

# The Communicator

— Canadian Agricultural Communicators of Tomorrow —

[www.canact.ca](http://www.canact.ca)

Winter 2008



## What is CanACT?

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

To learn more about the opportunities offered through CanACT, join our listserv by emailing: [canact@uoguelph.ca](mailto:canact@uoguelph.ca) or visiting our website: [www.canact.ca](http://www.canact.ca)

*Alumni are always welcome!*



*CanACT member Katharine Found admiring the Rocky Mountain view in Alberta*

## Let's Talk Beef - One member's experiences from the International Livestock Congress

### By Katharine Found

The three things I think about when someone says the word "Alberta" is the Rocky Mountains, the Calgary Stampede and good ol' Alberta beef. As one of 20 international students selected by the International Stockman's Educational Foundation to attend the International Livestock Congress Beef 2007, I was able to experience all of these, plus so much more while gaining an insider's view of the Canadian beef industry.

This event brought together producers, retailers, packers and others in the industry supply chain to discuss global issues involving the production, trade and marketing of beef.

The two-day conference held at the famous Stampede Park from October 2-3 was filled with internationally renowned speakers who gave the audience their insight into the beef industry, the Canadian consumer and ways to increase beef consumption.

**Raising beef cattle is more than calving cows and finishing steers. It's about an integrated industry full of challenges...**

We also participated in round-table discussions where professionals looked to us as students as the next generation of the beef industry for our thoughts and opinions.

The conference also featured a tour

of southern Alberta covering facets of the Alberta beef industry including stops such as Cargill Meat Solutions, Highwood Livestock Auction, Tongue Creek Custom Feeders and Feedlot Health and Management Services. This tour day allowed me to witness many similarities and major differences between Alberta's beef industry and Ontario's.

By the end of the conference I gained a new understanding of the beef industry. Raising beef cattle is much more than just calving cows and finishing steers. It's about an integrated industry that is full of challenges, risk and opportunities - one that I hope to be a part of for a very long time.

CanACT strives to enhance the connectivity between students at the University of Guelph and Canada's agricultural communications sector by promoting agricultural communications professions to the student body, providing members with opportunities to improve communication skills, and assisting them in making professional contacts.



# CanACT flexes its muscles for kids!

By Amy Meekes

Though better known for their brains, CanACT members proved they have just as much brawn this fall at the 2007 Tractor Tug for Tots event.

After an extremely successful debut last year, the event was brought back by popular demand and a team of eight CanACT members stepped up to the challenge of hauling a 17,000 lb. tractor 100 feet – not once, but twice. After raising a total of \$335 to participate, this team of eight found themselves in one of the closest match ups of the day. Coming in with a total pull time of 88 seconds, CanACT finished just four seconds behind its opponents, the Global Tractor Tuggers - but it wasn't enough to make the finals. The John Deere team pulled the best time of the day, an impressive 42 seconds, only to be beaten out by the Guelph Police in the final showdown.

Brett Gamble, the co-chair of the organizing committee, said the biggest

*News Flash! CanACT: Brainy AND Brawny*



winner of the day was the Children's Foundation of Guelph Wellington which received more than \$13,200 from the event.

"We started last year as a way for the Ontario Agricultural College to give back to the Guelph community and children in need," said Gamble. "We've had tremendous positive feedback about the event and intend for it to become an annual event. But none of this would be possible if it weren't for the support we've received from the university and groups like CanACT."

## Please and thank you not enough for CanACT

By Heather Donkers

Etiquette and excitement is coming to the University of Guelph. On Thursday, January 24, 2008, CanACT is proud to present its etiquette dinner, with cocktails beginning at 5:30 p.m. and dinner at 6:30 p.m. in the University Club on the fifth floor of the University Centre.

This exciting event features main speaker and etiquette trainer Diane Johnson. Diane comes to us from Fort Worth, Texas, where she owns and operates Details by Design, a full-service event management, advertising and marketing company. Carrying a Bachelor of Science degree in agriculture majoring in animal science and industry with a communications option, Diane is every bit as agricultural as we are.

"We are very excited to have the

opportunity to host this event with Diane," says Kathryn Currie, CanACT Secretary/Treasurer. "Without the support of our dinner sponsors Syngenta and the George Morris Centre, this event would not be possible."



*Diane Johnson*

### Need more info?

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## Special Events

### Etiquette Dinner with Guest Speaker Diane Johnson

Diane Johnson of Fort Worth, Texas, will be on hand January 24, 2008, for our etiquette dinner held in the University Club. Doors open 5:30 p.m., dinner at 6:30 p.m.

### Breakfast with the Best

Join your fellow members, the OAC Alumni Association and industry professionals for a Valentine's Day meet and greet with the best! Peter Clark Hall 8:30 a.m. – 9:30 a.m. Continental breakfast will be served.

### Semester Tour

In the spirit of adventure and agricultural communications, be sure to attend our semester tour in Toronto! Date, time and stops TBA.

### ACT Professional Development Conference

Anyone interested in traveling to Nebraska for this year's professional development conference February 29 – March 1, 2008, please contact Amy.

### ACT Critique and Contest

Please start considering submissions for the ACT Critique and Contest. If you are interested in writing a piece to submit or have any questions contact Christine Zettler, [czettler@uoguelph.ca](mailto:czettler@uoguelph.ca).

### Winter 2008 meetings

- **Jan. 17** All regularly scheduled meetings are held from
- **Jan. 31** 5:30 p.m. to 7:00 p.m. in
- **Feb. 28** UC 430.
- **Mar. 13**
- **Mar. 27** Refreshments will be provided

### CanACT Officers

Amy Meekes – *President*  
Sarah Van Engelen – *VP Administration*  
Christine Zettler – *VP Internal*  
Kathryn Currie – *Secretary/Treasurer*  
Kyle Maw – *Director/Webmaster*  
Katharine Found – *Director*  
Heather Donkers – *Director*  
Kelly O'Connor – *Director*  
Owen Roberts – *Advisor*