




COSDA

ALABAMA 2022



Montgomery, AL | October 2-5, 2022





Welcome to Alabama



On behalf of the COSDA Board of Directors, it is my pleasure to personally welcome you to the 2022 COSDA Annual Meeting. This conference is an amazing opportunity for agriculture communicators from across the country to come together to learn from each other and share about current agricultural issues that affect us all. We are the voices of agriculture and the more unified our message, the more effective we will be.

Our goal is to provide each attendee with valuable information, educational farm tours and most importantly to encourage each of you to meet your counterparts from across the nation. If this is your first COSDA conference, welcome to the most beneficial professional group I have ever joined!

As communicators for our respective departments of agriculture, we are a specialized group of professionals who face similar challenges on a daily basis. There is great value in developing relationships with your counterparts in other states who you can call on when facing a critical agency situation.

I cannot thank the COSDA Board of Directors enough for their support, encouragement and helping hands throughout the planning process for the conference. Most of all I want to thank Laura Jean McCurdy, Alabama's Communications Specialist, for her insight, countless hours of hard work and can-do attitude. I can honestly say this conference would not have come together without her. Never forget that your coworkers are truly your best asset!

It has been an honor to serve as your COSDA President this year. I look forward to seeing our organization grow and continue to make a difference as we work together for years to come.

We hope you enjoy the conference and remember your experience here! You are always welcome in 'Sweet Home Alabama.'



Amy Belcher

A handwritten signature in black ink that reads "Amy Belcher". The script is fluid and cursive.

2021-2022 COSDA President

Agenda

2022 COSDA Annual Meeting

Please note: All times are in central time zone

Saturday, October 1

Dinner

6:00 p.m. - Wintzel's Oyster House (Optional)

Sunday, October 2

Hotel

12:00 - 2:00 p.m. Registration and Information Table
Open

*Please note: All meetings are in **Montgomery Room 7***

1:30 p.m. Welcome to Alabama!

Amy Belcher, COSDA President

1:40 - 4:00 p.m. **Federal Partner Updates**

Siobhan Delancey, FDA-Veterinary Services

Aaron Lavalley, USDA-Food Safety Inspection Service

Justin Fritscher, USDA Farm Production and
Conservation (FPAC) Business Center

Kaveh Sadeghzadeh, USDA- Farm Production and
Conservation (FPAC)

Lauren Gollarza, Centers for Disease Control (CDC)

Kristen Lenhardt, USDA-NASS

Ed Curlett, USDAAPHIS

3:30 - 3:45 p.m. Break

3:45 - 4:15 p.m. **NASDA Update**

Sarah Grace Fowler, NASDA Associate Director for
Communications

5:00 p.m. Leave for historic drive down Dexter Avenue
including King Memorial Baptist Church



Agenda

5:30 p.m. Reception and tour of the Alabama Cattlemen's Association Mooseum

6:00-8:00 p.m. Dinner at Alabama Cattlemen's Association Building

8:00 p.m. Leave Alabama Cattlemen's Association to return to hotel

8:15 p.m. Hospitality Suite Opens

Monday, October 3

Hotel

7:00 - 8:15 a.m. Breakfast Buffet

7:00 - 11:30 a.m. Registration and Information Table Open

8:30 - 8:45 a.m. Daily Update & Alabama: Did you know?

8:45 - 9:45 a.m. **Panel Discussion on High Path Avian Influenza Response**

Ed Curlett, USDA APHIS

Lyndsay Cole, USDA APHIS

Stacey Hofmann, Delaware Department of Agriculture

Kevin Hoffman, Wisconsin Department of Agriculture, Trade and Consumer Protection

9:45 - 10:15 a.m. **Alabama Ag Communicators Public Information Campaign**

Kayla Greer, Alabama Cattlemen's Association

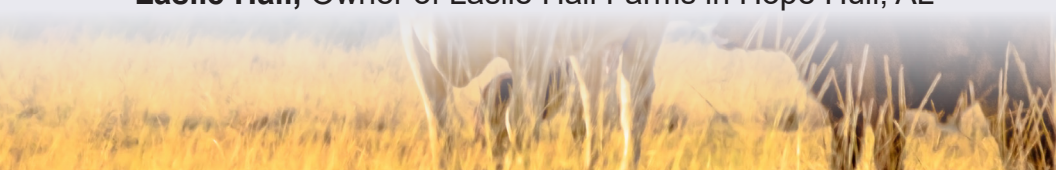
Caleb Hicks, Alabama Poultry & Egg Association

10:15 - 10:30 a.m. Break

10:45 - 11:45 a.m. **Panel Discussion on Rural Mental Health**

Jessica Cabrera, M.Ed., CPTD, Staff lead for American Farm Bureau's Farm State of Mind campaign

Laslie Hall, Owner of Laslie Hall Farms in Hope Hull, AL



Agenda

Shelby Croft, Ohio Department of Agriculture, Ohio's Got Your Back Program

Liz Mooneyham, Alabama Department of Agriculture, Healthy You, Healthy Farm Program

11:45-12:15 p.m. Box Lunch

Tours

1:00 p.m. Alabama State Capitol

2:00 p.m. Bastcore Hemp Processing Innovations

4:00 p.m. Priester's Pecans

6:00-8:00 p.m. Dinner at the Belcher Barn

8:15 p.m. Arrive back at hotel

8:15 p.m. Hospitality Suite Opens

Tuesday, October 4

Hotel

7:00 - 8:15 a.m. Breakfast Buffet

7:00 - 9:00 a.m. Registration and Information Table Open

8:30 - 9:30 a.m. **Panel Discussion on Multi-Agency Emergency Response Preparation**

Dr. Michael Neault, SAADRA South Carolina State Veterinarian and Director of Livestock Poultry Health

Dr. Tony Frazier, Alabama State Veterinarian and current president of the National Assembly of State Animal Health Officials

Dr. Brigid Elchos, Mississippi Deputy State Veterinarian

Dr. Kathryn MacDonald, Clemson University Livestock and Poultry Health

9:30 – 9:45 a.m. Break



Agenda

9:45 – 10:00 a.m. **Forestry Workforce Training Institute Overview**

Stephanie Fuller, Alabama Forestry Association

10:30 – 11:15 a.m. **State Share Session**

Kristie Garcia, New Mexico Department of Agriculture, Instagram reels and TikTok videos promoting New Mexico's Taste the Tradition program

Chanel Tewalt, Idaho Department of Agriculture, How to create a statewide campaign including a conference, trainings, videos, radio, printed & digital media on a short timeline

Eva Moore, South Carolina Department of Agriculture, Agritourism Passport, Agritourism 101 for Farms & Farm Hikes web project

11:15 a.m.– 12:00 p.m. Box Lunch Travel and eat

Tours

12:00 p.m. Walk across Edmond Pettus Bridge

1:00 p.m. Bell Place Farm

4:00 p.m. Wagyu of Alabama

5:30 p.m. Bus Tour of Lowndesboro, AL

6:00-8:00 p.m. Dinner at Marengo House

8:30 p.m. Arrive back at hotel

8:30 p.m. Hospitality Suite Opens

Wednesday, October 5

7:00 - 8:15 a.m. Breakfast Buffet

8:15 - 11:00 a.m. COSDA Annual Meeting

11:00 a.m. Adjournment



Tours



Dexter Avenue King Memorial Baptist Church

Dexter Avenue Baptist Church is a Baptist church in Montgomery, Alabama, affiliated with the Progressive National Baptist Convention. The church was designated as a National Historic Landmark in 1974 because of its importance in the civil rights movement and American history. In 1978 the official

name was changed to the Dexter Avenue King Memorial Baptist Church, in memory of Dr. Martin Luther King Jr., who was pastor there and helped organize the Montgomery bus boycott in 1955 during the civil rights era.



Alabama Cattlemen's Association MOOseum

Since opening its doors in 1995, The MOOseum has been the premier venue for children and adults alike to learn more about Alabama's beef cattle industry. Whether you're a history buff looking to explore the timeline of the past or a parent who wants your children to learn in a hands-on environment, the MOOseum has what you need. Start your tour in the The View from Pasture to Plate exhibit and experience the unique lifecycle of a beef animal.

But the story doesn't stop there! Learn about all the unique byproducts that come from beef cattle with our fun and interactive byproducts case.



Alabama State Capitol

The Alabama State Capitol is listed on the National Register of Historic Places as the first Confederate capitol. Located on what was originally called Goat Hill in Montgomery, it was declared a National Historic Landmark on December 19, 1960. Alabama has had five political capitals and four purpose-built

capitol buildings during its history. The first capitol building in Montgomery, located where the current building stands, burned after two years. The current building was completed in 1851, and additional wings were added over the course of the following 140 years.



BastCore Hemp Processing Innovations

Since 2014, BastCore has been a technological pioneer in the American hemp processing industry. The company has been consistently innovating, tailoring and perfecting the creation of premier hemp products from the bast and hurd

(wood) and expanding the use-cases for the full hemp plant - sustainable use cases that benefit producers and manufacturers in construction, as well as textile (woven, and non-woven) industries. BastCore is a leader in the natural fiber supply chain and the creator of the patented hemp technology that is helping to spur more efficient and broader use capabilities for the original fabric of America: HEMP.

Tours



Priester's Pecans

Priester's Pecans is a family-owned company specializing in delicious old-fashioned, farm fresh gifts like pecan desserts, pecan candies, pecan pies, cakes and bulk pecans. As pecan suppliers and candy makers for over seven decades, their Gourmet Pecan Pies, Gift Tins, Baskets and Candies have delighted countless families. Only the freshest, crunchiest and finest pecans are selected for your satisfaction. Combined with the highest quality candy and baking ingredients and rigorously tested for optimal flavor, texture, and aroma, your dessert is more than a dessert, it's a work of art. A feast for the eyes, your nose and palette!



Edmund Pettus Bridge

The Edmund Pettus Bridge carries U.S. Route 80 across the Alabama River in Selma, Ala. Built in 1940, it is named after Edmund Pettus, a former Confederate brigadier general and U.S. senator. On March 25, 1965, Martin Luther King Jr. led thousands of nonviolent demonstrators to the steps of the capitol in Montgomery, Alabama, after a 5-day, 54-mile march from Selma, Alabama, where local African Americans, the Student Nonviolent Coordinating Committee, and the Southern Christian Leadership Conference had been campaigning for voting rights.



Bell Place Farm

Wendy Yeager raises soybeans, cotton, peanuts, grain sorghum and wheat in the heart of the Black Belt, near Orrville, Ala. Though she is a fourth-generation farmer, she and her husband, Jamie, established their own operation, known as Bell Place Farm. Bell Place Farm includes more than or more than 1,000 acres of both full-season and double-crop soybeans, cotton and grain sorghum, along with peanuts and winter wheat. Some fields have been continuous no-till, with no disturbance of the soil, for more than 10 years, while other fields and crops require some tillage.



Wagyu of Alabama, LLC

Andy Tipton established Wagyu of Alabama in 2009. Since then, Wagyu of Alabama has grown to be known for amazing beef with affordable prices and sold by friendly people. Wagyu pronounced "Way-gyu" or "Wag-yoo" literally means Japanese Cattle. Wagyu cattle are genetically predisposed to intense marbling. This breed produces high percentages of oleaginous (oil) unsaturated fat (good fat). Compared to other breeds, Wagyu beef yields a higher percentage of omega-3 and omega-6 fatty acids. Due to this high marbling and quality, Wagyu cattle typically demand a high price – as much as \$300 per pound for the highest quality beef.

Agenda



Kayla Greer, Alabama Cattlemen's Association Communications Director

Kayla Greer manages all digital content for the Alabama Cattlemen's Association and the Alabama Beef Checkoff program, as well as contributes photography and feature content to the Alabama Cattlemen magazine. Kayla is proud to serve as a co-chair for the Down to Earth: Agriculture Sustains Alabama public education campaign where she can utilize her communications toolkit to educate consumers about the sustainable, conservation-minded practices Alabama's farmers and forest landowners have been implementing for generations.



Stacey Hofmann, Delaware Department of Agriculture Chief of Community Relations

Stacey Hofmann oversees internal and external communications for the Delaware Department of Agriculture, as well as the development of marketing programs to promote the department, agricultural commodities and farmers' markets. She assists the administration with trade and export initiatives. Hofmann has been recognized for her expertise in public information and crisis communications. She has served in multiple joint information centers for weather-related events, COVID-19, and HPAI. Her real-world experience and willingness to share with others have been assets in training local, state, and federal public information officers.



Jessica Cabrera, American Farm Bureau Federation Managing Director

Jessica Cabrera is originally from South Carolina and has also lived in Chile, Mexico, Texas and now Virginia. She has a BA degree from Clemson University and a M.Ed. from Colorado State University. After over 12 years working in learning and development, Jessica began her career in agriculture in 2015 at South Carolina Farm Bureau as the Director of Organizational Training and Leadership Development. In 2020, she transitioned to American Farm Bureau Federation in Washington, D.C. where she serves as the Managing Director of Member Engagement and the staff lead for the Farm State of Mind Campaign.



Kristen Lenhardt, USDA-NASS Public Affairs Director

Kristen Lenhardt has served as the Public Affairs Director at the U.S. Department of Agriculture's National Agricultural Statistics Service since 2021. Prior to this position, she spent 15 years with the Bureau of Land Management in a variety of public affairs roles in Arizona, Montana, Washington D.C. and her home state of Wyoming. Her career experience in natural resource management, as well as growing up in the mountain west, has given her a desire to not only serve agricultural communities across the country, but the many lives who are impacted by the industry every day.

Agenda

Dr. Tony Frazier, Alabama Department of Agriculture & Industries (ADAI) State Veterinarian



Dr. Frazier is a 1988 graduate of Auburn University, College of Veterinary Medicine. He worked in a mixed animal practice in Cullman, Ala. In 1990, he returned to his hometown of Brewton, AL, and opened a private practice. In 1995, Dr. Frazier accepted a position with ADAI as a Veterinary Medical Officer and was appointed State Veterinarian on July 1, 2001. He is a member of the Alabama Veterinary Medical Association, Southern Animal Health Association and the U.S. Animal Health Association. Within ADAI, Dr. Frazier is responsible for the Animal Health Section, Meat Inspection Section, Diagnostic Laboratories and Poultry Programs.

Jenny Green, New Mexico Department of Agriculture Communications Specialist



In her role with the New Mexico Department of Agriculture, Jenny Green manages social media as well as the New Mexico--Taste the Tradition/Grown with Tradition marketing program. Since December 2019, Jenny also assists with event planning and public relations, as well as serves as NMDA's primary Spanish translator and interpreter. Prior to NMDA, Jenny taught English as a Second Language (ESL) at New Mexico State University and at a vocational school in El Paso, Texas. A Connecticut native, she holds a Bachelor's degree in Spanish from Eastern Connecticut State University, as well as a Master's degree in Teaching ESL and Master's degree in Business Administration, both from New Mexico State University.

Aaron Lavallee, USDA-FSIS Public Affairs and Consumer Education Deputy Assistant Administrator



Aaron Lavallee is the Deputy Assistant Administrator for the Office of Public Affairs and Consumer Education (OPACE) in the USDA Food Safety and Inspection Service (FSIS). He has been with USDA since 2009 with prior experience at a public relations firm, non-profits and the U.S. House of Representatives. At FSIS, he is responsible for planning and executing communication programs that inform and educate a variety of audiences, including Congress, the media, stakeholder organizations, and consumers on FSIS policy and public health responsibilities and activities, foodborne illness prevention, and safe food handling.

Siobhan DeLancey, FDA's Center for Veterinary Medicine Senior Advisor for Strategic Communications



Siobhan DeLancey leads the communications functions on animal food and drugs. Since joining the FDA in 2004, she's had lengthy gigs in the main press office and in the former Office of Foods and Veterinary Medicine, where she spent a significant amount of her time communicating about foodborne illness outbreaks and disasters. She rejoined CVM in 2018 to accept her dream job, which combines her backgrounds in communications, veterinary medicine and public health. COSDA is her favorite conference to attend each year!

Agenda



Caleb Hicks, Alabama Public Service Commission Communications and PR Manager

Caleb Hicks worked for Auburn University's College of Agriculture as a student recruiter and spent a brief time at the Alabama Farmers Federation and Alfa Insurance as an event planner in 2018. From there, he started a new job with Agri-AFC in Decatur in 2019 before working for the Alabama Poultry & Egg Association as communications and membership director in February of 2020. He was recently hired as the communications and public relations

manager in August with the Alabama Public Service Commission, which regulates public utilities in Alabama.



Dr. Kathryn MacDonald, Clemson University Livestock Poultry Health

Dr. Kathryn MacDonald manages and facilitates the emergency preparedness and response roles that Clemson University Livestock Poultry Health (Office of the State Vet) has within South Carolina. As part of the state's emergency response operations, she leads South Carolina's Agriculture and Animal Emergency Support Function. She currently serves as a co-chair of the Southern Agriculture & Animal Disaster Response Alliance, known as SAADRA. Prior to moving to South Carolina, she held positions with the USDA, Virginia Department

of Agriculture and Consumer Services, Michigan Department of Agriculture, and was in clinical veterinary practice for many years before transitioning to public service.



Brigid Elchos, Mississippi Board of Animal Health Deputy State Veterinarian

Dr. Elchos graduated from the College of Veterinary Medicine at MS State University in 1999 with a doctorate in veterinary medicine. Dr. Elchos was hired by the MS State Department of Health in 2000 as the first State Public Health Veterinarian (SPHV). She transferred to the MS Board of Animal Health in 2004 and continued as the SPHV in addition to her roles as Deputy State Veterinarian and Emergency

Management Planner until 2012. Dr. Elchos serves as the Deputy State Veterinarian and Emergency Management Planner for the MS Board of Animal Health as well as co-chair for SAADRA. She works to promote disaster planning, preparedness and effective response involving animals and humans.



Lyndsay Cole, USDA APHIS Assistant Director of Public Affairs

Lyndsay Cole joined APHIS in 2008 as the Western Regional Public Affairs Specialist and was also the National Media Coordinator before becoming the Assistant Director in 2013. She has been involved in planning and executing crisis communications for animal diseases including HPAI, African Swine Fever, Bovine Spongiform Encephalopathy, Brucellosis and Foot and Mouth Disease. Lyndsay's staff also manages communications for high profile animal welfare and biotechnology regulatory issues. She earned her Bachelor of

Science in Communication and Political Science and Master of Public Administration, both from the University of Wyoming.

Agenda

Shelby Croft, Ohio Department of Agriculture Director of Communications



Shelby Croft is the primary spokesperson, coordinates media and public outreach efforts and manages social media. She joined the department in May 2019 after more than 20 years as a journalist, most recently as a reporter at WBNS-10TV in Columbus, Ohio. Over her news career, Shelby worked in seven different cities and covered a number of high profile national and local stories. Shelby earned a Bachelor of Arts degree in Broadcast Journalism with honors from Columbia College. She is also a graduate of Bowling Green State University.

Dr. Michael Neault, South Carolina State Veterinarian and Director of Livestock Poultry Health



Dr. Michael Neault graduated from the Michigan State University College of Veterinary Medicine in 1996 and is the South Carolina State Veterinarian and Director of Clemson University Livestock Poultry Health Department. Dr. Neault worked in private practice for 13 years before joining the Michigan Department of Agriculture and Rural Development working as the emergency programs manager for the Animal Industry Division. He then joined the North Carolina Department of Agriculture and Consumer Services as the assistant state veterinarian.

Justin Fritscher, USDA Farm Production and Conservation Public Affairs Chief



Justin Fritscher leads public affairs for USDA's farm program agencies, including the Farm Service Agency, Natural Resources Conservation Service, Risk Management Agency and FPAC Business Center. Justin joined USDA in 2011, formerly serving as a public affairs specialist in both the Jackson, Mississippi, and Washington, D.C. offices. Justin is a Louisiana native, and he lives in Washington, D.C. with his partner Mick.

Kaveh Sadeghzadeh, USDA Farm Production and Conservation Deputy Director



Kaveh Sadeghzadeh runs the public affairs and digital strategy for USDA's farm program agencies, including the FSA, NRCS, Risk Management Agency and FPAC Business Center. Kaveh joined USDA in 2015, formerly serving as the Communications Director for NRCS. Kaveh was one of the key architects of farmers.gov, which launched in 2018 to better provide online information and self-service options to farmers. Before joining USDA, Kaveh served as the New Media Director at the Bureau of Land Management

Speakers



Kevin Hoffman, Wisconsin Department of Agriculture, Trade and Consumer Protection Public Information Officer

Kevin Hoffman joined the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) in 2020. He serves as the public information officer for the Division of Animal Health and Division of Food and Recreational Safety. Prior to joining DATCP, Kevin spent 12 years as a journalist for newspapers and magazines in Wisconsin and Kentucky covering beats that included sports, government, education, business, courts and crime.



Liz Mooneyham, A Healthy You, A Healthy Farm Program Coordinator

Liz Mooneyham joined the Alabama Department of Agriculture & Industries in October 2021 serving as Program Coordinator for A Healthy You, A Healthy Farm. It's an initiative with the goal of reducing the stigma around mental health issues in the agriculture community. Liz graduated in December 2021 from Auburn University with a Bachelor of Science in Agricultural Business and a minor in Rural Community Development. She has enjoyed making a positive impact

in farmers' lives through A Healthy You, A Healthy Farm.



Lauren Gollarza, Centers for Disease Control and Prevention Health Communications Specialist

With over seven years of experience providing crisis and risk communications strategies during nationwide outbreaks, she has led strategic communications on foodborne and zoonotic diseases. Most recently she oversaw efforts to reach younger audiences on social media via short videos providing tips on ways to stay safe with pets.



Laslie Hall, Laslie Hall Farms

Laslie Hall has been a beef cattle farmer in Hope Hull, AL for 60 years. He was raised on his family's dairy farm where he developed his love of cattle. He graduated from Auburn University with a degree in Animal Science in 1969. Laslie is involved with many agriculture groups including the Alabama Association of Conservation Districts, National Board of Conservation Districts, Advisory Board for the Alabama Cooperative Extension System, the Montgomery County Farmers Federation, and the Montgomery County Cattlemen's Association. He

was recently inducted into the Southeast Conservation Hall of Fame.



Eva Moore, South Carolina Department of Agriculture Communications Director

Before becoming communications director for the South Carolina Department of Agriculture in 2019, Eva Moore was editor of Free Times, Columbia, the alternative weekly newspaper in South Carolina's capital city. She serves as a board alternate for COSDA.

Speakers

Ed Curlett, USDA APHIS Public Affairs Director

Ed Curlett joined USDA as a public affairs specialist in 1992 before becoming APHIS' media coordinator in 1998. In 2003, he became APHIS Public Affairs Director. Ed reported for the Salisbury Daily Times in Maryland from 1989 to 1991 and taught English in the former Czechoslovakia from 1991 to 1992. He served in the Marine Corps from 1984-1989 and earned a Bachelor of Science in Journalism from the University of Maryland in 1989. Ed is married with two children, ages 10 and 13.



Sarah Grace Fowler, NASDA Communications Director

Sarah Grace Fowler leads NASDA's communications strategy to broaden the influence of state departments of agriculture in national policy conversations. Her background growing up in rural north-central Florida is what inspired her passion for agriculture, and in 2017, she began her career in our nation's Capital. Sarah Grace holds a bachelor's degree in agricultural communication and leadership from the University of Florida. In her spare time, Sarah Grace enjoys spending time with family.



Stephanie Fuller, Forest Workforce Training Institute (ForestryWorks) Director of Promotions and Economic Development

Stephanie Fuller graduated from Auburn University with a Bachelors in Agricultural Business and Economics. She is the author of Lucy Meets a Logger, the first book of the Tiny Timber Crew series, aimed to teach children about forestry careers.



Chanel Tewalt, Idaho State Department of Agriculture Deputy Director

Chanel Tewalt has worked for the agency for 14 years. Chanel covers government and legislative affairs as well as industry relations. She also serves as the agency's primary contact for communications. Chanel has spearheaded emerging issues and worked on the development of new ISDA programs, including the Idaho Farm and Ranch Center and the agency's hemp program and regulation. Chanel is the Vice President of COSDA, a board member and past president of the Expo Idaho Board, a member of the Meridian FFA Alumni Chapter and a member of the University of Idaho's Ag Education, Leadership & Communications Advisory Board.



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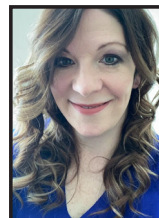
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