



For Immediate Release

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Sara Steever Named 2020 NAMA Marketer of the Year

The National Agri-Marketing Association (NAMA) has announced that Sara Steever, president of Paulsen, has been selected as the 2020 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. The NAMA Marketer of the Year award will be presented during the Second General Session of the 2020 Agri-Marketing Conference on Thursday, April 16, in San Diego, California, and is sponsored by *Agri Marketing* magazine.

Sara joined Paulsen in 1991 as a graphic designer and transitioned into designing websites. Shortly after taking on digital, Sara became Interactive Media Director and then VP, Digital Services. In 2014, she took over the role of President at Paulsen. As president, Sara inspires clients, partners and staff to continuously learn, grow and innovate. Her strategic vision keeps Paulsen on the leading edge of ag marketing thought, digital and creative leadership. Sara took an agency focused on understanding agriculture and applied today's technology to every aspect of the company and its relationships with clients.

At Paulsen, Sara has been a powerful force, pushing the company, its partners and vendors to learn, understand and utilize new technologies on behalf of clients. As president of Paulsen, she ensures that the entire agency is continuously up to speed. She believes that innovation is everyone's job, and it is included in every employee's job description.

In 2016, Sara kicked off a podcast series that she continues to host. Spark: Careers in Agribusiness features interviews with successful agribusiness industry leaders. The purpose of the podcast is to encourage young people to explore and consider careers in agriculture by offering advice and encouragement.

Locally, Sara was recognized by the Sioux Falls Business Journal as one of the area's top innovators in a special "Innovation" issue of the publication. The magazine noted that many well-known brands and companies "have benefitted from the talent, intelligence and determination of Sara and her team. When it comes to innovation, Paulsen Marketing is out in front, thanks to Sara Steever and her dedicated team of interactive experts."

Sara has served as a very active member of NAMA for more than 10 years at the local and national level. Under her leadership, Paulsen built and has maintained the BestOfNAMA.org website, which has helped numerous agencies and judges. She is currently NAMA's president elect.

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 more than 60 years through initiatives such as Agribusiness Leader of the Year, Ag Association 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 Paulsen

Paulsen is a Sioux Falls-based marketing agency that helps brands connect with rural audiences. Through strategic insight, digital expertise and creative excellence, Paulsen is *Moving Rural America*. www.paulsen.agency

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