



## 2012 Graduate Program Winter Summit

The Winter Summit was a two day conference featuring new methods in communications. KARL family members and their guests learned how to better utilize social media as a tool for instant and inexpensive marketing, communication and education. We also featured consumer learning trends and marketplace decision making while we shared proven marketing techniques.

### **The speakers, trainers and panelists included:**

**Dr. Michael Wesch**, Kansas State University Assistant Professor of Cultural Anthropology & Digital Ethnography – focuses his attention is on the effects of social media and digital technology on global society. His videos on technology, education, and information have been viewed by millions, translated in over ten languages, and are frequently featured at international film festivals and major academic conferences worldwide. Dr. Wesch has won several major awards for his work, including a Wired Magazine Rave Award, the John Culkin Award for Outstanding Praxis in Media Ecology, and was recently named an Emerging Explorer by National Geographic. Dr. Wesch' YouTube sensation, "The Machine is Us/ing Us", went Viral with over 11.3 Million hits: <http://www.youtube.com/watch?v=6gmP4nk0EOE>

**Dr. Dan Thomson** is recognized internationally as a leader in beef cattle production and health management. He has served as the OIE Chair of Beef Cattle Production and Welfare and was recently asked to serve on the Food Marketing Institute's Animal Welfare Advisory Board. He serves as a leader in the state of Kansas on animal agriculture issues and has been named to the Governor's advisory board for the Animal Ag summit along with serving on advisory boards and committees for Kansas Livestock Association, Kansas Farm Bureau and the Kansas Veterinary Medical Association.

<http://www.vet.k-state.edu/depts/ClinicalSciences/faculty/thomson.htm>

**KARL Graduates Joe Carpenter and Barb Downey** own and operate Downey Ranch in Wabaunsee County. Their promotional skills took them to the "Big Apple" for an interesting two-way educational experience. <http://www.downeyranch.com>

**Valerie Jennings** is the founder and CEO of Jennings Social Media Marketing. She started the company in 2003 from her home in Overland Park, and now works with an exclusive global client list, developing trade secret information based on measurable outcomes. <http://www.jenningsocialmedia.com>

**Justin & Becky Ohlde** – Ohlde's Dairy, Inc., Linn– Justin, a KARL Class X graduate, and Becky implement creative ways to keep the general public educated on modern agricultural production practices showcasing the farm activities on facebook. <https://www.facebook.com/pages/Ohldes-Dairy-Inc/68036644392>

**Karen Pendleton**, Pendleton's Country Market, Lawrence, started out as a 20 acre asparagus patch to replace a closed feedlot and has grown from a u-pick to a Community Supported Agriculture (CSA) operation. The business provides an opportunity for investor relationships with local farmers through "subscription" in advance and receiving produce from the farm. <http://www.pendletons.com>

**Terry Olson**, Eastside & Westside Markets, Manhattan. Since the 70's the product line has expanded to include Kansas grown bedding plants, houseplants, Kansas gourmet food products, Christmas trees, gifts, and

cut flowers. Today, Terry's marketing includes a website, facebook, twitter & radio leading to her recognition through numerous Kansas Department of Commerce awards. <http://www.eastsideandwestsidemarkets.com/>

**Dan Lindquist**, Topeka. Director of Client Marketing Certified Consultant at *WIBW* Radio group/ Morris Communications, and owns a private marketing service, Twilight Productions, Inc., Topeka.  
<http://www.twilightprodinc.com/>