



**For Immediate Release**

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**NAMA to Honor Next Gen NAMA Award Winners at 2020 Agri-Marketing Conference**

The National Agri-Marketing Association (NAMA) is pleased to announce the winners of the Next Gen NAMA Award. This award was developed to celebrate the next generation of leaders. Honorees are nominated from within their company or through chapter or national leadership. The recipients for 2020 are Meg Becker, Provimi/Cargill; Carrie Isaacson, Broadhead; and, Rachel Robinson, American Angus Association.



This year, Meg Becker with Provimi/Cargill took on the role of Sr. Marketing Communications Specialist for the Provimi brand's pork business. She earned this new opportunity and challenge for her track record the two prior years supporting Provimi's dairy business. She was part of two product relaunches as well as an overhaul of an important customer newsletter. The latter project was recognized as a regional winner in Best of NAMA. Meg brought those skills with her to support the pork team and has made a big impact with that group in her first six months. Meg is a familiar face and name within the NAMA organization as she attends local, regional and national events. Meg has attended the national conference and this year was involved on the planning committee. Meg actively promotes NAMA to colleagues and leads the charge for our team's entries in the Best of NAMA competition.



Carrie Isaacson with Broadhead is a graduate of CalPoly – SLO. She left California for the cold and snow of Minnesota, joining broadhead as an intern in 2012. In her 8 years at broadhead,

Carrie has tackled accounts as varied as almonds to fertilizer, and cows to swine. In her current role as an associate account director for Broadhead, Carrie leads a cross-functional team on one of the agency's largest accounts. She does this working with a team that is two or three hours ahead of her, which often on conference calls at seven a.m. Carrie has led branding efforts for a number of clients, creating award-winning work for the Almond Board of California, Boehringer Ingelheim and Newport Laboratories. Carrie is an active participant in the Western Pacific NAMA chapter. On a national level, she has served on the Agri-Marketing Conference Planning Committee for the past three years.



Rachel Robinson with American Angus Association started out her career as a public relations assistant account executive at Osborn Barr. When she moved on to Woodruff, she was a senior account executive and was the client point person for a large crop protection client. Since being at the American Angus Association, Rachel has managed four full-time employees and two interns, as well as many communications projects and outlets for the Association. She has also been trained as a coach through the AFA Fellowship program and graduated one student who now works at an agency. Rachel's NAMA involvement includes serving as Careers Chair, Ag Tour Chair, Vice President, Treasure and President of MoKan NAMA. She currently serves at the national level as Membership Chair. She has also served as a judge for Student NAMA and Best of NAMA.

The Next Gen NAMA Awards will be presented at the 2020 Agri-Marketing Conference in San Diego. The honorees will receive their awards on Thursday, April 16, at the second general session. For more information on the Conference, visit <https://www.nama.org/agri-marketing-conference.html>.

#### **About NAMA**

The National Agri-Marketing Association (NAMA) is the nation's largest professional association for professionals in marketing and agribusiness. NAMA members take advantage of ag-centric networking, education and professional development opportunities through NAMA's network of chapters, and at conferences throughout the year. For more information, please visit [nama.org](http://nama.org) or contact Jenny Pickett at (913) 491-6500 ([jennyp@nama.org](mailto:jennyp@nama.org)).

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