

YOU SHARP-EYED EDITORS who notice such things as volume numbers on publications have already noted the inconsistency in numbering this issue, so we'll point out that it was no accident and explain what happened. In past years volume numbers have covered the July 1 through June 30 year, or the period from one national meeting to the next. This made our first issue from Auburn, which was the October-December 1968 issue, be identified as Vol. 51, No. 1. The decision was then made to shift volume numbers to correspond to the calendar year, and this was done with the current issue. Thus, the January-March 1969 issue became Vol. 52, No. 1.

The Editor's Corner

As a result of the change in numbering systems, Vol. 51 had only the single number. Future volumes will cover the calendar year and have numbers 1 through 4 for the quarterly editions. I know from past experience that librarians and many editors are upset when they are unable to find every number of any volume, but I trust this change will prove to be no more than a minor irritation to anyone.

ACE Article Award

Many of our newer members may be like Jean Brand, Federal Extension Service, Washington, who won last year's \$25 award for the best article in *ACE*. Jean had never heard of the contest until she went to the 1968 meeting, where she was declared the winner. This is an annual award to the member who writes the "best article published during the year." Maybe this will inspire some of you would-be-authors to make the necessary effort. From the growing interest in *ACE*, future competition should be keen.

Dick Cech's stimulating presentation about creativity at the 1968 meeting, reproduced beginning on page 6 of this issue, unearths a few skeletons from editorial office closets. His statement about editors showing off their vocabularies instead of communicating gets to the heart of many troubles facing us today. He seems to be saying that talking like a professional is a poor substitute for actually doing a professional job of writing or broadcasting to communicate with our intended audience. But Dick's story isn't a negative one. He outlines a realistic program to follow in our quest for creativity.

R.E.S.

Meet ACE Authors



JO NELSON heads press service for home economics and 4-H at University of Minnesota, in addition to having a 15-minute radio program 5 days a week on the University station. A graduate of St. Olaf College with M.S. from Iowa, she is active in many organizations, and was recently elected to Gamma Sigma Delta.



RICHARD J. CECH worked on extension editorial staffs in Kansas, Ohio, and Iowa and as farm radio director in Cincinnati and Ames, Iowa, before shifting to advertising in 1953. After several agency jobs he joined *Farm Journal*, where he is advertising manager. A native Kansan, Cech has a journalism degree from Kansas State and did graduate study in agricultural marketing at Iowa State.

WILLIAM L. CARPENTER went from assistant publications editor to his present position as head of the Department of Agricultural Communications at North Carolina State in just eight years. His formal education includes B.S., North Carolina State; M.S., University of Wisconsin; and Ed.D., Florida State. The North Carolina native received AAACE's Pioneer Award and Communications Award.



MRS. DOROTHY JACOBSON, assistant secretary of agriculture for international affairs, is the first woman to hold such rank in USDA. She joined USDA in 1961 after serving as administrative assistant to Orville Freeman during his three terms as Governor of Minnesota. A graduate of University of Minnesota, Mrs. Jacobson is a former teacher of political science at Macalester College.

HOWARD E. TRIER devotes full time to his private firm that offers management consulting services to a variety of private and public organizations. He is a graduate of Michigan State (B.A., M.A., and Ph.D.) in industrial and clinical psychology. His experience includes teaching assignments at Michigan State and University of Illinois and work with the Mead Corporation, of Dayton, Ohio.



PHILLIP ALAMPI added the 1968 AAACE Reuben Brigham Award to his many honors, including 1965 "Outstanding Citizen of New Jersey." Raised on a New Jersey farm, Alampi served in many agricultural jobs following his graduation from Rutgers University (B.S. 1934, M.S. 1945) before his appointment as Secretary of Agriculture of New Jersey. He is active in many professional and civic groups.

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