



TALKING POINTS

{ GOAL }

To strengthen young agriculturists' confidence so that they will feel comfortable sharing agriculture's story. Social media platforms such as **Facebook**, **Youtube**, and **Twitter** are tools that can be easily utilized to educate the public about agriculture. College Aggies Online will encourage students to engage in friendly competition with their peers while representing their clubs and interacting with other students from around the country.



{ HOW IT WORKS }

Students will create online profiles where they will receive updates about important issues facing the agriculture industry. They will receive points (to be credited to the ag club they represent) for **participating in discussions**, uploading **photos and videos**, and creating **blog posts** on the network. In order to be counted, students must tag the name of the school and club that they are representing on their posting. The club that accumulates the most points during the duration of the program will be deemed the winner!

CONTEST BEGINS:

SEPTEMBER 1, 2010

WINNERS ANNOUNCED:

APRIL 1, 2010

{ ABOUT THE NETWORK }

It is **free** and **easy** to create an account on the College Aggies Online network. Students can create a username and password to generate an account and log-in. Advisors and agriculture industry stakeholders may also be granted access to the forum. The Alliance will monitor the website to ensure that all information posted is not offensive or inappropriate.

CAO is sponsored by the Animal Agriculture Alliance- a national non-profit organization- and the American National CattleWomen, Inc.

NETWORK URL:

[HTTP://AGGIESONLINE.NING.COM](http://aggiesonline.ning.com)

TUTORIAL VIDEO:

[HTTP://WWW.YOUTUBE.COM/ANIMALAGALLIANCE](http://www.youtube.com/animalagalliance)

{ WHO CAN PARTICIPATE? }

Students active in agricultural or veterinarian clubs at **any college** are invited to participate. An announcement has been sent to schools with agriculture departments across the U.S. Clubs can include (but are not limited to) groups such as Young Cattlemen, Block & Bridle, Collegiate FFA, and others.

{ PRIZES }

In April, points will be tabulated and the high scoring club will receive a **\$750 scholarship, national recognition**, and a **trip to Washington, D.C.** to the Alliance's annual Stakeholders Summit for a representative. The runner-up in the club competition will receive \$300. The top-scoring individual will be awarded \$250, and the individual runner-up will receive \$100.

{ FOR MORE INFORMATION }

Visit the Alliance's website at www.animalagalliance.org or contact program coordinator Krissa Thom at KThom@animalagalliance.org or by calling 703-562-1410.

Clubs interested in scheduling an ANCW representative to speak to their group can contact Barbara Jackson at Barbara@cattlewomen.us

**CONNECT WITH THE
ALLIANCE ON
FACEBOOK AND
TWITTER, TOO!**

