Kansas State University
Agricultural Communicators in Education
National Extension Technology Conference
Agricultural Communicators of Tomorrow

Cool Bytes

JAZZ NIGHTS

ACE / NETC 2003
Kansas City
June 14-17 2003

Welcome to
Kansas City

Welcome to Kansas City – the city of fountains, home of KC barbecue and jazz, and host of the 2003 conference for Agricultural Communicators in Education, the National Extension Technology Conference and Agricultural Communicators of Tomorrow.

This conference brings together three groups with similar purposes yet specific needs. The conference planners have tried to bring together keynote speakers, breakout sessions, tours, and workshops to meet those diverse professional development requirements.

In many cases, you are one of those helping make this happen. Whether you're presenting a breakout session or networking in the hallway, sharing is one of the most important benefits of coming together at a conference like this. And with tight budgets, we all need to learn from each other about how we can most efficiently and effectively communicate.

A huge thank you to the people who have made this conference possible: the many staff at our host Kansas State University and the conference program committee. Many hours of work have taken place behind the scenes to make this a beneficial conference for you.

With one less day than past similar conferences, the pace will be fast and furious. You'll probably suffer from information overload, but we hope you'll take notes, share business cards, and follow up on what you've been introduced to during the conference.

We hope you enjoy your Kansas City experience and benefit from "Cool Bytes, Jazz Nights" for a long time to come.

Becky Koch

2003 ACE/NETC/ACT Conference Program Committee Chair

Questions?

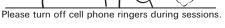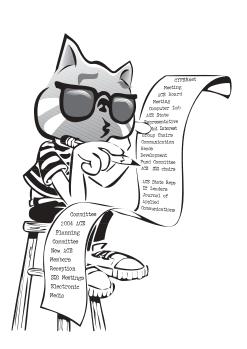**Look for someone wearing this button.**

Can you hear me now?

Pssst... Everyone can hear you now.

Please turn off cell phone ringers during sessions.

Welcome to **Kansas City!**

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Kansas City

Schedule at a Glance

Saturday, June 14

8:00 AM - 5:00 PM	**CYFERnet Meeting**—*Signboard 1*
9:00 AM - Noon	**ACE Board Meeting**—*Pershing Place South*
7:00 AM - 5:00PM	**Computer Lab**—*Boardroom*
8:00 AM - 6:00PM	**Registration**—*Main Lobby*
1:00 - 2:00 PM	**ACE State Representatives and Special Interest Group (SIG) Chairs (joint meeting)**—*Pershing Place North*
1:00 - 3:00 PM	**Communication Heads**—*Pershing Place West*
1:00 - 3:00 PM	**Development Fund Committee**—*Signboard 2*
2:00 - 3:00 PM	**ACE SIG chairs**—*Pershing Place South*
2:00 - 3:00 PM	**ACE State Reps**—*Pershing Place North*
3:00 - 4:00 PM	**JAC Focus Group**—*Pershing Place North*
3:00 - 5:00 PM	**From Writing to Reputation Manage ment: Behind the Scenes with Fleishman-Hillard**—*Pershing Place West*
3:00 - 5:00 PM	**Diversity Committee**—*Pershing Place South*
3:00 - 5:00 PM	**IT Leaders**—*Washington Park Place 1*
4:00 - 5:00 PM	**Journal of Applied Communications Committee**— *Signboard 2*
4:00 - 5:00 PM	**2004 ACE Planning Committee**—*Union Hill*
4:00 - 5:00 PM	**New ACE Member Reception**—*State Suite, Rooms 1814 & 818*
5:00 - 6:00 PM	**SIG Meetings:** **Electronic Media**—*Signboard 1* **Academic Programs**—*Pershing Place South* **Writing**—*Pershing Place North* **Graphic Design**—*Signboard 2* **Leadership and Management**—*Pershing Place West*
6:00 - 8:00 PM	**Welcome Reception, (wear your school colors)**—*Century A&B*
6:00 - 6:15 PM	**Welcome to Kansas City - Rockin' Richard Baker**—*Century A&B*
8:00 - 10:00 PM	**ACT Quiz Bowl**—*Pershing Place South*
8:00 - 10:00 PM	**Film Festival**—*Pershing Place North*
10 PM - Midnight	**Hospitality Room**—*State Suite, 1814 & 1818*

Sunday, June 15

6:20 AM	**Fun Run/Walk** *(Meet in Main Lobby)*
7:00 AM - 5:00PM	**Computer Lab**—*Boardroom*
7:30 - 8:30 AM	**Vespers**—*Pershing Place East*
7:30 - 8:45 AM	**Breakfast**—*Century A&B*
8:00 AM	**Registration**—*Century A&B Foyer*
8:30 - 8:45 AM	**Reuben Brigham Award, Loren Kruse**—*Century A&B*
8:45 - 9:45 AM	**Bill Murphy Speaker: Norman Coombs**—*Century A&B*
9:00 AM	**C&A Awards, displays**—*Liberty* **ACE/ACT Silent Auctions**— *Liberty*
9:45 - 10:00 AM	**Break**—*Century A&B Foyer*
10:00 - 10:45 AM	**Breakout Session #1**
10:00 - 11:45	**Research Presentations, Session 1**—*Governors*
10:15 AM - Noon	**ACT business meeting**—*State Suite, 1814 & 1818*
11:00 - 11:45 AM	**Breakout session #2**
11:45AM-1:15 PM	**Lunch, Gary Hermance Speaker: Giovinella Gonthier**—*Century A&B*
1:30 - 2:15 PM	**Breakout session #3**
1:30 - 3:15 PM	**Research Presentations, Session 2**—*Governors*
2:15 - 2:30 PM	**Break**—*Century A&B Foyer*
2:30 - 3:15 PM	**Breakout session #4**
3:30 - 4:30 PM	**SIG Meetings:** **Distance Education & Instructional Design**—*Pershing Place East* **Photography**—*Pershing Place West* **Research**—*Pershing Place South* **Marketing**—*Pershing Place North*
3:30 - 4:30 PM	**NETC Steering Committee**—*Union Hill*
3:30 - 5:30 PM	**ACT Workshops**—*Signboard 1 & 2*

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4:30 - 5:30 PM	**SIG Meetings:** **Publishing**—*Pershing Place South* **International**—*Pershing Place North* **Information Technology**—*Pershing Place East* **Media Relations**—*Pershing Place West*
5:00 - 6:00 PM	**Past President's Reception**—*State Suite, 1814 & 1818*
6:00 - 7:00 PM	**Pre-Banquet Reception (cash bar), ACE Live Auction**—*Century B*
7:00 - 9:30 PM	**ACE Awards Banquet** —*Century A*
6:00 - 10:00 PM	**Off-site dinner for NETC/ others**
10 PM - Midnight	**Hospitality Room**—*State Suite, 1814 & 1818*

Monday, June 16

7:00 AM - 5:00PM	**Computer Lab**—*Boardroom*
7:30 - 9:30 AM	**Breakfast, Speaker: Marita Wesely-Clough;** —*Century A&B*
9:00 AM- 2:00 PM	**Vendor Fair**—*Century A&B Foyer*
9:30 - 10:15 AM	**Breakout session #5**
9:30 - 11:15 AM	**Research Presentations, Session 3**—*Governors*
9:45 - 11:00 AM	**ACT officer elections** —*State Suite*
10:15 - 10:30 AM	**Break**—*Century A&B Foyer*
10:30 - 11:15 AM	**Breakout session #6**
11:30 AM - 1:00 PM	**Lunch on your own, Leadership and Management SIG Meeting**— *Pershing Place South* **IT Leaders (South)**— *Pershing Place West*
Noon - 2:00 PM	**DEIA Trainer Grant Project**—*State Suite, 1814 & 1818*
1:15 - 2:00 PM	**Breakout session #7**
2:00 - 2:15 PM	**Break**—*Century A&B Foyer*
2:15 - 3:00 PM	**Breakout session #8**
2:15 PM	**Board buses for Sprint tours** *(Meet in Main Lobby)*
3:30 - 5:00 PM	**Hallmark Tours:** (Meet in Century A&B Foyer) - Graphic Design - Fine Art Collection - Photography - Visitor's Center - Kaleidoscope

3:15 - 5:00 PM	**Farm Services Agency Technology Accommodations Center** *(Meet in Main Lobby)*
3:15 - 5:30 PM	**Sprint Presentation**
3:30 - 5:00 PM	**Liberty Memorial Museum** *(Meet in Main Lobby)*
5:30 PM - 7:00 PM	**Buses load for dinner** *(Meet in Main Lobby)*
6:00 - 8:00 PM	**Dinner Served at American Jazz Museum /Negro Leagues Baseball Museum**
6:00 -10 PM	**Entertainment—Jazz Music**
7:00 -10 PM	**Buses back to hotel**
10 PM - Midnight	**Hospitality Room**—*State Suite, 1814 & 1818*

Tuesday, June 17

7:00 AM - 2:00PM	**Computer Lab**—*Boardroom*
7:30 - 9:00 AM	**Breakfast, Speaker: Jim Gentry**—*Century A&B*
7:30 - 9:30 AM	**Breakfast/ACT Awards** —*Liberty*
8:00 AM - Noon	**Vendor Fair**—*Century A&B Foyer*
9:15 - 10:00 AM	**Breakout Session #9**
10:00 - 10:1 AM	**Break**—*Century A&B Foyer*
10:15 - 11:00 AM	**Breakout Session #10**
10:15 - 12:15 AM	**ACE Business Meeting, ACE Professional Award: Robert Furbee**—*Century A&B*
12:15 - 1:15 PM	**Lunch on your own**
1:15 - 5:00 PM	**Workshops**
	Emotion Marketing and Branding—*Pershing Place East*
1:15 - 5:00 PM	**Adobe Acrobat: Beyond the Desktop**—*Pershing Place West*
1:15 - 5:00 PM	**Ethics in Organizations Undergoing Change** —*Signboard 1*
1:15 - 5:00 PM	**Lighting and Camera Workshop with Rege Becker**—*Pershing Place North and South*
5:00	**First KC Royals Shuttle**
6:00 - ?	**Restaurant and Pub Crawl**
7:00 - 9:00 PM	**Screening of Rege Becker's work with Q&A** —*Pershing Place North and South*

Sunday, June 15

Set your alarm early for the
ACE/NETC Fun Run/Walk
(see page 25 for more information)

SESSION 1,
10-10:45 am

1. How to Catch the Urban Media's Eye, Part I

Pershing Place South

Faith Peppers, News Editor, Extension Service, University of Georgia; Martha Foster, Special Sections Manager, Atlanta Journal-Constitution

2. Graphic Portfolio Session

Signboard 1

Coleena Burt, Graphic Designer, Communications Specialist, Texas Cooperative Extension

Colleagues critique your work—successes or failures.

3. Pulp Feathers: The First ACE Novel

Pershing Place East

Brian Meyer, Director, Ag Comm. Service, Iowa State University; Elaine Edwards and Doug Cooper, both Iowa State University; other involved writers

A review of the 2001 ACE Writing Workshop. Proceeds from book sales benefit the ACE Development Fund.

4. What is this H.323 Videoconference Thing!

Pershing Place West

Larry Lippke, Head-Information Technology, Texas Cooperative Extension; Robert Fehr; Kevin Gamble; Randy Cross; Will Baldwin; Nat Jaegglin

Basics on H.323 Internet videoconferencing, how to use it, and who is using it now.

5. Academic Swap Meet, Part I

Ambassadors

Ag Communication Teaching Faculty

Academic SIG members share information about their agricultural communications programs.

6. Leadership Styles of Agricultural Communications and Information Technology Managers: What Does the Competing Values Framework Tell Us About Ourselves?

Brookside

Kim Parker, Director, Communication & Technology Resources, University of Vermont Extension

Survey results regarding leadership styles and development needs of communications and technology managers.

7. Room Design and Integration—Maximum Flexibility and Minimum Investment

Union Hill

Nat Jaeggli, Informational and Video Conference Technician, Kirksville TCRC, University of Missouri TeleCenter Network; Nellie Lamers; Patrick Shaw; Claudette Roper

Cost effective modifications to make videoconferencing spaces functional and flexible.

8. Doc@Distance: Questions, Delights, and Disappointments

Signboard 2

Cindy Akers, Assistant Professor and Instructor, Texas Tech University and Texas A&M University; Dr. Kim Dooley; Susie Bullock

Educators and students discuss the first distance doctoral program in agricultural education.

9. Content Management and Web Portals, Part I

Pershing Place North

Fred Piazza, Director of Application and Web Development, Louisiana State University Agricultural Center; Bob Rubinyi, Technology Specialist, Information Technology, University of Minnesota Extension Service

How to select and successfully implement a Content Management System. Find out about the benefits and share your comments and questions on using a CMS for your Web site.

10. Canceled

Sunday, June 15

SESSION 2,
11-11:45 am

11. How to Catch the Urban Media's Eye, Part II

Pershing Place South

Faith Peppers, News Editor, Extension Service, University of Georgia; Martha Foster, Special Sections Manager, Atlanta Journal-Constitution

12. Adobe Photoshop—Working with Layers

Brookside

Patrick Hackenberg, Graphic Designer, and Susan Bale, Webmaster, Communications, Kansas State University

Edit images without altering the original pixels in the file. Basic familiarity with Photoshop is recommended.

13. Publishing a Magazine In Print and Online

Pershing Place West

Linda Benedict, Associate Director, Communications, Louisiana State University; Owen Roberts, University of Guelph, Ontario, Canada

Panel discussion of coordination, design trends, and production costs of publishing magazines in both media.

14. Beat the Winter Blues While Jazzing Up Professional Development

Signboard 2

Ellen Varley and Brad Paleg, Distance Learning Specialists, College of Agriculture and Natural Resources, University of Maryland

Designing, delivering, and evaluating an H.323 videoconference-based professional development series.

15. Academic Swap Meet, Part II

Ambassadors

Ag Communication Teaching Faculty

Academic SIG members share information about ag communications programs.

16. An Online Tool Kit to Help Support Staff Meet Public Information Needs

Union Hill

Debby Newman, INFO-U Coordinator, University of Minnesota Extension Service

The INFO-U's phone messages and Web scripts help staff refer the public to the best information sources.

17. Disseminating Food Safety Information using the World Wide Web

Senators

Dan Henroid Jr., Food Safety Project Director and Extension Specialist, and Jason Ellis, Research Assistant, Iowa State University

How the Web allows geographically dispersed food safety experts to collaboratively provide information.

18. Where Is IT Training Headed?

Signboard 1

Beth Raney, Computer Education Leader, Information & Communication Technologies, Penn State; Tim Beck; Peg Shuffstall

IT panel discusses sharing/combining training resources.

19. Content Management and Web Portals, Part II

Pershing Place North

Fred Piazza, Director of Application and Web Development, Louisiana State University Agricultural Center; Bob Rubinyi, Technology Specialist, Information Technology, University of Minnesota Extension Service

How to select and successfully implement a Content Management System. Find out about the benefits and share your comments and questions on using a CMS for your Web site.

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20. Delivering Educational Modules using PowerPoint and Flash: A Case Study

Pershing Place East

Floyd Davenport and Robin Brekke, Iowa State University Extension

How Iowa State University Extension collaborated with the ISU Meat Science Lab and ConAgra Foods to create an on-line professional development program for food supervisors.

SESSION 3,
1:30–2:15 pm

21. Journalism in the Digital Age

Pershing Place South

Joanne Littlefield, Media Relations Liasion, University of Arizona; Brant Housten, Director, National Institute of Computer Assisted Reporting (NICAR), Missouri School of Journalism

The history, potential, and applicability of computer assisted reporting.

22. TCE Bookstore—A Management Tool for Authors

Signboard 2

Larry Lippke, Head-Information Technology, Texas Cooperative Extension; Judy Winn; Bill Watson

An overview of the commercial and internal services of this electronic bookstore.

23. Canceled

24. How to Become a Stakeholder-Focused Organization

Brookside

Sam Meers, President, Meers Marketing Communications; Marsha West, also of Meers Marketing Communications

Creating a marketing process for a land-grant university by using tools borrowed from the for-profit world.

25. Audience First: How MU Ag J Students Launched the Web-based News Publication: Corner Post

Pershing Place West

Marilyn Cummins, Coordinator, Agricultural Journalism, University of Missouri-Columbia; Andrea Flynn, managing editor; Jacob Shellabarger, copy editor; Scott Hopke, designer

How agricultural journalism students at the University of Missouri launched the student news Web site, http://cafnrcornerpost.com by defining, studying and listening to its audience.

26. Doing an ACE/NETC Workshop at a Distance: Experiences from 2002– 2003

Union Hill

Linda Ffolliott, Webmaster, College of Agriculture and Life Sciences, University of Arizona; Rebecca Osborne, Extension Specialist, Computer Training, West Virginia University Extension Service; Ellen Varley, Distance Learning Specialist, University of Maryland

Professionals can share expertise via various distance delivery tools. What we learned in a fall 2002 ACE/NETC class using WebCT and Web-conferencing, and how might this affect your own distance workshops.

27. Out of the Dark Ages: Developing Interactive Web Applications (An Overview)

Pershing Place North

Gori Devrajani, Systems Specialist, IDEA, Iowa State University Extension; Sorrel Brown, Manager, Iowa State University Outreach Academy

Interactive applications that provide immediate content (reports) and updated information (real-time calculations).

28. Online Course Design— Presentation and Panel Discussion: Courses That Worked and Some That Didn't, Part I

Pershing Place East

Panelists: Brad Paleg, Distance Learning Specialist, University of Maryland; Beth Raney, Computer Education Leader, Pennsylvania State University; Allan Schmidt, Manager, Instructional Development, Iowa State University; Randy Spears, Distance Education Coordinator, Purdue University; Ron Thomas, Coordinator, Educational Media/Communications, University of Florida

An overview of online course design and successful credit and noncredit online courses.

29. NPDN: National Plant Diagnostic Network

Signboard 1

Will Baldwin, Systems Engineer, and Ned Tisserat, Plant Pathologist, Kansas State University

This homeland security effort in cooperation with AHPHIS, CSREES, and NAPIS is a consortium of land-grant institutions that provide plant disease diagnosis, plant identification, and insect/pest identification.

30. Web Packet: A Dynamic News and Information Resource for Extension Agents

Senators

Garvin Quinn, Director, Marketing and Communications; John Toman, Director, Information Technology, Institute of Agriculture, The University of Tennessee

This news resource permits agents to download "exclusive" information in a form not already distributed to media.

SESSION 4, 2:30–3:15 pm

31. Marketing Plans and the Logic Model

Brookside

Linda Sleichter, Marketing Specialist; Rick Miller, Johnson County Director, K-State Research and Extension

The pros and cons of this method of marketing planning, as well challenges and successes of implementing the plan.

SUNDAY, JUNE 15
CENTURY B

ACE Live Auction

6:00 - 7:00 PM
PRE-BANQUET RECEPTION

DON'T FORGET THE ACE SILENT AUCTION. WINNERS WILL BE ANNOUNCED BEFORE LIVE AUCTION.

GOING... GOING...

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JAZZIN' NIGHTS

32. Research Photos Online @ University Library

Pershing Place East

David Hansen, A.V. Producer, University of Minnesota Agricultural Experiment Station; Charles Thomas, Digital Collections Unit, University of Minnesota

Minnesota photos are available at http://digital.lib.umn.edu/ —part of the University of Minnesota Libraries — using an Oracle-based system that links collections by combining technology, training, standards, and partnerships.

33. Using Weblogs in Extension for Knowledge Sharing and Filtering

Pershing Place South

Deb Coates, IT Specialist, Iowa State University Extension; Floyd Davenport

Using Weblogs, individuals within organizations can help people find information they need, interpret it, and locate additional resources with applications such as Blogger, Radio Userland, and Movable Type.

34. Beyond Thunderdome: The Road Warrior Round Table

Senators

Rich Emnett, Systems Specialist, Ohio State University Extension; Steve Lichtensteiger; Timothy Barkley; Jeff Beebe; Duane Rigsby

A session for state/district/area computer support personnel to meet, share and learn.

35. VAD-The Visual Asset Database

Signboard 2

John Tubbs, Streaming Media Specialist, University of Illinois, College of ACES, ITCS; Traci Vaughan, Web Developer/Information Architecture Specialist

The Visual Asset Database (VAD) allows an instructor access to different types of instructional media in one location from a single computer.

36. Communications & IT Leadership: Fitness Program for an Established Organization

Pershing Place West

Neal T. Vines, Director, Information and Communication Technologies, College of Agricultural Sciences; Richard Kipp; Thomas Weber; John Dickison

Penn State's College of Agricultural Sciences is reviewing roles in a self-directed initiative to maintain relevance and provide new communications/IT leadership.

37. Constructing a Low-Cost, Semi-Automated, Web-Based Training System using WebCT, Banner, and Duct Tape

Ambassadors

Erik Anderson, Director of Agricultural Communications; Ben Troka, Video Specialist; Mark Brown, Multimedia

Specialist; Don Pierce, Web Applications Specialist, University of Idaho

Developing a system to automate delivery of noncredit Web-based instruction to extension audiences.

C&A Awards

you LIKE me...you REALLY LIKE me.

Sunday June 15 7:00 - 9:30 PM Century A

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38. Online Course Design—Presentation and Panel Discussion: Courses That Worked and Some That Didn't, Part II

Signboard 1

Panelists: Brad Paleg, Distance Learning Specialist, University of Maryland; Beth Raney, Computer Education Leader, Pennsylvania State University; Allan Schmidt, Manager, Instructional Development, Iowa State University; Randy Spears, Distance Education Coordinator, Purdue University; Ron Thomas, Coordinator, Educational Media/Communications University of Florida

Panelists describe successful (and not so) design approaches, followed by audience questions and discussion.

39. Getting and Keeping Control of the Application Development Process

Union Hill

Leanne M. McGiveron, Development Team Leader, and Marilyn J. Moore, Web Design and Developer, Purdue University Agriculture Information Technology

This presentation will provide useful tools, tips, and examples of moving the development process from chaos to a streamlined flow that works in a higher education setting.

40. Go Multi-Media with Legislative Communications

Pershing Place North

Suzanne Steel, Director, College Communications, Ohio State University, and other members of annual report team

Use a multi-media approach to reach elected officials by providing targeted information.

SESSION 5,
9:30–10:15 am

41. Living Well—the New Extension FCS Marketing Campaign, Part I

Signboard 2

Elizabeth Gregory, Coordinator, Extension Marketing, Texas Cooperative Extension; Jamie Greenheck, Senior Partner, Fleishman-Hillard

Results of Fleishman-Hillard's national market study of FCS audiences and marketing campaign materials based on the study.

42. Color Your World

Washington Park Place 2

Coleena Burt, Graphic Designer, Communications Specialist, Texas Cooperative Extension

Simplifying the processes used in producing successful printed color products.

43. Recruiting in the Hear and Now: Using Radio and the Web to Publicize Your Schoool to Potential Students

Senators

Barbara Rixstine, Communications Specialist, and Dan Cotton, Director of Communications and Information Technology, University of Nebraska-Lincoln

Combining radio and the Web to attract new students

44. Video Conferencing Accessories, Part I

Pershing Place North

Will Baldwin, Systems Engineer, Kansas State University and SKC Communications

Demonstration of accessories: lighting, microphones, document cameras, ptz cameras, and more…

MONDAY IS TOUR DAY
see page 19

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45. How to Write a Journal Article

Ambassadors

Eric Rhodenbaugh , Science Editor, and Kris Boone, Associate Professor and Interim Communications Department Head, Kansas State University

Discussion of journal article sections and how articles are reviewed. Targeted to Journal of Applied Communications.

46. Technology Support for Extension Middle Management

Pershing Place West

Robert L Fehr, Technology Coordinator, University of Kentucky

How technology can support reduced county staff management.

47. Bring Flash Animation and Java Graphics to Build Education Modules using Real-Time Data

Pershing Place South

Xingchun Chen, Senior Software Development Engineer, University of Nebraska, Institute of Ag. and Natural Resources, IETS; Ashu Guru, University of Nebraska-Lincoln

Increase researchers' ability to interpret and present complex information to other researchers, students, and clients with Macromedia Flash and Java Graphics.

48. e-Extension Design and Business Plan, Part I

Washington Park Place 1

Larry Lippke, Head-Information Technology, Texas Cooperative Extension

The design team will share draft recommendations and gather comments before presenting its plan to the e-Extension executive committee next month.

49. Maintaining Dynamic Content for Multiple Web Sites

Pershing Place East

Ron Roeber, Coordinator, Information and Educational Technology Support, Institute of Agriculture & Natural Resources, University of Nebraska-Lincoln; Alfred Stark, Manager Clientele Services, CIT/IANR, UNL
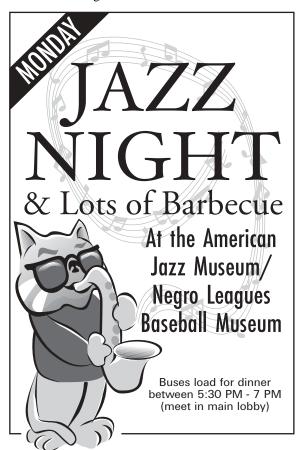
Easy Web-based content creation and management with many automatic features, based on Zope.

50. Communicating Globalization: Hitting a Home Run in Your State to Increase Both International Trade and Understanding

Signboard 1

Eric Abbott, Greenlee School of Journalism and Communication; Neonila Martyniuk; Lulu Rodriguez

Communication success stories dealing with trade, perceptions about products and dealing with immigrant workers.

MONDAY

JAZZ NIGHT

& Lots of Barbecue

At the American Jazz Museum/ Negro Leagues Baseball Museum

Buses load for dinner between 5:30 PM - 7 PM (meet in main lobby)

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Monday, June 16

SESSION 6,
10:30–11:15 am

51. Living Well—the New Extension FCS Marketing Campaign, Part II

Signboard 2

Elizabeth Gregory, Coordinator, Extension Marketing, Texas Cooperative Extension; Jamie Greenheck, Senior Partner, Fleishman-Hillard

A better understanding of FCS audiences and a case study in research methods and in using research to create messages and materials.

52. Have Your Graphs and Click Them Too

Senators

J. Reynaldo Santos, Associate Professor and Extension Information Technologist, Texas Cooperative Extension

Use real time, dynamic statistical graphs to support textual content of Web pages … on a shoestring.

53. Paper or Pixels? Trends in Print and Electronic Publishing

Pershing Place East

Diane Bowen, Assistant Publications Editor/Extension Communication Specialist, Texas A&M University

Advantages and disadvantages of print and electronic publishing.

54. Video Conferencing Accessories, Part II

Pershing North

Will Baldwin, Systems Engineer, Kansas State University

Demonstration of more accessories: speaker systems, conference room automation systems, and more…

55. Canceled

56. Communicating Homeland Security Education and Issues

Pershing Place South

Becky Koch, Information Specialist, North Dakota State University Agriculture Communication

Results of educator and ag producer surveys and how communicators can provide leadership.

57. On-the-Go Web Sites: Texas Extension Counties Online

Signboard 1

Glenn Lea, Software Applications Developer, Texas Cooperative Extension; Jeffrey Sorelle, Texas A&M

Three components of the TECO Web site system: server side design and creation, client side editing system, and methods used for rapid roll out and training.

58. e-Extension Design and Business Plan, Part II

Washington Park Place 1

Larry Lippke, Head-Information Technology, Texas Cooperative Extension

The design team will continue to share draft recommendations and gather comments before presenting its plan to the e-Extension executive committee next month.

59. Producer and Camtasia: New Tools for Building Media-Rich Web-Based Presentations

Pershing Place West

Ken Kulka, Manager, TV Production & Distance Education, and Mitch Moser, Television Producer, Ohio State University; Gerry Snyder, Multimedia Specialist, Kansas State University

Microsoft Producer and Camtasia by TechSmith for Web delivery of audio, video, stills, graphics, and animations.

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60. Digital Photography for Communications Professionals

Washington Park Place 2

Edwin Remsberg, Photographer, University of Maryland; Jerry Barrett, Graphic Designer, University of Illinois

Digital photography for people who have other things to think about.

SESSION 7,
1:15–2 pm

61. Planning with Research: Getting Bang for Your Marketing Buck

Washington Park Place 1

Kris Boone, Associate Professor of Ag Communications; Mike Haddock, Agricultural Librarian; and Linda Sleichter, Marketing Specialist, Kansas State University; and Rick Miller, Johnson County Extension Director

When the luxury of original research isn't possible, secondary sources can be accessed through most university libraries and government databases.

62. All Things to All People: Adapting Traditional Outreach Efforts to Digital Delivery

Pershing Place South

Brian Gevik, Communications Specialist, University of Nebraska Institute of Agriculture and Natural Resources; Professor James Randall

Identifying end user interests and adapting outreach methods to best satisfy those interests.

63. Make Your Web Content Accessible to Everyone

Brookside

Pamela Peters, Education Coordinator, Institute of Agriculture & Natural Resources, University of Nebraska-Lincoln

Accommodating readers with disabilities, new gadgets with very small screens, slow connections and older equipr¡nt, or for whom English is not the first language.

64. Conducting Multicast Broadcasts Across Internet2

Pershing Place East

Kevin Gamble, CTO, American Distance Education Consortium; Dan Cotton, University of Nebraska

Using Internet2 multicast capabilities to distribute videoconferencing streams to distant and non-Internet2 connected learners.

65. Agricultural Teaching Programs: Our Future

Senators

Panel discussion: Teaching Faculty from Land-grant Universities

The future of teaching programs and cooperative ventures.

66. Grammar Training for Extension Faculty and Staff via WebCT: Lessons Learned (But What and by Whom?)

Signboard 1

Meg Ashman, Publications Editor (and Extension Professor), University of Vermont Extension

Lessons about organizational culture may prove useful to others responsible for in-service training.

67. Integration of Desktop Video Publishing and PowerPoint Presentations

Pershing Place North

Pete Flores, Associate Professor and Computer Specialist, Texas Cooperative Extension; Jeffery SoRelle, Assistant Professor and Computer Specialist

Use Microsoft Office XP and Microsoft Producer to create Windows Media files for online presentation.

Monday, June 16

68. Institutional Repositories: Implications for Land-grant Extension

Signboard 2

John Schmitz, Manager, AIM Lab (Agricultural Instructional Media Lab), University of Illinois

An open content approach is presented, then a forum to discuss open content within and across land grants.

69. Technology Options for Distance Learning: When to use Which to Reach Whom with What?

Union Hill

Scott V. Fedale, Director, Extension Information Technology, Washington State University Cooperative Extension

Choose the right synchronous media for a particular distance learning task, audience and budget.

70. Get Your News on Radio

Pershing Place West

Candace Pollock, Associate Editor, Ohio State University; RadioSource.Net presenter TBA

Different methods used to work with broadcasters.

SESSION 8,
2:15–3 pm

71. Accountability and Marketing: Balancing the Equation

Signboard 1

Donald W. Poucher, Assistant Vice President, Marketing and Communications, Institute of Food and Agricultural Sciences, University of Florida

The three accountability elements: a market-driven program, integrated communications, and volunteer advocacy.

72. Syncopated Printing Rhythm and Blues

Signboard 2

Jerry Barrett, Graphic Designer, University of Illinois; Printer, Editor, Designer, Client ,Photographer

A client, writer/editor, designer and printer give their input on taking a project from start to finish.

73. Writing to Change Behaviors

Pershing Place North

Joye Gordon, Assistant Professor, and Kris Boone, Kansas State University

A practical, hands-on activity, providing good examples of messages and opportunities to redesign weaker messages.

74. An Introduction to NRMO: A Way to Broaden Your Publishing Program

Ambassadors

Judy Rude, Public Affairs Specialist, USDA, CSREES, Communications Staff; other ACE members

What do National Resource Management Officers have in common with ACE?

75. Training the Trainer: The Distance Education Instructional Designer Project

Pershing Place South

Rebekah Raulerson, Coordinator of Educational/Training Programs, Institute of Food and Agricultural Sciences, University of Florida; Ricky Telg, Tracy Irani, Allan Schmidt, Erik Anderson, Kim Dooley, Jimmy Linder, Jacqui Haygood, Cindy Akers, Cheryl Bielema, Richard Carter, Ron Thomas, Rex Heer, Nick Place

Update of USDA-funded online Train the Trainer project.

Cool Bytes

JAZZIN' NIGHTS

ACE/NETC 2003 Kansas City

76. Creating a Syndicated Cooking Show in English and Spanish from Scratch! How Did They Do That?

Union Hill

Ron Frank, Extension Television Specialist, and Deb Pryor Television Producer, Kansas State University

What it takes to conceive, develop, market, and implement a university produced weekly cooking segment.

77. Success with Type

Pershing Place East

Coleena Burt, Graphic Designer, Communications Specialist, Texas Cooperative Extension; Elizabeth Gregory

Making products and programs more visually appealing with the proper use of type

78. Big Time Camera Moves for $165

Pershing Place West

Patrick Holian, Senior Producer, and Larry Emerson, New Mexico State University

A low-cost, compact camera dolly offers quick setup, a high production value look, and makes static shots more interesting.

79. Media Relations: What Are We Doing?

Brookside

Martha Filipic, News and Media Relations, Ohio State University

Results of an informal survey and discussion of what works and what doesn't in media relations.

80. Private Agricultural Communication and Extension: A Solution for Ukraine and Developing Countries

Senators

Eric A. Abbott, Greenlee School of Journalism and Communication, Iowa State University; Neonila Martyniuk, U.S. representative, Agro-Soyuz Company

A private extension system developed by Agro-Soyuz, a Ukrainian agricultural machinery parts company that operates a technology demonstration and training facility.

SESSION 9,
9:15–10 am

81. A National Marketing Campaign for Extension? Let's Start Planning!

Pershing Place East

Elizabeth Gregory, Coordinator, Extension Marketing, Texas Cooperative Extension

A roundtable session to plan a national marketing campaign.

82. An Electronic Routing System (ERS) for Tracking Electronic Extension Publications

Pershing Place West

Petraq Papajorgji, Coordinator, Computer Applicaitons, University of Florida

Development, and use of our ERS using Java, an objected-oriented database, Active Server Pages, and SQL server.

83. Creating Dynamic Content on the Web using IIS and ASP

Signboard 1

Fred Rodriguez, Assistant Professor and Extension Specialist, Texas Cooperative Extension; Don Pierce

Microsoft's Internet Information Server (IIS) and Active Server Pages (ASP) can be used to develop dynamic Web-based content.

84. H.323 Video Conference Roundtable

Pershing Place North

David Foote, Computer/Info/Tech Manager, University of New Hampshire; Will Baldwin, K-State; Nat Jaeggli, Missouri; Randy Cross, Washington; Robert Fehr

Share video conferencing experiences, develop contacts, and plan for better coordination nationwide.

Tuesday, June 17

85. Focus Group How Tos

Brookside

Kris Boone, Associate Professor and Interim Communications Department Head, Kansas State University; David Doerfort, Texas Tech University

Protocols for conducting focus groups, and tips on analyzing data.

86. Dealing with Change— Be the Solution Not the Problem

Pershing Place South

Tracy Rutherford, Assistant Professor, Agricultural Journalism, Texas A&M University; Ron Wilson and Margaret Phillips, Kansas State University

An interactive sessiont to identify attitudes, skills, and strategies for dealing with organizational change.

87. Educational Applications of Peer-to-Peer Technologies

Signboard 2

Kevin Gamble, CTO, ADEC

Applications of p2p technologies in educational settings.

88. Instructional Strategies for Online Teaching

Union Hill

James W. King, Associate Professor, University of Nebraska-Lincoln

Discussion of 14 instructional strategies for online instruction presented in three concept groups: process strategies, teaching strategies, and instructional management strategies.

89. Canceled

90. Dude You're Gettin a Dell: Penn State's Enterprise Initiative

Senators

Presenters/Panelists: Tom Weber, Vince Verbeke, Beth Raney, Jacki Weikert

Overviews of leasing, imaging, equipment turnover, install and setup procedures, and training.

SESSION 10,
10:15—11 am

91. Usability Testing as a Marketing Tool? A Case Study

Pershing Place North

Cordelia Geiken, Web Developer, ITCS, University of Illinois at Urbana-Champaign

Performing usability testing on the new U of I Extension calendaring system while, at the same time, gaining "buy in" from staff and other important stakeholders.

92. XML Web Services What and How in C#/Java

Signboard 1

Will Baldwin, Systems Engineer, Kansas State University

Background, history, theory, and a demonstration of XML Web Services.

93. Building a Software Development and Production Environment

Ambassadors

Mark Hendricks, Web developer, University of Nebraska, IETS, Deal Lab; Ashu Guru; Yoon Wong

Developers use tools of their choice to build software in a secure and documented environment.

94. County Template Delivery Methods

Signboard 2

Don Pierce, Web Specialist, University of Idaho College Agricultural and Life Sciences

Tricks to embed a template inside Microsoft FrontPage.

Cool Bytes

JAZZIN' NIGHTS

95. Video News on the Web: An Affordable Method for Pitching Stories to the News Media

Pershing Place South

Blair Fannin, Assistant News Editor and Communications Specialist, Ag Communications, Texas A&M University

Offering video versions of print stories enables newspapers and television stations to link to the Web site and offers additional presentation of news to non-media consumers.

96. No Strings Attached— Connecting without Wires

Union Hill

Steve Paz, Assistant Professor and Extension Computer Specialist, Texas Cooperative Extension; Robert H. Jenson

Switch from dial-up access to wireless service: Mount an antenna on top of the grain elevator!

97. Driving Down the Road Less Traveled: Deploying Linux Application Servers in NC Cooperative Extension Service Offices

Senators

Rhonda Conlon, Director, Extension Information Technology North Carolina State University; Janyne Kizer, System Programmer Administrator, Extension Information Technology

When a Windows rollout didn't work, the alternate Linux route proved to be a better road.

98. Just Say Yes: Be Careful What You Wish For!

Pershing Place West

Brad Paleg and Ellen Varley, Distance Learning Specialists, College of Agriculture and Natural Resources, University of Maryland

Challenges, successes, and lessons learned from an interdisciplinary team's development of a $320,000 grant funded global Food Safety Risk Analysis distance training program.

99. Low Cost, Hands-On, Remote Tech Support via the Web

Pershing Place East

John Cooley, Computer User Support Specialist, University of Vermont

A Web service allows one to take control of a computer at a remote site, saving mileage costs and "windshield time."

Research Papers Accepted
for Presentation at ACE/NETC 2003

Session 1

Sunday, 10-11:45
Governors
Technologies
and Teaching Issues
Moderator: Bonnie Riechert,
University of Tennessee

"Signaling Product Quality in an E-Commerce Environment: The Case of an Emerging E-Grocery Sector,"
Stan Ernst, Neal H. Hooker, Julia Heilig, Ohio State Universit.

"GNC University: A Case Study in Partnering Business and Education through Distance Learning,"
Lisa K. Lundy, Tracy A Irani, R. Elaine Turner, Susan S. Percival, Britton McPherson, University of Florida

"Developing Agricultural Communications' Products for Stakeholders: Examining the Relationship between Stakeholders' Backgrounds in the Sciences/Languages and Their Ability to Decode Scientific Terminology"
Susan Grantham, Tracy A. Irani, University of Florida

"Relationship Between Extension Worldviews, Perceptions of Extension Roles, and the Use of Extension in the Florida Beef Cattle Industry"
Emily E. Eubanks, Tracy A. Irani, University of Florida

"An Assessment of the Critically Thinking Disposition of Agricultural Communication Students,"
Emily Bisdorf-Rhoades, Lisa K. Lundy, Traci A. Irani, Ricky Telg, University of Florida
Discussant: Kristina Boone, Kansas State University

Session 2

Sunday1:30 - 3:15 PM
Governors
Communication Sources,
Channels, and Current Issues
Moderator: Larry Whiting, Ohio State University

"Is Your Food Safe or Scary? How U.S. News Magazines Communicated Food Safety Issues, 1990-2000"
Sherrie R. Whaley, Ohio State University; David L. Doerfert, Texas Tech University

"Preferred Communication Sources and Food-Related Risks: A Statewide Analysis"
Sherrie R. Whaley, Mark Tucker, Jeff Sharp, Lynn Knipe, Ohio State University

"Reaching Urban Opinion Leaders in Florida: A Mixed-Methods Study to Uncover Preferred Communication Channels"
Amanda Ruth, Lisa K. Lundy, University of Florida

"Future Agricultural Communicators' Awareness of and Attitudes Toward Bio-technology Issues Reported in Mass Media"
Gary J. Wingenbach, Tracy A. Rutherford, Deborah W. Dunsford, Texas A&M University

"Selected College Students' Knowledge and Perceptions of Biotechnology Issues Reported in Mass Media"
Gary J. Wingenbach, Tracy A. Rutherford, Deborah W. Dunsford, Texas A&M University
Discussant: Joan Thomson, Pennsylvania State University

Session 3

Monday, 9:30 - 11:15 AM
Governors
Biotechnology: Advertising,
Media Coverage,
and Public Opinion
Moderator: Florita Montgomery,
West Virginia University

"Consumer Perceptions of Trust, Risk, and Credibility of Agricultural Biotechnology Advertising"
Tracy Irani, Janas Sinclair

"GMOs Generate Few Fears Here: An In-Depth Look at Understanding, Attitudes, and Behaviors about Food Irradiation and Genetically Modified Organisms by Io-wans"
Eric A Abbott, Iowa state University

"Framing Biotechnology: A Comparison of U.S. and British Newspapers"
Lisa K. Lundy, Tracy Irani, University of Florida

"Oregon's Vote to Label Genetically Engi-neered Food: A Case Study of the Media Messages Designed to Influence Voters"
David L. Doerfert, Texas Tech University

"Opinion Leaders'Attitudes Toward Genetic Engineering Case: The Philippine Case,"
Lulu Rodriguez, Iowa State University
Discussant: LaRae Donnellan, Florida State A&M University

Cool Bytes

JAZZ NIGHTS

Workshops

JAZZ N IGHTS

Saturday, June 14, 3-5 pm
From Writing to Reputation Management—Behind the Scenes with Fleishman-Hillard
Pershing Place West
John Armato, Creative Strategist, Senior Vice President and Partner, Fleishman-Hillard; Suzanne Steel, Director, College Communications, Ohio State University
This session will look at what communications counselors are and what they do, including: the fundamentals of writing a plan … techniques for enhancing the creativity of your programs … ways we can improve our writing by rearranging our thinking before we start rearranging our words … and thoughts on the art and science of media relations.

Tuesday, June 17, 1:15 -5 pm
Adobe Acrobat: Beyond the Desktop
Pershing Place West
Tom Dent, Account Manager, Adobe Systems Inc.
Adobe Acrobat Reader is requested over 250,000 times daily at *adobe.com*. Learn how to create your own Acrobat files from common desktop applications such as Word, PowerPoint, and Excel using Acrobat 5. See how Acrobat provides tools that make delivery compliant for visually and hearing impaired users.

Ethics in Organizations Undergoing Change
Signboard 1
Virginia Morgan, Co-Leader, Communications, Alabama Cooperative Extension Service; John Dickison, Bob Sams
 Description: Do you think your organization is ethical in its efforts to manage change? How can you tell – and what can you do to help ensure an ethical transition in your organization? The workshop will include discussion and small group work.

Emotion Marketing and Branding
Pershing Place East
Sam Meers and Marsha West, Meers Marketing Communications; staff of Hallmark's Research University
First half of workshop: "Matching Your Brand Promise to Your Brand Experience." The way your stakeholders see your institution may be drastically different from how you see it. This session will examine the intricacies of brand development and show how branding is much more than consistent logo use.
Second half: "Emotion Marketing and the Hallmark Value Star (TM)." Emotion plays a part in nearly every choice we make. Hallmark's marketing researchers have developed a deceptively simple model— the Hallmark Value Star (SM)—that illustrates how customer relationships in any organization can be strengthened.

Lighting & Camera Workshop
Pershing Place North and South
Rege Becker, Director of Photoraphy and Light Expert
1-5pm Lighting & Camera (hands-on lighting and camera demonstrations).
Award-winning cinematographer Rege Becker (NBC, PBS, Discovery, NOVA) will present an informative, hands-on production workshop for those who work with limited budgets, equipment and crews. He will demonstrate how to achieve dramatic lighting effects with a simple 4-light kit and camera possibilities of the mini-boom, an affordable rental that adds high production value to video productions.

7-9pm Screening of Rege Becker's works with a Q&A session.
Rege will play back excerpts from his productions filmed around the world. An informal question/answer session will follow each clip, allowing ACE members to discover behind-the-scenes solutions to complex production problems.

"That's all Folks!"

Tours

Monday, June 16, 2:15-5 pm
Sprint Presentation
During your visit to the Sprint World Headquarters, you will learn about Sprint's strategies for IP convergence, mobility and wireless, collaborative Value-AddedServices program.

New challenges such as biosecurity and the need to address international cyber security have compelled telecommunications providers to develop innovative solutions to meet the changing security needs of business, education, and government institutions.

Monday, June 16, 3:15-5 pm
Farm Services Agency Technology Accommodations Center

The FSA Technology Accommodations Center on Beacon Street is the access technology center for USDA. It provides technology to help employees with visual or cognitive disabilities, teaches ergonomics, and responds to inquiries from USDA customers with disabilities. This tour will to offer hands-on opportunities with the technology, and provide an opportunity to meet USDA employees with disabilities who work there.

Monday, June 16, 3:30-5 pm
Hallmark Tours
Hallmark will present tours on its:
Fine Art Collection
Melissa Rountree, curator of the Hallmark Fine Art Collection, will conduct a walking tour of Hallmark's fine art collection.

Photography Studio
Enjoy a tour of Hallmark's Union Hill Photography studio and visit with photographers, stylists, and art directors.

Graphic Design
Tour Hallmark's graphic design studios and meet the corporate design staff.
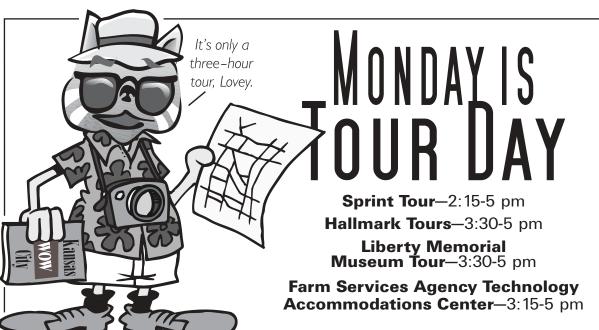
Kaleidoscope
Kaleidoscope lets children explore as they discover the joy of creativity by making their own art from simple materials. Kaleidoscope gives children an opportunity to express themselves in a supportive, encouraging environment.

Hallmark Visitors Center
Watch a six-minute multimedia presentation as Hallmark artists and writers explain how the creative process works. Browse through an exhibit of more than 250 Keepsake Ornaments, and watch manufacturing technicians at work.

Liberty Memorial Museum Tour
The Liberty Memorial Museum is the only public museum in the United States dedicated to the history of World War I. Learn how the archivist collects, preserves and interprets the physical objects of World War I for the museum.

JAZZ NIGHTS

It's only a three–hour tour, Lovey.

Monday is Tour Day

Sprint Tour—2:15-5 pm
Hallmark Tours—3:30-5 pm
Liberty Memorial Museum Tour—3:30-5 pm
Farm Services Agency Technology Accommodations Center—3:15-5 pm

ACE/NETC 2003
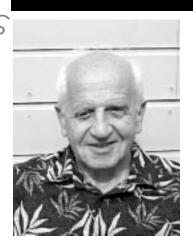Kansas City

Speakers

JAZZ NIGHTS

Norman Coombs,
Bill Murphy Speaker
Addressing Accessibility Issues
Sunday, June 15, 8:45- 9:45 AM

Coombs is CEO of Equal Access to Software and Information and professor emeritus at the Rochester Institute of Technology where he continues to teach distance learning courses in history. His company's mission is to help colleges, libraries and other institutions make their computer and information systems fully accessible to people with disabilities using adaptive technology.

Blind himself, Coombs is a leader in using adaptive technologies. He conducts class discussions and sends and receives assignments all on the computer. A voice synthesizer enables him to "read" his students' electronic messages. "I tell them I'm blind, but it's irrelevant," Coombs said. "I work on the computer the same as they do. The computer obliterates my handicap."

The Bill Murphy Speaker honors William F. Murphy Jr., a member of the Virginia Tech faculty for almost 25 years, who died in 2001.

Giovinella Gonthier,
Gary Hermance Speaker
Facing a Civility Crisis
Sunday, June 15, 12:15 - 1:15 PM (Lunch)

Gonthier will speak about the civility crisis and about how we can - and why we should - treat each other with respect and civility. Gonthier, raised in East Africa and the Seychelles, brings a wealth of experience to bear on what she regards as the "civility crisis." After receiving an M.A. from Harvard in education and political science, she served for eight years as the Republic of Seychelles Ambassador to the United Nations and, more briefly, as Ambassador to France and to the United States. Her book, "Rude Awakenings: Overcoming the Civility Crisis in the Workplace" was released in 2002 to excellent reviews and was selected by the Institute for Management Studies as book of the month for July 2002.

The Hermance speaker honors the memory of Gary Hermance, who was elected to the ACE vice presidency in 1991. The Hermance speaker is chosen to represent some of Gary's unique character and personality qualities—creativity, innovation, determination, humor, or inspiration.

Speakers

Marita Wesely-Clough
2003 and Beyond: Emerging and Evolving Trends
Monday, June 16, 7:30 - 9:30 AM (Breakfast)

Marita Wesely-Clough, trends expert at Hallmark Cards Inc., helps Hallmark ensure that its products are timely and on trend. She monitors the social milieu to spot emerging trends and track existing trends as they climb, peak, and wane. She synthesizes her observations, expertise, and experience to evaluate the strength and importance of cultural movement.

Wesely-Clough and her trends research were featured on the front page of the "Life" section of USA Today in 2001. Her trend predictions also were featured in The New York Times and The Business Journal, Kansas City, and she has been quoted in American Demographics, USA Today, and Time magazine.

James Gentry
Media Convergence: What it means to you
Tuesday, June 17, 7:30 - 9:00 AM (Breakfast)

Dr. James K. Gentry, dean and professor at the William Allen White School of Journalism and Mass Communications at the University of Kansas, consults frequently in convergence, helping newspapers and broadcast operations develop partnerships in the areas of content, advertising, promotions and online. He also works with colleges and universities seeking to make cultural and curricular change.

It's called convergence: newspapers, television stations, on-line products and radio stations forming partnerships for news distribution, advertising sales and cross promotion. And it's happening across the country in markets large and small. What does this trend mean for ag communicators? How will it affect media pitches, placements and advertising buys? Learn more about this trend and what it means to you.

Cool Bytes

JAZZ NIGHTS

Committees

ACE/NETC 2003 Program Committee

Becky Koch, Chair, North Dakota State University
Greg Cichy, University of Nebraska
Angela Corbett, South Carolina State University
Laura Hoelscher, Purdue University
Gloria Holcombe, Kansas State University
George Laur, University of Missouri
Terry Meisenbach, CSREES/USDA,CTDE
Ricky Telg, University of Florida
Roger Terry, Kansas State University

ACE/NETC 2003 Host-State Committees

Facilities and Audio-Visual/Information Technology

Roger Terry, chair
Gina Bingham
Larry Havenstein
Gloria Holcombe
Gary Kepka
Jill Miller

Finance

Amy Hartman, chair
Will Baldwin
Kris Boone
Donna Sheffield

Hospitality and Meals

Linda Sleichter, chair
Randall Kowalik
Nancy Peterson
Deb Pryor

Promotion, Publications and Graphics

Nancy Zimmerli, chair
Susan Bale
Ron Frank
Bob Holcombe
Pat Melgares
Deb Pryor
Gerry Snyder

Professional Activities

Mary Lou Peter, chair
Kathryn Burton
Larry Jackson
Donna Sheffield
Mark Stadtlander
Richard Wear

Registration and Announcements

Susan Staggenborg, chair
Gloria Holcombe
Mark Stadtlander
Kathleen Ward

Spouse, Guest and Retired Member Activities/Post Conference Tours

Ron Frank, chair
Kathy Wright
Nancy Zimmerli

Transportation

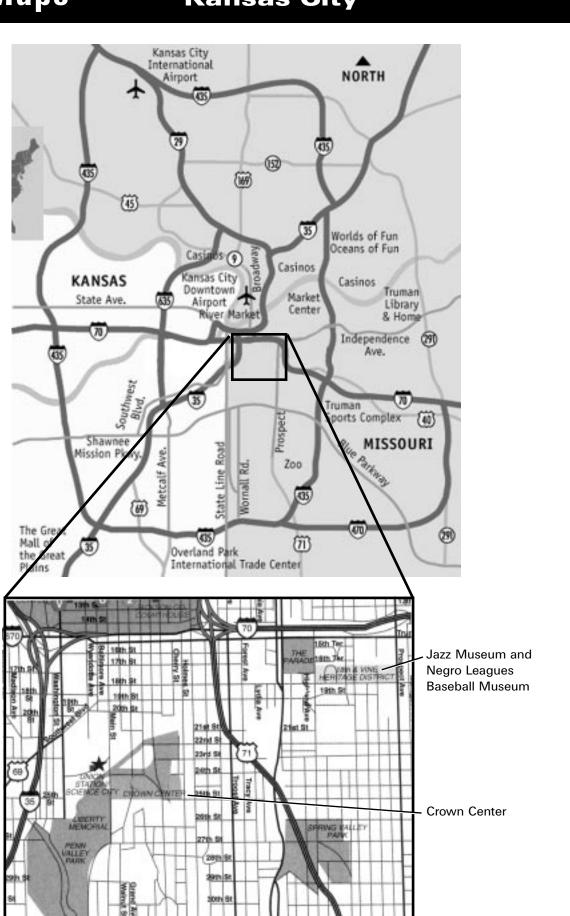Mary Knapp, chair
Pat Melgares
Steve Spencer

ACE/NETC 2003
Kansas City

Jazz Museum and Negro Leagues Baseball Museum

Crown Center

Cool Bytes

JAZZ'N NIGHTS

BALLROOM LEVEL

Banquet, Kitchen and Service Area

Century Ballroom

Century A | Century B | Century C

Shawnee | Mission

Liberty

Banquet Office

Roanoke

Westport

Penn Valley

Independence

Presidents

Conference Office

To The Link

Century Foyer

Garden Terrace

Escalators

Waterfall

Elevators

Pershing North | Pershing West | Pershing East

Pershing South

To Crown Center Shops

PERSHING ROAD

Front Drive

Entrance

Hertz

Union Hill

Elevator

Phones

Foyer

Registration Check-in

Brookside Room

Coat Room

Washington Park Place Foyer

Washington Park Place 1

Washington Park Place 2

Washington Park Place 3

Bar/ Restaurant

Lobby

LOBBY LEVEL

N

Escalators

Elevators

Signboard1 | Signboard II

SIGNBOARD— LOBBY LEVEL

Cool Bytes

JAZZ NIGHTS

FIFTH FLOOR MEETING ROOMS

Regents | Mayors | Ambassadors | Congressional | Senators | Governors

Elevators

Overlooks inside gardens

Health Club and Pool

EXECUTIVE OFFICE LEVEL

Elevated walkway to Science City at Union Station

Atrium of Lobby

The Board Room

Garden Terrace

Elevators

Planning Center

Escalators
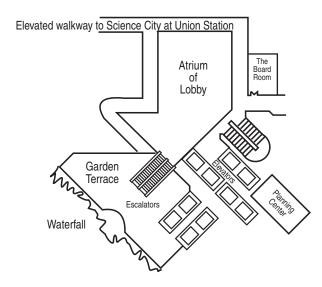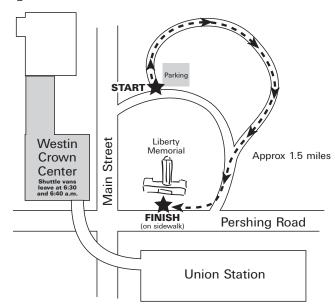
Waterfall

ACE/NETC Fun Run/Walk
Sunday, 7am start

START

Parking

Westin Crown Center

Shuttle vans leave at 6:30 and 6:40 a.m.

Main Street

Liberty Memorial

Approx 1.5 miles

FINISH
(on sidewalk)

Pershing Road

Union Station

ACE/NETC 2003 Kansas City

24

JAZZ
NIGHTS

Vendors

Donor Information

Donors

Pioneer Hi-Bred International Inc.

Kansas Farm Bureau

Arkansas Farm Bureau

Gateway

Hallmark Cards Inc.

VP1 Technologies

SKC Communications Products Inc.

Excel Corporation

ACE Headquarters

2004 ACE Planning Committee

Adobe Systems Inc.

Farm Credit of Western Kansas

Kansas City Board of Trade

Kansas Department of Health and Environment

Kansas Soybean Association

Kansas Dairy Association

K-State Research and Extension Administration

K-State Research and Extension Family and Consumer Sciences

Journal of Extension

Kansas Wheat Commission

Fiorella's Jack Stack Barbecue

Wal-Mart

Fleishman-Hillard

Tours

Sprint Corporation

Hallmark Cards Inc.

Farm Services Agency Technology
Accommodations Center

Liberty Memorial Museum

See ya in
2004
ACE in
NEVADA
and
NETC at
PURDUE

ACE/NETC
03