AGRITOURISM & FARM NEWS

AGRITOURISM BUSINESSES URGED TO TAP INTO STATE MARKETING PROGRAM
- PAGE 8

AGRITAINMENT: HOW FARMS OFFER FUN FAMILY ACTIVITIES
- PAGE 6

ROOTS RUN DEEP IN NORTH CAROLINA APPLE COUNTRY
- PAGE 10
The graying of farm operators

The increasing average age of farmers and the lack of young farmers are often topics of discussion and policy resolutions at the meetings of general farm organizations. These concerns reflect the long-term trend of the median age of principal farm operators in the United States.

According to the Census of Agriculture, the average age has increased from 50.5 in 1982 to 58.3 in 2012, the latest data available. Farmers age 65 or over on December 31, 2012, constituted nearly one-third — 31.5 percent — of all principal farm operators. At the same time, farmers aged 44 or younger represented only 11.7 percent of all principal operators.

We can see this same trend by looking at the change in the percentage of farms with operators who had 10 years or fewer of experience between the 1982 Census of Agriculture, at 38 percent, and the one taken in 2012, at 17.2 percent.

So, why are we seeing this trend and when will it stop? The answer to the second part of this question is, “Who knows?”

The answer to the first question is a little less definite, but there are many ideas. Let’s work our way through some of the possible answers, because only if we know the answer can we address the concern in terms of policies that might slow down the trend.

Until the recent opioid crisis - the 2012 Census was completed before the impact of opioid crisis hit - the average lifespan of U.S. residents has been on an upward trend. Thus, it could be argued that this trend accounts for some of the graying of the average U.S. farmer.

In some cases, the principal operator listed in the census may be an older member of the family with most of the management and labor being provided by those two or more decades younger.

And, then there is what might be called the WWI theory: How Ya Gonna Keep ’em Down on the Farm (After They’ve Seen Paree)? In later years it was simply the lure of big city lights. We all know of farm kids who had the opportunity to go to college to get an education and they never thought of returning.

The high cost of purchasing the land and machinery that are required in a modern farming operation has often been identified as a barrier to younger persons who want to go into farming. The policy result has been the development of young and beginning farmer programs, that provide financing or educational options.

A related barrier is the lack of access to land as the result of farms getting larger. Well-established farmers may be able to outbid potential entrants to farming.

Other potential reasons for the decreasing number of young and new farmers may simply be that young people have more professional choices than they did a half a century ago, or maybe they would rather work a 40-hour-week job.

Certainly, each of these
have a role in the changes we are seeing in the average age of farmers. To this list we would like to offer two: farm profitability and health care.

We all know of farmers who have discouraged their children from thinking about farming as their life’s work because of extended years of low profitability. They don’t want their children to have to struggle like they have. By their calculation the farm could be sold, and the proceeds could be divided up among the children, providing each of them with a significant nest egg.

But if the price of farm commodities had covered the cost of production in most years, those parents might have had a different attitude and been more encouraging when a child said she wanted to return to the home place and make a living by farming.

The second possible factor in the lower share of new farmers entering agriculture is certainly health care. Individual healthcare policies are more expensive than group policies and those in turn are more expensive than employer-paid health insurance.

As the 2020 presidential race heats up, we are hearing more and more about universal health care coverage for all U.S. residents. The details of the plans vary from candidate to candidate, but the discussion is more widespread than it has been in the past.

Some issues like the lights of the big city, 40 hour-work-week jobs, and the general aging of the U.S. population are things that we can do little about. But developing a farm program that supports farm commodity prices at 95 percent of the full cost-of-production is within our grasp.

So is some form of universal healthcare coverage that does not ask a young person to risk his health care or that of his family to come back home and become the next generation on the family farm.

Source: https://bit.ly/2SnXHGh
This winery lets you stay overnight in a wine barrel

GERMANY - Staying overnight at guest houses on vineyards has long been a travel trend enjoyed by wine lovers. But a village in Germany is going one step further: You can sleep in actual wine barrels that once produced wine for the region. And, hey, wine not?!

The Schlafen im Weinfass - a vineyard in Sasbachwalden, Germany - has eight, 8,000-liter barrels that can be rented for overnight stays. They sit above the wine village of Sasbachwalden and are outfitted with large windows. The views are pretty spectacular, and guests staying there can watch sunsets with a glass of vino in hand.

The barrels start at $190 a night for two people, and that comes with a couple bottles of wine, pastries and breakfast.

The barrels are heated, so these unique wine dens can host stays year-round. Each of the barrels also features a toilet and seating area in addition to a comfy bed and a rock garden outside of the barrels. All of the eight barrels have on-theme names, like “Burgundy Place” and “Riesling Place.”

Aside from drinking wine and taking in the views, which sounds like a great way to spend a vacation, the tiny town of Sasbachwalden also offers plenty of outdoor adventures for travelers. Visitors can arrange hiking and biking excursions in the Black Forest.

Another must-see in the area is the Triberg Waterfalls, some of Germany’s largest falls.

Ready to have barrels of fun? You’ll need a bit of patience. The popular barrel accommodations are mostly full until the end of the year. The next available dates are in 2020.

As niche as it sounds, this isn’t the only wine barrel hotel. You can find some luxe barrels (even some offering jacuzzis!) in the Netherlands at Hotel Vrouwe van Staboren.

Workshop to give a close-up look at Nebraska's successful agri/ecn tourism destinations

NEBRASKA - It may mean tourists just following you around the farm as you do chores or giving them a whole new experience.

Nebraska Tourism is hoping to give tourism professionals, farmers, ranchers, outfitters, vineyard operators, brewers and managers of ecotourism attractions a glimpse of what could become extra income for Nebraskans.

The 2019 Agri/Eco Tourism Workshop will be held in Ord this February 26 to 28.

“The bus tour is a great addition to this year’s workshop,” said Karen Kollars, Nebraska Tourism Commission agritourism consultant.

“Travelers are looking for unique and meaningful experiences and these three destinations have mastered that. I think attendees will learn a lot from these operations to take home to their own business.”

Kollars said the workshop features a bus tour that gives attendees a behind-the-scenes look at three successful agri/eco tourism operations including Calamus Outfitters, Comstock Lodge and Rowse’s 1+1 Ranch. Each destination will share the obstacles they’ve faced in diversifying their businesses, how they persevered and the ways in which they continue to strive for success.

Full Article: https://bit.ly/2H56NFF
Agritainment: how farms offer fun family activities

NOW that the weather is changing, outdoor activities such as pools, beaches, sporting events, parks and the like are less likely to entice a family excursion. To offer communities a fun alternative to outdoor amusement, farms can leverage year-round activities that blend agriculture with entertainment.

Agritainment provides entertainment in an agricultural setting, such as fruit picking, hayrides, fairs, local festivals and more. According to the Penn State’s Agricultural Alternatives article “Agritainment” (PDF), agritainment activities are farm-related tourism or farm-related entertainment activities that are permitted or authorized in return for a fee on agricultural land for recreational or educational purposes.

There are many positives to launching an agritainment side of your business. It can increase revenue channels, brand awareness and community involvement. However, farms must do their due diligence and consider a variety of factors when looking to launch an agritainment element to their operations.

Below are a few points to consider when planning an agritainment operation.

FINANCIAL CONSIDERATIONS FOR AGRITAINMENT:
- What are the various start-up costs for both land and facilities?
- What permits are required?
- How much labor will be needed to execute these activities?
- What increases or breaks will you have on your taxes?
- What is your risk management plan for animals, employees, patrons and property?
- What insurance will be needed to protect you from additional or new liabilities?

OPERATIONAL CONSIDERATIONS FOR AGRITAINMENT:
- What activities can you offer patrons?
- Are there zoning regulations restricting the use of your property?
- How will you farm multitask and manage the additional responsibilities effectively?
- Are you comfortable granting the public access to your property?

ACTIVITY FORMAT CONSIDERATIONS:
When creating the format of your agritainment, it’s important to keep in mind that the goal is to provide entertainment that is unique to your farming operation. What will make the experience different at your facility than anywhere else?

Additionally, many agritainment businesses couple the activity with an educational component.

Full Article: https://bit.ly/2SuU2q0
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Agritourism businesses urged to tap into state marketing program

Jackson County Tourist Development Council Executive Director Christy Andreasen is encouraging local businesses to take advantage of the state’s newly redesigned Targeted Marketing Assistance Program (TMAP), saying that VISIT FLORIDA will offer something new and valuable through that program.

“For the first time, VISIT FLORIDA is offering grants to small, minority, rural, and agritourism businesses in the state that are VISIT FLORIDA Marketing Partners through the Targeted Marketing Assistance Program,” she explained. “This grant is a dollar for dollar matching program with a value of up to $5,000 and is a great way for any of our core tourism businesses to really stretch their marketing dollars.”

She goes on to advise that interested businesses must apply for the TMAP Program before becoming eligible to apply for the TMAP Grant. Applications are taken on a first-come, first-served basis and spaces are limited in the program.

Applications will be taken from Feb. 14 through March 18.

On March 20, VISIT FLORIDA will announce which applicants have been accepted. At that time, businesses have until May 1 to submit their grant applications. The grant project period runs from July 1, 2019 to June 15, 2020.

“Jackson County Tourist Development Council highly recommends that any and all eligible businesses apply for the Targeted Marketing Assistance Program,” Andreasen said. “As an entity of county government, the Jackson County TDC is not eligible to apply for this program, but we are more than willing to assist businesses through the process as much as we can. If a business would like to apply, but is not sure of what might be an eligible program, they may contact Jackson County TDC for help identifying marketing needs.”

Due to Hurricane Michael, core tourism businesses located in Bay, Calhoun, Franklin, Gadsden, Gulf, Holmes, Jackson, Leon, Liberty, Taylor, Wakulla, and Washington counties are eligible for a complimentary Small Business Marketing Partnership through June 30, 2019. For more information on becoming a VISIT FLORIDA Marketing Partner, contact partner@visitflorida.org or regional partnership manager Stefanie Curl at scurl@visitflorida.org.

Some of the highlights of the program were offered in a webinar of Feb. 14, and a recording of that session will be available through a link to be provided in roughly a week, Andreasen said.

She said local businesses have a prime opportunity right now to get started on the process. The first step is to take advantage of the complimentary partnership that will take them through the end of this fiscal year, June 30. Jackson County businesses that are tourism-dependent and those in other counties affected by Hurricane Michael are eligible for the free membership through the end of June.

Normally, a full year’s membership costs $395 annual but there are potential
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discounts available for that if businesses decide to extend past the free months to come.

The partnership itself, not even counting the potential grants, carries extreme advantages in marketing assistance, Andreasen says, assistance worth thousands of dollars. For instance, becoming a partner gives a business access to a face-to-face consultation with a VISIT FLORIDA representative for review of their current market plans, resources and benefits available; a complimentary enhanced web listing on a site that boasts more than 20 million page views every year; access to webinars on market techniques and industry trends; spotlight opportunities on VISIT FLORIDA platforms; access to a new small business toolkit; a listing in the official Florida vacation guide; discounts on brochure distribution at Florida welcome centers and much more.

The VISIT FLORIDA website has more detailed information about partnerships and the grant application process.

Roots run deep in North Carolina apple country

HENDERSONVILLE, N.C.- Hendersonville’s location in the Blue Ridge Mountains of Western North Carolina provides an ideal climate for apple growing. With an average elevation of 2,200 feet, the area experiences four distinct seasons without the harsh winters of higher climes or muggy summers of places farther east.

Apple orchards - many run by third, fourth, and fifth generations - are scattered along the back roads of Henderson County. The county leads the state in apple production and consistently ranks within the Top 10 producers in the nation.

Farmers traditionally sold their crops to wholesale buyers, who then distributed apples to larger retailers or processed them into sauce, butter, or juice. While the wholesale market still thrives, many orchards have opened their gates to visitors who want to set foot on the land where their food is grown, fill baskets with fruit they picked themselves, and show their children where apples really come from.

The Crest of the Blue Ridge Orchard trail maps out twenty orchards, farmers markets, and roadside stands, many with agritourism opportunities. In addition to picking apples, customers may take a hayride, pet barnyard animals, shoot an apple cannon, wander through a corn maze, relax in a rocking chair, and indulge in an apple cider doughnut fresh from the fryer.

With the growth of the hard cider industry, Hendersonville’s apples have found their way into the glass. Three cideries now operate in the county, and all use locally grown apples.

When Virginia-based Bold Rock Hard Cider - the largest craft cidery in the country - was looking for a location for its second production facility, Hendersonville’s ready source of fresh fruit attracted the company. Bold Rock now operates a state-of-the-art cidery, pressing barn, taproom, and cider garden just west of downtown.

Two Hendersonville natives opened Flat Rock Ciderworks as a nod to the local agriculture industry. The tasting room on Main Street pours creative ciders infused with blackberry, blueberry, pomegranate, and other fruits.

The newest craft producer, Appalachian Ridge Artisan Cider, makes dry, European-style cider. A renovated 1940s-era barn serves as the tasting room, and the newly planted orchard out back includes apple varieties imported from France.

At Burntshirt Vineyards, apple trees mingle with grape vines. The winery honors the local apple heritage with an apple wine, which balances crisp acidity with a subtle sweetness.

The Hendersonville Cheers! Trail includes three cideries, two wineries, and six breweries and encourages visitors to create customized itineraries to sample local flavors.

To learn more about Hendersonville apple country and request a free vacation guide, visit VisitHendersonvilleNC.org.

Source: https://bit.ly/2EyP1sP
Market shows how to make 'farm to table' a reality

RIVERVIEW, FL. - A small farm and market in Riverview is hoping to spread the word, not only about locally grown food, but the farmers who harvest it and how we can benefit.

A Simpler Place Farm and Market has classes on site to show people how to grow food, compost it and even prepare it. The farm and market also recently got federal grant money to promote something called agritourism. It’s a destination for people to appreciate and learn about local farming.

Renee Railey is harvesting some radishes, lettuce and cilantro from her garden, but she didn’t always appreciate these foods.

“When I was in college I had a pretty poor relationship with food myself and just became exhausted by living that way started to seek out real whole foods,” Railey said.

She found what she was looking for at local farms and finally started her own in Riverview in 2015. Now, she’s able to sell these foods and other local produce, meats, dairy, eggs and honey in a market right on the property. They even teach people in the community how they can do it themselves.

“We’re really excited to bring people here to show them how their food is grown and hopefully inspire them to maybe plant something or do something more sustainable with how they’re living,” Railey said.

The grant money allows A Simpler Place to offer classes every weekend and camps for kids in the summer.

For more information on A Simpler Place Farm and Market in Riverview, visit: https://www.asimplerplace.farm/

Source: https://on.wtsp.com/2TjplIW
Quinn looks to grow agritourism industry as president of North American association

QUEBEC - Since Stephaine Quinn and her husband Philippe took over his parent’s eponymous Notre-Dame-de-l’Île-Perrot farm in 2010, she says they have experienced a surge of growth.

As owners of Quinn Farm, which has been a staple in the area since it was established in 1982, their focus has been on creating a family friendly atmosphere, expanding the selection of fresh produce available to pick and adding a kid-approved playground and animal barn.

Much of this growth, Quinn said, is “directly related to our involvement with (the North American Farmers’ Direct Marketing Association).”

She explained that as a member of the relatively small, continent-wide organization since 2014, they’ve participated in tours and workshops on similar farms across North America, learning new best practices and sharing ideas. They’ve also gone so far to host over 100 of the association’s members at their farm for a weekend of workshops last summer, cementing their position as a leader in the industry.

“It’s really helped our business grow.” Quinn is now set on giving back as the association’s new president, elected during its 2019 Agritourism Business Conference in Noblesville, Indiana at the beginning of February.

She explained that unlike other industries in which companies are pitted against each other to drum up business, those involved in agritourism share “a huge willingness to help one another.”

That’s because of the complexities of operating a farm that hosts its customers, Quinn said. Beyond facing the challenges inherent to farming, such as unpredictable weather, those involved with agritourism must also consider the logistics of bringing people on to their farm. Those challenges can stretch from making sure they have proper insurance to, in Quinn Farm’s case, ensuring that their staff is bilingual and are properly trained in customer service, she said.

Additionally, “People don’t realize but when you give up farmland and put it into parking, it’s sort of sitting there, not being used to make money, just to receive people on your farm.”

Becoming an active member of the association, Quinn said, was a no-brainer. She explained that part of Quinn Farm’s vision statement has always been to give back, and helping NAFDMA grow is simply another way to do that.

“We feel that if everybody does a better job, it just helps all of us,” she said.

She offered the example...
of recent bacteria outbreaks affecting certain types of produce, saying, “When those things happen, it negatively affects all of us.” By sharing best practices within NAFDMA, she believes farmers involved in agritourism can elevate the industry as a whole.

“It’s kind of a neat association in when you build lifelong friends and at the same time get some really strong help to grow your business and be better at what you’re doing.”

Prior to being elected president, Quinn served as the association’s secretary and promotion team chair. She said her focus had been on aligning the association’s policies and budgeting. Now she intends on working to growing the association’s membership, with a broader vision of growing the agritourism industry as a whole.

While Quebec defines agritourism as an agricultural enterprise that invites tourists to learn about agricultural production, Quinn says the definition varies from province to province and state to state.

“We haven’t gotten to the point of having a clear understanding of what could be included (in the industry), what shouldn’t be included, what we are allowed to do, what we aren’t allowed to do,” she said. “There needs to be more focus.”

As weather continues to negatively affect local farms, Quinn also believes that opening business up to the public could the key to a “viable and sustainable future for farming that many are not considering.”

“I think there’s a huge opportunity that’s being missed. There’s lots of work in the province and we’re hoping that maybe, in the future, we can be part of that conversation.”

Source: https://bit.ly/2H9mhIK

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High school students receive scholarships from the Patch agritourism project

SANTA MARIA, CALI. - Scholarships generated by the Patch were recently awarded to more than 40 area high school students who worked on the agritourism project at Los Flores Ranch.

The project raised $13,000 in scholarships for students in the Santa Maria Joint Union High School District who collectively contributed 2,814 hours to the project this past season.

The project allowed students to gain hands-on industry experience in nearly every aspect of sustainable crop production - from land preparation and irrigation management to marketing and sales. Students also had the opportunity to engage in three different forms of involvement - outreach, work days and student board.

With career technical education and community betterment at the forefront of this event’s values, the Patch provided 85 students with opportunities to gain knowledge in nearly every step of vegetable and specialty crop production working hand in hand with plant science, agribusiness and agricultural leadership pathways, according to Panther ag teacher Tyler Dickinson. By collaborating, these students created a corn maze, pumpkin patch, educational exhibits, and many seasonal fall attractions for the community, Dickinson added.

Students also ran educational workshops with more than 600 elementary school students during their field trips.

The Patch was created as partnership between the ag students, the city of Santa Maria Recreation and Parks Department and Betteravia Farms.

Through the outreach component of the project, students promoted the mission of the Patch and gained support from the following local businesses: Guadalupe Hardware Company, Greka Oil, All About Ag, Ramsey Asphalt, Helena Chemical, Santa Maria Seeds, Walmart, Plantel Nurseries, Dignity Health, Cal Coast Irrigation, Action Club of Santa Maria, BMW and Volkswagen of Santa Maria, Toyota and Honda of Santa Maria, Ag Rx, Simplot, Freshkist, CoastHills, Alco Harvesting, and many more sponsors.


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