



## **For Immediate Release**

Contact: Amy Keith McDonald  
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Golden ARC Awards Contest  
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### **Agricultural Relations Council Issues Call for Golden ARC Award Entries**

**– Only three weeks until May 1, 2010 deadline –**

The Agricultural Relations Council has issued a “call for entries” for the 2010 Golden ARC awards.

Originated in 1990, the Golden ARC awards program recognizes the best and brightest in agricultural public relations, and is open to both ARC and non-ARC members. The 38 categories reflect the broad scope of public relations activities today, including campaigns and a range of tactics, from traditional media releases to social media.

The 38 categories are divided into two divisions – Campaigns and Tactics. Campaign entries will be evaluated on research, planning, execution and evaluation and results, while tactics categories primarily will be evaluated on execution. A student category is included, as well.

“The 2010 Golden ARC Awards is a golden opportunity to recognize excellence in agricultural public relations,” said Amy Keith McDonald, Golden ARC Awards contest manager. “By recognizing the best in 38 categories of ag PR campaigns and tactics, we provide agricultural communications professionals with the opportunity to evaluate and gain recognition for their best work. Thus, we elevate the standards of our industry through each entry.”

Entries for the Golden ARC Awards Contest must be received on or before Saturday, May 1, 2010 at 5:00 p.m. The format and requirements for the Golden ARC awards are similar to other leading PR awards programs, based on best practices for public relations campaigns and tactics.

The contest is open to both non-ARC members and ARC members. “After a higher entry fee for their first submission, non-ARC members are awarded ARC membership as well,” said McDonald. “Thereafter, their entry fee is the same as other ARC members, \$125.”

The entry fee for the first entry for non-ARC members is \$300. Additional entries are \$125 each. More information is available at [www.GoldenARCawards.com](http://www.GoldenARCawards.com) or at the ARC website, [www.agrelationscouncil.org](http://www.agrelationscouncil.org).



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## News Release

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Irving, Texas – The 2010 Estes CEU Program series will kick off two Oklahoma workshops on Tuesday, Oct. 12 at the Renaissance Tulsa Hotel and Convention Center. Applicators and technicians seeking to earn continuing education units (CEUs) for the Oklahoma Department of Agriculture, Food and Forestry licenses will find up to five credits/hours in one location for the following categories: 3A, 3B, 3C, 4, 5, 6, 7A, 7B, 7C, 8, 9, 10, and 11.

As in past years, Estes will provide breakfast, lunch and snacks for attendees, and the events will be accredited by the Oklahoma Department of Agriculture, Food and Forestry and the Texas Department of Agriculture

In addition to classroom time with recognized state and national experts, participants can visit with industry representatives and product manufacturers in the exhibit hall.

This year's schedule offers two workshops in Oklahoma, including the Renaissance Tulsa Hotel and Convention Center on Oct. 12 and the Clarion Convention Center in Oklahoma City on Oct. 13. The Oklahoma City workshop will include a dual-program for both pest applicators and turf applicators. Registration and breakfast at both events will begin at 7 a.m., with the courses starting promptly at 8 a.m.

Seven additional events will be held in Texas in October and November. For more information on registration and credits, applicators and technicians can visit [www.estesceus.com](http://www.estesceus.com) or call Amy Keith McDonald, 2010 Estes CEU Program Manager, at 254-445-4359.

For more than five decades, Estes Inc. has merged proven traditions with modern technology to better serve customers. Providing CEU training workshops is only one example of such service to industry professionals. In the 17 Estes locations, found in four states across the region, Estes provides expertise, service and products to assist applicators in profitably meeting their customers' needs.



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## News Release

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Irving, Texas – The 2010 Estes CEU Program series will kick off nine 2010 Texas workshops on Tuesday, October 5 at the Tyler Holiday Inn Select. Applicators and technicians seeking to earn continuing education units (CEUs) for Texas Department of Agriculture's Structural Pest or Agriculture licenses will find up to six credits/hours in one location.

As in past years, Estes will provide breakfast, lunch and snacks for attendees, and the event will be accredited by the Texas Department of Agriculture and Oklahoma Department of Agriculture.

In addition to classroom time with recognized state and national experts, participants can visit with industry representatives and product manufacturers in the exhibit hall.

This year's schedule offers seven workshops in Texas, including the Tyler Holiday Inn Select on Oct. 5; Dallas/Fort Worth's Texas Motor Speedway on Oct. 6; Wardlaw Training Center in Waco on Oct. 7; the Houston Crowne Plaza Northwest on Nov. 2; Pedrotti's North Wind Ranch in Helotes (near San Antonio) on Nov. 3; the Lubbock Holiday Inn Park Plaza on Nov. 10 and the Wichita Falls MPEC Center on Nov. 11. Registration and breakfast at all events will begin at 7 a.m., with the courses starting promptly at 8 a.m.

Two additional events will be held in Oklahoma in October. For more information on registration and credits, applicators and technicians may visit [www.estesceus.com](http://www.estesceus.com) or call Amy Keith McDonald, 2010 Estes CEU Program Manager, at 254-445-4359.

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## COMMUNITY RADIO STATION TO HOST FUNDRAISER FOR LOCAL FAMILY

### For Immediate Release

Contact: Lanell Upshaw  
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As a result of action by two Dublin business owners, Lanell and Sam Upshaw of KEQX Radio, an Erath County family facing tragedy will get some much needed help this Friday. Titled "*Money for Mikayla*," the Friday fundraising event at Stephenville's Tractor Supply Co. parking lot will allow area residents to contribute to the family in need from 7:30 a.m. to 5:30 p.m.

The Gain family brought their oldest daughter Mikayla home Tuesday after a six-week stay in the hospital. After being diagnosed with Alpers' Disease, a rare neurodegenerative disease, and undergoing surgery, doctors informed Mikayla's parents there was nothing left for them to do to help their four-year old daughter. Her parents, John and Dasa Gain, chose to bring her home to be comfortable. A local hospice agency will be helping the young parents and Mikayla.

According to Lanell Upshaw, this year has been a difficult one for Gain family, and they need support and love from the local community. The family needs help with basic day to day living due to the recent layoff of the father, John Gain. The local, community radio station, KEQX 89.7 Pure Country, aims to assist the Gain family by calling on the community to help.

According to Upshaw, the fundraiser will be an easy way to help a local family enduring heartbreak. "People can simply drive through the parking lot, never getting out of their car, and drop off any type of donation for the Gain family," Upshaw said. "It doesn't have to be a lot of money, but a lot of small donations will mean a huge difference in the life of Mikayla and her family."

## **“Moore” than Your Average Student**

By: Jeralyn Stephens

When picturing a student body president of a university the typical image would be a young clean-cut man that is studying business or politics. He can be seen through out campus giving firm handshakes and making promises to his constituents. However, at Tarleton State University we have changed this stigma. Maggie Moore walks into each senate and house meetings with a backpack filled with books of knowledge and skill she hopes to instill in her future students. This backpack, rather than briefcase, holds Maggie’s most valuable items. These items are helping her pursue a degree to influence young men and women with necessary life skills.

Moore is currently serving as the student body president of Tarleton, but more importantly she is leaving behind a legacy. “After one encounter with Tarleton, I was sold. Everyone I met was extremely friendly,” Moore said.

The story here, however, is not about a student body president or why a student decided to attend Tarleton. This story is about a tall blonde that easily rocks purple with a pencil skirt that simply wants to influence personal lives. Moore has a passion in her eyes that shines through when she talks about her passion, serving. This passion was found through an unusual senior year. While most seniors were busy with athletics and choosing a college to attend, Moore had a short fight with cancer. She was diagnosed with papillary thyroid cancer, rare disease in 17-year-old girls. When most young girls would cry in their pillow, Moore kept her head up and found faith in God that she would be apart of a miracle. Through out the whole process she only “shed three tears” because her faith and family gave her the strength to fight cancer. “The whole experience was a

blessing,” Moore said. After her short bout with cancer Moore bought as much purple as she could and moved to Stephenville to pursue her passion, teaching high school family and consumer sciences.

The real story is about a young woman that has passion to teach. Moore has a passion for the home and teaching young girls those lost skills of building home within a house. As expressed by her professor Mrs. Paula McKeehan, “she is going to be a good teacher because she is so open minded.” Moore is one of many excellent students in the Human Sciences degree. “I want to teach life skills, not just one subject,” Moore said. Teaching is her passion and she has “gained a wealth of knowledge from the classroom.”

Moore became student body president not for the government aspect, she was simply willing to learn and do the best she could while serving others. She has enjoyed her time as president and has represented Tarleton well at conferences and monumental events. Moore expressed that this was the biggest growing year because she has made mistakes that has made her a better leader. “I live and breathe serving. I want to leave a legacy,” Moore said. “It’s not for me at all, with me it is about serving others.”

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