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SETTING GOALS AND REACHING MILESTONES

**By Mace Thornton
ARC President**

ARC is on a roll.

We just wrapped up one of our most energetic and well-attended annual meetings in recent history in Fort Myers, Fla. We have reinstated the awards ceremony for our coveted Golden ARC PR awards program as part of that meeting. And, in addition to our dedicated core group of members who have been pulling the ARC plow through a sometimes rocky field over the last few years, we have been joined by a group of new members—80 in all, and counting—who are eager to engage.

Our membership now includes a group of energetic students who are involved in the study of ag communications, ag PR or a related field. A few of them were able to join us during our meeting. We welcome them to ARC.

We have just selected a new board of directors to carry on the stellar work of those who have served during our renewal period over the past several years. With gratitude, we thank retiring board members Bob Giblin and Carroll Merry for their service. And, we thank Deron Johnson for his capable and inspiring leadership. We are fortunate to retain Deron's steady voice on the board. Your other ARC board members include:

- **First vice president:** Mike Opperman, Charleston|Orwig
- **Second vice president:** Janice Person, Monsanto
- **Secretary-treasurer:** Rebecca Colnar, Cow Camp Communications
- **Director:** Mark Ingbritson, consultant
- **Director:** Amy Keith McDonald, McDonald Marketing Communications
- **Director:** Erik Ness, Rosa del Rio Media
- **Director:** Steve Simms, Illinois Farm Bureau

All of us would love to hear from you regarding ideas, involvement or how ARC can better serve you. In the meantime, we do have a lot left to accomplish, but there are plans in the works. For starters, we have set the tentative dates and location for the 2012 ARC annual membership meeting: March 21 – 24 in Charleston, S.C.

Our membership chair, Rebecca Colnar, has established an aggressive membership goal of 100 ARC members by the end of next year. She is looking for committee members.



Mace Thornton

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We have formed a Future Ag Student Committee, chaired by Keri Geffert-English of Osborn & Barr. This committee will hash out proposals regarding a mentorship program, an ARC internship and an ARC scholarship. Let Keri know if you are interested in helping.

We have taken quick action to formalize the establishment of The ARC Agricultural Public Relations Hall of Fame, presented by *Agri Marketing* magazine, to recognize worthy individuals for their contributions to our profession and to agriculture as a whole. Details are in the works.

We are continuing our efforts to work in conjunction with allied groups, such as the silent auction during the Ag Media Summit and with NAMA to provide relevant support, PR programming and cooperative efforts since many of us who are members of ARC are also members of these other organizations.

And we would like to re-emphasize the great opportunity ARC members have to earn PR accreditation in conjunction with PRSA. This is a great benefit of membership and we are hopeful a number of members will take advantage of this opportunity. Ken Gordon and Bob Giblin can give you additional information.

A few other goals for this year are: adding a comprehensive membership list and an ag PR job posting section to our website at www.agrelationscouncil.org and a mid-year program such as a video conference on a timely ag PR topic, strategy or tactic.

We also want to improve the content of the ARCLight Newsletter by providing occasional articles about projects, challenges and initiatives that are taking place in the ag PR universe.

Of course, the entire ARC canvas is also wide open for you. If you have thoughts, ideas and goals, or if you would like to become more involved, give me a shout at macet@fb.org.

ARC ANNOUNCES FORMATION OF AGRICULTURAL PUBLIC RELATIONS HALL OF FAME

By Erik L. Ness and Den Gardner

The ARC board of directors has approved the creation of the first agricultural public relations hall of fame to recognize individuals for lifetime achievement.

The ARC Agricultural Public Relations Hall of Fame, presented by *Agri Marketing* magazine, will make its first induction in March 2012 and continue to honor one or more deserving ag public relations professionals annually.

“This new hall of fame will very simply and properly recognize legends in ag public relations,” said Deron Johnson, immediate past president of the ARC board of directors and creator of the concept. “As ARC marks its 58th anniversary in 2011, it’s a perfect time to launch a formal program that honors those who have made important contributions to the execution and advancement of agricultural public relations.”

Mace Thornton, president of the board, says ARC is the right organization to found and present this award each year. “Our mission is to serve the unique needs of public relations professionals in agriculture, food, fiber and other related industries,” Thornton says. “We are eager to recognize those who came before us and paved the way for what we accomplish today for the ag industry.”

During the organization’s annual meeting in Fort Myers, Fla., in February, the ARC board began considering a rebranded recognition program that would fold the current Founders Award into a revamped award to be presented annually by the national organization. Thus, the hall of fame concept was born.

“We are thrilled to be part of this new program,” said Lynn Henderson, *Agri Marketing* magazine publisher and founding sponsor of the ARC Agricultural Public Relations Hall of Fame program. “This new award is long overdue and we are excited to publicize and promote this program throughout the ag communications industry.”

Thornton said a committee has been formed, including Chair, Deron Johnson, Rhea + Kaiser; Lynn Henderson, *Agri Marketing* magazine; Daren Williams, National Cattlemen’s Beef Association; Janice Person, Monsanto; and Carroll Merry, Countryside Marketing. This announcement is another in a series of developments over the past two years that has brought the ARC back to prominence. The ARC also recognizes creative work with the Golden ARC Award Program, also recently reinstated by the organization.

ARC is the only association dedicated to public relations professionals working in agriculture, food, fiber and other related industries. It provides premier professional development for agricultural public relations professionals in North America.

For more information about the program, contact the ARC office at: arc@gardnerandgardnercommunications.com or call 952-758-5811.

ARC CONFERENCE FEATURED SUPER SPEAKERS, TERRIFIC TOURS AND EVEN A COUPLE 'GATORS

By Rebecca Colnar
Program Chair, 2011 ARC Meeting

Thirty ARC members headed out of the cold to warm, sunny Fort Myers, Fla., for the ARC Annual Conference Feb. 24 – 26. The conference kicked off with a panel discussion on how various agricultural sectors in Florida are working with regulations.

Cathleen Vogel with the Catalina Group spoke about Numeric Nutrient Content. Mary Hartney, Florida Fertilizer Association, visited with us about her association's public relations campaigns to educate the public about fertilizer runoff management. Then Lisa Lochridge of the Florida Ag Institute gave a summary of ag in Florida and how her organization is working to let consumers know all about the stewardship—and good food—that Florida agriculture produces.

Following this eye-opening session on Florida ag, ARC's very own Dr. Tracy Irani of the University of Florida discussed how to tell if your message is getting across on Facebook, Twitter and other social media avenues.

Finally, former marketing agency head Gary Myers, now an independent consultant, talked about strategic planning in public relations, noting that getting the word out to consumers is a good start—but affecting their behavior is the measurable goal. “Don't just send messages. Your initiative needs to focus on results and measurable objectives within a specific time frame,” Myers told us. We ended the day with dolphins and a dinner cruise on Fort Myers Bay.

Friday was tour day, beginning with Worden Farms. Worden Farms is an organic “subscription” farm run by a young couple who has done some excellent niche marketing. For \$600 a consumer receives homegrown, organic veggies delivered right to their door for 20 weeks. The Wordens also have a booming Farmer's Market business.

Next, we traveled to the Longino Ranch, a diversified beef and citrus operation. The Florida Cattlegrowers and other cattlemen, as well as several citrus growers, talked to us about what's going on in their industries. Discussion ranged from harvest and immigration to animal care, calving and predator control, including gators.

Following the Q&A session, we were served a true feast—big steaks, swamp cabbage (mashed-up hearts of palm and sausage) and homemade beans. Following the excellent lunch, we took a tour of the ranch and were educated about growing oranges and grapefruits, and running cattle in a hot, swampy climate. We even spotted some alligators in the irrigation ditches.

Saturday morning a few brave souls (you know who you are) went to the Harry Chapin Food Bank, got a tour and information about the food bank network, and then spent a couple of hours bagging pecks of picked peppers. We had such a good time that we talked about making a community service event like this part of the program next year.

As program committee chair for Fort Myers, I was happy to hear so many positive comments about all of the events. See you next year in Charleston!



Dr. Traci Irani and Kevin Kent discussed measuring the effectiveness of social media efforts.



Gary Myers shared perspective on strategic PR planning.



ARC members volunteer by packing pecks of picked peppers at the Harry Chapin Food Bank.

GOLDEN ARC AWARD WINNERS SHINE IN FORT MYERS

By Amy McDonald
Golden ARC Awards Program Manager

The Golden ARC Awards Program ceremony at the ARC annual meeting in Fort Myers was a resounding success. Twenty-four Golden ARC Awards and 19 Merit Awards were presented during the meeting's closing banquet. The Golden ARC Awards recognize the best and brightest in agricultural public relations and are open to both ARC and non-ARC members.

This year's contest saw double the entries of last year's competition. Judges were impressed with the caliber of many of the entries and even awarded one perfect score in the competition.

The winning entry with the perfect score went to Colleen Church-McDowell of Osborn & Barr, along with team members Beth Davis, Susan Wright and Stephanie Russell for their entry: "Yield Signs e-Newsletter" on behalf of client SFP.

Agency Weber Shandwick led the prize winners with four Golden ARC Awards and three Merit Awards for clients Syngenta Seeds and Dairy Management Inc. On the corporate side, Intervet/Schering-Plough Animal Health won three Golden ARC Awards and two Merit Awards.

Other organizations winning multiple awards included Osborn & Barr with three Golden ARC Awards and four Merit Awards; Syngenta Seeds with two Golden ARC Awards and three Merit Awards; CHS with two Golden ARC Awards and two Merit Awards; Charleston|Orwig and Dairy Management Inc. with two Golden ARC Awards and one Merit; Egg Farmers of Ontario, David & Associates, Pfizer Animal Health Global Poultry and Bader Rutter & Associates each with two Golden ARC Awards; National Cattlemen's Beef Association and Rhea + Kaiser (Bayer CropScience) with one Golden ARC Award and two Merit Awards each; and Arm & Hammer Animal Nutrition with one Golden ARC Award and one Merit Award.

The first Canadian entry and winner was the Egg Farmers of Ontario. Two representatives from the winning organization were onsite to accept the awards. The multiple Canadian entries exemplify the increased interest in and passion for agricultural public relations.

The competition was judged by members of the North Florida chapter of the Public Relations Society of America. These PRSA judges evaluated against very high standards and focused on a number of objectives including audience analysis, creativity, execution and campaign results. They then provided constructive feedback to allow entrants to grow professionally from the opportunity.

Watch for details about the 2012 Golden ARC Awards this fall. More information is available at www.GoldenARCawards.com.

A complete listing of the 2011 Golden ARC Award winners follows.

Campaigns Division

ORGANIZATION OR CORPORATE REPUTATION:
"Who Made Your Eggs Today?" – Egg Farmers of Ontario

- (Merit) "Unwanted Horse Veterinary Relief Campaign" – Intervet/Schering-Plough Animal Health; Osborn & Barr

PR CAMPAIGNS – PUBLIC AFFAIRS: "Healthy People. Healthy Animals. Healthy Planet." – Animal Health Institute; FD

- (Merit) "Arysta LifeScience EPA Backstop and California Grassroots Campaign" – Arysta LifeScience; Peritus

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2011 Golden ARC Award winners.

For additional photos of the 2011 ARC Meeting, visit www.agrelationscouncil.org.

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CRISIS COMMUNICATIONS: *“Preparing the Dairy Industry for the Unthinkable”*– Dairy Management Inc; Weber Shandwick

MARKETING AND COMMUNICATIONS FOR AG AUDIENCES:

- (Merit) “Milk Fat Depression PR Campaign”– Arm & Hammer Animal Nutrition; Charleston|Orwig
- (Merit) “Peer to Peer: LibertyLink Soybeans Year One”– Bayer CropScience; Rhea + Kaiser

MARKETING AND COMMUNICATIONS FOR NON-AG AUDIENCES:

“Who Made Your Eggs Today?”– Egg Farmers of Ontario

- (Merit) “Telling Your Story”– Dairy Management Inc; Board & Producer Communications

AGRICULTURAL IMAGE: *“Empowering Dairy Producers to Protect Their Image”*– Dairy Management Inc; Weber Shandwick

- (Merit) “America’s Farmers Farm Mom of the Year”– Monsanto; Osborn & Barr

PR CAMPAIGN: Internal

- (Merit) “Giving Garden”– CHS

OPEN CATEGORY: *“CHS Scholars Program”*– CHS

Tactics Division

MEDIA RELATIONS: Print Media

Relations – Ag Audiences: *“A Game-Changer: Deregulating the Agrisure Viptera Trait Stack”*– Syngenta Seeds; Weber Shandwick

- (Merit) “Cattle Feeders Hall of Fame News Release”– Cattle Feeders Hall of Fame; Osborn & Barr

MEDIA RELATIONS: Radio – Ag Audiences:

“A Game-Changer: Deregulating the Agrisure Viptera Trait Stack”– Syngenta Seeds; Weber Shandwick

- (Merit) “Monsanto Agronomist Insect Awareness and Harvest Interview”– Monsanto; Osborn & Barr

MEDIA RELATIONS: Media Events and News Conferences: *“From the Desk to the Field”*– Bayer CropScience; Rhea + Kaiser

- (Merit) “Estate Tax News Conference”– National Cattlemen’s Beef Association

VIDEO PROGRAMS: *“USGC 50th Annual Meeting ‘Teaser’ Video”*– U.S. Grains Council; David & Associates

- (Merit) “Modern Agriculture”– CropLife America
- (Merit) “Bringing Excitement to the Agrisure Viptera Trait Stack Launch”– Syngenta Seeds; Weber Shandwick

PRINT PUBLICATIONS – Magazines: *“C Magazine”*– CHS

PRINT PUBLICATIONS – Single Issue Publications: *“CFC Corn Fact Book”*– Corn Farmers Coalition; David & Associates

PRINT PUBLICATIONS – Newsletters: *“The Peak Report newsletter”*– Arm & Hammer Animal Nutrition; Charleston|Orwig

COLLATERAL/LITERATURE: *“Pfizer Animal Health – Reproductive Products Detailer”*– Pfizer Animal Health; Bader Rutter & Associates

RESEARCH AND EVALUATION: *“Consumer Perceptions, Motivations and Behavior Toward Beef”*– Intervet/Schering-Plough Animal Health; Just Ask A Woman

SPEECHES: *“Scott Bennett Speech”*– National Cattlemen’s Beef Association

FEATURE WRITING: *“Footrot Can Cripple Herd Performance”*– Novartis Animal Health; Charleston|Orwig

DIGITAL AND SOCIAL MEDIA – PODCASTS:

- *“FoodieCast Thanksgiving Special”*– American Farm Bureau Federation
- (Merit) “Stoneville Podcasts”– Bayer CropScience; Rhea + Kaiser

DIGITAL AND SOCIAL MEDIA – BLOGS/ELECTRONIC NEWSLETTERS: *“CornCommentary.com”*– National Corn Growers Association; ZimmComm Media

- (Merit) *“www.TheDirtOnSeeds.com”*– Syngenta Seeds; Weber Shandwick
- (Merit) *“BeltwayBeef Blog”*– National Cattlemen’s Beef Association

DIGITAL AND SOCIAL MEDIA – WEBSITES: *“Pfizer Animal – Milk Quality Focus”*– Pfizer Animal Health; Bader Rutter & Associates

DIGITAL AND SOCIAL MEDIA – OTHER INNOVATIVE USE OF SOCIAL MEDIA: *“Yield Signs e-Newsletter”*– SFP; Osborn & Barr

- (Merit) *“Biodiversity World Tour”*– CropLife International; Plant Biotechnology CropLife International
- (Merit) *“Worm Control News Email Newsletter”*– Horsemen’s Laboratory; Kemp Equine

SPECIAL EVENTS: *“Cattle Feeders Business Summit”*– Intervet/Schering-Plough Animal Health; Osborn & Barr

- (Merit) *“Not Your Dad’s Field Day: Agrisure Viptera Experience”*– Syngenta Seeds; Weber Shandwick

ANNUAL REPORTS – NON-FINANCIAL: *“Illinois Farmland Values and Lease Trends”*– ISPFMRA; Countryside Marketing, Inc.

ANNUAL FINANCIAL REPORTS:

- (Merit) *“CHS Annual Report”*– CHS

UNIQUE TACTICS AND EXECUTIONS – OPEN CATEGORY:

“Equine Health Series – Live on RFD-TV”– Intervet/Schering-Plough Animal Health; Osborn & Barr

ARC ELECTS NEW OFFICERS, PROVIDES MEMBER UPDATE AT ANNUAL MEETING

By Den Gardner
Executive Director

The ARC annual meeting included much more than professional development, crop and livestock tours, presentation of the Golden ARC awards and a cruise in the Atlantic Ocean. It also conducted the business of the association through its annual board meeting and follow-up annual business meeting of members on Friday morning. A summary of the business and other association highlights discussed is below.

2011 Officers. Elected for 2011 are Mace Thornton, President; Deron Johnson, Immediate Past President; Mike Opperman, First Vice President; Janice Person, Second Vice President; Rebecca Colnar, Secretary/Treasurer; Mark Ingbritson, Director; Amy McDonald, Director; Erik Ness, Director; and Steve Simms, Director.

The board thanks Carroll Merry and Bob Giblin as they end their terms. Thank you for your exemplary performance as board members.

Budget. The organization is on target with its budget for 2011. Its receipts are expected to be about \$35,000 for the year and its expenses about \$33,000. ARC also has a foundation money market with \$4,518. The organization has 83 members.

Sponsor Update. Revenue Goal was \$5,000. Actuals as of April 1 were \$8,400. Sponsors include:

- Intervet/Schering-Plough, \$1,500
- Bayer, \$1,000
- Farm Bureau, \$1,000
- G&G, \$1,000
- Agri-Washington, \$500
- Bader-Rutter, \$500
- National Cotton Council, \$500
- National Pork Board, \$500
- NCIS, \$500
- Rhea + Kaiser, \$500
- The Fertilizer Institute, \$250
- CropLife America, \$250
- Countryside Marketing, \$200
- McDonald Marketing Communications, \$200

Membership. ARC had 41 members in 2009, 60 in 2010 and 83 in 2011 as of April 1. Rebecca Colnar is taking on the Membership chair role. Anyone interested in helping Rebecca on the membership committee, please contact Rebecca. Ricky Telg, University of Florida, introduced the three students of the group—Avery Sams, Arielle Claude and Bridget Hodges. Thanks to Warren Clark for offering his student membership program, in which he paid for ARC memberships for 15 students studying for careers in ag communications to join ARC.

Golden Arc Awards Update. Congratulations to Amy McDonald and her cohorts for getting us to 59 entries for the 2011 contest from 38 in 2010. The categories will be revisited this summer and the 2012 program will be announced this fall. Winners will be announced at the March 2012 meeting. Dec. 15 is the deadline for entries.

ARC and AMS. ARC and AMS will collaborate for the third year on the AMS Silent Auction. We raised \$3,500 in 2010 and the goal for 2011 is \$5,000, according to chair Deron Johnson. Anyone interested in donating an item, please let Deron know. We are asking for a \$50 minimum on items.

In other AMS news, ARC will be a co-sponsor of the Wednesday morning continental breakfast at the summit. The breakfast will include a workshop entitled: "60 Questions in 60 Minutes." Amy McDonald will take a lead role in this one-hour workshop on great ideas.

2012 ARC Annual Meeting. The 2012 meeting is set for Charleston, S.C., March 21 – 24. The board dinner will be held March 21, with the board meeting the morning of March 22. The meeting itself will start at noon on March 22 with a box lunch for attendees.

The board voted to move the annual meeting to March because of the busy February schedule of national farm shows. A survey was taken early this winter regarding locations and Charleston was the winner. Savannah, Ga., came in second in the voting. More details to come, but



Den Gardner

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members are asked to save these dates. We will be holding the meeting at the Hilton Garden Inn near the airport. An evening in Charleston's historic district is being planned for the meeting.

ARC Foundation update. The Foundation has about \$4,500 in its account. The goal is to look at the Foundation in 2012 and see if we can get the ARC of Excellence Scholarship Program going again, which would award a \$1,500 scholarship to an Ag Communicators of Tomorrow (ACT) student as well as a \$500 stipend to attend the annual meeting. The proceeds from the AMS/ARC Silent Auction may be used for this each year. The board has agreed that until the association is financially stronger, ARC will keep the funds for operating expenses in 2011 and look to get the scholarship program running in 2012.

PRSA Accreditation. There are approximately eight members who may seek accreditation, says Bob Giblin, who has taken a lead in this effort for ARC. Ken Gordon is the Accreditation Committee chair for ARC. Efforts are now underway to begin this process.

ARC and NAMA. Back in the fall, ARC and NAMA announced a collaboration on NAMA's annual spring conference to assist with PR content programming. Mike Opperman is the liaison with NAMA on the meeting planning committee. ARC will be recognized in the program for its efforts. It is important to note that this is an equal partnership with NAMA.

Future Ag Student Committee for ARC.

This committee will look at an internship program, scholarship program and mentoring. In addition, each student member of ACT (15 total) will have a mentor to assist him or her in exploring careers, creating a cover letter/resume, and understanding ag communications issues. At the business meeting, nine members indicated an interest in taking on one student to mentor. Please email staff so we can assign you to a student. Keri Geffert-English has agreed to chair this committee. Please contact her if you want to be part of this effort.

ON THE PATH TO ACCREDITATION

**By Ken Gordon
Accreditation Chair**

The ARC is making it easy for those interested in obtaining their APR (accredited in public relations) to begin studying. Beginning next month, a series of WebEx meetings will be arranged for anyone who wishes to pursue their APR.

The first step down the path to attaining an APR accreditation is to conduct a self assessment to determine if you're ready. Most people seeking accreditation have been in the profession for at least five years, and it's a good rule of thumb to have some work experience before pursuing accreditation.

There are a few other things you can do to determine if you're ready. An easy check



is to take a look at your portfolio of work. Does it showcase your knowledge, skills and abilities in a wide variety of competencies? If you have a wide skill set, and a few years in the profession, then beginning an APR study program is the next step.

If you're interested please send me an email at kdgordon@ashland.com. I will be hosting the meetings and guiding our coursework to help prepare you for accreditation.

BIG BARGAIN/BIG EASY/BIG AUCTION AT AMS

By Deron Johnson
Immediate Past President

Get ready to score a big bargain in the Big Easy. For the third year in a row, ARC will be joining with the Ag Media Summit and sponsoring a silent auction at the July 23 – 27 meeting in New Orleans. All auction proceeds are split by ARC and AMS, with money used to support the activities of college students involved in AMS and ARC.

The first silent auction in 2009 raised \$2,700, and the 2010 event generated \$3,800. The goal for the 2011 event is to raise \$5,000—which means that ARC will need to secure donations from even more donors in 2011. Last year's auction included items contributed by more than 30 individuals and organizations.

Items featured in the auction have included food baskets, autographed books, artwork, western jewelry, wearables and a variety of collectibles.

Members and friends of ARC are encouraged to contribute items (minimum value: \$50) to this year's auction. Donation commitments are due by July 15 and items can be sent to ARC offices or hand-delivered to the AMS show.

For donors who are unsure what to contribute, the ARC staff will accept cash donations with which we will buy some "local-flavored" items for the auction. Donors will receive full credit for the item, including paperwork declaring the donation as tax-deductible.

For more details and to make a donation, contact auction chair Deron Johnson at 312-479-2355 or Barb Ulschmid/Den Gardner at 952-758-5811.

Thanks in advance for your support—and let's top the \$5,000 threshold in 2011!

MEMBERSHIP RISING: ARC GROWS FROM 60 TO 80+ MEMBERS IN 2011!

By Rebecca Colnar

As the new year gets underway the ARC has topped 80 members, including students. As a new board member I've volunteered to serve as the new membership chair, taking over from Mace Thornton, who was instrumental in quadrupling the organization's membership over the last three years.

I've been busily collecting names of potential members, and a new, improved membership form is now available to email

to people on the "potential member" list. With all of ARC's innovative new programs like our hall of fame, our commitment to excellence in professional development and reinstated Golden ARC awards, this is a perfect time to join.

Have a few names of folks you think would want to join ARC? Want to help on the Membership Committee? Contact me at Cow Camp Communications, at cowcamp@wavecom.net or 307-461-0150. Look for a list of new members and new membership news in the next issue.



AGRICULTURAL RELATIONS COUNCIL

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NEW PRAGUE, MN 56071
PHONE: 952-758-5811
FAX: 952-758-5813

2011 CALENDAR OF EVENTS

July 24 – 26, 2011

AMS/ARC Silent Auction
Downtown Marriott
New Orleans, LA

March 21 – 24, 2012

ARC Annual Meeting
Hilton Garden Inn
5265 International Blvd.
North Charleston, SC 29418

MEMBER NEWS

ARC Welcomes the Following New Members

Spencer Anderson, Weber Shandwick

Amy Bradford, GROWMARK, Inc.

Amanda Brodhagen,
University of Guelph Student

David Buchholz, David & Associates

Steven Burhoe, Full Sail University

Deb Carstoiu, CropLife International

Brad Copenhaver,
Virginia Tech Student

Susan Dillon, Osborn & Barr

Elissa Jean Dingmann,
Weber Shandwick

Betsy Francoeur, Charleston|Orwig

Jacob Geis, Iowa State/
University of Nebraska Student

Simon Haley, Harper Adams University
College Student, UK

Janet Hueglin Hartwick,
Egg Farmers of Ontario

Susan E. Helmick, CropLife America

Joshua Hushon,
Bader Rutter & Associates

Susan E. Janos, Paulsen Marketing

Coby Kestner, McDonald Marketing

Greg Lammert, Rhea & Kaiser

Jake LeRoy,
Bader Rutter & Associates

Ron Phillips, Animal Health Institute

Jillian Stephens,
Auburn University Student

Ricky Telg, University of Florida

Laurie Underwood,
Bader Rutter & Associates

Jennifer Wing, Dairy Management, Inc.

2011 ARC Board of Directors

Mace Thornton
American Farm Bureau Federation,
board president

Mike Opperman
Charleston|Orwig,
first vice president

Deron Johnson
Rhea + Kaiser,
immediate past president

Janice Person
Monsanto,
second vice president

Rebecca Colnar
Cow Camp Communications,
secretary-treasurer

Mark Ingbritson
Communications consultant,
director

Amy Keith McDonald
McDonald Marketing
Communications,
director

Erik Ness
Rosa del Rio Media,
director

Steve Simms
Illinois Farm Bureau,
director

Get Involved Today!

For more information about becoming a member or serving on an ARC committee, contact:

Den Gardner, executive director
OR

Barb Ulschmid, associate director
952-758-5811

arc@gardnerandgardnercommunications.com