



NAMA ANNOUNCES AWARD WINNERS

NAMA has announced the 2007 Professional Development Awards of Excellence recipients. The Professional Development Awards of Excellence recognize NAMA members for achievement in the areas of Marketing Communications, Product/Species Management, Public Relations and Sales.

Congratulations to the recipients of this year's awards:

Marketing Communications Pete Kovac, Nicholson Kovac, Inc.

Pete Kovac has served as the CEO of one of the country's top 100 ad agencies, one of the top BtoB agencies, and one of the top agricultural agencies for going on 26+ years. The agency now is almost \$100 million in capitalized billings, employs over 125 individuals and continues to serve agricultural clients, most notably FMC Corporation.



As CEO of NK, Kovac is the ultimate marketing communications professional. He uses his expertise to serve a wide range of clients, as well as for training and development of NK professionals, many who have created stellar careers in agricultural marketing communications themselves.

Kovac has been a longtime member as well as supporter of NAMA. In fact, many NK staffers have served in multiple

leadership roles for NAMA, and the agency continues to promote the value of NAMA and encourage membership and leadership.

Public Relations

Greg Smith, Padilla Speer Beardsley

Greg Smith has over 20 years of communications management experience. At Padilla Speer Beardsley, he leads the company's agribusiness practice which was recently recognized as one of the nation's largest independent public relations agribusiness agencies by the O'Dwyers Directory of Public Relations Firms.



Smith is responsible for leading the public relations efforts for BASF Professional Vegetation Management, BASF Turf & Ornamental, Global Ethanol Services and Agri-Business Solutions at Padilla Speer Beardsley.

As the VP for Padilla's agribusiness practice, Smith is responsible for the growth and development of the practice area and staff, including client management, PR counsel, strategy development, measurement and evaluation of programs and professional development of those in the agri-business practice.

Greg serves as an adjunct professor at St. Thomas University and at Bethel University, teaching communications management and business communications, both in St. Paul, MN.

Smith is very active in NAMA, serving most recently as president and past president of the North Central Chapter. He has served in various other North Central Chapter leadership roles.