

# ANIMAL AGRICULTURE ALLIANCE

## SPEAKERS BUREAU

### About the Alliance

The Animal Agriculture Alliance safeguards the future of animal agriculture and its value to society by bridging the communication gap between the farm and food communities. 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 extremists 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 Speakers



**Hannah Thompson-Weeman**, president and CEO, provides strategic direction to the organization and oversees its operations. She also engages key stakeholders about the value of animal agriculture and provides guidance to the animal agriculture community about managing various issues, including animal rights extremist activity and campaigns. She completed a thesis focused on crisis communications and planning within the dairy community.



**Emily Ellis**, director, communications and marketing, is responsible for shaping the Alliance's brand and proactive communications strategy. She also leads the Alliance's program marketing, media engagement, and outreach efforts with nutrition influencers. In her role, Ellis utilizes traditional and digital media to help connect consumers with factual information about modern food production.



**Abby Kornegay**, director, issues and engagement, is responsible for shaping the Alliance's issues management and crisis communications strategy. She monitors and responds to the efforts of adversarial groups and provides counsel to Alliance members and contacts on issues. Kornegay also coordinates strategic engagement efforts on various issues and campaigns.



**Grace Simpson**, manager, member relations and communications, leads the organization's membership retention and engagement. She also manages communications initiatives, including the Alliance's social media engagement and website presence.



**Nicki Hardy**, manager, partnerships and programs, strengthens external relationships, enhances member initiatives, and helps position the organization as a trusted connector within animal agriculture. She also leads management of Alliance flagship programs, Animal Ag Allies and College Aggies Online.



## 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***

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

