



FOR IMMEDIATE RELEASE
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David Armanasco to Address U.S. Air Force Public Affairs Professional Development Seminar

Armanasco will share his expertise in public affairs engagement with over 300 Air Force public affairs professionals in Washington, D.C.

MONTEREY, CALIF. – Invited by U.S. Air Force (USAF) Brigadier General Les A. Kodlick, local businessman David Armanasco, will address the USAF Public Affairs Professional Development Seminar on November 15 - 17, 2011 in Washington, D.C. His plenary presentation, entitled “Engagement: The Indispensable Two-Way Road to Reality” will focus on the critical criteria for providing strategic counsel leading to respectful relationships.

“I am honored and privileged to be able to address such a fine group of Americans who serve and protect the freedoms we enjoy everyday,” said Armanasco, president and founder of Armanasco Public Relations, Inc. (APR), the Central Coast’s largest and most well-known public relations firm.

Armanasco will address over 300 USAF members, a decorated group who has earned a combined 747 medals and of which over 60 percent have been deployed. Among the audience are 98 Bronze Star Medal and five Purple Heart recipients, dispelling the myth that public affairs officers only sit behind a desk.

This worldwide conference provides a unique forum for education training and benchmarking within USAF. It is an opportunity to share information across the full spectrum of public affairs, ensuring USAF public affairs professionals bring value and aid commanders in accomplishing their missions by focusing on organizational priorities and creating impact.

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About Armanasco Public Relations, Inc.

Established in 1985 by David Armanasco, APR is an associate of Hill & Knowlton, Inc., one of the world’s leading public relations firms. Located in downtown Monterey, APR has grown to be

the largest privately owned public relations firm on California's Central Coast. APR's client roster cuts across a variety of industries, including agriculture, foodservice, education, hospitality, real estate development and utilities. Services include: public affairs, community relations, strategic planning, marketing communications, media relations and crisis management. To learn more about Armanasco Public Relations, Inc. visit www.armanasco.com or call 831-372-2259.