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The National Agri-Marketing Association Names 2022 Professional Development Awards of Excellence Winners

Kansas City, Mo. — The National Agri-Marketing Association (NAMA) is pleased to announce two marketing and agricultural leaders as winners of the 2022 Professional Development Awards of Excellence.

The NAMA Professional Development Awards of Excellence honor members of the organization based on outstanding achievement in each of the Professional Development Areas. The awards will be presented in conjunction with the NAMA Fall Conference, October 10-12, in Minneapolis.

This year, NAMA recognizes **Bob Wilhelm, Bayer Crop Science**, in the Marketing Communications area and **Lori Hallowell, Bader Rutter**, in the area of Public Relations.



Throughout a career spanning more than 25 years, Bob Wilhelm has distinguished himself as an agricultural marketing visionary. Between the national and global stage, he has led branding strategy, campaign development, commercial marketing, internal communications, PR campaigns, social media strategy and more. Today, Wilhelm focuses on marketing communications as the Head of Digital Brand Experience, Marketing and Product Communications at Bayer Crop Science. His thoughtful and curious approach inspires team members, pushes boundaries and challenges convention to realize results that surpass goals across Bayer brands. As an avid regional and national NAMA supporter, Wilhelm's influence is felt industry wide.



Lori Hallowell's professional commitment derives from a deep-seated passion for agriculture. For more than 30 years, Hallowell's concern for the land, livestock and feeding the world has driven her to continually push her industry to improve and innovate. As a public relations leader, Hallowell inspires her Bader Rutter team to seek new and effective ways to deliver content in an ever-changing world. Hallowell's progressive approach and understanding that to reach producers, agencies must capitalize on diverse content vehicles, has helped her team excel despite unprecedented challenges in recent years. Passionate about developing the next generation of ag communicators, Hallowell devotes countless hours as a mentor and has been active within NAMA for nearly 30 years.

NAMA congratulates these two outstanding industry leaders on their achievements.

NAMA is the largest association in the U.S. for professionals in marketing and agribusiness. With over 1,200 active members, NAMA provides education and networking for agri-marketing professionals leading the way in marketing, advertising, public relations, media and more. For more information about NAMA and the awards, please visit www.nama.org.