



For Immediate Release

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NAMA Names 2022 Next Gen Award Winners

The National Agri-Marketing Association (NAMA) will honor the winners of the Next Gen NAMA Award at the 2022 Agri-Marketing Conference, April 6-8 in Kansas City. 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 2022 are:



Rachel Peabody, Director of Communications, Illinois Soybean Association

Beginning as a publication's coordinator, Rachel Peabody next worked in an agency setting to support Fortune 500 agricultural companies throughout the Midwest. Today, as the Director of Communications for the Illinois Soybean Association (ISA), Peabody manages a team of six, which she built from the ground up. In the past four years, she has expanded the reach of the ISA including through the relaunch of the Illinois Field & Bean magazine, establishing a successful Corporate Partners program for ISA and overseeing an organization rebrand to better position the ISA as a trusted partner for farmers. As president of the Heartland NAMA group, she ensures members stay connected and engaged.



Brittany Phillips, Account Director, Brighton Agency

In just five years at Brighton, Brittany Phillips has risen from an entry-level position to Account Director. Weaving innovation into everything she does, Phillips has introduced a wealth of new ideas to Brighton and plays a significant role in the agency's ability to earn and grow business. She also helped optimize its approach to annual, strategic planning, leading to more integrated and comprehensive plans for key

brands. Phillips' passion to build content that accurately represents agriculture made her the perfect NAMA programming chair for the 2019 NAMA Fall Conference.



Caitlyn Ross, Account Executive, Hunt Marketing

Where some people see a challenge, Caitlyn Ross recognizes an opportunity to shine and grow. Since her early days as an intern at Hunt Marketing, Ross has stood out from the pack. As an Account Executive, Ross is an invaluable member of her team. Whether it is finding new ways to collaborate, streamline communication or sharing project management tips, improvement is at the core of everything she does. Most importantly, each year, Ross maintains her Google Ads certification, ensuring she is the best in her area. Ross was profoundly influential in Hunt Marketing joining NAMA in 2021.

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 or [contact Jennifer Pickett at \(913\) 491-6500 \(jennyp@nama.org\)](mailto:jennyp@nama.org).

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