

# COMMUNICATIONS

STILLWATER

OKLAHOMA



# THE COWBOY WAY

NATIONAL ACT PDC

Jan. 16-19, 2025 | Oklahoma State University

# Welcome!

We are thrilled to have you here in Stillwater for what promises to be an incredible weekend. Our team has worked hard to bring together some of the best minds in the industry, and we hope you leave this conference with valuable knowledge, personal growth, and meaningful connections.

This booklet is your guide to all things PDC and Stillwater—please refer to it throughout your time here to make the most of your experience.

It has been an absolute honor to plan this conference for you. We hope you enjoy it as much as we enjoyed bringing it to life! We encourage you to seek the courage to form new friendships and seize new opportunities, practice active listening to absorb the wealth of knowledge shared by our speakers and show confidence in using this experience to shape your journey far beyond this weekend.

If you have any questions or need assistance, don't hesitate to reach out to us. We'll be around and more than happy to help.

Thank you for joining us, and enjoy your time in our favorite place on Earth!

Best,  
Maci Carter, Kenna Sandberg and the OSU ACT Team

## 2025 National ACT PDC \$1,000 Sponsors



# National ACT Professional Development Conference Schedule

## THURSDAY

3 - 5p.m.	Hotel Check-in	Home2 Suits
5 - 6 p.m.	Conference Check-in	AG 131
6 - 7 p.m.	Conference Kickoff	AG 131

## FRIDAY

8:30 - 9:20 a.m.	Welcome	AG 131
9:30 -10:20 a.m.	Breakout Session 1	AG 112, 138, 314, 342
10:30 -11:20 a.m.	Panel	AG 110, 138
11:30 -12:20 p.m.	Breakout Session 2	AG 112, 138, 207, 319
12:30 -1:20 p.m.	Lunch	AG 2nd Floor Atrium
1:30 -2:20 p.m.	Team Building Activity	AG 135
2:30 - 3 p.m.	Closing Remarks	AG 135
3:30 - 5:30 p.m.	Industry Tour	Eskimo Joe's PPG
5:30 - 7 p.m.	Dinner	On your own
7 - 9 p.m.	Group Night Activity	The Woodchuck

## SATURDAY

8:30 - 9:20 a.m.	Welcome	AG 135
9:30 - 10:20 a.m.	Breakout Session 3	AG 110, 112, 138, 314
10:30 - 11:20 a.m.	Breakout Session 4	AG 110, 112, 138, 314
11:30 - 12:15 p.m.	Lunch	AG 1st Floor Atrium
12:15 - 1:20 p.m.	National ACT Meeting	AG 135
1:30 - 2:20 p.m.	Breakout Session 5	AG 110, 112, 138, 314
2:30 - 3:20 p.m.	Graduate School Fair	AG 131
3:30 -4:20 p.m.	Breakout Session 6	AG 110, 112, 138, 314
4:30 - 5 p.m.	Closing Remarks	AG 135
7 - 9 p.m.	Gala Dinner	ConocoPhillips Alumni Center

## SUNDAY

7 - 10:30 a.m.	Breakfast	Just Wafflin'
10:30 a.m.	Conference Concludes	

## Breakout Session 1 | Friday, 9:30 - 10:20 a.m.

### **Dr. Kim Anderson**

*Who Are You?*  
AG 112

Anderson's career included 4 years in the Navy, three years at the University of Kentucky, and 42 years at OSU. He received state, regional, and national awards for teaching, extension, and research. He taught a sales class for 48 semesters to over 5,000 students.

### **Dr. Shannon Ferrell**

*Lifestyles of the Poor but  
Entrepreneurial: Business and  
Financial Management for Young  
Professionals*  
AG 138

Dr. Shannon L. Ferrell is a faculty member in the Oklahoma State University Department of Agricultural Economics where he teaches Agricultural Law. He has provided presentations across North America on business organization and management in the agricultural industry.

### **Laurel Caes**

*The Power of Perspective:  
Personally & Professionally*  
AG 314

Laurel Caes is the Global Marketing Lead for John Deere's newest business model. In this role Laurel is responsible for engaging with customers to help them understand and appreciate the opportunities technology will bring to agriculture. As a lifelong learner, Laurel has focused her career at John Deere around experiencing different perspectives both internal to the company, as well as external with customers and the general public. Laurel grew up on a farm in the Midwest and has lived in various cities across the US. She holds a bachelor's degree in finance and management from St. Ambrose University and a master's in business administration from the University of Missouri – Kansas City.

### **Lydia Johnson**

*Broadcast Journalism 101:  
Preparing, Producing &  
Promoting Content*  
AG 342

Based in the nation's capital, Lydia Johnson is an associate editor for Agri-Pulse Communications covering farm and rural policy issues. She hosts the weekly TV show Agri-Pulse Newsmakers, writes daily editorial coverage, and contributes to the Drive Time podcast. Originally from her family's farm in Iowa, Lydia graduated from Iowa State University with degrees in agricultural communications, journalism, and international agriculture.

## Panel Discussions | Friday, 10:30 - 11:20 a.m.

### **Alisen Anderson**

#### **KC Sheperd**

#### **Kelli Payne**

*Raw, Real and Relatable: Advice  
You Didn't Know You Needed*  
AG 110

Hear from three dynamic Oklahoma women as they offer authentic mentorship and advice for aspiring agricultural communication professionals. This panel will cover everything from career strategies to life's unexpected lessons, leaving you empowered, informed, and entertained!

### **Dr. Ruth Inman**

#### **Kaci Jo Walker**

#### **Laurel Caes**

#### **Michelle Jones**

*Corporate Communications  
versus Freelance*  
AG 138

Join industry professionals as they share insights into corporate and freelance communications. Explore building connections, the challenges and opportunities in each path, and balancing structure with independence. Whether you're seeking stability or flexibility, this panel offers valuable advice to shape your career in agricultural communications.

## Breakout Session 2 | Friday, 11:30 - 12:20 p.m.

### **Alisen Anderson Kinsey Westwood**

*Defend The Farm*  
AG 112

Alisen Anderson serves as the Northeastern Field Representative for Oklahoma Farm Bureau and has over a decade of experience teaching agricultural courses at Northeastern Oklahoma A&M College. Alisen co-founded AIM, a non-profit organization advocating for agriculture. Kinsey Westwood is the senior director of public policy for Oklahoma Farm Bureau, with experience in agricultural advocacy, political campaigns, and government affairs. She also runs 46 Capitol Services and holds degrees in agricultural communications and law from Oklahoma State University and the University of Oklahoma.

### **JanLee Rowlett**

*Communication in Ag Policy*  
AG 138

JanLee Rowlett serves as Deputy Commissioner for the Oklahoma Department of Agriculture, Food, and Forestry. JanLee is a 2013 graduate of Oklahoma State University and holds a degree in Animal Science as well as Juris Doctor degree from Washburn University School of Law in Topeka, Kansas. JanLee grew up the 4th generation raising registered Angus cattle on her family's farm in Hurricane Mills, Tennessee and was very involved in youth livestock programs.

### **Dr. Ruth Inman**

*The ROI of Relationships:  
Investing in Client Success*  
AG 207

From her roots on the farm to the forefront of marketing innovation, Dr. Ruth Inman blends agricultural expertise with decades of proven success leading marketing teams to help organizations thrive. Ruth is a former agri-marketing agency leader and ag communications faculty member at Oklahoma State University known for her versatility and diverse skillset. Through her marketing business, she leads a group of specialized professionals who deliver strategic marketing, digital marketing, social media, and graphic design expertise that drive meaningful results.

### **KC Sheperd**

*Mic Check, Finding Your Place and  
People*  
AG 319

KC Sheperd grew up on her family farm in Canute, Oklahoma, showing cattle and singing in her community. KC found her love for radio in college and has been on the mic ever since! KC graduated from Southwestern Oklahoma State University with a Masters Degree in English Literature and a minor in Communications. KC is currently the farm director of the Radio Oklahoma Ag Network, which provides ag news and market updates to over 50 radio stations in five different states. KC is married to Jordan, and they have twin 11-year-old girls, Londyn and Crosslee, and they currently reside in Oklahoma City.

## Team Building Activity | Friday, 1:30 - 2:20 p.m.

### **Dr. Courtney Brown**

*Unfiltered Leadership: Vision,  
Values, and the Real YOU*  
AG 135

Dr. Courtney Brown, originally from Memphis, Tennessee, is an Assistant Professor and State Extension Specialist of Agricultural Leadership at Oklahoma State University. With advanced degrees in agriculture and leadership, her work focuses on developing programs that promote leadership, community development, and social impact, with a particular emphasis on supporting underserved communities.

## Industry Tour | Friday, 3:30 - 5:30 p.m.

### **Eskimo Joe's Promotional Products Group**

3904 N. Land Run Dr.  
Stillwater, OK 74074

Join us for an exclusive industry tour of Eskimo Joe's Promotional Products Group, where you'll get an inside look at their screen printing operations. Discover the creative process behind custom apparel and promotional items, and gain valuable insights into the production side of branding and merchandise. This tour offers a unique opportunity to connect with industry professionals and see firsthand how a leading business in the promotional products field operates. Don't miss out on this chance to explore the behind-the-scenes action at one of Stillwater's most iconic businesses!

# ESKIMO JOE'S<sup>®</sup>

## PROMOTIONAL PRODUCTS GROUP

## Best Places to visit in Stillwater, Oklahoma!

### **Restaurants**

- Eskimo Joe's
- Smokin' Joes Stilly
- The Garage
- Shortcake's Diner
- Fuzzy's Taco Shop
- Hideaway Pizza
- Miso Sushi, Ramen, Grill
- Da Vinci's
- Empire Slice House
- Granny's Kitchen
- Hatch Early Mood Food

### **Coffee**

- Aspen Coffee Co
- Balanced Coffee Co
- Roundhouse Bakery

### **Ice Cream**

- Blue Spruce
- Marble Slab
- Braum's Ice Cream & Dairy Bar

### **Miscellaneous**

- HTeaO
- Fired Up Stilly

### **Attractions**

- Boomer Lake Park
- The Botanic Garden at OSU
- Downtown Stillwater
- Kicker Visitor Center
- Lake Carl Blackwell
- Lake McMurry
- Lost Creek Safari
- National Wrestling Hall of Fame Museum
- OSU Museum of Art
- White Barn Estates Mini Golf

## Group Night Activity | Friday, 7 - 9 p.m.

### **The Woodchuck**

7600 S. Perkins Rd.  
Stillwater, OK 74074

Unleash your competitive side with a fun group activity at The Woodchuck Axe Throwing! This night will include axe throwing, classic yard games, cozy fire pits, and more. Whether you're a seasoned pro or a first-time thrower, this activity promises plenty of laughs and team bonding. It's the perfect way to unwind, have fun, and connect with fellow conference attendees in a relaxed, energetic setting!



## Breakout Session 3 | Saturday, 9:30 - 10:20 p.m.

### **Anne Kimmey Lindsay Utter**

*Big Impact: Investing in Your  
Livestock Communications Career*  
AG 110

Anne Kimmey, founder of Cultivate Agency, and Lindsay, an account executive at the agency, share a passion for storytelling in agriculture. Anne, an Oklahoma State University graduate with a degree in agricultural communications, established Cultivate in 2010 to drive action through authentic agricultural messaging. Lindsay, a South Dakota State University graduate, brings her hands-on experience in the livestock industry to her role, managing client communications and executing marketing strategies. Both women are dedicated to supporting their clients and team, with a shared love for livestock shows and Native American turquoise jewelry.

### **Chelsea Arnold**

*Leveraging Your LinkedIn*  
AG 112

Chelsea Arnold serves as the Director of Student Development in the Ferguson College of Agriculture at Oklahoma State University, where she oversees Student Development & Career Services. Chelsea co-advises the Career Liaisons, provides career readiness resources, and develops impactful programming to ensure students thrive in agriculture-related industries. She supports undergraduate and graduate students from all Agriculture degrees by helping guide them in defining their career goals, aligning their academic pathways, and building their professional skills and is dedicated to fostering student success at all stages of their academic and professional journeys.

### **Melissa Eisenhauer**

*Shavings, Stock Shows, and  
Strategy: What it Takes to Plan  
the Oklahoma Youth Expo*  
AG 138

Melissa Eisenhauer's love for stock shows and the Oklahoma Youth Expo run deep having competed at the Expo as an exhibitor. Exhibiting at OYE was and continues to be a family affair for her. Prior to joining the team at OYE, Melissa served the Oklahoma Farmers Union as the director of youth and education. Melissa has served OYE in several roles since 2003 and is one of the main contributors to its continued success. Today, she serves as the director of special events coordinating the OYE Marketplace, Diamond Hats and Sirloin Club events, continuing the legacy as the world's largest and greatest junior livestock show.

### **Dr. Audrey King Dr. Lacey Roberts-Hill**

*Sowing Seeds of Scholarship:  
Exploring Agricultural  
Communications Research*  
AG 314

Dr. Audrey King, originally from Montezuma, Kansas, holds a B.S. and M.S. in Agricultural Communications from Kansas State University and a Ph.D. in Agricultural Education from Oklahoma State University. She is Co-Director of the Rural Renewal Initiative and an Assistant Professor and Digital Media State Extension Specialist at OSU. Her research focuses on branding, rural vitality, and land-grant institutions. Dr. Lacey Roberts-Hill, Assistant Professor at Texas Tech University, previously taught at Mississippi State and New Mexico State. Her research includes visual communication, storytelling, and international agricultural development, with a focus on food security, undergraduate research, and visual literacy.

## Breakout Session 4 | Saturday, 10:30 - 11:20 p.m.

### **Dr. Shelly Legg**

*Storytelling with Depth:  
Mastering Feature Writing*  
AG 110

Dr. Shelly Legg started her career in governmental public relations before joining the Oklahoma State University faculty in 1992. An alumna of the OSU program, she teaches a feature-writing course as well as a print layout and design course and a capstone magazine production course.

### **Chesley Comstock Kaitlyn Powell**

*Event Planning 101: Building  
Successful Experiences*  
AG 112

Have you ever attended a campus tour or campus event and wondered who organized it? Look no further! Kaitlyn Powell is the Assistant Director of New Student Experience at Oklahoma State University, where she helps incoming students navigate their transition to university life. She earned a Bachelor's degree in Interdisciplinary Studies from Emporia State University and a Master's in Educational Leadership Studies from OSU. Chesley Comstock serves as the Prospective Student Coordinator for the Ferguson College of Agriculture at OSU, guiding prospective students interested in agricultural programs. She holds both a Bachelor's degree in Agribusiness and Agricultural Communications as well as a Master's in Agricultural Communications, all from OSU.

### **Michelle Jones Whitney McDaniel**

*Careers in Corporate  
Communications*  
AG 118

Michelle Jones is the Senior Manager of Brand and Communications for Koch Ag & Energy Solutions, where she leads efforts to build brand awareness, support community engagement, and enhance employee experiences for Koch Fertilizer and Koch Methanol. With experience in environmental communications and product marketing, Michelle holds a degree in animal science and agricultural communications from Oklahoma State University. Whitney McDaniel is a Brand and Communications Manager for Koch Agronomic Services, focusing on global campaign strategies, social media, and internal communications. Raised on a family farm in south-central Kansas, Whitney has a background in communications for rural electric cooperatives and business-to-business marketing and holds a degree in agricultural communications from OSU.

### **Andrew Angulo**

*Beyond the Ballot*  
AG 314

Andrew Angulo is currently a 3rd year student at Cal Poly, San Luis Obispo, majoring in Agricultural Communication with minors in Law and Society and Agribusiness. He grew up in El Centro, California, where he fell in love with agriculture at an early age. He found himself involved in FFA, 4-H and his Junior Fair Board in high school; setting the framework for pursuing a career in agriculture policy. Andrew aspires to attend law school following his time at Cal Poly, focusing on environmental and labor issues. He is excited for PDC and can't wait to share his workshop!



## National ACT Business Meeting | Saturday, 12:15 - 1:20 p.m.

### **National Agricultural Communicators of Tomorrow**

*Business Meeting*  
AG 135

Join us for the National Agricultural Communicators of Tomorrow business meeting! This session will cover key updates, initiatives, and opportunities for students to get involved in the organization. It's a great chance to connect, share ideas, and help shape the future of agricultural communications.

## Breakout Session 5 | Saturday, 1:30 - 2:20 p.m.

### **Lauren Quinlan**

*Writing Your Early Career*  
AG 110

A homegrown farmer's daughter, Lauren Quinlan loves coffee, cows and ice cream. Her background in production agriculture and passion for mentorship led her to pursue agricultural communications degrees at the University of Missouri-Columbia and Oklahoma State University. She currently lives in Des Moines, Iowa, where she helps tell the National FFA Organization's story through digital and print-focused projects.

### **Jenna Schmidt**

*Speaking Simply: How to Communicate Complex Ideas in Agriculture*  
AG 112

An Oklahoma State 2023 graduate, Jenna Schmidt finished with her Bachelors of Animal Science with a production option. She grew up immersed in agriculture in Tulare County California. Jenna currently lives in Alabama working for Auburn University as an Animal Science and Forages Regional Extension Agent.

### **Meriruth Sellers**

*Agritourism – A Field of Opportunities*  
AG 138

Both of Meriruth Sellers' Oklahoma State degrees, '05 Bachelor's degree in Ag Communications/Animal Science and '10 Ag Education, have proven to be assets in a diverse and rewarding career within several sectors of the agriculture industry. First as an editor of an equine breed magazine then a community college instructor and team coach, Sellers built her resume and served the industry she loved. In an effort to broaden her horizons, she joined the Oklahoma Department of Agriculture, Food and Forestry as an Agritourism Coordinator, then Director of the Market Development Division.

### **Dr. Quisto Settle**

*Communicating in Uncertainty*  
AG 134

Quisto Settle is an agricultural communications faculty member at Oklahoma State University. He is originally from Texas, with time spent in Florida and Mississippi along the way. He has taught the Issues and Risk/Crisis Communications class since 2018.

## Graduate School Fair | Saturday, 2:30 - 3:20 p.m.

### **Dr. Courtney Meyers**

*The 5 Ws & H of Graduate School*  
AG 131

Dr. Courtney Meyers, professor in agricultural communications at Texas Tech University, serves as the Graduate Studies Coordinator for the Department of Agricultural Education & Communications. She earned a B.S. from Kansas State University, M.S. from the University of Arkansas, and Ph.D. from the University of Florida.

## Breakout Session 6 | Saturday, 3:30 - 4:20 p.m.

### **Ally Spears**

*Cultivating Connections*  
AG 110

Ally Spears is the creator and host of the podcast *Ag Chicks*, a platform dedicated to sharing the stories of women in agriculture and fostering meaningful connections within the industry. Currently pursuing her PhD in Agricultural Leadership, Education, and Communications at Texas A&M University, Ally focuses her research on leveraging social media for effective storytelling surrounding agriculture. She is passionate about bridging the gap between producers and consumers through education, outreach, and authentic conversations.

### **Macey Igo**

*Harvesting Opportunity:  
Navigating Careers in Agriculture*  
AG 112

Like most women, Macey (Hurst) Igo wears many hats. At her day job, she wears the hat of a print consultant and saleswoman for Modern Litho Print Company. When she's not in the office, she's probably sporting a free cap she picked up at a trade show while she's working at the ranch as a co-owner of Lady Livestock Company. At nights and on the weekends, you can find her in her Shorty's Caboy hat as she communicates ag, speaking to producers and consumers, sharing agricultural truths on social media, or writing for various industry publications. Her newest hat is that of a wife to her husband, Luke, with whom she resides in Central Missouri where they are growing their faith, their family and their herd.

### **Dr. Dwayne Cartmell Dustin Mielke**

*Storytelling Through the Lens*  
AG 138

Dr. Dwayne Cartmell is an agricultural communications faculty member at Oklahoma State University, where he has taught photography for over 24 years. He offers courses both during the regular semester and through a unique summer experience known as "Photo Tour." Dustin Mielke serves as the Vice President of Communications and Public Relations for Oklahoma Farm Bureau, Oklahoma's largest general farm organization. With 18 years of experience at the organization, he oversees its communications efforts and creates content across various mediums, including photography, video, and digital media. Dustin is a 2006 graduate of agricultural communications from Oklahoma State University.

### **Dr. Audrey King**

*Designing Your Digital Home: A  
Website Creation Workshop*  
AG 314

Dr. Audrey King, a Montezuma, Kansas native, earned her B.S. and M.S. in Agricultural Communications and Journalism at Kansas State University and completed her Ph.D. in Agricultural Education at Oklahoma State University in 2021. With professional experience in agronomy sales, event planning, and communications, she joined the Rural Renewal Initiative in 2020 and now serves as a Co-Director. In 2022, she became an assistant professor and Digital Media State Extension Specialist in Agricultural Communications. Her research focuses on branding, rural vitality, place branding, internal communication, and land-grant institution longevity.

## Gala Dinner | Saturday, 7-9 p.m.

### **Amara Jackson**

ConocoPhillips Alumni Center

Amara Jackson is a junior at Oklahoma State University, studying Agricultural Communications and Agribusiness. She recently retired as the 2023-2024 National FFA President, where she traveled around the country representing agriculture education and FFA. She is grateful for the skills, lessons, and memories gained representing the National FFA Organization and is excited to share some of those today.



## **FERGUSON COLLEGE OF AGRICULTURE**



## Breakfast | Sunday, 7-10:30 a.m.

### **Just Wafflin'**

211 E. McElroy Rd.  
Stillwater, OK 74075

Join us for a delicious closing breakfast at Just Wafflin'! Enjoy a variety of mouth-watering waffles and breakfast favorites while wrapping up the conference with fellow attendees. It's the perfect way to start your final day, share insights, and savor great food in a relaxed, casual setting.

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Text “nactpdc” to 81010 to stay in the loop  
throughout PDC!

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