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NAMA Names Bader Rutter's Greg Nickerson 2017 Marketer of the Year

The National Agri-Marketing Association (NAMA) has announced that Greg Nickerson, Chief Executive Officer, Bader Rutter, has been selected as the 2017 NAMA Marketer of the Year.

This recognition is the most prestigious honor awarded to an active member of the association and recognizes outstanding accomplishments in the field of agri-marketing. For 60 years NAMA has been encouraging and promoting excellence in the industry by recognizing outstanding professional accomplishments. The NAMA Marketer of the Year award will be presented during the Second General Session of the 2017 Agri-Marketing Conference on Thursday, April 27, in Dallas, Texas, and is sponsored by Agri Marketing magazine.

Through his leadership, Greg Nickerson has helped Bader Rutter become the country's largest agricultural marketing agency. Since 2009, when Nickerson was put in charge, the agency has nearly doubled in size. Perhaps even more significant is Nickerson's leadership in creating the industry's broadest portfolio of agricultural clients, as well as expanding Bader Rutter's expertise into food, technological services, buildings, interiors and more. He is positioning the agency as a thriving high-energy environment to retain and attract top talent to support ever-evolving client needs.

Nickerson sets the standard for agency innovation. From business practices to engaging new conversations about client and business service models, he has led innovation for the Bader Rutter brand and the agricultural marketing industry. He spearheaded the investment in a comprehensive, proprietary data dashboard to give clients the visibility they need to optimize campaigns as a partner with the Bader Rutter team. Nickerson has also invested in employee training, making this an important part of Bader Rutter's brand. He organized a new Learning and Development function in the agency and hired an on-staff expert to lead the agency through change management, leadership development and education of all employees across disciplines. This constant attention to the broad field of marketing and business relationships, and the important learnings that come from sharing agriculture outside our industry's walls, has shaped Bader Rutter's innovation and know-how.

Nickerson has been active in NAMA for three decades, participating in dozens of national conventions and local meetings. His involvement in NAMA has always been focused on learning. Greg encourages and supports his staff's membership and participation in the organization. As a result, he encourages client teams to regularly submit their work for review and reward in each year's national

competition. Nickerson has also served on the national FFA Foundation Sponsors Board for three years, helping the organization raise millions of dollars for deserving young men and women. He led the agency in creating a pro bono campaign that celebrated FFA's 75th anniversary. In addition, Nickerson was awarded an honorary American Farmer degree and has initiated a Bader Rutter scholarship at his alma mater, Iowa State University.

About NAMA

NAMA is the nation's largest association for professionals in marketing and agribusiness. NAMA has been encouraging and recognizing excellence in the industry for 60 years through initiatives such as Agribusiness Leader of the Year and the NAMA Marketer of the Year. For more information, please visit nama.org or contact Jenny Pickett at (913) 491-6500 (jennyp@nama.org).

About Bader Rutter

Bader Rutter is an integrated marketing services agency headquartered in Milwaukee, with additional offices in Chicago and Lincoln, Nebraska. Learn more at www.baderrutter.com. Follow BR on [LinkedIn](#), [Twitter](#), [YouTube](#), [Facebook](#), [Instagram](#) and the [BR blog](#).

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