

UF's Treasure Coast Agri-Science & Fall Fest set Oct. 19, is a free community event

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FORT PIERCE (Aug. 31, 2024) — The University of Florida Institute of Food and Agricultural Sciences (UF/IFAS) will host its Treasure Coast Agri-Science & Fall Fest from 9 a.m. to 2 p.m. Oct. 19 in Fort Pierce.

The festival showcases three attractions: the UF/IFAS Extension, St. Lucie County, 8400 Picos Road; the UF/IFAS Indian River Research and Education Center, 2199 S. Rock Road; and the UF/IFAS Aquaculture Demonstration Facility, 5800 Picos Road, each within a mile loop on Rock and Picos roads.

Attendees may park and ride in an American with Disabilities Act-certified shuttle between the three locations, which will operate for the duration of the event, and a half hour after the event closes. Attendees will park their personal vehicles and ride to separate locations.

"Join us at the Treasure Coast Agri-Science & Fall Fest on Oct. 19," said Mark Kistler, who recently joined the UF/IFAS Indian River Research and Education Center (IRREC) as director. "I look forward to meeting the community we serve with research, extension and education for our local agricultural and natural resource community." Kistler was raised in Florida and is

dedicated to a lifelong commitment of leadership in agricultural production and natural resources.

Kistler said he and his team are honored to join their partners, the UF/IFAS Extension, St. Lucie County, for a field day of educational activities and fun.

"Your UF/IFAS Extension, St. Lucie County, offers a day of fun and learning," said Grantly Ricketts, director for the Extension office. "We provide our traditional native plant sale and many activities for families and all of our neighbors to enjoy and learn about agriculture and natural resources protection."

Ricketts said the event is an opportunity to share the county Extension service's outreach to the community. The Extension service plans activities for all ages to engage. Many residents attend the annual event to purchase Florida-friendly plants from the Master Gardener volunteers. Ricketts and his team have kids' activities planned, including a petting zoo, crafts, and a scavenger hunt.

Attendees may visit the Pollinator, Salt-Tolerant and Fern Gardens, the nursery, and take a stroll through the Nature Trail.

Kistler will lead indoor tours at IRREC, presenting overviews of each research topic and introducing participants to the researchers in their laboratories. Kistler said presentations will include laboratory greenhouse visits and interactions with research teams who work with water resources, crop production and new disease-tolerant citrus varieties, biological control for crop pests and invasive species. Participants will visit the IRREC Aquaculture Facility to learn from Cortney Ohs and his team of researchers about the steps

involved in aquaculture production of marine food and ornamental fishes. Trolley tours to IRREC research fields will afford attendees an opportunity to view active research experiments.

Other focus areas that attendees may visit include:

- Smart irrigation and hydrology
- Citrus horticulture
- Plant pathology and transcriptomics
- Soil and water science
- Entomopathogenic fungi that protects crops
- Postharvest technology

The University of Florida is a land-grant institution. As part of that designation, the university fulfills its commitment to provide research, Extension, and education statewide. At the Extension service, Ricketts leads a team of agents who transfer scientific findings to regional food producers, natural resources employees and nursery operators. Other services include expert gardening consulting, local 4-H leadership, plant diagnostics and consumer education. At IRREC, faculty members conduct research and translate their findings to improve local agricultural production for growers and natural resources for the community. The findings and advancements are presented to stakeholders by Extension faculty in collaboration with research faculty. The IRREC faculty members teach graduate courses online and provide in-person training and mentoring of interns, graduate, and undergraduate students, along with visiting scientists.

For more information about the UF/IFAS IRREC, visit irrec.ifas.ufl.edu. To learn more about your local UF/IFAS Extension, visit <https://sfyl.ifas.ufl.edu>.



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Uproar expands its arts, entertainment portfolio with Orlando Museum of Art

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ORLANDO (Oct. 1, 2024) — Uproar PR, a global, award-winning public relations agency providing media relations, thought leadership, digital and influencer services, today announced its partnership with the Orlando Museum of Art (OMA) to provide public relations and communications strategy.

The full-service PR agency is increasing OMA's brand awareness through media relations and digital services to spotlight its curated collection and increase attendance at its exhibitions, events, and additional programming.

The OAM has been providing visual art education and experiences for 100 years and welcomes more than 130,000 visitors annually.

Uproar is sharing stories on OMA's mission, exhibitions, collections, and special events with both local and national media, as well as highlighting the importance of connecting people through art.

Uproar is also executing a social media strategy, developing content that engages with target audiences, facilitates lead generation, and boosts ticket sales. Since onboarding, Uproar has already grown OMA's impressions by 80 percent.

"OMA is a longstanding, staple attraction in the heart of Orlando, and we are honored to become an extension of the team," said Mike Harris, co-founder and chief marketing officer of Uproar PR. "We've been given an opportunity to pull from our deep insight into the arts and entertainment industry and it's been

extremely fulfilling to see how it has shaped the success of our campaign. Our focus now is to continue this momentum, sharing the news of OMA's exciting new exhibits."

"It's important that we foster deep connections with our community and continue to build our programs, because we know the impact art can have," said Cathryn Mattson, CEO of OMA. "We needed a partner that knew how to tell our story through traditional media and social media. Since engaging with Uproar, we have seen exciting momentum and more visitors enjoying our dynamic exhibitions and excellent education programs."

Uproar has managed PR efforts for many of the area's premier events, including the 2024 U.S. Olympic Marathon Trials, the NFL Pro Bowl, and March Madness college basketball games, as well as many of the leading local companies and associations.

For more on Uproar PR, visit www.uproarpr.com. For more on OMA, visit www.omart.org.

- About Uproar PR

The agency works with a broad spectrum of technology, lifestyle, consumer, and professional services clients. Devoted to quality results and a top-notch corporate culture, Uproar PR has been recognized by Inc.'s Power Partner Awards, on Entrepreneur's list of Top Company Cultures, as a Gold Stevie Award Winner, one of Florida Trend's Best Companies to Work For, Chicago Inno's Top 100 Coolest Companies to Work for in Chicago, and a Platinum Hermes Creative Awards winner.

- About the Orlando Museum of Art

Founded in 1924, the Orlando Museum of Art is a leading cultural institution in the Southeast, dedicated to inspiring creativity, passion, and intellectual curiosity by connecting people with art and new ideas.