

# ANIMAL AGRICULTURE ALLIANCE SPEAKERS BUREAU



## About the Alliance

The Animal Agriculture Alliance is an industry-united, nonprofit organization that helps bridge the communication gap between farm and fork. We CONNECT key food industry stakeholders to arm them with responses to emerging issues. We ENGAGE food chain influencers and promote consumer choice by helping them better understand modern animal agriculture. We PROTECT by exposing those who threaten our nation's food security with damaging misinformation.

## Presentation Topics

The Alliance is experienced with presenting on the topics of:

- Animal rights activists and their tactics, such as “undercover” videos, faith-based outreach, pressuring restaurants and retailers, targeting investors and more
- Farm and facility security
- Crisis management
- Communicating about current issues in animal agriculture such as animal care and sustainability
- Social media- how it can be used for proactive communication, examples of using it to promote agriculture and workshops on how to set up and utilize the different social media platforms

## Meet the Presenters



Kay Johnson Smith, president and CEO, has worked professionally with agriculture promotion and education for more than 20 years. She is a leading spokesperson on farm animal welfare issues and animal rights campaigns in the U.S. and has provided hundreds of presentations and media interviews on related matters. She has worked with numerous stakeholders to help them strategically manage activist campaigns targeting their businesses.

Hannah Thompson-Weeman, vice president of communications, develops and implements the communications strategy for the Animal Agriculture Alliance. Thompson-Weeman monitors and responds to misinformation about food production and reaches out to the media with accurate, science-based resources about modern animal agriculture. She completed a thesis focused on crisis communications and planning within the dairy industry.



Casey Kinler, director of membership and marketing, fosters relationships with current and prospective members and donors of the Alliance. Kinler works to get the Alliance's resources in the hands of the farmers, ranchers and industry professionals. She communicates with the industry about activist strategy and what the Alliance is doing along with what the industry can do to provide a counter voice to activists.

Emily Solis, communications specialist, is a social media guru. She develops and distributes both written and graphic content for the Alliance. Solis tracks media engagement, provides special reports for members and manages the Alliance website. In her role, Solis utilizes traditional, digital and social media to help connect consumers with factual information about modern food production.



Contact Casey at [CKinler@AnimalAgAlliance.org](mailto:CKinler@AnimalAgAlliance.org) for rates and availability.



## Testimonials



"You had enthusiasm, mastery of the subject matter and were very articulate. You made me proud to be a board member and a sponsor of such a fine organization doing such important work."

-Aaron Putze, Iowa Soybean Association

"It was hands-down the most enlightening, comprehensive and useful presentation I've attended addressing the challenges of dealing with animal activists. Over the years I've sat through a number of such talks and while they never failed to scare the pants off me, typically they were pretty light on the 'What do I do about it?' department. Your presentation on the other hand was filled with concrete, quite specific advice for farmers."

-Dr. Michael Payne, University of California - Davis

"I appreciate that you presented in a very engaging and authoritative way and I think our guests left the meeting with a much better understanding of the scope of animal activist activity – particularly outside of our own world here in Florida."

-Noel Perkins, Florida Dairy Farmers

"Your presentation received high praise and great feedback. It is important that Farm Bureau members know they have amazing advocates in the industry."

-Erin Nessmith, Georgia Farm Bureau Young Farmers and Ranchers

"Your wealth of experience and your critical evaluation that you brought to the Congress was an invaluable contribution to the day's topic."

-Dr. Michael J. Fields, International Stockmen's Educational Foundation

