



**Texas Farm - Ranch - Wildlife Expo
Agricultural Communications CDE**

Texas

Asnon

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2013

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Executive Summary

Texas ranks second for overall agricultural production yet bringing farm, ranch and wildlife producers face to face with agricultural businesses is often a challenge. The Anson FFA Agricultural Communications team and the Abilene Chamber of Commerce have teamed up to create a media plan to unite producers and agribusinesses while trying to educate the general public through the Texas Farm – Ranch – Wildlife Expo.

We plan to improve current advertisement while implementing new media tactics. By keeping the same foundation of media tactics, such as the use of TV and radio commercials, and newspapers and magazines, we will maintain our previous attendees. By implementing new tactics, we will build our attendance by reaching more people.

The media plan will strive to achieve three main goals: increase indoor and outdoor booths at the Expo by 10 percent; increase Expo attendance by 25 percent; and to establish a solid foundation of social media followers. Increasing the amount of booths will provide the attendees with a wider range of possible items to look at and give us enough room to increase our attendance by 25 percent without any overcrowding. An increase in the amount of social media followers will hopefully allow us to have a greater return rate at next year's expo. If we complete these three goals, we will greatly improve this year's expo and many years to come, and we will be able to consider this media plan as a success. In the event that we do not meet the goals stated, an evaluation plan has been devised that uses surveys and data analysis to determine the effectiveness of each goal and make any change necessary.

Introduction

About 86 percent of the land in Texas is in some form of agricultural production. The area known as the Big Country encompasses 16 counties surrounding Abilene, which covers 9.7 million acres of trade area. Annually, agribusiness contributes \$891.6 million to the Big Country while also providing an estimated 8,200 jobs with an annual payroll of \$94.1 million ("The impact of," 2013). So, considering just how important agribusiness is in the Big Country, showcasing agriculture and bringing agriculturists together is vitally important.

Texas Farm – Ranch - Wildlife Expo is an opportunity for vendors to interface directly with combinations of farm, ranch, and/or wildlife managers and rural consumers. For the past 14 years, the Abilene Chamber of Commerce and the Texas A&M AgriLife Extension Service in Taylor County along with sponsor Lawrence Hall Chevrolet have been proud to co-host this agribusiness event, which brings agricultural producers together with agricultural service providers. The event is open to the public and holds an annual attendance estimated at 4,000 with approximately 150 booths. (D. Morotini, personal interview, August 7, 2013)

Previous media tactics have focused on radio, television, billboards and some flyers, and growth has stagnated over the years. We believe the media plan needs to be redesigned and expanded in order to correct the declining attendance.

This media plan will benefit the Texas Farm – Ranch – Wildlife Expo and the Abilene Chamber of Commerce by redesigning existing media while adding new highly effective, low cost social media to increase the number of exhibitors and those attending the event by enhancing the advertisement used prior to the expo.

Overview

Our media plan for the 2014 Texas Farm – Ranch – Wildlife Expo is to improve television and radio broadcasts and implement social media, which we will use as a new medium in our plan.

We will broadcast on four local news channels and six radio channels, advertise in 11 newspapers or magazines, and participate in four social mediums. The objectives we have are to increase awareness, expand our outreach, and create innovative visuals. Using these objectives, we hope to accomplish these goals: increase indoor and outdoor booths by 10 percent, increase attendance by 25 percent, and establish a solid base of social networking followers.

Our target audiences are: agriculturally related companies for vendors; farmers, ranchers and wildlife managers for attendees; and any other members of the public interested in learning more about agriculture. This expo is all about farming, ranching and agribusiness. Texas is one of the largest exporters of agricultural commodities so this expo really resonates with the communities around us.

Using social, broadcast, and print media, we will reach our goals. For example, we will use television and radio commercials, Facebook, Twitter, press releases, flyers, a website, and magazine ads. These methods will be used from August to December to acquire exhibitors and vendors, and from January and February to attract people to attend.

If the media plan does not meet our goals, we will reevaluate our technique, determine the cause of ineffective efforts, and devise new strategies. The expo occurs every February, so we will undergo this reevaluation process prior to the August following the expo and fix all problems prior to the next expo.

Audience

Target Audience One – Companies

Description: With the industry of agriculture contributing \$891.6 million annually to the Big Country, and providing about 8,200 jobs with an estimated payroll of \$94.1 million, it is one of the largest industries in the Big Country ("The impact of," 2013). We will target all the local agriculture businesses within a 100-mile radius of Abilene, TX, along with any other potential prospects throughout the state.

Justification: Our purpose for the expo is to provide businesses with the opportunity to interact with a lot of business prospects at once. We need as many businesses at the expo as possible in order to provide the attendees with the opportunity to visit the most vendors as possible in a single day. Therefore, our reason for targeting all of the agriculture businesses in the 100-mile radius of Abilene is to provide the attendees the best experience possible.

Target Audience Two – Farmers, Ranchers and Wildlife Managers

Description: The Big Country is full of farmers, ranchers and wildlife managers with annual cash receipts of over \$680 million ("The impact of," 2013). They play a significant role in the local economy; not only do they sell their own products that keep the economy going, but they are also potential customers and employers.

Justification: We need potential business prospects for the businesses that are setting up booths at the Texas Farm – Ranch – Wildlife Expo. We also need to give farmers and ranchers in the area the opportunity to see and hear all of the sales pitches that the businesses have to offer, in one convenient location that farmers are willing to spend time at.

Target Audience Three – Non-Agricultural Community Members

Description: There is a significant population in the Big Country that is not directly tied to agriculture. One goal that we have for this event is to allow the Texas Farm – Ranch – Wildlife Expo to help educate the public with seminars and other various teaching tools along with the media used.

Justification: With over 300,000 community members in the Big Country not involved in agriculture, people are less likely to support the agricultural portion of the Big Country ("State & county quickfacts," 2013). Seeing as how agriculturalists are the minority, we have to be careful not to offend any of the non-agriculturalists in the community. The easiest way for us to do that is to educate the public on the importance of the Texas – Farm – Ranch – Wildlife Expo and agriculture to the economy of the Big Country.

Strategic Plan

Objectives

Our objectives are based on meeting these three goals:

- Increase indoor and outdoor booths by 10 percent
- Increase attendance by 25 percent
- Establish a solid base of social networking followers

Objective A: Increase Awareness

Texas ranks second in agricultural receipts in the United States ("Total agricultural receipts," 2004). This expo is a one-of-a-kind show in the Big Country that is directly influenced by Texas agriculture. Therefore increasing awareness will help Texas, the quality of the expo, and all who attend. Texas will benefit by reaching out to businesses such as agricultural services, manufacturing, wholesale trade, finance and insurance, and farms and ranches.

Objective B: Expand Outreach

As of now, our outreach is a 50-mile radius centered in Abilene. We hope to expand the radius to 100 miles. The reasoning behind this is to expand our horizons and hopefully acquire 1,000 more attendees than last year. If this expansion happens we will bring more people to the expo and the Big Country while providing a greater service.

Objective C: Create Innovative Visuals

People are able to remember information and recall it better when the information is learned through visuals. Therefore, we intend to create visuals to help the public remember when and where this expo is. Images will help people connect with their friends on social networking sites by attracting attentions, which will help with retention and recognition of participating companies. This objective will keep a more visual

experience in the audience's mind, which will further their desire to attend next year and support this event.

Key Messages

Target Audience One: Companies

Texas Farm – Ranch - Wildlife Expo is dependent on informational booths, which are run by agricultural companies. Our message to companies is that they will have a two-day opportunity to educate consumers about their products. Educating consumers will bring in more profit for the businesses and spread information about Texas agriculture.

Target Audience Two: Farmers, Ranchers and Wildlife Managers

Anyone can attend the Expo and the admission is free. Our message to attendees is attending the Texas Farm – Ranch – Wildlife Expo will broaden their knowledge of agriculture through workshops and assure them that some of these products are highly necessary. This expo is not just to sell products; it is also intended to heighten the public's view of Texas agriculture.

Audience 3: Non-Agricultural Community Members

Abilene is a major trade area for 27 counties when considering Agricultural Production. Even with all this strong connection to agriculture, we still have many community members that do not understand agriculture. Our message to them is that this expo can help the public understand more about agriculture, which will help both Texas and the Big Country, and allow the public to be informed when they buy agricultural products.

Media Tactics

Broadcast Media

Broadcast media is the act of transmitting information for public use. One typically uses radio or television mediums when using broadcast media. The power in broadcasting is it activates more senses than reading and it incorporates motion with audio.

Using broadcast media, we will target communities within our 100-mile radius. Our focus from September to December is companies and our focus from January to February is attendees. This form of media will be a major role in our plan to create visuals, and increase awareness.

We will use four TV channels with **paid spots** and **live interviews**, and six radio channels with paid spots, **live mentions** or interviews, and **bonus promos** on Facebook. There will be a total of 853 paid spots airing within the 100-mile radius, and 80 bonus social media ads. We have chosen radio and TV stations from the Big Country in Abilene, Haskell, San Angelo, Ballinger, Breckenridge, Eastland, and Mineral Wells. Our radio and TV spots will reach the public in order to increase awareness about the expo.

Social Media

Social media is any form of connection or communication over the Internet. It is cost-effective, easy to update, and reaches both specific audiences and thousands of people. This media ranges from user-uploaded photos and videos to microblogging. With social media, we combine both broadcast and print media but require less money and provide more efficiency.

Using social media, our targeted audience will be companies and those interested in agriculture. In the past we did not use social media; however, this year we will utilize this new, improved media style. While promoting this event, social networking sites will allow us to provide updates and information to the public in an organized fashion. We chose Facebook, Twitter, Instagram and Google+.

We chose **Facebook** because it is the 2nd most visited site in the world. There are 750 million users in the United States, recorded as of September 2013 ("Top 15 most,"). Facebook will allow the public to interact with one another and see more about the Texas Farm – Ranch – Wildlife Expo. On our page, we will feature pictures from past years and posts that engage the audience. This site will provide a younger demographic and definitely promote our expo better.

Using **Twitter**, a microblogging social-networking site, we can build up our followers and show them what the Texas Farm – Ranch – Wildlife Expo is all about. This will help keep the public updated on the time and place of the event. Expanding our outreach and creating visuals are two objectives we will maintain through Twitter.

Instagram is a photo-sharing site that is highly popular among teens. Posting pictures of this expo, both before and during, will increase visual appeal, which will in turn increase awareness. The main goal of this site is to connect with those who love pictures and their smartphones.

Connecting to **Google+** will spread the word to people and companies, but allow it to be on a more personal level. As of September 2013, Google+ has 65 million users in the United States. This site is intended for online communities to socialize with one another, and we will use this to our advantage to connect with agribusinesses and

agriculturally interested people. Google + will help expand our outreach, and increase awareness.

We will be updating Facebook, Twitter, and Google+ with posts periodically, leading up to the expo. By posting less frequently farther away from the event, and more frequently as the expo grows closer, we will avoid boring the followers with an event that is months away. After the kick off, we will begin using Instagram along with the other sites to post photos talking about each booth. This will show the followers what is new and what is attracting everyone's attention.

Print Media

Print media provides the opportunity to reach and advertise to target audiences. Bill stuffers, press releases, flyers, questionnaires, magazines, websites, and newspapers are all examples of print media.

By using print media, we will provide information to our target audiences. Print media will be useful in providing attendees and exhibitors important information as to when and where the Texas Farm – Ranch – Wildlife Expo will take place. Print media will not only be used to inform the public, but also to give the expo insight on their target audiences.

We will send out a **press release** to newspapers and agriculture organizations within 100 miles of Abilene. Press releases will be sent out at two different times of the year: In September to inform businesses about the opportunity to buy an expo booth; then in January to inform attendees of the expo. Press releases will contain the Expo's website address and social media information.

Envelope sized color advertisements called **bill stuffers** will be provided to expo exhibitors in February. Expo exhibitors will mail bill stuffers out to their customers to rally expo attendance. Bill stuffers will contain specific information on the expo and workshops along with ways to gain more information.

A **flyer** has been created to inform potential attendees of the Texas Farm - Ranch - Wildlife Expo. The flyer includes pertinent information on the expo and contacts for more information. Flyers will be mailed to exhibitors for display along with other agriculture businesses, such as feed stores, co-ops, county extension agencies and crop insurance agencies within the 100-mile area. The flyers will be mailed in January.

Newspaper and magazine advertisements will be placed in surrounding area newspapers and magazines from across the state. The advertisements will feature information for exhibitors and attendees about the Texas Farm – Ranch - Wildlife Expo. We will utilize the seven major newspapers from the Big Country. Advertisement spots will range from a ¼ page to a full page. Both ads will start running in January. These ads will reach more of the people in the agricultural community.

The **website** will be posted at the beginning of August and stay up until the end of the expo. It will be updated weekly to add any new vendors to the “Vendors” page. Pictures from the previous year will be shown on the site until expo pictures from this year can be added. There will also be a page for exhibitors to register.

Two **questionnaires** have been designed for the Texas Farm – Ranch - Wildlife Expo. One will be provided to exhibitors and one will be provided to attendees. Information collected from the questionnaires will be used to evaluate the success of the expo and the media plan.

Timeline

Our media plan is set over a one-year timeline. The Texas Farm – Ranch – Wildlife Expo is held during the third week of February while advertisement for attendees and exhibitors begins at the beginning of August.

Initially, we will focus mainly on contacting business exhibitors and title sponsors in the months of August – December. The first two weeks of December will be used to confirm all advertisement placements, such as when and where the magazines, television commercials, radio broadcasts, and newspaper articles will be sent out. All advertisement sources will take place during the entire month of January. That is also when flyers will be sent out to the exhibitors to display in their store and hopefully encourage their customers to attend. To further promote the show, bill stuffers are produced on multi-colored paper and are provided to vendors to place in the invoice envelopes that are sent out when they do their billing in the beginning of February. Social media will be used during the entire seven months, but utilized more frequently immediately preceding and during the expo.

Questionnaires will be collected at the conclusion of the expo. Three months will be given to evaluate the responses and data to determine if the provided media plan was successful. If this plan is not successful in reaching the goals and objectives provided, a new plan will be devised before August for the next Texas Farm – Ranch – Wildlife Expo.

Without the proper advertisement, the Texas Farm – Ranch – Wildlife Expo will not be possible. If we can properly target exhibitors, attendees, and sponsors, we will be successful in increasing the desired number of participants.

Evaluation

Using statistics and reviewed surveys, we will evaluate the effectiveness of our media plan. We will compare the numbers of donations, attendees, business booths, and social media followers to previous years and determine our successfulness.

If we have not met our goal of increasing indoor and outdoor booths by 10 percent, we will consider the data collected through the company surveys and find the root of the problem concerning the companies. Then we will reevaluate our technique and reinstate a new media plan by August of that year.

If we do not increase our attendance by 25 percent, we will consider the data collected through the attendee survey. We will determine the problems and revise our media plan to fit the public's needs. After we fix our tactics we will make improvements and have the new plan ready by August of that same year.

If our goal to increase in social networking followers is not met, we will assume blame on the social media plan. We will allow followers to make suggestions to improve their social media experience, and then resolve any problems and implement a new social media plan by August.

Our evaluation process happens during the three months following the expo and if goals are not met, we will reevaluate our technique, determine the cause of ineffective media, and devise new strategies.

Budget

Texas Farm – Ranch – Wildlife Expo

MEDIA	COST	SERVICES
TV		
KTAB/KRBC	\$1,000	30 paid/ 30 bonus spots; banner ad on website; free commercial edit and interview.
KTXS	\$750	34 spots; live interview.
KXVA	\$500	77 paid/ 50 bonus spots; banner ad on website.
Suddenlink Cable	\$750	377 spots.
Radio		
Townsquare Media	\$1,000	92 spots; bonus crawler ad on website.
Cumulus Broadcasting	\$520	100 spots; bonus banner on website.
La Vos 93.3	\$100	25 spots/ 6 live mentions; promo on Facebook and interview.
Radio Abilene – KWKC & KZQQ	\$500	101 spots; live interview.
KLGD	\$250	40 spots; live interview and mentions.
KVRP – Haskell, TX	\$200	57 spots.
Print		
Abilene Reporter-News	\$1,000	2 ¼ page ads; 1 big box. Website and Facebook mentions.
American Classifieds	\$500	½ page full color
Hispanic Life	\$250	½ page ad and ½ article.
Snyder Daily News	\$135	5 – 1 column x 4 in. ad
San Angelo Standard Times	\$386	1 ad in seven issues.
Brownwood Bulletin	\$280	2x5 ad; online one week.
Farmer Progress	\$400	Confirmed w/ artwork \$132.20 issue.
Heartland Ag – Farmers Hotline	\$125	1/3 page ad.
Country World Newspaper	\$634	¼ page ad.
Ranch & Rural Living	\$90	1/8 page ad.
Texas Fish and Game Magazine	\$794	2.25x5 ads.
Print Flyers	\$248	400 flyers.
Print Bill Stuffers	\$178	4000 bill stuffers.
Postage	\$600	Mail bill stuffers and flyers
Total	\$11,080	

Prices provided by Debra Morotini (D. Morotini, personal interview, August 7, 2013)

Conclusion

The existing Texas Farm – Ranch – Wildlife Expo media plan utilized broadcast media outlets on a limited basis. Our media plan brings this event into the digital age with a website and social media plan. In addition increased print and broadcast media will help renew interest. This will open the doors to new and improved advertisement tactics. Applying multiple media tactics will increase awareness, expand our outreach, and create a highly visual experience.

The selected broadcast media will reach all three audience groups in our expanded 100-mile radius. Social media will provide a low cost media to allow our targeted audiences to share information and create visuals for others. Print media will increase awareness and provide pertinent information to the public.

These goals will be met after our media plan is put in effect:

- Increase indoor and outdoor booths by 10 percent
- Increase attendance 25 percent
- Establish a solid foundation of social media followers

This media plan will help the Texas Farm – Ranch – Wildlife Expo reach their full potential. By implementing a new social media plan and developing better ways of connecting with our targeted audiences, we have improved the existing media plan used by the Abilene Chamber of Commerce.

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Appendices and Examples

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Radio Advertisement Spot to Attract Attendees -60 seconds

Are you wearing clothes right now? Did you eat food this morning? If so, you can owe all that to agriculture! And speaking of agriculture, the Texas Farm – Ranch - Wildlife Expo **Sponsored by Lawrence Hall- Abilene** is coming back to Abilene Tuesday and Wednesday, February 18th and 19th. Don't miss it! Activities include The Rolling Plains Cotton Growers Annual Meeting, Chamber Luncheon, continuing education courses, Town and Country Women's Fair, Wildlife and Ranch Management Seminars and **NEW** this year "The Impact of Agriculture in the Big Country" Publication. There will also be vendors that cater. Come out Tuesday, from 9AM to 6 PM and Wednesday, from 9 AM to 4 PM February 18th and 19th at the Taylor County Expo Center. Admission is free! This event is a program of the Abilene Chamber of Commerce and the Texas A&M Agri-Life Extension Service of Taylor County and is **sponsored by Lawrence Hall- Abilene**.

TV Script /w Video

Client: Abilene Chamber of Commerce

Title: Texas Wildlife Expo

Length: 30

Date: 2014

Writer: Garrett Scitern

A.E Approval: _____

Client Approval: _____

Video Instructions

(Use wildlife show – Old Texas Farm and Ranch Footage)

(Avid Archive 79)

CG: Show Events Sponsored By:
(Large, Centered LH logo)

CG: Equipment Demonstrations
Wildlife Management Seminars
Town & Country Women's Fair
Rolling Plains Cotton Growers
Association Annual Meeting
Abilene Chamber Luncheon

CG: FREE ADMISSION
Tuesday Feb 18th
9am – 6pm
Wednesday Feb 19th
9am – 4pm

CG: Photo of Publication Cover

CG: Abilene Chamber of Commerce and the Texas A&M AgriLife Extension Service of Taylor County

CG: Back to Large, Centered LH logo

Audio Instructions

Make plans now to attend the Texas Farm Ranch Wildlife Expo at the Taylor County Coliseum.

Sponsored by Lawrence Hall - Abilene!

Activities include equipment demonstrations, seminars, Town & Country Women's Fair, and the Abilene Chamber Luncheon – open to all!

The Texas Farm Ranch Wildlife Expo...
February 18th and 19th at the Taylor County Coliseum, admission is FREE!

Check out our new publication, "The Impact of Agriculture in the Big Country"

The Expo is a program of the Abilene Chamber of Commerce and Texas A&M AgriLife Extension Service of Taylor County and is Sponsored by **Lawrence Hall - Abilene!**

Social Media Plan

“Social media is not about the exploitation of technology but service to the community.”

-Simon Mainwaring, social media specialist

Social media is defined as online communities created to share information and ideas. It is free to update and create, and it can reach from a specific audience to a very broad audience. Social media can be a few words in a Twitter post, or even pictures and videos shared by users. This reduces the need for traditional or expensive media.

The Texas Farm – Ranch – Wildlife Expo is held at the Taylor County Expo Center in Abilene, Texas. It is a two-day long expo that is centered on agricultural related companies and educational programs. This past February there were approximately 155 booths and 70 exhibitors. We hope to be even more successful this year with more booths and more people.

From August to December the Abilene Chamber of Commerce will be recruiting companies for booths and exhibitors. Our targeted audience is companies and co-ops interested in providing educational programs, booths, vendors, and other means to inform the public of agriculture. From January to February our targeted audience is anyone interested in farming, ranching, or agribusiness and rural consumers. The demographics are male or female adults that want to learn more about agriculture. Our geographical outreach is being increased from a 50-mile radius to a 100-mile radius.

The purpose of our social media is to promote the event to companies who would be interested in participating as vendors and hosting educational programs for attendees, and to inform the public of the event to increase attendance. Social media is a very useful method because we want agribusinesses and everyone within the 100-mile radius to know about this expo. The use of social media needs to be utilized, or the Texas Farm – Ranch – Wildlife Expo will not reach half the potential audience if only normal broadcast and print media is used.

We plan to accomplish three main goals:

Increase awareness: This will inform the public of this event and increase attendance.

Expand outreach: Expanding the outreach will allow more people to be involved in this expo.

Create visuals: Social media will allow the public to share photos.

Our social media plan will use four popular social networking sites: **Facebook**, **Twitter**, **Instagram**, and **Google+**.



The Facebook page will be titled “Texas Farm-Ranch-Wildlife Expo” and it will be linked to the Abilene Chamber of Commerce Facebook page. We will use the Facebook ads to find companies interested in being included in this year’s expo. We will post photos from this past year’s Expo and after February we will post the pictures from the 2014 Expo. Our profile picture will be the logo of TFRWE. The key message we intend to communicate is to advertise along with the title sponsor and to locate companies interested in this expo and recruit friends to attend. We will post once a week until February, so we don’t aggravate our Facebook friends with endless posts. As we get closer to the event we will increase the frequency of posts to one post a day. We will gain friends because we have already been doing this expo for years and it is well known. Even if we did not have those connections, we would gain fans by showing the people that this Expo is as interesting as the people that go. All comment boxes will be left open for the public to comment. It’s important to hear what the people have to say and listen to their suggestions. Good or bad we will always consider what the public has to say.



The Twitter name will be Texas Farm-Ranch-Wildlife Expo and our @ name will be TFRWE. The profile picture will be the TFRWE logo and we will post photos during and after the 2014 Expo. The key message we intend to communicate is that this expo is for anyone interested in agriculture and you can learn so much from the programs held at this event. We will post three times a week until February and then we will increase to five times a week. The logic behind this is that we do not wish to annoy our followers to the point that they unfollow us. Therefore, we will space out the frequency of the tweets, so the public can see posts without it being aggravating. We plan to follow agribusinesses and other major agricultural companies as well as anyone who follows us. We will repost content from our Facebook page and Instagram

profile. We will reply to any questions and will directly respond to those wishing to help in marketing or exhibitors.



The Instagram name will be Texas Farm-Ranch-Wildlife Expo with our profile picture being our brand. This social media site is a photo-sharing site so we will be posting pictures of prior expos and photos taken during the 2014 Expo. The key message for this medium is to share pictures that explain the expo and help the public understand what it is all about. We will post one photo every other day until we are closer to February, in which we will increase to about one photo a day. In doing so, we will share past experiences of the expo and hopefully increase awareness and create visuals for those attending. Our plan to gain followers is to follow anyone who follows us and to post pictures that are agriculturally related in order to find companies and agribusinesses that also have Instagram profiles. We will not reply to comments on photos unless they are questions about the event.



The Google+ page will be our company name and linked to our social media coordinator. Stream, Google+'s version of Facebook's timeline, will be used to post to our friends and tell them what is happening and we can use Circles which is groups of friends that you can chat with and post specifically to. Hangouts will be used to video chat, and Messenger, to chat with our friends or answer questions. Instant Uploads will ensure that our photos are up on our page the second it happens. Sparks may be used so our friends can tell their friends with similar interests about us, or Ripples to let our friends re-share our posts to their friends and help spread the word. One feature that will definitely be used is Google+ Events so that anyone that is our friend will immediately get the expo put into their Google+ calendars. Google+ will be primarily used to link the event to actual locations and people. The key message we wish to communicate on this

social medium is to spread the word to people and companies but allow it to be on a more personal level. Posts will be made once a week until a month before the event, at which time they will gradually increase to once or twice a day. This plan to gain friends is to announce our event and then socialize within our community of online friends until the word gets out. All comment boxes open will be open, because we are always open to suggestions.

News Release

FOR IMMEDIATE RELEASE

Date: September 12, 2013
Contact: Jaci Tischler, (23) 456-7890 or
jsmith@abilenechamber.com

Abilene Chamber of Commerce 2013 Texas Farm – Ranch – Wildlife Expo

ABILENE, TEXAS - The Abilene Chamber of Commerce, in cooperation with the Texas A&M AgriLife Extension Service – Taylor County, will hold the 2013 Texas Farm – Ranch – Wildlife Expo, **sponsored by Lawrence Hall – Abilene**, on Tuesday, February 18th from 9:00 a.m. to 6:00 p.m. and Wednesday, February 19th from 9:00 a.m. to 4:00 p.m., at the Taylor County Expo Center, Abilene, Texas.

This year's Texas Farm – Ranch - Wildlife Expo features over 155 booths with over 70 exhibitors. Displays can be viewed on the coliseum floor, mezzanine area, and outdoors. Vendors will showcase products and services directly related to wildlife, ranching, and agri-business. **Admission is free!**

Along with the great displays, the educational programs available will be very timely for those in agriculture, ranching, and wildlife. The Rolling Plains Cotton Growers Association will hold its annual meeting Tuesday morning followed by the annual luncheon. A Big Country Range Management seminar, Wildlife Management Seminar and Cotton Production Conference will also be held Tuesday. The Town and Country Women's Fair, coordinated by the Family & Consumer Sciences Committee, will begin in the morning and continue throughout the early afternoon. Wednesday's meetings include a TDA Recertification Course, Natural Resource

(more)

Seminar, Gardening Seminar, Beef Management Seminar and Tool Sessions such as “Wildlife Research Highlights.” **New this year** the Abilene Chamber of Commerce in coordination with the Texas A&M AgriLife Extension Service hope to launch “The Impact of AgriBusiness in the Big Country” Publication. Free copies will be made available.

For booth information or sponsorship opportunities, please call John Smith at 123-4567 or e-mail at jsmith@abilenechamber.com.

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FREE ADMISSION

Tuesday, February 18, 9 A.M. to 6 P.M.
 Wednesday, February 19, 9 A.M. to 4 P.M.

Taylor County Expo Center
 Abilene, Texas

A Program of the

Abilene Chamber of Commerce &
 Texas A&M Agrilife Extension Service
 Taylor County



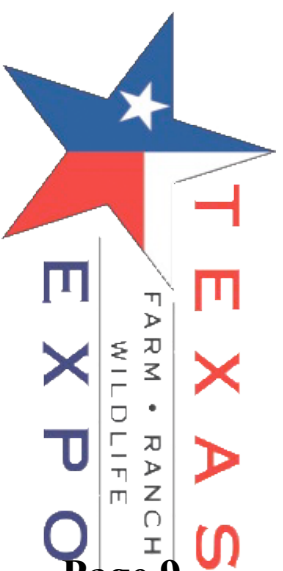
FREE ADMISSION

Tuesday, February 18, 9 A.M. to 6 P.M.
 Wednesday, February 19, 9 A.M. to 4 P.M.

Taylor County Expo Center
 Abilene, Texas

A Program of the

Abilene Chamber of Commerce &
 Texas A&M Agrilife Extension Service
 Taylor County



FREE ADMISSION

Tuesday, February 18, 9 A.M. to 6 P.M.
 Wednesday, February 19, 9 A.M. to 4 P.M.

Taylor County Expo Center
 Abilene, Texas

A Program of the

Abilene Chamber of Commerce &
 Texas A&M Agrilife Extension Service
 Taylor County

Rolling Plains Cotton Growers
 Annual Meeting
 Chamber Membership Luncheon
 Town & Country Women's Fair
 Wildlife Management Seminars
 Big Country AG Publication - NEW
 Sponsored By



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TUESDAY, FEBRUARY 18

Big Country Range Management
Rolling Plains Cotton Growers
Annual Meeting
Cotton Production in 2014
Town & Country Women's Fair
Wildlife Management Seminar

Big Country AG Publication - NEW

WEDNESDAY, FEBRUARY 19

TDA Recertification Conference
Gardening Seminar - BCMG
Natural Resource Seminar – BCMN
Beef Management Seminar

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All day intensive Seminars

“Tools IX”

Wildlife Research Highlights

\$20 if registered by Feb 16, 2013.
After that date and at the door \$30.
Includes lunch
Call the AgrLife Extension office,
(325) 672-6048

All day intensive Seminars

“Tools IX”

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Keep Up With Us On:

Facebook - Texas Farm Ranch and
Wildlife Expo
Twitter - @TFRWE
Instagram - @TFRWE
Google+ - Texas Farm Ranch and
Wildlife Expo

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February 18-19

9 a.m. - 4 p.m.

Taylor County Expo Center - Abilene, TX

A Program of the
Abilene Chamber of Commerce &
Texas A&M AgriLife Extension Service - Taylor County

Sponsored by  **LAWRENCE
HALL ABILENE**



FREE ADMISSION

Tuesday, February 19, 2013 ~ 9 A.M. to 6 P.M.
Wednesday, February 20, 2013 ~ 9 A.M. to 4 P.M.

TAYLOR COUNTY EXPO CENTER – ABILENE, TX

ROLLING PLAINS COTTON GROWERS ANNUAL MEETING
CHAMBER OF COMMERCE MEMBERSHIP LUNCHEON
TOWN & COUNTRY WOMEN'S FAIR
CONTINUING EDUCATION UNITS (CEU's)
WILDLIFE & RANCH MANAGEMENT SEMINARS
NEW THIS YEAR ~ BIG COUNTRY AG PUBLICATION

A Program of the
Abilene Chamber of Commerce &
Texas A & M AgriLife Extension Service – Taylor County

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WHAT: Unique one of a kind agri-business event. Opportunity for vendors to interface directly with combination of farm, ranch and/or wildlife managers and rural consumers. Team with Texas AgriLife Extension Office to bring educational opportunities [including Continuing Education Units (CEUs) credits]. Held in conjunction with Rolling Plains Cotton Grower's Association, Women's Fair, Future Farmer's of America (FFA) judging, etc. Approximately 150 business and organizations have booths.

TARGET AUDIENCE TO ATTEND: Targeted for Agri-business and rural consumers in 100 mile radius. Open to the public. Over 4000 attend each year. Tickets are not required -Admission is Free!

WHY: Showcase area Agri-business and rural products and support services, promote buying goods and services locally, business networking. Provide education and required CEU opportunities. Support area's large Agri-business sector.

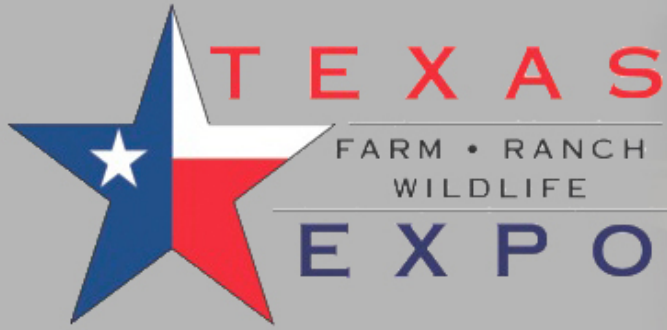
WHERE / WHEN: Taylor County Fairgrounds (indoor and outdoor) February 18, 2014 from 9 A.M. to 4 P.M. and February 19, 2013 from 9 A.M. to 4 P.M.

CONTRACT: "Early bird" base cost is \$ \$350 per 10X10 indoor booth for Chamber or Go Texan Members - deadline is November 15, 2013. See contract for detail costs for mezzanine and outdoor booths. Available to non-members.

COMMENTS: If interested in booth space reserve as soon as possible. Direct sales authorized. Chamber luncheon is held on second day at noon. "Farm Family of the Year" is named.

CONTACT: Debra Morotini, Director of Military Affairs and Special Projects, Email us or call (325) 677-7241





[Home](#) - [Pictures](#) - [Vendors](#) - [Register](#)

EVENT PICTURES COMING!!





[Home](#) - [Pictures](#) - [Vendors](#) - [Register](#)

Wylie Implement:

Abilene, TX
Wylie Implement & Spray Center
3542 S. Treadaway Blvd.
Abilene, Texas 79602
Phone:
325.695.0000

Quality Implement:

Abilene, TX
3526 S. Treadaway Blvd.
Abilene, Texas 79602
Phone:
(325) 692-2255

MORE VENDORS WILL BE ADDED AFTER REGISTRATION





[Home](#) - [Pictures](#) - [Vendors](#) - [Register](#)

Registration Information:

Debra Morotini

dmorotini@abilenecommerce.com



2014 Texas Farm-Ranch-Wildlife Expo (TFRWE) Company Name (optional) _____

Thank you for participating in Texas Farm-Ranch-Wildlife Expo (TFRWE). Your input is vital to the continued success of this event. Please help future events by taking the time to complete this evaluation.

1. Overall, the event was: Excellent ___ Good ___ Fair ___ Poor ___

2. Are you a First Year Vendor or a Returning Vendor?

3. What TFRWE advertising were you aware of? Which were most helpful to you and your business?

	Aware	Helpful
Billboards (Location _____)	_____	_____
Newspaper: ___ Abilene Reporter-News ___ American Classifieds		
___ Brownwood Bulletin ___ San Angelo Times ___ Snyder Daily News	_____	_____
___ Farmer-Stockman ___ Hispanic Life		
Magazine: ___ Texas Fish & Game ___ Country World ___ Ranch & Rural		
___ Farmer's Hotline	_____	_____
Radio: ___ KBCY ___ KTLT ___ KCDD ___ KHXS ___ KEAN ___ KSLI		
___ KVRP ___ KWKC ___ KZQQ ___ KLGD ___ LAVOZ	_____	_____
Television: ___ KRBC ___ KTAB ___ KTXS ___ KXVA FOX		
___ Suddenlink Cable	_____	_____
Social Media: ___ Facebook ___ Twitter ___ Instagram ___ Tumblr	_____	_____

Other: (Please name) _____

4. Did you display the TFRWE poster you received in your information packet? Yes ___ No ___ N/A ___

5. What can we do to improve advertising? _____

6. Are you a current Texas Department of Agriculture - GO TEXAN member? Yes ___ No ___

7. Do you plan on being an exhibitor next year at TFRWE 2015?

Yes _____ No _____ Why or Why not?

8. If we were to add demonstrations or mini seminars throughout the day on the Coliseum floor, what type of seminars or demonstrations would you like to see?

9. What suggestions would you make to improve TFRWE 2015? Any additional comments? (Use back if necessary)

Please complete and either leave at your booth, drop off at the Chamber Information Booth, fax or mail to
 Texas Farm - Ranch - Wildlife Expo
 Abilene Chamber of Commerce
 P.O. Box 2281
 Abilene, TX 79604
 or Fax : (325) 677-0622

2014 Texas Farm-Ranch-Wildlife Expo (TFRWE)

Thank you for attending the Texas Farm-Ranch-Wildlife Expo(TFRWE). Your input is vital to the continued success of this event. Please help future events by taking the time to complete this evaluation.

1. Gender: Male _____ Female _____

2. Age: Under 18 _____ 18-30 _____ 31-45 _____ 46-60 _____ 60+ _____

3. Overall, the event was: Excellent _____ Good _____ Fair _____ Poor _____

4. How did you find out about this expo?

Radio _____

TV _____

Social Media _____

Newspapers _____

Magazines _____

Billboards _____

Other (Please name) _____

5. Do you plan to return? Yes _____ No _____

6. Any Suggestions?