



FOR IMMEDIATE RELEASE

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NEWS RELEASE

Three Employees Join American Dairy Association/Dairy Council of Nebraska

Omaha, Neb. – Dec. 18, 2008 – Beth Bruck-Upton, Sara Cline and Stacey Fletcher recently joined the American Dairy Association/Dairy Council of Nebraska.

Beth Bruck-Upton is Director of Nutrition Affairs. As a registered dietician, she leads the comprehensive food and nutrition communications plan that reaches all of Nebraska. Bruck-Upton also works with health professionals across the state providing them up-to-date nutrition research and resources to support their patients and clients on the journey to good health.

Bruck-Upton does cooking demonstrations on Omaha and Lincoln TV, dishes out nutrition tips on the radio, provides eating guidelines in Nebraska newspapers, and offers recipes at www.nebmilk.org.

Bruck-Upton graduated from the University of Nebraska, completed her dietetic internship at Iowa State University, and earned a master's in fitness and wellness management at the University of Nebraska-Omaha. She is a member of the American Dietetic Association, Nebraska Dietetic Association, and the Omaha District Dietetic Association. Bruck-Upton previously worked at Alegent Health and the University of Nebraska-Lincoln Extension.

Sara Cline is Director of Communications. She develops and implements all tactical communication plans and writes and distributes mass media communication pieces such as press releases, publications and marketing material. Cline also coordinates the crisis management communications plan and maintains several Web sites.

Cline holds a Bachelor of Science in journalism from the University of Nebraska-Omaha. She is a member of the Public Relations Society of America – Nebraska Chapter. Her previous employment includes Mutual of Omaha Insurance Company and freelance writing.

Stacey Fletcher is Director of Industry Image and Relations. She provides community outreach, checkoff image messaging, and dairy production information to Nebraska dairy producers, board of directors, committees, agriculture industry partners and the general public. Fletcher also develops and conducts spokesperson training for dairy producers, and serves as staff liaison for Henry Doorly Zoo's Dairy World, as well as issues and crises spokesperson to the media, agriculture audiences and general public.

Fletcher has 10 years of agriculture experience spanning animal health, livestock feed products and grain merchandising. Her previous employment includes Cargill, Inc. She earned a Bachelor of Arts in agribusiness from Chadron State College and a Bachelor of Science in animal science from Oklahoma Panhandle State University. She is pursuing a Master of Agriculture degree from the University of Nebraska-Lincoln.

The American Dairy Association/Dairy Council of Nebraska contributes to optimal health through leadership in nutrition research and education by encouraging food selection patterns that include dairy foods and other major food categories in accordance with scientific recommendations. The organization also performs advertising, public relations, and retail promotions on behalf of Nebraska dairy producers. For more information, visit www.nebmilk.org.

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