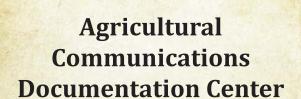
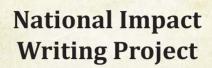


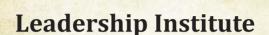
ACE members have always
been on the cutting edge of
technology—a position
strengthened when they began
biennial meetings with the
National Extension Technology
Conference. Today ACE offers
dozens of presentations on
innovative use of new technologies
and media.



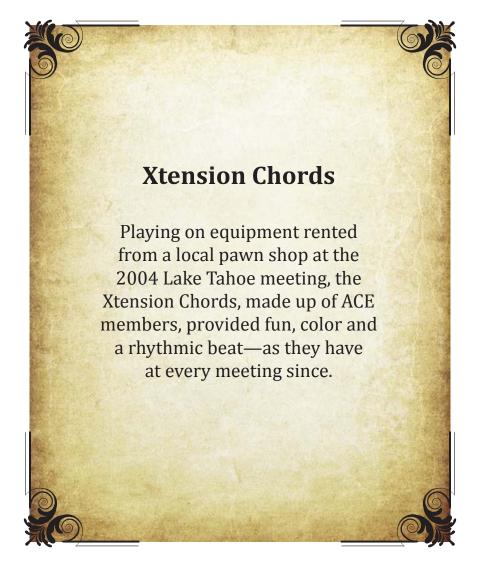
This open-access, online center at the University of Illinois now includes more than 38,000 documents and resources involving agriculture communications in more than 170 countries. ACE members contributed and helped identify thousands of these valuable resources, from the most current to those from 150 years ago.



In 1992, an ACE member assembled an impact-writing team to review state submissions to the National Research Institute and build a national impact statement database. The work inspired states to design their own impact sites and report results to key leaders. The impact system was not an official ACE project, but its success was based directly on the networking that ACE provided.

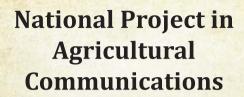


The ACE Leadership Institute was founded in January 2007 to provide leadership development opportunities tailored to the needs of ACE members. The Institute's goal was to elevate the skills of professionals and to help them become leaders of communication and technology at their institutions. The Institute's yearlong program graduated 16 participants each in June 2008 and June 2009.



Operation Bootstrap

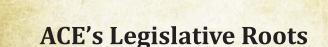
The Doane Report of the late 1940s criticized colleges for their weakness in reporting great accomplishments of agricultural research. In 1952, an AAACE fact-finding report recommended five areas for improvement: research, pre-service training, in-service training, professional improvement workshops and more cooperative relationships.



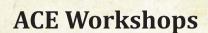
After a fact-finding report indicated a need to strengthen the profession, the Kellogg Foundation in 1953 awarded a grant (worth \$6 million in 2013 dollars) for the National Project in Agricultural Communications. During the five-year project, dozens of research reports on agricultural communication, training materials and studies were assembled and shared through graduate programs.



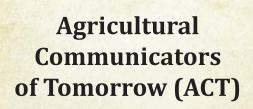
ACE went international in 1952
when 28 European writers
attended the Clemson
University conference. In 1980,
the newly formed International
SIG attracted more than 400
agricultural communicators with
international credentials. Today,
ACE members are actively
engaged around the world as
communicators, trainers
and scholars.



ACE's roots lie within three
Federal legislative acts:
1. the Morrill Act of 1862,
providing the basis for
the land-grant college system,
2. the Hatch Act of 1887,
establishing the state agricultural
experiment stations, and
3. the Smith-Lever Act of 1914,
providing for cooperative
extension work in agriculture
and home economics.

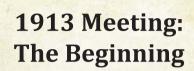


Since 1956, AAACE/ACE has offered national and regional workshops for members and Extension staff members, Recent workshops include the ACE Writing Workshop in Ames, Iowa, which produced a novel titled Pulp Feathers, A Media Relations Made Easy workshop was held in New Orleans in 2003 and in Atlanta in 2007. In 2005, Oxford, Mississippi, hosted a writing workshop called Real People, Real Stories, Real Writing.

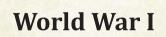


Thousands of aspiring agricultural communicators have learned about the profession through the ACT student organization. ACE served as the founding parent organization in 1970 and continues to support ACT chapters and members through national programming and day-to-day efforts of individual ACE members.

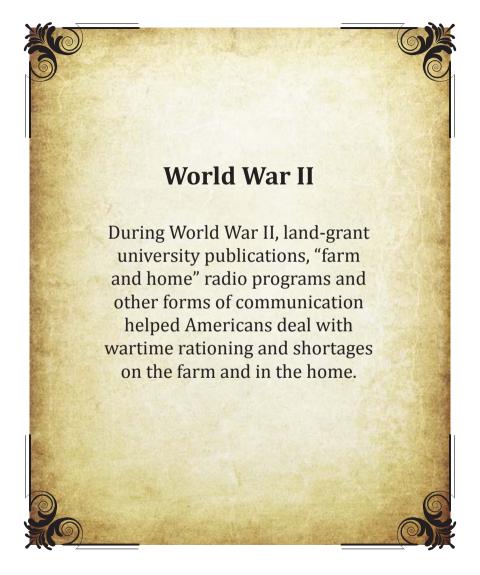




On June 14, 1913, a year before the Smith-Lever Act, six publications editors from six colleges of agriculture met at the University of Illinois for a round-table discussion "speculating as to the possibilities of the field and planning how we might be mutually helpful." Two years later the group adopted the name American Association of Agricultural College Editors (AAACE).

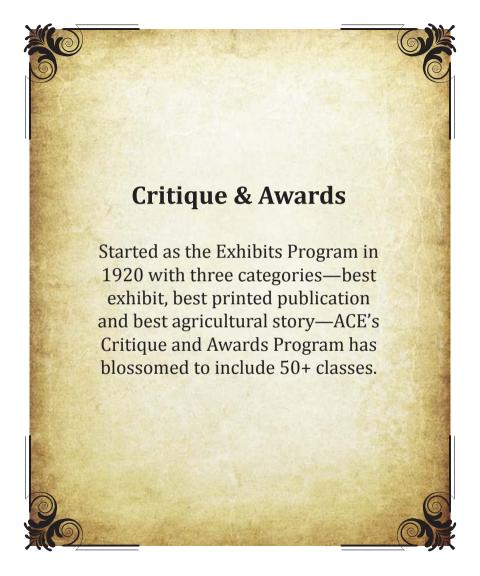


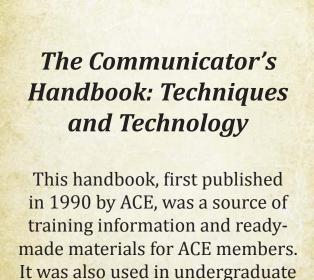
During this crisis, a U.S. Food
Administration official said, "The
U.S. government has called no
more strongly upon any part of the
college than upon the editorial
departments." The stresses
prompted agricultural editors
and the press to quickly forge
working relationships that
otherwise would have taken much
longer to develop.





ACE magazine started in 1919 as a mimeographed publication featuring news items, job search information, and abstracts from annual meetings. Later, as the ACE Quarterly, it provided a means for ACE members to prove their writing skills. The current Journal of Applied Communication solicits peer-reviewed articles, raising the level of professionalism for ACE members.





classrooms.