohio State University

Sunday, June 12, 9:45–10:30 a.m.

Building Virtual Worlds

Arapahoe Room

This presentation is a discussion of building in virtual worlds like Second Life, OpenSim, ReactionGrid, and others, including what kinds of tools are useful, what techniques are best and which are best avoided. This discussion is for those who want to get started and those who have some experience building in virtual worlds.

Larry Havenstein, Kansas State University

Extension 2014: What Will Be Different?

Conference C, eXtension Room



The 100th anniversary of Cooperative Extension is in 2014, less than three years away. Extension has experienced significant changes since its birth and will need to make more changes to remain relevant and to survive. This interactive workshop seeks to determine: (1) What are the new realities that Extension is facing (reduced funding, different roles for volunteers, etc.)? (2) How are we working differently and what is working? (3) What will a successful extension service look like in 2014 (staffing, funding, etc.)? Our focus is not to lecture, but to facilitate a working session to create a “white paper” outline, which will be posted on eXtension’s wiki for further development. It will be open to editing by anyone with an eXtension ID. We will also share the findings via an eXtension professional development Web session.

Kevin Gamble, eXtension

Terry Meisenbach, eXtension

Kara Newby, The Ohio State University

Jerold Thomas, The Ohio State University

From Concept to Costume: Executing a Multifaceted Food Safety Awareness Campaign

Evergreen Room



To reach a target audience of 25- to 40-year-olds who engage more online every day and absorb media in shorter bursts, the “4-Day Throw Away” campaign used a mix of traditional and digital media methods to spread an awareness message about the safety of leftover food. With just a 4-day guideline to begin with, a campaign and its components were crafted around the idea of meeting the audience where they were most likely to see the message and giving them the opportunity

to engage with the campaign. To make the campaign exciting and interesting to the young target audience as well as relevant to their roles as parents, the campaign was executed with a lively, fun tone and used a mix of video, audio, print, mobile app, website and social media, as well as store visits by the campaign mascot and video star, #4.

Jed Findlay, Iowa State University Extension

Sandy Spilker, Iowa State University Extension

Chris Weishaar, Iowa State University Extension

iExtension: How Specialists and Agents are Utilizing the iPad

Conference B, Camtasia Room

We rely on technology daily to help us fulfill our responsibilities and accomplish professional goals; however, technology is ever changing, always offering new gadgets and gizmos. As part of the land-grant mission, Extension has traditionally embraced new advances in agriculture, but is sometimes tentative to try new computer technology in the workplace. Apple’s release of the iPad not only combines the newest software application technology, but packages it in a revolutionary touch-based user interface sure to change how we compute. The iPad offers a cost-effective option for staying in touch and conducting basic tasks, in addition to providing a stylish new way to expand our use of technology. Join us as we share what the iPad offers and how UT Extension county and state professionals are utilizing this new, emerging technology to benefit us and our programs.

Emily Tipton, University of Tennessee

David Yates, University of Tennessee Extension

Moodle as a Social Media Tool

Conference D

Moodle is most frequently viewed as a “create it and leave it” means of providing online education. Courses are developed for students to take at times convenient for them, quizzes are administered and certificates are generated. Teachers are off doing other important things. For effective education, however, teachers may wish to consider how Moodle actually allows them to engage the learners through the available interactive tools. This session will demonstrate these tools and explore ways that teachers are using them to enhance the educational experience.

Larry Lippke, eXtension

Pack Your Bag: Telling the Story in Print, Picture, Video and Audio

Conference A, Broadcast Room

“Get me 400 words on this by noon! And two or three hi-res pics to go with it, too. You’ll need to turn that copy into a 60-second TV piece. Here’s a video camera and some editing software. Oh, and edit that TV script down to a 30-second radio news spot. And can you do voiceovers, too?” It’s the information age, and that means rapid global communication and networking. Communicators must keep up. How and where people get their information is more diverse now than ever, and is constantly changing. To hit the broadest audience, the solo communicator must know how to tell

the tale in a way that can be read, seen and heard. In this session we will share our strategies for getting the print, radio and TV stories done, all from one backpack and all by one person. We will share the equipment we use and talk about efficient workflow strategies.

Brad Haire, University of Georgia
April Sorrow, University of Georgia

Reading Between the Lines: Interpreting Trends for Communications and Technology

Conference E

This session will define trends and discuss six general trend patterns. Using participatory methods, we will list why trends are important for communication and technology professionals and how leaders can use trend data to anticipate and manage change. Ways of thinking and organizing trend gathering and interpretation will be presented and a five-step model will be shared. Strategies for keeping up with trends will be gathered from the group. Participants will be asked to provide examples at all points in this presentation.

James King, University of Nebraska-Lincoln

Video Podcasts for Plant Identification

Conference F

This session focuses on creating video podcasts to teach landscape plant identification. We demonstrate how to video-record, caption and upload a podcast.

Richie Braman, University of Georgia
Todd Hurt, University of Georgia

Sunday, June 12, 10:45–11:30 a.m.

Building Relationships with USDA-NIFA Communications

Conference D

The USDA's National Institute of Food and Agriculture (NIFA) debuted just over a year ago. As we introduce our new agency to the world, we want to explore how we can partner with land-grant and extension communicators to benefit everyone and build relationships. In this interactive session you will learn about NIFA and our new communications strategies while providing feedback on how we can work better with your organization.

Allison Eckhardt, United States Department of Agriculture–NIFA

Ensure Online Relevancy: Integrating Writing for the Web and the Social Web

Conference B, Camtasia Room

Today's online learning is more than a static website. Engaging with your audience through mainstream social networks is not only a way to promote and drive customers to content; it is the way to create true learning communities and ensure relevance in the online marketplace. Additionally, translating research-based information into Web-based searchable content can be challenging for the traditionally trained research/extension professional. Explore with us ways to standardize the transformation of content to more effectively promote content discussion with short, concise

snippets of information supplemented with pictures, videos and related websites, including links to related social media outlets such as YouTube, Facebook and Twitter. Action items to improve impact include linking to relevant topics on other websites or social media, keeping items current, utilizing search engine optimization strategies, changing formats and writing style to increase overall readability, employing clear calls to action, incorporating items that fill a unique need and engaging in active dialogue with customers around the content we provide.

Ashley Griffin, eXtension
Henrietta Ritchie-Holbrook, eXtension
Craig Wood, eXtension

Familiar Tools, New Possibilities: Leveraging the Power of the Adobe Web Publishing System

Arapahoe Room

This presentation will focus on utilizing technologies such as jQuery, CSS, Ajax/Spry, WordPress and other tools to extend the capabilities of the Adobe Web publishing system. The Adobe Web publishing system consists primarily of Dreamweaver, Contribute and the Contribute Publishing Server. Dreamweaver is used by Web designers and developers to create websites. Contribute is used by nontechnical subject-matter experts to edit the content of websites through a simple graphical user interface similar to Microsoft Word. The Contribute Publishing Server controls the file permissions and other administrative settings of websites. These programs also integrate with other familiar Adobe products, including Flash/Flex, Acrobat, InDesign and Photoshop. These technologies are extremely useful in constructing interactive site navigation, tailoring mobile sites or utilizing blogs and RSS integration. However, there are some simple strategies that users need to follow that allow easy editing of website content through Contribute without interfering with website scripting. The presenters will provide a general overview of some of the tools and technologies involved, as well as showcase examples of specific tricks that Web designers and developers should find very useful.

John Hartley, Alabama Cooperative Extension System

The National eXtension Branding Initiative: Onward to Implementation!

Conference F

Have you ever heard anyone say, "eXtension is the best-kept secret" in your state? We've heard it, and we've all said it for decades. Now is the time to make sure no one ever has reason to say that again! After laying a science-based foundation of research and strategic planning, we are ready to implement the branding initiative for eXtension nationally. Led by ECOP's Marketing and Communications Implementation Team and the Brand Value CoP in eXtension, the initiative is gathering steam! Come hear about progress so far, future plans, and how you can be part of this effort to change eXtension's future for the better!

Elizabeth Gregory North, National eXtension Branding Initiative

Roundtable About iPad Support

Conference E

This session is for sharing your views about support for the iPad or Android-based tablet devices.

Greg Parmer, Auburn University

Stop Broadcasting and Start Having a Conversation

Conference A, Broadcast Room

Social media tools are best suited for two-way communication and brands don't converse. In this session we will discuss how extension professionals can and do use social media for engaging and collaborating with their audiences; not to establish brand awareness, but to further their educational goals. "You can choose to live your online life as a brand and commit yourself to a strategic online presence that is based on maximizing the ROI of your every online utterance. Or you can choose to be a person, committed to online authenticity not because it's a best practice for social media marketing, but because it's an extension of your offline integrity. You get to choose whether you live in an online world that's made up of the interaction among brands or one that's made up of interaction among people." — Alexandra Samuel (Social Media in 2011: Six Choices You Need to Make, Harvard Business Review)

John Dornier, North Carolina Cooperative Extension

Sunday, June 12, 1:30–2:15 p.m.

A High-Yield Proposition for Communications: Universities and Commodity Organizations

Conference A, Broadcast Room

One advantage of a close, collaborative partnership is that sometimes (if you're lucky) you forget the institutional or organizational boundaries you normally work in and good things happen. That's been the case between Iowa State University and the Iowa Soybean Association: a fruitful partnership with a common mission to serve and inform farmers. Learn how university-state association partnerships like these, at a time when land-grant university budgets continue to shrink, can take on new relevance. The Iowa Soybean Association has provided nearly \$40 million in funding over the past 35 years — an investment that never neglects communications goals, even in the brainstorming stage of lab and field research.

To paraphrase Midwest writer Gary Eller, growing soybeans and stringing words together are something taken seriously in Iowa.

Brian Meyer, Iowa State University

Karen Simon, Iowa Soybean Association

Anatomy of a Web Redesign

Conference B, Camtasia Room

Ever feel like your website has gotten out of control? Unreviewed content, extreme visual variation, outdated Web practices (say, a dancing garlic animation), pages on new employees who've been there five years. You want to fix it, but the idea of embarking on a full-scale Web redesign seems as likely as winning the lottery. To tackle this challenge that so many organizations face, University of Minnesota Extension embarked on a program website pilot project.

We formed a collaborative central Web team to create a Web development process and the tools to support it, while building four pilot websites to help us understand what's needed and doable to make a smart, sustainable site. Join us as we cover everything from audience understanding, site organization, content review, template development, developing a plan for Web evaluation planning, promotion and governance, social media and audience feedback, cross-unit collaboration and designation of a program Web leader to maintain the investment as we build pilot sites for Dairy Extension, Master Gardener, Food Safety and Small Farms.

Jessica Franken, University of Minnesota Extension

Katie Gallagher, University of Minnesota Extension

Rebecca Noran, University of Minnesota Extension

Budget Resolution Social Media Plan

Arapahoe Room

On February 18, the Extension Committee on Organization and Policy (ECOP) asked eXtension to create a plan using social media to draw attention to a U.S. House resolution that reduced the current fiscal year's extension budget by \$29 million. In this session, we will review the plan, feedback we received and outcomes. We encourage session participants to ask questions about the plan and to discuss their home institution's role in social media during the month when the continuing budget resolution was being addressed by Congress.

Anne Adrian, eXtension

Dan Cotton, eXtension

Terry Meisenbach, eXtension

Jargon: How to Maximize Adverse Impact on It (In Other Words, Kill It!)

Conference F

This session will explore how jargon can slow down and confuse readers, including the editors and reporters we hope will use our news releases. The presenter will show examples of jargon-laced sentences that inhibit reader understanding and will show how they can be improved for easier comprehension, often with minor tweaking of words and phrases. Included will be a discussion of when some jargon might be acceptable, such as when writing for a specific audience, but the bulk of the session will focus on how to eliminate jargon when writing for a general audience. We will talk about how our constant exposure to jargon at a university can affect our writing: We hear jargon every day in speeches and in our interviews with researchers, professors and extension specialists, and we read it in research papers and academic publications.

The presenter challenges participants to look for jargon in their own writing and to consider whether its use is appropriate for the intended audience. The presenter has 25 years of experience at the Associated Press, writing for general readers.

Keith Robinson, Purdue University

New Impact Reporting Initiative in Extension at Colorado State University

Conference C, eXtension Room

From annual reports and newsletters to regular county commissioner updates, communication of results from extension programs in Colorado has never been more important. With the economic downturn and slow recovery, actual and potential funders are being more critical as they evaluate the programs they'll financially support. Crafting succinct descriptions of the value of Colorado State University Extension programs and personnel across the state — at a time when communication units face downsizing — requires focused effort. While administrators and field staff have always reported the results of programs, in 2010 it was decided that an intensified impact-reporting initiative was required. We'll provide an overview of this new initiative by discussing the framework we used to establish it, explain our production process and share our challenges, successes and goals.

Carol Busch, Colorado State University Extension

Joanne Littlefield, Colorado State University Extension

Public Webinars: Technology, Strategies and Evaluation

Conference E

eOrganic and other eXtension Communities of Practice are coordinating a series of webinars as a new means of engaging stakeholders. We will discuss:

- Technology: Lessons learned about selecting webinar software as well as hardware such as headsets and microphones.
- Organizational strategies that contribute to the success of a presentation: Communication with presenters, scheduling practice sessions, coordinating multiple speakers, handling audience questions, technical support and referencing additional resources.
- Evaluation: Methods for and results of evaluating the impact of webinars on stakeholders, including in-webinar polls and immediate post-webinar surveys.
- Interactions with social media such as Facebook and Twitter.
- Webinar variations: Broadcasting to a live audience, recorded meetings and remixing and repurposing recorded presentations for other purposes, such as educational modules for classroom instruction.

Michael Coe, Cedar Lake Research

Alice Formiga, Oregon State University

John McQueen, Oregon State University

Alexandra Stone, Oregon State University

The Right and Wrong Way to Wrangle Video, Alumni, Students, Web and Accessibility

Evergreen Room

As part of redesigning our college student website, we worked with a key academic administrator to obtain grant funding to make the project a reality. Come hear what we learned as we tried to coordinate student labor, contract labor, alumni schedules, Web content management and mandated federal accessibility requirements (508 compliance). Leave this session prepared to ask

hard questions of clients and prioritize content and ready to tackle your website redesign without losing your mind.

Maria Bowie, University of Georgia

Emily Pitts, University of Georgia

Stephanie Schupska, University of Georgia

April Sorrow, University of Georgia

What Science Tells Us about Social Networks

Conference D

This session will explore the findings of significant research surrounding social network analysis from mathematical, anthropological, sociological and psychological perspectives. We will look at the following issues through the researcher's lens:

- What is an ideal working group size?
- Why and how do certain messages go viral?
- How can you mathematically identify your organization's future leaders?
- How is participation in social networking like falling in love?
- Why are your casual acquaintances so critical?
- Why is understanding your personal social network graph critical to your success? (It's a small world after all.)
- Why is the adoption diffusion model the wrong approach for outreach?

The session will be a fast (and hopefully, fun) overview of the latest research in social network analysis. No single topic will be covered in much depth, but participants will be provided with a bibliography for further reading. The hope is that participants will be intrigued by the science and will continue the dialogue and reading for years to come. We say we're research-based — this session will address the science behind our educational and communication strategies. Are we practicing what we preach?

Kevin Gamble, eXtension, North Carolina State University

Sunday, June 12, 2:30–3:15 p.m.

Capturing Live Educational Programs for Delivery via Internet

Evergreen Room

Texas AgriLife Extension Service lives on information delivery and the Internet is a preferred method for many of our customers to find information. Commonly, extension agents present educational programs to live audiences and miss the opportunity to reach online consumers. This session will illustrate how extension agents in the Coastal Bend are trained to capture their live educational presentations and convert these programs for delivery via the Internet. Agents learn how to capture live program using Camtasia software and USB wireless microphones with just a few clicks of the mouse to produce rich-quality video and audio. The presenter will discuss how the agents are trained to edit and upload the finished product to one of Extension's YouTube channels and Media Matrix server, how agents and specialists are used as training resources to provide continuing technical help to other agents and specialists.

Pete Flores, Texas AgriLife Extension Service

Effective Ways to Appraise Web Content

Conference C, eXtension Room



eXtension worked with Brain Traffic to create a process for auditing Web content created by Communities of Practice (CoP). Using the tools and recommendations developed, we created a content appraisal process. eXtension will use this process to appraise CoPs content published on extension.org. It is also a process others in CES can use to appraise their existing Web content. In this 90-minute training session, attendees will learn how to use the process to audit Web content. Attendees will go over the process for evaluating content based on six attributes: knowledge level, interrelatedness, relevance, usability, actionability and differentiation. Attendees will then rate sample content using these attributes, and compare it to examples of high- and low-rated content. In addition, attendees will learn how eXtension and CoPs make use of Google sites and Google documents to easily perform the audits, house and access the data, and see how CoPs use the data they collect.

Nick Broady, eXtension
Craig Wood, eXtension

Leadership and Management SIG Meeting

Conference E



Annual meeting of the Leadership and Management SIG.
Kevin Gamble, eXtension

Managing Student Workers

Conference B, Camtasia Room



In the lean economic times that we still find ourselves in, we often turn to the cheaper option of hiring student workers to help us continue to meet the expectations of our clients. Frequently, they soon prove themselves to be invaluable, whether at our help desks, design shops, studios or some other area of our daily operations. But there are some nuances that come with the introduction of more students into our systems. We will cover aspects such as interviewing, scheduling, setting expectations, proper supervision, feedback and separation. The student-employee relationship can be rewarding for both you and the student if you keep a few simple concepts in mind. The audience will be invited to actively participate.

Mark Bransby, Auburn University

Publishing and Graphic Design SIG Meeting (Seek Inspiration From This Group)

Conference D



Those of you who are interested in publishing or graphic design are invited to the 2011 Publishing SIG session. For inspiration, we will invite recipients of gold awards in publishing and graphic design categories to talk informally about their winning entries: challenges, fun aspects, tips they want to share. We will also listen to your advice about our professional development offerings. What did you think of the e-publishing workshop offered before the conference? What training or events would you like to see in the future? We'll conclude the session by

handing off our version of the gavel — a big red pen — to our new SIG chair. For those who want to stick around, we are also offering a group sharing session on updates to the various style guides that have recently published new editions. Please come with a tidbit or two about changes you've discovered. Now, where else would you find all of that in one convenient location?

Amanda Aubuchon, University of Florida IFAS
Janet Byron, University of California
Joy Landis, Michigan State University

Successfully Communicating Climate Change Science

Conference F

Communicating about climate change can be a complicated challenge. Scientists studying the topic may lack essential communication skills. The results of their research may be difficult to understand or may conflict with other studies. Public debate over the causes or existence of climate change may cast doubt on the validity of research studies and related educational programs. Join us for a session that will help you successfully communicate about climate change science. Learn from the experiences of a diverse group of panelists and gain confidence in your ability to provide accurate, balanced and current information.

Lauri Baker, University of Florida
Steve Dodrill, Oregon State University
George Laur, University of Missouri
Bill Loftus, University of Idaho

User Testing: Easy Strategies for Making Stuff That Doesn't Stink

Conference A, Broadcast Room

Thanks to the work in their Learning Games Lab, designers at New Mexico State University have developed a set of tools and strategies for user testing, applicable to any situation. We will share what we've learned about what works and what doesn't and will talk about ways to confront the challenges of making games and products that work.

Barbara Chamberlin, New Mexico State University
Jeanne Gleason, New Mexico State University

Sunday, June 12, 3:30–4:15 p.m.

Apocalypse-Proofing Your Organization

Conference A, Broadcast Room

Budget zombies have eaten your IT, extension and other staffs, but you still have to serve your public. What to do? This session will focus on the need to make content as transparent, accessible and intuitive as possible to free up and maximize remaining resources. Topics include:

- What is content? Not just words on a website, but expertise, events, publications and user-generated information.
- Moving from an organization-centered to a user-focused presentation of content. Streamlining extension operations necessitated a shift to a more topic-focused website that includes all related, relevant content. It also involved organizing and

categorizing publications to make them easier to find on Google. Finally, it required making events sortable and findable by topic, location, etc., and efficiently publicizing these events.

- Recognizing that part of “user focus” is using available tools such as Google Analytics and social media to listen to your public. OIT/OC people are no longer the final arbiters of what the public wants to see or how they want to see it. Thanks to Web 2.0, they can tell us themselves, and we should listen.

Robin Pratt, University of Georgia

Amanda Swennes, University of Georgia

Ben Whetstone, University of Georgia

Learn (Mostly) Online Workshop: New Partners for New Ways of Working

Conference B, Camtasia Room

The Learn (Mostly) Online Workshop (LMOL), piloted from January to September 2011, offers faculty from University of Minnesota Extension and the university's Academic Health Center (AHC) a unique opportunity to gain hands-on experience in the development and production of an online or hybrid course. With funding from the office of the Vice Provost for Distance Education and Instructional Technology, the LMOL workshop was developed collaboratively by Extension, the AHC Office of Education and the Office of Information Technology. The workshop designers from Extension and AHC created an innovative, team-based curriculum that utilizes the expertise of multiple units across the institution. The workshop provides a first-hand immersion experience for teams of educators to learn about and practice each of the steps in the systematic design, development, evaluation and continuous improvement of a hybrid or online course.

Tom Bartholomay, University of Minnesota Extension

Larry Coyle, University of Minnesota Extension

VMware Disaster Recovery

Evergreen Room

In this session you will learn how the ACES/Ag IT Department handles disaster recovery operations for virtual servers using a software package called Veeam. This software allows the department to make full replicas of running virtual servers in an off-site location. If disaster should strike, the entire virtual environment could be back online in minutes.

Jonas Bowersock, Auburn University

You, Too, Can Be Published in the Journal of Applied Communications

Conference F

What do an analysis of an ag company's advertisements, a study of blended e-learning tools, a review of an anthrax outbreak response and a study of digital versus printed publications have in common? They all were recently featured in the Journal of Applied Communications (JAC), ACE's peer-reviewed journal that includes both theoretical and applied articles on research and evaluation, professional development, commentaries and reviews. The journal is online for worldwide access. Come learn what kinds of articles JAC is looking for, the simple submission process and more, so that you

too can contribute. No matter your educational level, subject matter expertise or your article category preference, you can submit to JAC. The journal is only as good as its submissions.

Dwayne Cartmell, Oklahoma State University

Sunday, June 12, 4:30–5:15 p.m.

Building, Maintaining and Sustaining Private and Public Web Content through a Multisite Drupal Environment

Conference A, Broadcast Room

The Oregon State University (OSU) Horticulture Department has had many public websites initiated by individual faculty, located on multiple servers and employing varied technologies. As a result, some of those websites languished or became security risks; many had no search functionality or clear site navigation. Additionally, without a private departmental content management system (CMS), administrative committee work was conducted primarily by email and document sharing on intranet drives, which were not always available to campus personnel. We will demonstrate and discuss an OSU Department of Horticulture initiative that addresses these concerns. We have implemented a single, centralized CMS with these features:

- Public group information branded with its own graphic theming.
- Private group collaborative workspaces, each with its own leaders and membership.
- User-friendly tools so public content can be easily developed, published and updated by groups of faculty, staff and collaborators.
- Multiple security levels for view/edit access to content and documents.
- Several ways of tagging and organizing content types to allow diverse stakeholders to easily find information.
- Since the system is supported by multiple faculty and staff members, it is sustainable over the longer term (it takes a village to support a website).

Alice Formiga, Oregon State University

Matt Jager, Oregon State University

Roger Leigh, Oregon State University

John McQueen, Oregon State University

Alexandra Stone, Oregon State University

Client Management with Casper Suite

Conference E

The way we do business is constantly changing and the way we manage computers needs to catch up. But how do you hit a moving target? I think you stop shooting at it and focus on keeping it in your line of sight. To catch up with our changing environment, systems should provide the flexibility to absorb change. They need to allow the freedom to explore and nurture good ideas while ensuring a level of security and dependability. And there needs to be enough consistency to allow continuity in the support model by support staff. We recently purchased licenses for Casper Suite by JAMF Software to provide a unified and extensible framework for managing our Mac OS X clients. This suite is also capable of managing iOS clients like iPhones and iPads. I just opened the

box to this software and started rebuilding our client management framework. I will discuss client management in this changing environment based on my experience with Casper Suite. There are several client management solutions to address desktop and mobile environments. I think I have one answer and I hope I am right. I'll let you tell me after the session.

Évery Ware, North Carolina State University

A Funny Thing Happened on the Way to Source Code Management: A Brief Introduction to Git, GitHub, and How We Use It

Conference B, Camtasia Room

Long-time users of the subversion version control software, the eXtension engineering team had the crazy idea in 2010 to switch to using the distributed version control software known as "Git" — and using the "GitHub" service to help us in that transition. This session will highlight how we use Git to manage the source code we write and adapt for the extension.org sites, and most importantly the lessons we have learned along the way and the things we are still learning about how we work and the tools that we've chosen.

Jason Young, North Carolina State University

Interoffice Phones Mixing POTS and VoIP

Conference D

When it came time to replace the phone systems in Vermont field offices, we wanted to find a way to make interoffice calling and call transfers easy and affordable. We were not ready to give up on POTS lines just yet; rather, we were interested in adding to our existing infrastructure. The process involved more than just a phone switch replacement. ISPs needed to be changed, LANs fine-tuned, and in one case an office had to be partially recabled. While the phone systems were replaced in the summer of 2010, snags in the preparation of the VoIP setup postponed the implementation of interoffice calling until March 2011. In this presentation, I will discuss the entire process, with successes and pitfalls that we came upon during implementation.

John Cooley, University of Vermont

Telling Extension's Story with Kodak Playtouch Cameras

Conference C, eXtension Room

North Carolina Cooperative Extension had developed a very successful Facebook and Twitter presence. With the exploding use of video on the Internet and mobile devices, we had also set up a YouTube channel. We found that we had old videos, but current video content was hard to come by. It was clear that we needed to build capacity to create video content. With funding and support from extension administration, Extension IT purchased 40 camera kits for our county centers. In order to receive the equipment, an individual or group within a county was required to participate in training on how to use the equipment, shoot good video and edit the final product. In addition, they were required to produce an "Extension Is..." video to be captioned and uploaded to YouTube. Finished videos are being reviewed and some of the best are used

to showcase our organization. This presentation will describe the equipment that we purchased, the training we presented and the ways in which this project has enabled our county centers to tell their stories better.

*Kelly Groves, North Carolina Cooperative Extension
Scott McCollum, North Carolina Cooperative Extension*

Monday, June 13, 8:15–11:30 a.m. and 2:30–4:00 p.m.

National Symposium: Issues Management for Land-grant Universities

Summit Ballroom

Every day, universities face challenging issues that drain time, money, energy and focus. The costs of these issues, if not well managed, are high. Constant reacting compromises our success, absorbs resources, creates conflict or results in missed opportunity.

For three years, a national team of land-grant communications faculty and practitioners has laid the foundation to support a national model for issues management in land-grant universities. This new system will provide a systemic approach to forecast, identify and manage situations that threaten or enhance their viability. It will provide a process to reach diverse stakeholders in designing a sustainable land-grant system that will continue to be relevant in the future.

In a series of interactive sessions, the research, case studies and recommended best practices will be presented in a national symposium: Issues Management for Land-grant Universities. Find out more about what this system can do to make your institution or organization more effective and successful.

Monday, June 13, 8:15–9:00 a.m.

Challenges and Opportunities Facing Agricultural Communications Academic Programs in the "10s"

Conference E

This roundtable discussion focuses on the challenges and opportunities of academic programs, as well as share ideas and advice to improve each other's programs. The discussion will cover a range of topics including but not limited to: curriculum development as a result of the social media movement; teaching controversial issues communication; relationships with journalism/media colleges; and, graduate curriculum. SIG members are encouraged to bring relevant handouts they would like to share. The session will also include updates from various academic programs. Finally, members of the Academic Programs SIG will vote for the vice-chair elect position.

*Katie Abrams, University of Illinois
Erica Irlbeck, Texas Tech University
Courtney Meyers Texas Tech University*

Developing Scenarios: Useful Tools for Thinking About the Future

Evergreen Room

This interactive session will define and discuss descriptions of possible futures, otherwise known as scenarios. Participants will learn why scenarios are powerful tools to describe the future and how they can use these tools as inputs into new opportunities and the management of ongoing change. A simple and quick scenario development process will be explained and participants will design their own scenarios on issues important to them. Finally, scenario resources will be shared among the group.

James King, University of Nebraska-Lincoln

From the Pages of Comic Books Comes a Quest for Healthy Kids

Conference A, Broadcast Room

Meet Body Doctor, Shining Rainbow, Graino Supa, Muscle Max, Super Slurper, Fiberlicious and Trans Fat Cat and find out how they are helping elementary students examine their eating behaviors and develop new, healthy habits. These characters are the stars of “Body Quest: Food of the Warrior,” a curriculum that can supplement a classroom core curriculum or be incorporated into an afterschool program. Learn how extension communicators brought the nutrition concept to life through the development of the anime-style characters, a 132-page leader’s guide with attached CD-ROM, card decks, classroom posters, vow posters, vow cards, handouts, paper-and-pencil activities, showcase activities, assessment sheets, journals and an iPad application. Editors and designers faced many challenges along the way as they worked closely with the authors to transform vital nutrition education information into a set of materials that are fun and exciting for youngsters. Special attention will be given to the creation of the unique characters and their use throughout the materials.

Bruce Dupree, Auburn University

Glenda Freeman, Auburn University

Ross Heck, Auburn University

Institutional Team Roundtable

Arapahoe Room

eXtension’s best advocates continue to be the members of Institutional Teams throughout the country. This roundtable will bring together all Institutional Team members attending ACE/NETC 2.011 for 45 minutes of sharing and interacting. By exchanging ideas, challenges and success stories, team members will be able to return to their home institutions with a fresh perspective on integrating eXtension into their work and campus life.

Mike Lambur, eXtension

Terry Meisenbach, eXtension

Lela Vandenberg, Michigan State University

iPhone Development: Everything We’ve Learned in the Past Three Years

Conference B, Camtasia Room

While we can’t share *everything* we’ve learned in only 45 minutes, we will give you a good start if you would like to become an iPhone app developer. We will share the initial process of signing up (and what that means for your university), the specifics of how development teams are structured and the tools they use, suggestions for marketing and selling apps, and approaches to developing apps online and for mobile devices.

Barbara Chamberlin, New Mexico State University

CC Chamberlin, New Mexico State University

James McVann, New Mexico State University

Network Literacy: Why Is It Important?

Conference F

Network literacy involves how people find information, connect with others, communicate, work, learn, share knowledge and teach. Network literacy is an investigation and understanding of the societal and economic implications of knowledge distribution. It is also an ability to use online technologies and social connections to effectively communicate, learn, work and build communities of shared learning. Our panel will define network literacy as it discusses research findings on how technology, social networks and ubiquitous computing are influencing and reshaping society. The panel will also lead a discussion of the different ways people are learning, communicating and working with networked environments. Other topics include the new Network Literacy Community of Practice (CoP), its need and functionality. We hope this session begins a conversation about understanding the ubiquitous networked environments for which our work and educational efforts may need to change. We also hope it inspires attendees to discuss the value and role of network literacy beyond this conference.

Anne Adrian, eXtension

John Dornier, North Carolina State University

Kevin Gamble, eXtension

Members of the Network Literacy CoP Steering Committee

Overhauling Your Extension Web Presence to Reach a 21st-Century Audience

Conference C, eXtension Room

If you were given the opportunity to completely redo your extension Web presence, where would you begin and what exactly would you do? The convergence of Extension’s Centennial event with other projects and resources afforded our group this opportunity in early 2011. Our design and development team defined primary objectives, audience needs and opportunities for online interactivity, and then measured outcomes using various evaluation tools to help validate our approach and assumptions. Our overall approach utilized instructional design principles and incorporated helpful data derived from the analysis of other extension websites, user polling, benchmark tasks and analytics. Our team-based effort resulted in the production of new ways of thinking about how we build relationships with our online audience and ultimately shaped

how we designed and developed our content repository and portals, Web-based newsletters, branding, communities of practice, multimedia integration and social media inclusion. Lessons learned cover these key areas. This presentation should be helpful to those

working on smaller Web projects, but also to those undertaking large-scale Web presence projects for today's mobile and Web-savvy audiences.

Tamara Hill-Tanquist, Oregon State University

Chris LaBelle, Oregon State University

Bryan Mayjor, Oregon State University

Pocket Video: Small Cameras, Big Impact Conference D

In April 2010, NDSU Extension Service's Pocket Video Project put Flip Ultra HD video cameras in the hands of 16 staff members.

The goal was to evaluate the effectiveness of using pocket video cameras to make online educational videos. We wanted to see if the portability and ease-of-use that pocket video cameras provide would have an impact on the willingness of our extension specialists and educators to use online video for education. We expected changes in our targeted group. What we didn't expect was how this project impacted 4-H education, our Video Services unit and our organization as a whole. In this session we'll share our findings about the use of pocket video cameras in extension education and talk about some of the surprising changes this project sparked.

Bob Bertsch, North Dakota State University

Bruce Sundeen, North Dakota State University

Monday, June 13, 9:15–10:00 a.m.

15 Minute Showcases: Group 3 Conference C, eXtension Room

AgriCulture Island: Simulating Disaster for Communication Training (15 min.)

Texas A&M University, Texas Tech University and University of Arkansas collaborated to develop AgriCulture Island in Second Life. The island was created to evaluate the educational effectiveness of teaching a graduate-level crisis communications course supplemented with a simulation constructed in Second Life. The semester-long class introduced the students to Second Life and immersed them in the virtual world to complete a crisis communications project. Each student assumed the role of the communications director for the Texas Department of Agriculture Region 3 office based in Bay City, Texas. A large-scale, agriculture-related disaster hit the Second Life Island. Students used the simulation and information provided based on Matagorda County, Texas, to complete their activities. We will give a virtual tour of the island, discuss the challenges faced with creating this simulation and show clips of the student activities associated with the course.

David Doerfert, Texas Tech University

Leslie D. Edgar, University of Arkansas

Theresa Pezl Murphrey, Texas A&M University

Tracy Rutherford, Texas A&M University

Disaster Education from the Desktop (15 min.)

How can families learn what to put in their disaster supplies kits? How can businesses walk through development of a business continuity and disaster preparedness plan? How might volunteer first responders learn to use radios? The answer is online trainings and resources downloaded to your desktop. The Extension Disaster Education Network (EDEN) has developed several programs that extension educators and others can download for in-person teaching. Some programs have been developed in Moodle for independent learning. Some incorporate YouTube videos and other social media. Come learn how to use various distance education resources to help you and your community be better prepared for the next tornado, power outage, flood or other disaster, and how you can add to desktop resources.

Becky Koch, North Dakota State University

Voyage to the Bottom of the Sea: Collaborative Partnerships Connecting Through Technology (15 min.)

This presentation showcases Aquarius 2010: If Reefs Could Talk II. This collaborative project with NOAA's Office of National Marine Sanctuary and NABS (National Association of Black Scuba Divers) brought the science of ocean conservation and the underwater world to youth across Tennessee through the use of technology. Youth were able to communicate with scientists 60 feet below the surface and explore coastal environments through live broadcast, social media, blogs and emails.

Jonell Hinsey, Tennessee State University

15 Minute Showcases: Group 4 Conference D

Application of Digital Tablets for Extension Programs (15 min.)

Extension agents who educate clientele in the field are sometimes asked questions that they may not be able to answer immediately. This requires additional time for the agent and the client, especially if information needed addresses a time-sensitive issue. Also, educating clientele on topics that may not be evident in the field is easier to do with photos, video and other media, but these media are not always easy to carry. While laptop computers can be useful, they are large, cumbersome and often slow. To remedy the problem, two extension agents experimented with digital tablets to facilitate access to information requested by the client and enhance outdoor educational programs. This technology can be an inexpensive way to efficiently deliver information and enhance the learning experience of outdoor class participants.

Holly Abeels, University of Florida IFAS

Linda Seals, University of Florida IFAS

Drat! I Forgot My Password (15 min.)

"I used to have one password for everything. I needed to change, so now I have like 5 and can't remember them." Sound familiar? If this is you, a password safe can help. We'll show you how to easily keep up with hundreds of passwords using the KeePass Password Safe.

Greg Parmar, Auburn University

Rusty Presley, Auburn University

Prezi: A Nonlinear Alternative to Death By Powerpoint (15 min.)

For many, PowerPoint has become “a way of knowing.” But is knowledge always best represented by a linear sequence of bullets? Rather than lead your audience in a step-like manner, why not give them more control over the sequence of your presentation? Buzz has been steadily growing about Prezi, a cloud-based, easy-to-use, nonlinear design tool that offers a striking alternative paradigm for creating and delivering presentations. Rather than a linear sequence, Prezi acts more like a Google map of your material, letting you fly over an information landscape at will, zooming in to objects of interest — text, images, videos, links — to pick up additional details. This session will give you a head start on exploring Prezi and demonstrate how to respond to audience needs by altering presentations to match those needs. With a nonlinear approach, you can assess audience clues, cues and questions to move the presentation into more fertile and relevant topics. Prezi, which offers a free version for educators, will challenge you to rethink how you organize your information and to just “let go” and give the audience more control.

Jeff Hino, Oregon State University

15-minute showcases: Group 5 (note: runs to 10:15 a.m.) Conference E

Agri-Food and Rural Link—Collaborating Ontario Style: A New Approach to University and Government Collaboration for the Mobilization of Knowledge (15 min.)

Is Agriculture Extension “in Decline in Ontario” as noted in the December 2010 Journal of Extension? Definitely not! In fact, Ontario is embracing an exciting and innovative approach to extension: The Agri-Food and Rural Link. The project is a collaboration between the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and University of Guelph. A hub for translating and transferring research, the Agri-Food and Rural Link fosters innovation through advancing the synthesis, dissemination and exchange of research knowledge. It also expands collaborative efforts between OMAFRA, the university and community partners and stakeholders. Our team is developing enhanced resources, knowledge exchange events and tools that will accelerate the transfer of research knowledge into use across a broad variety of audiences. Agri-Food and Rural Link also offers a funding program to facilitate projects specifically dedicated to knowledge translation and transfer. More than 25 projects have been funded in 2010/11. Through Agri-Food and Rural Link, the collaborative is enhancing the ongoing outreach, extension and technology transfer activities that will bring the benefits of research knowledge to Ontario communities.

*Elin Guynn, Ontario Ministry of Agriculture, Food and Rural Affairs
Bronwynne Wilton, University of Guelph*

Project Ordering Online: Providing Transparency and Management Tools (15 min.)

New Mexico State University has left the stone age by bringing counties and the State 4-H office into a world of transparency for the ordering of 4-H projects. Accountability has shifted from the

state office to the counties. Self-audits and histories are available at the click of a button. We will go through our process of needs assessment, development and deployment with a simple custom application that was developed in-house using PHP and MySQL.

Elia Galindo, New Mexico State University

Kim Hand, New Mexico State University

A Symphony of Blogs (15 min.)

By creating a University of Minnesota Extension blog network and template, we found effective methods to deliver traditional news vehicles such as Yard and Garden News and Minnesota Crop News. The network also developed new approaches to reaching audiences, while reducing the Web team’s maintenance. Hear how the blog network functions and get ideas for how the concept can be adapted in a variety of situations.

Jessica Franken, University of Minnesota Extension

The 21st-Century Style Guide: Who Needs It?

Conference B, Camtasia Room

Communication professionals like to think they do most of the communicating in their organizations. However, the reality is that subject-matter specialists, county agents and office professionals produce columns, newsletters, brochures and other materials to promote their programs. How do we ensure consistency in communications from such a diverse group? An organizational style guide can build consistency and professionalism into communications products, no matter who produces them. The lead presenters developed the K-State Research and extension style guide and are implementing it across the organization. This session also draws on co-presenter experience, focuses on the collaborative process needed for success and includes lessons learned.

Linda Gilmore, Kansas State University

Amy Hartman, Kansas State University

Linda Kiesel, eXtension

Holly Young, University of New Hampshire

The Balancing Act: Tips and Strategies for Finding Your Work/Life Balance

Evergreen Room

At every stage of life family commitments and work responsibilities tug us in several directions at once. From raising children to maintaining a marriage to caring for an aging parent, we all struggle to fulfill multiple personal and professional roles. Research has shown that employees who are better able to balance their responsibilities experience less stress, greater job productivity and more job satisfaction than those who do not. In this break-out session a young, telecommuting mom and a seasoned professional with interstate family responsibilities share tips and strategies for balancing work and home lives. Presenters will guide you through activities to help identify priorities and make plans to address your unique situation.

Elaine Edwards, Kansas State University

Melea Licht, Iowa State University

Designer + Programmer = Masterpiece

Conference A, Broadcast Room

Even though the brains of graphic designers, Web designers and programmers are all wired differently, they have to work together in harmony to succeed. There is often miscommunication between moving a project from print to Web or vice versa. We offer some best practices that can ease the translation between different brains and different mediums. Presenters will relay the trials and tribulations of projects and how to work more efficiently. Some topics covered include: where to begin — print or web, file management, resolution, optimizing graphics, color challenges, functionality, working together and flexibility. These tips and tools will provide plenty of knowledge to propel your next masterpiece.

Sarah Johnston, Louisiana State University AgCenter

Megan Smith, Louisiana State University AgCenter

International iSIG Meeting

Arapahoe Room

This meeting will outline and detail some new features of the iSIG website and how it can benefit ACE members.

Don Poucher, University of Florida

Videoconferencing Roundtable

Conference F

During the annual NETC/ACE Videoconferencing Roundtable, the panel will discuss new developments and experiences with methodology, hardware, video and audio protocols and accessories. The panel will also share experiences with IP-based video conferencing, showcase new technologies and methods and provide an open roundtable for others to ask questions, share experiences and ideas. The session is designed to be of interest to new comers to the videoconferencing arena as well as experienced old timers.

Randy Cross, Washington State University

David Foote, University of New Hampshire

Rusty Presley, Auburn University

James Segers, Texas A&M University

Monday, June 13, 10:45–11:30 a.m.

Evaluating a Latin American Digital Distance Learning System

Arapahoe Room

From 2003 to 2006, the presenters helped Zamorano University, an international university in Honduras focused on agricultural and natural resource enhancement, to develop a cost-recovery distance learning program known as Programa de Aprendizaje Continuo a Distancia (PAC @ D). The PAC @ D program is an online distance learning effort focusing on the development of professional and business skills for agribusiness and agro-industrial producers and professionals. Its goal is to improve the Latin American agricultural and natural resource competitiveness and sustainability. PAC @ D promotes capacity development and use of information and communication technology for self learning and decision making, and is open to entrepreneurs, producers, developers, technicians and professionals as a tool for creating a culture of continuous

lifelong learning. Now, five years later, the presenters conducted a survey evaluation of PAC @ D with input from distance students and campus-based faculty involved as course instructors. The PAC @ D program evaluation documents a course satisfaction rate of 94 percent among distance students and 75 percent among faculty. Our presentation will include PAC @ D strengths, weaknesses and lessons learned.

Dave King, Oregon State University

Don Poucher, University of Florida

Far and Tethered: Using Remote Still Cameras

Conference F

Digital cameras offer an amazing range of options for remote camera set ups. Learn about some of the ways you can take photographs without being behind the camera, when remote shooting is useful, and the equipment and software you need to do it.

Edwin Remsberg, University of Maryland

Free Is Good: Free Software for Office and Support Use

Conference D

K-State Research and Extension has had an Open Source and Freeware software tool kit for years with applications for office automation and supporting computers. We will discuss how to find applications, the applications that K-State uses, issues of licenses, and other details of free software. For instance, even though an application might say “Free Download,” it’s probably not free. We will also talk about what can you do to find software that is safe to share with your colleagues.

Russ Feldhausen, Kansas State University

Larry Havenstein, Kansas State University

Gary Kepka, Kansas State University

IT Training Roundtable

Conference E

Birds of a feather flock together. This session will serve as a roundtable discussion for information technology trainers to share ideas and information about their roles and what they have done in their area as it relates to technology training for extension professionals. Come share what you are doing that works and what you have done that doesn't.

Kyleen Burgess, North Carolina State University

John Dornier, North Carolina State University

Lost But Not Forgotten: The Ongoing Story of How Once-Lost Treasures Continue to Bring Our History to Life

Conference A, Broadcast Room

With Cooperative Extension's centennial only a few years away in 2014, it's not too early to look in your attics and back rooms for lost treasures with historical value. That's how we found a treasured set of murals created for Alabama Extension to display at the 1939 Alabama State Fair. Learn what new and exciting things have happened since 2006, when extension communicators parlayed the rediscovery of these historically significant New Deal-era murals

into a unique project that created both a touch point to our past and highlighted our present mission. Explore the journey of how the murals went from their dusty attic confines, to the gallery of the Birmingham Public Library, to their eventual home in the Jule Collins Smith Museum of Fine Art on the Auburn University campus. Extension communicators were involved in efforts to restore the murals and promote them in a new book, "Digging Out of the Great Depression," published by the Birmingham Historical Society. These efforts garnered extensive publicity and goodwill for Alabama Extension, often to audiences not generally reached through traditional means. See what hidden treasures can draw attention to your organization and how you can maximize rare opportunities they can create.

Bruce Dupree, Auburn University
Glenda Freeman, Auburn University
Carol Whatley, Auburn University

Phew, That Was Fun!

Conference B, Camtasia Room

With the Educational Media unit now part of the Department of Agricultural Leadership, Education and Communication at UNL, the charge to integrate service with learning began in 2010 and continues to develop. In spring 2011, the ag journalism capstone course was revised to integrate students into EdMedia and vice versa. The course utilized a long-standing project, the Ag Research Division Annual Report, as the primary vehicle for this cross-over of service and education. This workshop will discuss the structure of the course and project, highlight things to remember for next time and preview the outcomes. In addition, attendees will have the opportunity to share their experiences of using service-based projects to support an educational mission.

Jason Ellis, University of Nebraska-Lincoln

What Are You Reading and Why?

Conference C, eXtension Room

With professional development dollars scarce, you have to look for your own ways to keep up with emerging trends and technologies. We advocate reading! Whether you're reading on a Kindle, Nook, iPad or bound paper, this interactive session will offer a quick-paced presentation of summaries and excerpts of new and important books, blogs, websites and more that presenters and the audience have been reading and are of interest, or should be, to ACE/NETC 2.011 attendees. This session is a sharing time with full audience participation expected. We will catch up on recommended books and maybe even ones you should avoid. Following this session, we'll post a powerful list of need-to-read books.

Anne Adrian, eXtension
Kevin Gamble, eXtension
Terry Meisenbach, eXtension
Jerry Thomas, The Ohio State University

You Go, We Follow and It All Makes a Difference

Evergreen Room

Make a greater impact in your community by integrating technology in areas that do not have an infrastructure. Learn

how to create and manage a computer network that is portable, cost-effective and low maintenance. This session will give you an option to deploy a network without taking your IT team. A secured network can be configured with minimal IT expertise and setups in approximately five to 10 minutes. 3G and 4G cellular communication infrastructures are utilized to create portable wired/wireless networks. These networks are adaptive, dynamic, reliable and resilient. Participants will be introduced to administering many features on a wireless portable router, compare and contrast additional vendors, and discuss the success and failures of creating network in rural communities.

Yolanda Surrency, Fort Valley State University
Terrence Wolfork, Fort Valley State University

Monday, June 13, 1:30 p.m.–2:15 p.m.

Building Capacity: Hosting and Participating in a Virtual Summit

Conference E



As travel costs and time limitations impinge on our participation in face-to-face events, we need to prepare our system for greater reliance on virtual events for effective outreach, training, networking and collaboration. In planning and implementing a virtual summit conceptualized to 'build capacity,' we as 'tech support' made the opportunity to also focus on how we could build capacity in our system for participation in online events as both presenters and engaged audience participants. Hosting the virtual event can be relatively easy with today's technology—but providing the advance preparation and ongoing support to ensure a quality interactive event can be a challenge. Based on a Virtual Summit hosted by Extension's CYFERnet with 400+ daily participants, we explore the differences between what's possible, what's planned and what happens. We share our strategies and lessons learned in: training and support of novice online content experts; supporting the engagement and participation of a large, diverse audience; measuring the impact of 'going green;' mixing media format to engage participants before, during and after the event; and, archiving and repurposing its components for greater audience reach.

Kyleen Burgess, North Carolina State University
Trudy Dunham, University of Minnesota Extension
Terry Meisenbach, eXtension
Lela Vandenberg, Michigan State University

Charge Ahead, But Not So Fast! Learning to Be Entrepreneurial With Publications

Conference C, eXtension Room

We have a mix of mandates: provide education freely to our states' citizens AND be entrepreneurial; share materials AND respect intellectual property rights; put everything (or most things) on the Internet AND assess impact. How do we charge ahead while meeting these apparently contrary expectations? A panel of publishing directors, communication heads and a marketing specialist share their experiences and want to hear yours. Here are some of the questions we'll consider: How do we differentiate

between free printed materials and ones we charge for? What, if any, Web-based materials or offerings (other than for-credit) do we charge for and how? When do we allow others to adapt/reprint freely and when do we sell them our materials? How do we determine our fees, and how are the proceeds distributed? How are intellectual property issues handled? How can we be more entrepreneurial while complying with grant restrictions and state laws? How do we determine usage and impact of online materials?

Carol Whatley, Auburn University

Maria Bowie, University of Georgia

George Laur, University of Missouri

Bob Ratliff, Mississippi State University

Susan J. White, University of Illinois Extension

Nancy Zimmerli-Cates, Kansas State University

Customizing a Path for Using Social Media in Extension Education

Conference D



In the past decade, more and more extension content has found its way “onto the web.” However, putting your content online doesn’t ensure access or use of the content by your target audience. The way you use digital communication tools to make the content more discoverable and support your message now matters more than ever. Social media can help provide multiple points of access for people to discover extension content including fact sheets, event announcements, curated links, external content and more. Wise use of social media and other digital communication tools can build new audiences, deepen engagement with existing audiences, add value to traditional extension offerings and draw learners into the center of co-constructing, co-creating and mindfully utilizing research-based information in real-life applications. Acknowledging time constraints and other work-related demands, this session will utilize social media models, real extension examples and outcome evaluations, and exercises to help you envision how to create your own social media strategy so you can: generate increased discovery of educational information; facilitate resource sharing; extend and enhance personal learning opportunities; and, integrate multiple social media tools and resources to form a cohesive Web presence.

Anne Adrian, eXtension

Karen Jeannette, eXtension

Eli Sagor, University of Minnesota Extension

Delivering Disaster Education

Conference F

Most people don’t think about a disaster unless it’s headline news — and then it may not make an impression unless it is close to home. Often we in Extension don’t think much about disasters but like it or not, when a disaster happens, Extension is involved. So making an impression that changes people’s attitudes toward disaster preparedness and their ability to recover from a disaster is an important challenge for Extension, and there are success stories to be told. Attend this panel discussion to learn what it takes to deliver effective disaster education. The panelists have successfully used a variety of approaches to help their respective states prepare for and recover from floods, power outages and other disasters. Bring your questions, comments and ideas for effectively delivering disaster

education. Make it a two-way learning opportunity!

Rick Atterberry, University of Illinois at Urbana-Champaign

Steve Cain, Purdue University

Becky Koch, North Dakota State University

Virginia Morgan, Auburn University

Educating Today’s Students With Tomorrow’s Technology: Second Life in Agriculture

Conference B, Camtasia Room



The increasing need to actively engage students and provide them with a quality education has caused educators to look at integrating new technologies into both the traditional classroom setting and distance education programs. Second Life (SL) has become a possible tool for meeting this demand. New technologies have not only impacted the way we communicate but also the way today’s college students participate in the classroom. In SL, students are motivated to learn because they are engaged in virtual activities applicable to real-world situations. By incorporating SL into the traditional classroom, educators can provide students with the opportunity to participate in real-world simulations that would otherwise not be feasible, use technical skills they learned in class and interact with their classmates using asynchronous and synchronous communication. Agriculture has been slow to adopt virtual education such as SL as a tool. However, more research needs to be done on enhancing education using virtual worlds like SL. This session highlights SL as a student engagement and interaction tool that will enhance both traditional and distance education.

David Doerfert, Texas Tech University

Kim Dooley, Texas A&M University

Leslie Edgar, University of Arkansas

Kristin Hooper, University of Arkansas

Holli Leggett, Texas A&M University

Allyson McGuire, University of Arkansas

Theresa Murphrey, Texas A&M University

Tracy Rutherford, Texas A&M University

Amanda Sudduth, Texas A&M University

Christy Witt, Texas Tech University

One Voice: Building on the University’s Message

Evergreen Room



Kansas State University recently hired a vice president for communications who quickly assigned a committee to promote “One K-State, One Voice.” Getting all campus communicators to support key university messages, however, is often complicated by the proliferation of departments with a one-person communication staff and campus groups with explicit goals, such as fundraising, extension or alumni relations. In this session, we’ll outline the process we’re using to build consensus among communicators across the K-State campus. Examples include a recent campus workshop where ACE members helped promote impact writing as a means to developing consistent messages. We’ll also talk about what’s next on the way to developing consistency in how the university is represented to the public.

Pat Melgares, Kansas State University

Jeff Wichman, Kansas State University

Remote Training

Conference A, Connect Room

In Louisiana, statewide training has been impacted by recent budget cuts. This means trainers and trainees have been unable to travel. Instructional videos are available on our training website, but in-person training has always been preferred. With Live Meeting Web conferencing (webinars), trainings, meetings and presentations can be conducted via the Internet. Participants sit at their computers and join in. Live Meeting webinars have allowed me to offer training to those who would otherwise be unable to participate. Rather than having two, three-hour face-to-face classes a month, I was able to offer 31 webinars over a six month period. Webinar registrants access the meetings by clicking on a link distributed via email the day before. The switch to a virtual training program has doubled participation. I will cover registration, an overview of webinar topics, screen shots and the webinar process.

Tanya Ruffin, Louisiana State University Ag Center

Monday, June 13, 2:30–3:15 p.m.

Adobe Connect Roundtable Think Tank

Conference B, Camtasia Room

The first part of this session will show how K-State uses Adobe Connect for webinars, meetings, classes and research collaboration offered for local, state and national audiences. The rest of the session will be devoted to discussion on issues, upgrades and tips to generate ideas on how to get more value out of your Connect system.

Gerry Snyder, Kansas State University

Facebook Advertising: Simple, Effective and Inexpensive

Conference A, Broadcast Room

Anyone with access to Facebook can prepare a Facebook advertisement in under five minutes. Facebook advertising provides a whole new way reach to unique, targeted and receptive audiences in a way that they want to be marketed to. Companies can pay to have their advertisements featured in the right hand column of user's Facebook pages. When clicked, this short text and image advertisement takes the user to the company website or even a particular page within the website. Therefore potential audiences can be reached during their leisure time. Other Internet advertisements require costly graphic designers and computer programmers. In October 2010, Colorado State University Extension in El Paso County was the first county extension office to use Facebook Advertising to promote upcoming 4-H programs. Audience members will learn how to develop their own Facebook advertisements and utilize this technology to reach the largest audience possible.

Devin Engle, Colorado State University Extension

Joanne Littlefield, Colorado State University Extension

Using Polling Software to Put a Little Fun in Your Presentation

Evergreen Room

TurningPoint Anywhere is a stand-alone cross-platform polling tool that is not tied to Microsoft Office PowerPoint. TurningPoint Anywhere allows both Mac and PC users to conduct polls using any application to present your material! Whether you use Keynote presentations, websites, PDFs or other presentation tools, you can collect participant feedback. Polling software is a great way to:

- Increase participant involvement and retention.
- Understand participant attitudes and probe into preconceptions.
- Facilitate discussion and peer instruction.
- Introduce meaningful assessment.

This session will demonstrate the use of TurningPoint Anywhere with clickers and mobile devices as well as highlight strategies for creating engaging questions for lectures or meetings.

Allan Schmidt, Iowa State University

Monday, June 13, 3:30–4:15 p.m.

Connecting the Physical World and the Virtual World With QR Codes

Conference B, Camtasia Room

Quick Response codes allow for the connection between the physical and virtual world. Participants will understand the hardware and software needed for creating and reading QR codes. Ideas will be provided on how to extend Extension with QR codes.

Stan Skrabut, University of Wyoming

Overhauling an Extension Publications Website: You Mean We Want People to Find and Use Our Pubs?

Conference A, Broadcast Room

These days, we're all being asked to do more with fewer resources and people. In 2010, the Office of Communications and the Office of Information Technology collaborated to redesign, relaunch and move UGA's CAES extension publications website to a database-driven, more user-friendly interface. We'll discuss: 1) How, through the new publications website, we're using technology to meet — and help our shrinking county agent population meet — the public's ever-growing demand for information. 2) The logistics of our move from a handful of static HTML pages to a dynamic Cold Fusion-driven site, including lessons we learned about what worked well (hey, a search that works!) and what didn't (there are HOW many broken links?). 3) How to create a successful product by effectively collaborating with colleagues who speak different work languages.

Robin Pratt, University of Georgia

Amanda Swennes, University of Georgia

Benjamin Whetstone, University of Georgia

Social Media: The Next ACE SIG?

Conference D

Social media is fast emerging as a tool and a specialization at many land-grant universities. Positions are being created and job descriptions rewritten to ensure that proper attention is devoted to this area. It stands to reason that social media have its own Special Interest Group in ACE. If your job entails social media and/or you have thoughts on adding social media as a new SIG, please join us for this discussion. One outcome for this meeting (depending on the discussion) could be a proposal for the ACE Board to create a new SIG. Or, the outcome could be ideas on how the need for social media professional development can be better addressed through the existing SIG structure. Come and help us decide!

Elaine Edwards, Kansas State University

Suzanne Steel, Ohio State University

Transforming the Way We Do Our Work: Evidence From eXtension

Conference C, eXtension Room

One of the goals of eXtension is to change or transform the way extension staff members do their work. In 2010, a study was conducted of eXtension Community of Practice (CoP) members to determine if and to what extent, they were working differently as a result of their involvement in eXtension. In part one of this session, results of this study will be presented along with an update on a second project to enhance the use of eXtension in local extension programs. The second part will feature an analysis of the transformation survey data and a discussion of what's been learned. Can we all work differently? How does working differently look in CES? What implications does working differently have on our customers and clients? Join us to find out!

Anne Adrian, eXtension

Michael Lambur, eXtension

Terry Meisenbach, eXtension

ACE/NETC 2011 Program Committee

Rhonda Conlon, chair, *North Carolina State University*
Janet Byron, program and publicity subcommittee chair, *University of California*
Floyd Davenport, speakers subcommittee chair, *Iowa State University*
Ray Kimsey, sponsorships subcommittee chair, *North Carolina State University*
Joanne Littlefield, events subcommittee chair, *Colorado State University*
Rich Phelps, technology subcommittee chair, *University of Kentucky*
Jason Young, scheduling subcommittee chair, *North Carolina State University Extension*

Robin Brekke, *Iowa State University*
Carol Busch, *Colorado State University*
Jim Coats, *University of California*
Jonathan Davis, *Auburn University*
John Dickison, *Pennsylvania State University*
Elaine Edwards, *Kansas State University*
Russ Feldhausen, *Kansas State University*
Darrin Goodman, *Colorado State University*
Jeff Hino, *Oregon State University*
Gloria Holcombe, *Kansas State University*
Larry Jackson, *Kansas State University*
Tom Knecht, *retired*
Susan McGinley, *University of Arizona*
Robert Moore, *University of Nevada, Reno*
Randy Nemitz, *Ohio State University*
Faith Peppers, *University of Georgia*
Don Pierce, *Washington State University*
Rusty Presley, *Auburn University*
Judy Rude, *U.S. Department of Agriculture*
Stan Skrabut, *University of Wyoming*
Carol Whatley, *Auburn University*
Ruth Willson, *Colorado State University*

Ex-Officio:

Robert Casler ACE President, *University of Arizona*
Debbie Hagenmaier, Conference Planner, *Kansas State University*

Special thanks to Maria del Carmen Aranguren, University of Arizona, for designing the conference logo; Mary Hager and Katlyn Wyatt, Kansas State University, for graphic design and layout work on the printed program; and Russ Feldhausen for providing computers and software for the conference.

ACE/NETC would also like to thank our conference sponsors: eXtension for sponsoring the Bill Murphy Speaker; Iowa State University Extension for broadcasting the keynote sessions and a portion of the breakout sessions; The Ohio State University for providing equipment to record another portion of the breakout sessions; and Iowa State College of Agriculture and Life Sciences for sponsoring the Welcome Reception.

OBJECTIVE, RESEARCH-BASED
AND CREDIBLE INFORMATION
YOU CAN USE EVERY DAY TO
IMPROVE YOUR LIFE.

when?

what?



where?



I wish there was an easier way
to pull off this webinar.



Don't just sit there wishing. We can help.

There is an easier way.

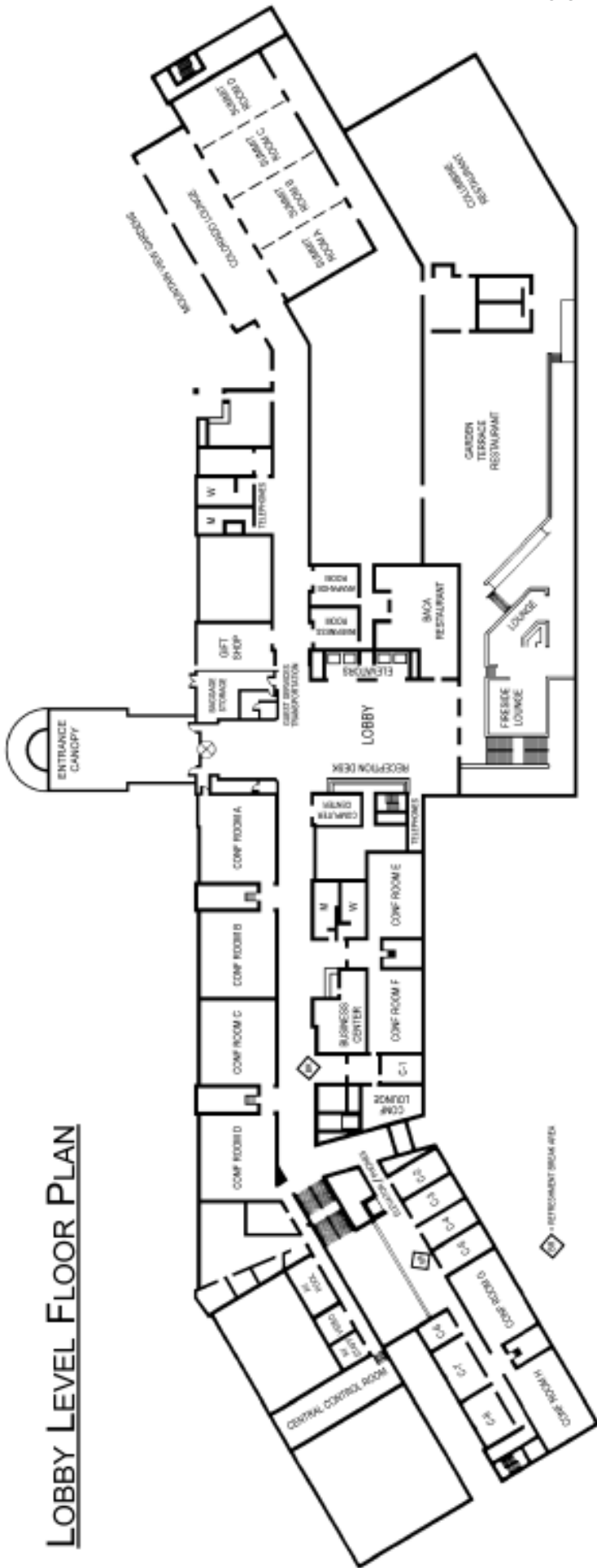
Iowa State University Extension Web Conferencing Services can show you how to reduce travel costs, enhance productivity, and extend your reach. It's fast, easy and cost-effective.

Stop wishing and give us a call at **800-478-0057**
or email us at **extensionwcc@iastate.edu**

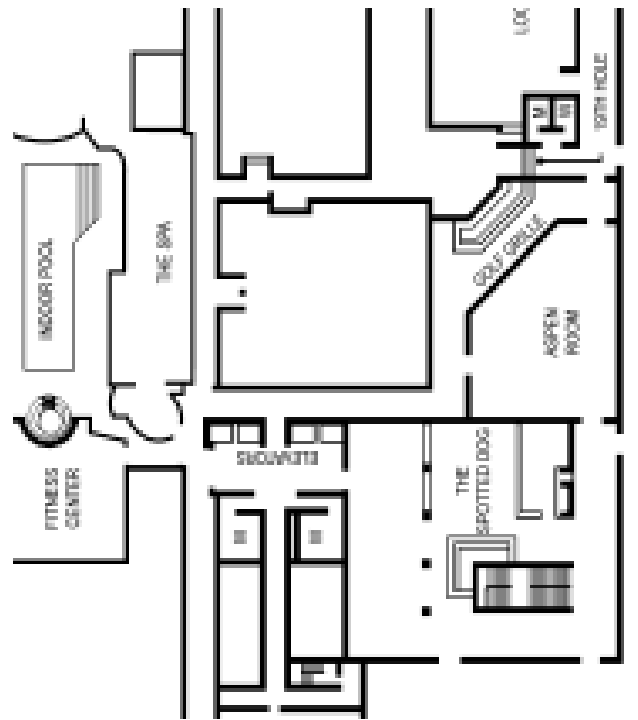
We can also help you broadcast your programs and host virtual conferences.



LOBBY LEVEL FLOOR PLAN



GROUND LEVEL FLOOR PLAN



2012 ACE CONFERENCE



JUNE 11-14, 2012



ANNAPOLIS, MARYLAND

BE THERE

OR ELSE***

Join us next year in New Orleans for the
National Extension Technology Conference
May 29 - June 1, 2012



THAT VOODOO YOU DO
NEW ORLEANS

NETC2012.ORG



Sponsored by:

LSU
AgCenter
Research & Extension