



Media Release **Jacobs Hired as New RCC for Heartland SCIA**

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For immediate release*

The Ontario Soil and Crop Improvement Association (OSCIA) is pleased to announce Karen Jacobs as the Regional Communication Coordinator (RCC) for the Heartland Region. The Heartland RCC is responsible for working with the local Soil and Crop Improvement Associations and coordinating events, news, and media across the counties of Huron, Perth, Waterloo and Wellington. Karen is a graduate from the University of Guelph with an Honours Bachelors of Science degree in agriculture.

Growing up in the Heartland Region, Karen worked with the Waterloo-Oxford Co-operative, as well as the University of Guelph as a research assistant, performing field work for herbicide and weed research.

Karen's multi-faceted experiences with agriculture extend further through liaising with farmers, the Ministry of the Environment, and the Region of Waterloo as a Land Coordinator with Wessic Inc., Kitchener.

Now living in New Hamburg with her husband and young children, Karen enjoys immersing herself in family life, equestrian riding, and active engagement in the farm community.

“[Karen] impressed the hiring committee with her excitement and energy,” says Stuart Wright, OSCIA Provincial Director for Heartland.

Through strong communication skills and her out-going personality, Karen will make an excellent addition to the Heartland SCIA team.

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For more information, please contact Stuart Wright at stuart.wright@ontariosoilcrop.org.