

Media Contact:  
Amy Summers  
813-335-1959 or amy@pitchpublicity.com  
Pitch Inc.



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## **NATIONAL ANIMAL SUPPLEMENT COUNCIL BRINGS “WAR HORSE” TRAINER TO ANNUAL CONFERENCE**

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*Valley Center, Calif. (March 14, 2012)* – Due to the world-wide success of Stephen Spielberg’s Oscar-nominated film, “War Horse,” the National Animal Supplement Council (NASC) is excited to announce Hollywood horse trainer, Bill Lawrence, as keynote speaker for its annual conference.

Lawrence, who has worked for more than 20 years in the movie industry training liberty horses and other animals for major motion pictures such as, “John Carter,” “Evan Almighty,” “The Young Black Stallion,” and “The Legend of Zorro,” was selected as one of the lead trainers in the movie, “War Horse,” training liberty horses alongside actors, including Jeremy Irvine.

“Bill’s behind-the-scenes stories are intriguing, captivating and really tell a deeper story of the companion animals our members serve and are so passionate about,” says Bill Bookout, president of NASC, the nonprofit industry trade association that works on behalf of concerned and committed providers of animal health supplements, supply chain partners and state, federal and international government officials to create a regulatory environment that is fair, reasonable, responsible and nationally consistent to protect and enhance the integrity of animal health products.

Lawrence will present during NASC’s opening reception on May 9, and will network with attendees at a cocktail party immediately following.

Scripps Seaside Forum, located in the heart of Scripps Institution of Oceanography, has been named the site for NASC’s 2<sup>nd</sup> annual awards ceremony taking place on May 10. The LEED certified, award winning, ocean-front property is one of the most sought-after event venues in San Diego.

Live music featuring Woodie and the Longboards will pay tribute to The Beach Boy’s 50<sup>th</sup> anniversary and guests will have the opportunity to participate with live karaoke, accompanied by the band. Awards will be given to deserving NASC members.

Workshops and training at the conference will provide members with the most current regulatory updates and business trends and strategies from leading experts. Topics to be covered include:

- Update from the Food and Drug Administration’s (FDA) Center for Veterinary Medicine;
- Regulatory requirements from Canada;
- Preparing for, conducting and responding to an FDA audit;
- Latest industry forecast and trends;
- Strategies for raising capital;
- Going green and your bottom line; and
- Investigating supplement advertisements with the National Advertising Division of the Council of Better Business Bureau.

Industry members interested in HACCP (hazard analysis and critical control points) training led by Tim Herman, PhD, director, and Ben Jones, associate director, Feed and Fertilizer Control Service, Office of the Texas State Chemist, must sign up in advance. The cost is \$425.00 per person, and includes lunch and complete HACCP Manuals.

The NASC 2012 Annual Conference takes place May 8-11, 2012, at the Town and Country Resort and Conference Center in San Diego. The cost is \$200 for NASC members and \$375 for non-members. Guests of conference attendees may attend the awards ceremony or keynote for \$75, or \$125 for both events. Sponsors of the NASC conference include: Alkemists Labs, Bio-Cat Inc., Colmaric Analyticals, Eurofins Scientific Inc., Foodscience Corp., The Garmon Corporation, HBH Pet Products, Kemin Industries Inc., North American Compendiums Inc., Pharmore Ingredients Inc., Ridley Feed Ingredients, Trow Nutrition International, TSI Inc and Uckele Health & Nutrition Inc. To register, call 760-751-3360, or visit: [www.animalsupplements.org](http://www.animalsupplements.org).

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