



Are you communicating to ag audiences effectively?

The changing landscape of ag communications.

It was once fairly simple. Ag magazines. Radio. TV. Direct Mail. Then, the Internet arrived. Social media. Smart phones. Twitter. Blogs.

Today, reaching ag audiences *effectively* – including growers, crop consultants, retailers, influencers, decision-makers – is more complicated and challenging. In addition to the various communications channels, every individual has individual preferences.

To help sort it all out, January Cornhusker NAMA program will feature a diverse panel of ag practitioners who will share practices, experiences, preferences, successes and challenges related to communicating and receiving messages and information.

Matt & Tina Rezac, Rezac Farms, Weston Nebraska

Matt and Tina Rezac grow corn and soybeans on their operation located in Saunders County, Nebraska. They are progressive farmers, continually striving to be innovative in the pursuit of economic and sustainable solutions to increase their farm's efficiency. Their focuses around soil health, water efficiency, energy usage, and nutrient use efficiency have made them leaders in driving adoption of sustainable technology, practices, and products. Matt and Tina are strong influencers and do a great job sharing the "Ag story." They lead by the examples set on their own farm.

Levi Durnal, Agronomy Operations Manager, Frontier Cooperative

Levi hails from Holdrege, Nebraska where he spent several years working on the farm and for a local ag retailer. He started in the cooperative system while attending college at Nebraska College of Technical Agriculture in Curtis, Nebraska where he graduated with an Ag Business degree. He currently serves as Frontier Cooperative Agronomy Operations Manager.

Greg Horstmeier, Editor-In-Chief, DTN/The Progressive Farmer

As editor-in-chief of the digital newsroom for DTN/The Progressive Farmer, Greg leads a team of reporters, editors, commodities analysts and meteorologists who supply the content for various DTN platforms. His position includes involvement in strategic planning for the DTN Agriculture business unit. Greg is a graduate of the University of Missouri – Columbia with a degree in agriculture journalism and grew up on a general crop and livestock farm in central Missouri.

Stuart Adams, Media Planner, Swanson Russell

Stuart joined Swanson Russell in 2015 as media planner working on B2B and consumer accounts in agriculture, landscaping and outdoor recreation. Since graduation from Truman State University in 1993, Stuart has experienced the communications evolution first hand with the advent of web, social media and other channels that have changed traditional mass media planning approaches to a more refined and specialized science. Stuart specializes in identifying and targeting media platforms and channels that most effectively reach different target audiences, especially farmers, as well as other ag-related audience segments.

Bring friends, colleagues, clients!

We encourage you to invite friends, colleagues and clients to this informative program. We are confident you will leave enlightened, more insightful and armed with ideas and strategies to improve the efficiency and effectiveness of reaching your specific target audiences.

DATE:

Wednesday, January 24th
3:00 PM – 5:00 PM

WHERE:

Quarry Oaks
16600 Quarry Oaks Drive
Ashland, Nebraska

MEETING FEE:

Cornhusker NAMA Members: \$20
Non-members: \$30

[Google Map](#)

[REGISTER BY CLICKING HERE](#)

WANT MORE INFORMATION ABOUT THE MEETINGS OR TO RSVP TO THIS EVENT?

Contact Sarah Mullen: sarah@neffafoundation.org

WANT TO JOIN NAMA?

Contact Wade Critser at Wade.Critser@dtm.com or log on to our National NAMA Site: <http://nama.org/join.htm>.

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