

Press Release



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FOR IMMEDIATE RELEASE

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International Agri-Center Welcomes New Communications Director

TULARE, Calif.— The International Agri-Center and World Ag Expo have welcomed Beth Sequeira to the newly created communications director position. Her first day on the job was July 5.

“Beth’s pleasant personality and drive toward results will be a tremendous asset to the International Agri-Center. Her background and dedication to family farms will contribute to the effort put forth by the World Ag Expo to promote agriculture throughout the world,” said Jerry Sinift, International Agri-Center general manager.

A recent graduate of Cal Poly, San Luis Obispo, Sequeira earned a Bachelor of Science degree in agricultural science with a minor in agricultural communications and agribusiness. Born and raised in Hanford, Calif., Sequeira looks forward to returning home to her agricultural roots.

“I’m happy to be home, working for an organization that has an incredible vision for the future. I look forward to bringing more farmers together with innovations and technology at the World Ag Expo. I admire the rich tradition at the Agri-Center and am excited about the future,” said Sequeira.

The newly created communications role allows Sequeira to promote the World Ag Expo and other events produced by the International Agri-Center; a role that compliments her background and education.

During her time as a student at Cal Poly, Sequeira was involved in internships with the California Farm Bureau Federation, the California Foundation for Agriculture in the Classroom and Harris Ranch Beef Company. Sequeira also served as managing editor for Cal Poly’s Brock Center for Agricultural Communications.

Last February, Sequeira won the National Collegiate Discussion Meet at the Young Farmers and Ranchers Leadership Conference in Des Moines, Iowa. Sequeira’s leadership experience also includes elected positions in the Future Farmers of America (FFA), the Agricultural Communicators of Tomorrow, and several other agricultural organizations.

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Sequeira hopes to apply her experience to tackle several new projects at the International Agri-Center.

“I’m excited about the new developments and events taking place at the World Ag Expo. It’s a privilege to work in my home community and creatively build on the largest ag trade show in the world,” she said.

The 40th anniversary of the World Ag Expo is scheduled for Feb. 13-15, 2007. Visit www.farmshow.org for current information.

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