

**2012 Agricultural Communicators of Tomorrow Professional Development Conference
February 23-25, 2012**

	Topic	Location
Thursday, February 23		
6-7 p.m.	Registration	Hawthorn Suites
7-8:30 p.m.	Welcome Reception – Mixer Activity (Dinner will be provided)	Hawthorn Suites
Friday, February 24		
7-8:30 a.m.	Continental Breakfast	Hawthorn Suites
8:45-10:30 a.m.	Keynote Speaker - Wyman Meinzer	National Ranching Heritage Center
10:30 a.m.	Break and Tour	NRCH
11-11:15 a.m.	Group Picture	NRCH
11:30 a.m.-noon	Return vehicles to hotel and get boxed lunch	Hawthorn Suites
noon	Load buses to leave for tours	Hawthorn Suites
Noon-5:30 p.m.	Area tours: <ul style="list-style-type: none"> • American Cotton Growers Denim Mill • Llano Estacado Winery • American Museum of Agriculture 	Buses will be provided to locations.
5:30-6:30 p.m.	Break time	Hawthorn Suites
7 p.m.	Dinner and Speaker – Diane Johnson	American Wind Power Center and Museum
Saturday, February 25		
7-8:30 a.m.	Continental Breakfast	Hawthorn Suites
9-9:45 a.m.	Breakout Sessions <ul style="list-style-type: none"> • Social Media – Nathan Smith, Texas Farm Bureau • Advocacy – Josh Winegarner, Texas Cattle Feeders Association • Event Planning – Diane Johnson, Details by Design 	Student Union Building (SUB) – Playa, Mesa, Traditions Rooms
9:45-10:15 a.m.	Break	Matador Lounge
10:15-11 a.m.	Breakout Sessions #2 (OR optional campus tour)	SUB – Playa, Mesa, Traditions Rooms
10:30-11:30 a.m.	Advisers’ Session on preparing students for workforce	Matador Lounge
11:15-noon	Breakout Sessions #3	SUB – Playa, Mesa, Traditions Rooms
noon-1 p.m.	Lunch & National ACT Business Meeting	Matador Room
1:15-2 p.m.	Panel Discussion on Résumés, Interviews & Professionalism <ul style="list-style-type: none"> • Jim Bret Campbell (AQHA), Sally Post (TTU), & Jared Lay (TTU) 	Matador Room
2:15-4 p.m.	Keynote Speaker – Rodger Wasson, U.S. Farmers & Ranchers Alliance	Matador Room
4 – ? p.m.	Afternoon and evening on your own to experience Lubbock	