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FOR IMMEDIATE RELEASE**Nebraska Soybean Board names Hoxmeier as Communications Coordinator**

LINCOLN, Neb. (May 29, 2019) – The Nebraska Soybean Board (NSB) is pleased to announce the hiring of Thomas Hoxmeier as the Communications Coordinator.

In his position, Hoxmeier will handle various roles for the NSB such as public relations, website updates, multichannel advertising, social media and promotional campaigns. He will also manage the NSB quarterly magazine, SoybeaNebraska, as well as other ag-related communications and marketing projects to promote the Nebraska soybean industry.

Hoxmeier grew up on a farm outside of Orleans, Nebraska and graduated from the University of Nebraska-Lincoln in May of 2019 with a degree in Advertising and Public Relations from the College of Journalism and Mass Communications. While in school, he interned with University of Nebraska-Lincoln's Rural Futures Institute and the Nebraska Corn Board. Hoxmeier has a strong communications and design background with experience in updating websites, writing for print, social media, photography and video.

"Agriculture's strategic messaging has always been a passion of mine beginning from the farm and developing even further through college," said Hoxmeier. "I am excited to work for Nebraska's soybean farmers and creatively contribute to the checkoff's future."

"On behalf of our staff, we welcome Tom to be a part of the soybean checkoff team," said Victor Bohuslavsky, NSB's Executive Director. "His past experiences should serve him well in the Communications Coordinator position."

About the Nebraska Soybean Board: The nine-member Nebraska Soybean Board collects and disburses the Nebraska share of funds generated by the one-half of one percent times the net sales price per bushel of soybeans sold. Nebraska soybean checkoff funds are invested in research, education, domestic and foreign markets, including new uses for soybeans and soybean products.

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