



## HOW TO COMMUNICATE

**“Agriculture is doing the right things in  
the right way for the right reasons”**

Thursday, November 14, 2013

Nestleton Community Centre

9:30 a.m. – 3:00 p.m.

\$20 per person

Lunch and refreshments will be provided

**Featuring an exciting and dynamic speaker you won't want to miss!**



**Dr. Wes Jamison, Associate Professor of  
Communication,  
Palm Beach Atlantic University, West Palm  
Beach, FL**

Dr. Jamison's research expertise involves political communication and public relations as it relates to food and agriculture and rural-urban issues. His research involves theories of public relations as they relate to activist communications and urban-rural conflict, and the delegitimization of animal use in western culture.

### **Learn how to:**

- Develop effective messaging – what makes an effective message, how to build your own effective messages
- Connect with your consumers – communicating in the language of your consumers

### **Understand:**

- The future of agriculture – the trends, issues, and direction that agriculture will take in the coming years, and what farmers need to be aware of now

RSVP by Friday, November 8, 2013 to Tracey Werry  
at [tracey.werry@gmail.com](mailto:tracey.werry@gmail.com) or 289-385-6804

Cheques made payable to Durham Region Federation of Agriculture



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