



# The Fertilizer Institute

Nourish, Replenish, Grow

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## **THE FERTILIZER INSTITUTE ENHANCES PUBLIC AFFAIRS CAPABILITIES**

**Grasset Appointed as Director of Communications,  
Monke Joins as Public Affairs Specialist**

Washington, D.C. – The Fertilizer Institute (TFI) today announced staff changes which are being taken to further bolster the Institute’s public affairs efforts. Estelle Grasset has been promoted to TFI director of communications and Sarah Monke has joined TFI as its new public affairs specialist.

Grasset will assume the responsibilities previously held by Harriet Wegmeyer prior to her move to the executive director position at the Nutrients for Life Foundation. She will continue to lend communications expertise to TFI’s public affairs team and will take the lead in developing brochures and messaging materials, creating and distributing the Institute’s monthly newsletter and handling media relations. Monke will contribute to the public affairs department’s internal and external communications efforts by producing and distributing the Institute’s weekly newsletter and providing support on strategic initiatives.

“Estelle has consistently demonstrated her ability to creatively and effectively advance the communications strategies and objectives of the Institute,” said TFI President Ford B. West. “I know that members of TFI will join me in congratulating her on this much deserved achievement.”

Monke, who joined TFI April 7, previously served in the communications department at CropLife America. She earned a bachelor degree of journalism with concentrations in advertising, English and history from the University of Nebraska – Lincoln during which time

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she also worked for the Nebraska Agribusiness Association. Additionally, she is familiar with the fertilizer industry as her family owns and operates Monke Brothers Fertilizer in Nebraska.

“Sarah’s strong writing skills, creativity and agriculture background make her a perfect complement to our outstanding communications team,” said West. “Since her start at TFI, Sarah has contributed a lot of enthusiasm and support to our initiatives and will ably assist the team moving forward.”

In addition to Grasset and Monke, the Institute’s communications department includes vice president of public affairs Kathy Mathers and manager of information technology Justin Sharbaugh.

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*The Fertilizer Institute represents the nation’s fertilizer industry. Producers, wholesalers, retailers, trading firms and equipment manufacturers which comprise its membership are served by a full time Washington, D.C., staff in various legislative, educational and technical areas as well as with information and public relations programs.*