



For more information:

Jennifer Pickett

NAMA

913-491-6500

jennyp@nama.org

April 2, 2023

Leawood, KS

NAMA Announces Its Agribusiness Leader, NAMA Marketer, and Ag Association Leader Honorees

Eric Boeck is named NAMA's Agribusiness Leader of the Year, Beth Burgy is named NAMA Marketer of the Year and Timothy L. Price is named Ag Association Leader of the Year. The three awards are NAMA's highest honors and will be given at the 2023 Agri-Marketing Conference, April 26–28, 2023, in St. Louis.



AGRIBUSINESS LEADER OF THE YEAR

The Agribusiness Leader of the Year award recognizes outstanding leadership in private, public or academic service and is conferred each year to a senior executive in agribusiness.

NAMA is proud to announce Eric Boeck, Regional Director North America Syngenta Seeds, as the 2023 Agribusiness Leader of the Year.

With more than 25 years of industry experience, Boeck now helms a nearly \$1 billion seed business. Under his watch, Syngenta has undergone transformational change, driven by Boeck's unwavering commitment to put producers' needs first. That, coupled with his holistic approach to problem solving, has led to newfound profitability and improvements spanning departments, including marketing, sales, digital technologies and research and development.

Boeck's farmer-first approach has helped reimagine the seed business at every link of the supply chain and throughout the growing season. After committing to significant seed trait investments, Syngenta now offers a more diverse and innovative product portfolio.

And with the launch of GHX by Golden Harvest, which Boeck was instrumental in, the future of seeds sales is now squarely in the hands of farmers. The app provides producers all they need to manage operations in one user-friendly place.

These investments and solutions are revolutionizing the seed purchase process and setting the bar for exceptional agronomic support.



NAMA MARKETER OF THE YEAR

Awarded to an active member of NAMA and recognizes outstanding accomplishments in the field of agri-marketing.

Beth Burgy, President and Chief Operating Officer of broadhead is the distinguished recipient of the **2023 NAMA Marketer of the Year**

Award.

Realizing how integral agriculture is to our modern world, Burgy helps her team develop a deeper understanding of its connection to food, transportation and wellness to serve clients across the full agricultural value chain.

She has been at the forefront of broadhead's expansion into ag-adjacent industries and growth. Under her leadership, the agency has grown by 65% in the last year alone, in part due to two strategic acquisitions.

As President and COO, Burgy has helped guide these and other long-term investments—including growing the agency's data science and analytics, strategy and IT capabilities—to empower internal teams and serve a range of clients.

Burgy is beloved by all those she works for and with thanks to her ability to communicate and get to the root of things. Knowing no two brands are alike, she makes every effort to understand each "how" and "why" to bring distinct visions to life and create impactful stories in which the client is the hero every time.



AG ASSOCIATION LEADER OF THE YEAR

This award recognizes outstanding achievement and excellence among senior executives who have made significant contributions to the agriculture industry in their roles with a trade association or commodity organization.

Timothy L. Price, Executive Vice President, Southern Cotton Ginners Association (SCGA), is NAMA's **2023 Ag Association Leader of the Year**.

Described as a servant leader and true collaborator, trust, integrity and generosity are foundational to Price's approach to business. Growing up on his family's Louisiana farm, he learned at a young age that by taking a sincere interest in and advocating for those he leads, incredible results are possible.

Throughout his career, Price has played a role in agricultural policymaking and helped spur cooperation and trade negotiations between the United States and other countries. That expertise and his leadership acumen have helped sustain SCGA and maintain its annual trade show, which attracts more than 300 agribusinesses, despite a global pandemic.

Price's special ability to build relationships has forged powerful connections between his association and legislators, agribusiness leaders and ag-based funding groups. As a result, the SCGA trade show has blossomed into an invaluable experience for those in the industry, offering the chance to launch a venture, learn the state of international trade and a great deal in between.

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).

###