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FOR IMMEDIATE RELEASE

**WATT expands editorial staff in animal agribusiness markets**

Rockford, IL – September 17, 2012 – WATT is adding to its staff across its agricultural magazines, eNewsletters and website, [www.WATTAgNet.com](http://www.WATTAgNet.com). This is a continuation of a company-wide initiative to offer industry-leading information in print and online formats.

Ioannis Mavromichalis will join WATT November 1 as Nutrition Editor, providing scientific and commercial expertise on feed, poultry nutrition and swine nutrition. Mavromichalis is an author with more than 1,000 articles, journal papers, abstracts, extension reports, newsletters, ghost manuscripts and book chapters. He is the author of a book titled "Applied Nutrition for Young Pigs" and has been a regular contributor to several internet sites, while holding regular columns in local and international magazines.

Mavromichalis earned a M.Sc. degree in 1997 at Kansas State University and his Ph.D in 2000 at the University of Illinois. Both degrees were on monogastric nutrition, with emphasis on swine. Following graduation, he worked for Provimi in the U.S. and Europe until 2004 and for Nutral in Spain until 2008.

In 2008, Mavromichalis established an independent consulting and nutrition service based in Spain. His work involves clients at the farm and corporate level, with customers in the European Union, U.S., Argentina, Brazil, China, Australia, Ukraine, Romania, South Africa, Russia and Taiwan. Mavromichalis is headquartered in Madrid, Spain, and can be reached at [nutrition@wattnet.net](mailto:nutrition@wattnet.net) or [ioannis@ariston-nutrition.com](mailto:ioannis@ariston-nutrition.com).

Terrence O'Keefe, editor of *Egg Industry* magazine since April 2011, now has the additional title of Food Safety/Processing Editor. O'Keefe has more than 20 years of experience in the poultry and publishing industries. Previously, he served as editor of *WATT PoultryUSA* and *Poultry Digest* and has contributed articles to other WATT publications.

Before joining WATT as an editor, O'Keefe worked in the poultry industry in a wide range of jobs; everything from field service to production scheduler to processing plant manager. He has experience with turkey and broiler companies in live production and processing and egg layers in graduate school. O'Keefe has master's degrees in poultry science and business administration. He is based out of his Concord, N.C., office and can be reached at [tokeefe@wattnet.net](mailto:tokeefe@wattnet.net).

Both editors will report on their specific topics worldwide and across multiple species. Their reports will appear in all WATT agribusiness titles, WATT eNewsletters, and on [www.WATTAgNet.com](http://www.WATTAgNet.com). "They will work with our existing magazine editors to give in-depth coverage on the issues facing poultry, pig and feed producers," said Bruce Plantz, Director of Content for WATT. "Both of these editors combine hands-on industry experience with solid reporting skills to give us unequalled industry expertise and depth in our reporting. They will help us remain the leading source of information in print, eNewsletters and online."

**About WATT**

*Established in 1917, WATT is a content company that provides business-to-business knowledge and solutions to the agribusiness industry. WATT brings buyers and sellers in the poultry, pig, feed and petfood industries together with leading content distributed through a wide array of media channels. [www.wattnet.com](http://www.wattnet.com)*

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