

The Communicator

— Canadian Agricultural Communicators of Tomorrow —

www.canact.ca

Fall 2006



What is CanACT?

CanACT is designed for students with a keen interest in agricultural communication. CanACT provides opportunities to gain experience, learn job skills and make connections with professionals in the business world.

Everyone is welcome to join, and there are no membership fees, so come try it out!

You can learn more about CanACT by visiting our website: www.uoguelph.ca/~canact

Joining CanACT

To learn more about the opportunities offered through CanACT, join our listserv by emailing: canact@uoguelph.ca.

Everyone is welcome to join, and there are no membership fees, so come try it out!

You can also learn more about CanACT by visiting our website

Alumni are always welcome!



Kate Roberts (left), Owen Roberts, and Kim Waalderbos display the many honours won by CanACT members in the ACT critique contest

CanACT takes top honours

CanACT ascended to excellence at the annual Agricultural Communicators of Tomorrow convention, achieving top honours in the annual awards competition. “It’s extremely gratifying to see their focus acknowledged with this prestigious award. I’m extremely proud of CanACT”.

The event was held in Portland, Oregon throughout the year, the club offered students interesting bi-weekly

June, 2006. Members were thrilled to receive 13 different distinctions, including the Chapter of the Year – Educational

It’s extremely gratifying to see the club’s educational focus acknowledged – Owen Roberts

Activities award for the club’s outstanding learning activities. Attending the convention were Owen Roberts, CanACT advisor; Kate Roberts, CanACT President; and Kim Waalderbos, CanACT Exec.

“Our club members have taken a particular interest in the educational aspect of ACT,” says Owen Roberts.

Throughout the year, the club offered students interesting bi-weekly meetings, a semester tour of communications at the Royal Agricultural Winter Fair, a professional

development workshop, and a spring field trip to Belize.

Individual awards in the Critique Contest include:

two Awards of Excellence, six first place awards, two second place awards, and two fourth place awards.


Our Mission: To enhance the connectivity between agricultural communication students at the University of Guelph and Canada’s agricultural communication sector.

Message from the CanACT president:



Welcome back! As the new year excitement is emerging, so should be the excitement for what I hope will be an amazing year for CanACT. I am especially thrilled for the Agricultural Communicators of Tomorrow (ACT) regional workshop at Purdue University in Indianapolis, Indiana in March. This may be one of the very few times a regional meeting is being held within driving distance of Guelph, so let's try and get as many students to participate as possible.

It really struck me how amazing our chapter is when I represented our club at the annual ACT conference in Portland, Oregon in July. I was so proud to hear CanACT members being called out to win 13 awards! This is only CanACT's fourth year and we have so much to show for ourselves already. Let's make this year even better!



Kate Roberts
CanACT president

Family farm finds the key to success

Effective marketing strategies are the key to success at Farmstead Cheese, University of Guelph students learned.

The 2006 Midwest Crop Tour stopped at Farmstead Cheese, in Clay City, Indiana run by Allan Yegerlehner and his family. This dairy operation has created a market niche by selling farm made cheese, butter and ice cream from 100% grass fed cattle.

"Our customers realize the extra value that they receive from our farm made products. We started advertising locally," says Yegerlehner.

Fall 2006 meetings:

- Sept. 21 UC 332 – Paul Mistele, OFA – Challenges of and methods for communications in agriculture
- Oct. 5 UC 332
- Oct. 19 UC 332
- Nov. 2 UC 332
- Nov. 16 UC 334
- Nov. 30 UC 334

All regularly scheduled meetings are from 5:30 p.m. to 7:00 p.m.
Refreshments served!

Need more info?

Kate Roberts – President

Tel: x52667

E-mail: krober02@uoguelph.ca

Owen Roberts – Faculty Advisor

Tel: x58278

E-mail: owen@uoguelph.ca

Special events:

•Agrologist in Residence

CanACT advisor Owen Roberts will be the Agrologist in Residence this year. All are invited to his open lecture on Monday, Oct. 2, 2006, held in OVC 1714

• CanACT speeds up in Indianapolis

For the first time since CanACT's inception, the ACT Professional Development Conference is within driving distance from Guelph. Hosted by Purdue University on March 2-4, 2007, CanACT members have the opportunity to experience motivating speakers, a professional workshop and a panel discussion by prominent agricultural communicators that is finished off by a tour of the famous Indianapolis Motor Speed Way.

CanACT Officers

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