

The Communicator

— Canadian Agricultural Communicators of Tomorrow —

www.CanACT.ca

Winter 2010



What is CanACT?

CanACT is a student-run club at the University of Guelph designed for students interested in agricultural communications.



2010 CanACT Executive Members

Jillian Craig, Elizabeth Boekhorst, Rebecca Hannam, Kim McCaw, Amanda Brodhagen and Victoria Arthur

CanACT members are Oklahoma bound

Six CanACT members will be participating in an exchange with Oklahoma State University (OSU) this semester. This exchange will give both University of Guelph and OSU participants the opportunity to meet other students interested in agricultural communications and expand their knowledge of North American agriculture.

CanACT members will travel to Oklahoma during the winter break in February. Students will learn about agricultural communication study programs at OSU, tour farm operations and experience Oklahoma culture.

OSU students will be welcomed in Guelph in March, during the popular College Royal open house. CanACT members are planning an exciting itinerary for the Ontario portion of the exchange complete with agricultural guest speakers, unique farm tours and campus events. Specific plans include touring a dairy farm and beef feedlot, a trip to Niagara Falls and a

dinner banquet highlighting local food.

“Our CanACT group is really excited about going to Oklahoma,” says exchange participant Robin Callaghan. “We’re also proud to be hosting students here in Guelph where we can show them our campus and teach them about Canadian agriculture and culture.”

Students are expecting to gain a better understanding of agriculture and communications through this exchange.

“Agriculture and agricultural communications differ from place to place,” explains Callaghan. “As students, we are fortunate to have the opportunity to learn about farming in Oklahoma and compare that to what we see at home.”

University of Guelph exchange participants are Amanda Brodhagen, Jillian Craig, Kim McCaw, Rebecca Hannam, Elizabeth Boekhorst and Robin Callaghan.

The exchange trip has been generously supported by the Ontario Agricultural College (OAC), the OAC Alumni Association and the Ontario Cattlemen’s Association.

Our Mission:

CanACT strives to enhance the connectivity between students and Canada’s agricultural communications sector by providing members with opportunities to develop communication skills and network with professionals in the agriculture industry.

President's Message



Welcome back CanACT members!

As we gear up for the 2010 year, I would like to welcome our new executive team who will be helping to facilitate an array of unique opportunities throughout the year. Some of the highlights will include workshops, competitions, and social opportunities. I am pleased to announce that we will be starting off the New Year with our third annual Etiquette Dinner. This is an event that you don't want to miss!

Part of the mission of CanACT is to provide opportunities for our members to gain personal development. One of the club's goals is to develop new partnerships with other ACT Chapters. This year a group of members will be embarking on a club exchange program with Oklahoma State University. The exchange will give students the opportunity to learn more about agricultural communications and to meet others students who share our interests. I would like to encourage all of you to embrace the exciting opportunities that lie ahead this year!

Proudly serving you,

Amanda Brodhagen
CanACT President
canact@uoguelph.ca

CanACT welcomes Iowa etiquette professional

On January 28th, CanACT will hold its third annual Etiquette Dinner in Guelph. This event is an opportunity for students to learn business and dining etiquette in a friendly atmosphere.

CanACT is pleased to welcome etiquette professional Jodie Beach, owner of The Etiquette Advantage, as the instructor for this event. Beach is from Iowa, USA and is a professional business etiquette, attire and communications trainer. She will be sharing her tips with agricultural students, faculty and industry supporters over a three course meal.

"We are looking forward to giving students the opportunity to brush up on their etiquette," says Elizabeth Boekhorst, CanACT Secretary/Treasurer.

The 2010 Etiquette Dinner is sponsored by Syngenta Crop Protection Canada, Inc.



Jodie Beach

Special Events

Etiquette Dinner

CanACT's third annual Etiquette Dinner will be on January 28 in the University Club in the University Centre. Contact canact@uoguelph.ca for tickets.

Exchange to Oklahoma

CanACT members will be traveling to Oklahoma State University February 17 to 21. Students from Oklahoma will be visiting the University of Guelph March 17 to 21 to visit our campus and learn more about Ontario agriculture.

ACT Critique and Contest

The ACT Critique and Contest allows students to enter publications, photographs and more in this unique contest. For entry information, contact Jillian Craig at jcraig@uoguelph.ca.

Summer ACT Convention

Members may be traveling to the Agricultural Media Summit held July 25 to 28 in St. Paul, Minnesota. Visit the website for updates.

Upcoming Meetings

- **January 25**
- **February 8**
- **March 1**
- **March 15**

Meetings are held from 5:30 p.m. to 7:00 p.m. in MACK 227.
Refreshments are provided.

CanACT Officers

Amanda Brodhagen – *President*
Jillian Craig – *Vice-President*
Elizabeth Boekhorst –
Secretary/Treasurer
Kim McCaw – *Director*
Victoria Arthur – *Director*
Rebecca Hannam – *Director*
Owen Roberts – *Advisor*

Newsletter Editor: Rebecca Hannam
Contact: canact@uoguelph.ca

Sponsors



Thank you for your continued support!