

**BYUPAS**  
POLITICAL AFFAIRS LECTURE SERIES

# Public Affairs Lecture Series: Practical Politics and Policymaking

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## Career Reflections: Campaigns

Peter Valcarce

Managing Partner and Founder of Arena Communications

**Arena**  
COMMUNICATIONS

Thursday, 24 September  
4:00 P.M.  
238 HRCB

Peter Valcarce will provide an overview of his current position as managing partner of Arena Communications. Valcarce will describe his career path, provide career advice, and discuss life lessons.

He is a leading provider of Republican-oriented direct mail. Arena Communications has produced thousands of unique pieces of mail for over 1,000 different campaigns in forty-nine states (Democratic Rhode Island still eludes Arena).

Lecture will be followed by a Q&A session.