

Each candidate was asked to fill out a profile online that included years of industry experience, board & volunteer experience, and a brief background bio about themselves and the reason(s) they would like to serve on the NAFB Board of Directors. Candidates were also required to agree to the statement *"I have visited with my employer and coworkers about the commitment of serving on the NAFB Board of Directors and understand the personal and financial commitments that are required."*

Candidates are listed alphabetically under the board position they're running for and all content is taken directly from the online profile.

National President Elect (2 year term – 2018, 2019)



Lorrie Boyer

KSIR Radio

lorrie@necolorado.com

(970) 867-7271

Years of Experience: 21

Board Experience: Currently Vice President of the National Association of Farm Broadcasting
South Region Vice President, National Association of Farm Broadcasting (2015, 2016)

Current and 2016 Secretary, Morgan County Toastmasters

Current Board Member, Brush FFA Advisory Council

Morgan County Horse Committee Volunteer

Servants of Divine Grace Church Board member, Eastern Colorado Hospice of the Plains Volunteer, Morgan County 4H Foundation Board Member/ volunteer, Prowers County 4H Foundation Board Member, Boulder County Royalty Queen and Boulder County Royalty Committee member, Prowers County Royalty Committee member.

Bio: The reason I want to continue to service on the NAFB Board of Directors is two fold. I want to utilize my my board experience after serving two years as the NAFB South Region Vice President and then moving right into the current Vice President role as the next President Elect/ The other reason, I have a heart for this organization and a heart to serve. In addition, I can offer continuity to the organization based upon my most recent experience with NAFB and been a solid, reliable board member. I don't take serving lightly or for granted. I am a good listener and have acted on member ideas and would like to do more work on those ideas to ensure we remain stable and viable as we move forward as an organization and ensure that we have a solid succession plan in place for the board and all NAFB members.

As a 21-year veteran of farm broadcasting, Lorrie Boyer has covered several intriguing issues at local, state and national levels, building a long-standing relationship with every Ag organization in the process.

Being a dedicated professional, Lorrie worked as a Fort Morgan based KSIR Radio Farm Director and Morning Show Host for 12 years. Before that she was the Farm Director at KLMR Radio for five years and then the Farm Broadcaster and KVAZ for 4 years- both stations are in Lamar, CO. She also founded and anchored the Colorado Agriculture News Network for five years before successfully merging it with another Ag entity.

She recently served as a two-year National Association of Farm Broadcasting Board Member and is currently the Vice President.

Motivated by an intense desire for Ag-Vocacy and telling the farming and ranching story, Lorrie expressed creativity in carrying out Ag news, market reports and special human interest stories; which won her awards not only with the National Association of Farm Broadcasting Association, but with the Colorado Broadcasters Association as well. She was also named "Friend of Ag" for several youth and state based Ag organizations, including 4H and regional FFA Chapters, Rocky Mountain Farmers Union, Colorado Association of Conservation Districts, a Colorado Independent Cattle Growers Association and the Colorado Corn Growers Association.

Boyer likes to see herself as a rolling stone, ever ready to take on challenges with zeal and precision.

When she isn't broadcasting, Lorrie loves engaging in CrossFit and Toastmasters. She is a certified 4H Horse Show judge from Brush and is married and blessed with two sons, Blake and Brodie, aged 14 and 18.

National Vice President (1 year term – 2018)



Gale Cunningham

WYXY Classic 99.1 FM
gcunningham@illiniradio.com
(864) 423-9153

Years of Experience: 15 years

Board Experience: Served as National Central Region VP
Served on Washington Watch Planning Committee

Served on Awards Committee

Bio: A farm boy, a farm broadcast listener first, farmer, land owner, Banker, and then finally found out what I wanted to do when I grew up. After a life changing event, retiring from farming and a long term banking career, I found my passion in farm broadcast. My daily heart and passion is giving the farmer and non farmer the information that is important to the ag industry. Thru the NAFB, i was able to listen to the best of the best, tried to follow their lead, sought and found real friendship among my fellow broadcasters, and developed a sense of wanting to give back to my industry thru the NAFB. While on the board as Regional VP, I saw the inner workings of how Our organization is giving back to us, and making our "jobs" better. I saw the need to step up and bring to the table some of my background, my personality, my passion, by friendship, and my heart to see the organization grow and provide to the broadcast industry help, assistance, guidance, and truth. For many years after serving as Regional VP, I had pondered running for National Office. I feel Now is that time. I Thank many broadcaster friends for the encouragement, and do look forward to continuing to serve, either on the Board as a Natl officer or as a continued proud member of NAFB.



Rita Frazer

RFD Radio Network
rfrazer@ilfb.org
(309) 557-2234

Years of Experience: 28

Board Experience: NAFB East Region Vice President
Chair NAFB awards committee, awards committee (3yrs)

Chair NAFB liaison with ag organizations committee

Illinois FFA communication summit committee

Macoupin County 4-H foundation board

Macoupin County 4-H extension council

Montgomery County extension council

President Carlinville chapter Toastmasters International

Board member Build Benld economic development committee

Bio: I have been director of network and audio services for the Illinois Farm Bureau since January 2015. Prior to my present position, I served as network anchor/broadcast editor with the RFD Illinois Radio Network joining the team in December 2011.

As director, I am responsible for the management and administration of the RFD Radio Network. I also serve as an on-air personality, joining DeLoss Jahnke in producing and distributing more than a dozen programs each weekday for use by more than 80 Illinois radio stations.

Prior to my present position, I served as network anchor/broadcast editor with the RFD Illinois Radio Network since joining in December 2011.

I was an award-winning farm broadcaster and 22-year employee with WSMI Radio in Litchfield, a major affiliate of the RFD Network. I also produced farm programming for soybean farmers for an ad-hoc network of stations, and produced the RFD Livestock Report under contract to IFB and the Illinois Livestock Development Group. I am a devoted member of the Illinois agriculture community, and work to promote the industry and educate consumers.

I am running for the office of National Vice President because I am also a devoted member of the NAFB, and truly believe that radio and NAFB Farm Broadcasters remain an essential part of agriculture and rural life.

I believe in farm broadcasting. I believe we need an organization that secures standards and provides support to members. I believe NAFB should continue to promote the value and effectiveness of farm broadcasting in all forms. I also strongly believe that farm radio is still relevant!

I also very much believe in the NAFB MISSION STATEMENT and the people that make up this National Association of Farm Broadcasting. Over the years I have realized that the members of NAFB are incredible people, many of whom I am lucky enough to call friend. I have listened and learned from the best in the business, and have grown from being a protégé into a mentor for students and

young broadcasters today. I want the NAFB to be the outstanding organization it has always been for many years to come, and I am ready to step up and serve for that cause.

It is the perfect time in my professional life to serve on the national board. I have the support of my superiors and my network team members, and will be able to divide my time when needed between my network and board duties.

I can't say there is ever a perfect time in one's personal life to spend less time at home or with family, but my husband Mark and my daughter Alexa are also supportive of my decision to run for national office. Mark is the traffic manager for KTRS and because of his outstanding dedication to his work, he has been allowed to work from our home office since we moved to Clinton in 2013. This has been a blessing, and has anchored him at home before and after school for Alexa. Alexa Grace is 12, and a 7th grade student at Clinton Junior High. Alexa is active in student council and a volunteer for the Vault Youth Center in town, while maintaining an A average in her classes. Alexa always prefers that I don't do a lot of overnight travel, but seems to be very excited at the thought of getting to stay in the Presidential Suite if I make it to NAFB President. We have agreed as a family that it is the right time for me to serve on the national board.

Management Sales Council (1 year term – 2018)



Dan Cash

Midwest Communications Fargo
dan.cash@mwcradio.com
(701) 237-5346

Years of Experience: 12

Board Experience: Board member for Midwest Kids Fest in the Fargo Parks District. Upcoming board member at the North Dakota Broadcasters Association. Volunteer for the Kalamazoo Chamber of Commerce.

Bio: Dan comes to North Dakota following 7 years in Midwest Communications Michigan and Indiana offices. During his time in Michigan and Indiana Dan managed digital media operations for the 17 radio stations owned by Midwest Communications. In that time Dan worked with local, regional and national accounts to build strategic digital campaigns to ensure they were producing a multi-platform marketing and advertising campaign.

Dan graduated with a B.A. in Film, Video and Media Studies and a minor in History from Western Michigan University in 2006. Following graduation he worked as a news and sports anchor, show host and eventually the Director of Digital Sales and Development before moving to Fargo in September 2013 to become General Sales Manager at Midwest Radio of Fargo-Moorhead. In January of 2017 Dan was promoted to V.P. Market Manager at Midwest Radio of Fargo-Moorhead.

Dan's married to his wife Kayla and lives in south Fargo. He also is a huge fan of now Minnesota Golden Gophers head coach P.J. Fleck. Row The Boat!

Contact Dan via e-mail at: dan.cash@mwcradio.com or by phone at: (701) 237-5346 or on Twitter @danielcash.



Tim Marshall

KRVN Rural Radio Network
tmarshall@krvn.com
(308) 324-2371

Years of Experience: 20 years

Board Experience: Omaha Agri Marketing Board (President)
Nebraska Broadcaster Assn (Board Member)

St Paul Lutheran Church Malcolm NE (Elder)

St Paul Lutheran Church Malcolm Ne (President of Congregation)

Bio: Growing up on a ranch in Nebraska I have a passion for agriculture and the role it plays in the economy of Nebraska and the surrounding states. I began my broadcasting career, after graduation from Kearney State College in Kearney Nebraska, by starting the first Ag Sales division for the NTV Television Network in Kearney. After time in Radio, in Lincoln, I moved to work for KFAB in Omaha as the Assistant Farm Director and Ag sales Specialist. Currently I am Station Manager of one of the best Farm Stations in the Nation, KRVN in Lexington Nebraska. I have seen first hand companies scale back their focus on Farm Broadcasting. I currently work for an organization that has a company mission of "Serving Agriculture", I understand the need for Farm Broadcasting. I want to make sure that I can help shape the future of this important mission of "Serving Agriculture" for our industry.

Management Sales Council - Continued

(1 year term – 2018)



Breck Von Bank

American Ag Network
breck@americanagnetwork.com
(701) 793-3590

Years of Experience: 25

Board Experience: 3 years as Membership Chair for my local NAMA Chapter. I am also the treasurer. 2 years on NAFB Board for Mgmt & Sales Council.

Bio: Breck Von Bank is National Account Manager for the American Ag Network. Prior to joining the network, Breck was with Brownfield Ag news for more than 4 years.

Breck's broadcast experience spans over 25 years. Prior to Brownfield, she had the opportunity to be part of a start-up cluster of radio stations and serve as the Vice President of Sales and Operations in Fargo, ND including Ag station KQLX-AM. Prior to that, she was Director of Sales for the Clear Channel cluster in Fargo, ND.

Breck began her career selling for KATZ in Minneapolis for both TV and Radio divisions gaining experience selling every market from New York to small town North Dakota.

Breck has been a Management and Sales Council member of NAFB since 2001. She is currently the Membership Chair for the Northern Plains NAMA Chapter.

Breck grew up in Minneapolis and graduated from the University of Minnesota with a B.S. in Speech Communications with an emphasis in broadcasting and marketing. She and her husband Mark currently live in West Fargo, ND. Together, they have 4 children.

Allied Industry Council

(1 year term – 2018)



Gardner Hatch

Woodruff
ghatch@wearewoodruff.com
(651) 385-9987

Years of Experience: 26

Board Experience: National Agri-Marketing Association (NAMA Boot Camp Chair, Vice-Chair; Eastern Chapter Program Chair; Judging)

American Agricultural Editors Association (committee participation, judging)

Bio: Gardner Hatch has a passion for everything agriculture – from field to fork and media to marketing. With more than a quarter-century of experience in ag communications, he is excited to bring his business background to serve NAFB and its board as an Allied Industry Council Representative. He is interested in collaboration, helping to build even stronger relationships between broadcast members and allied industry, and contributing to the growth and vitality of the organization.

Gardner is a graduate of the University of Missouri School of Journalism (news-editorial) and worked as a newspaper reporter before entering the world of marketing and public relations. His first ag marketing gig was at an agency working on a major crop protection account. He fell in love with ag and hasn't looked back.

Gardner has worked on the agency side in public relations and account service at some of the industry's leading communications agencies serving agribusiness large and small – crop protection, seeds, biotech, animal health/nutrition and commodity organizations. He is currently public relations supervisor at Woodruff, an integrated marketing agency, and works in the company's Red Wing, MN, office. He leads PR strategy on several agribusiness accounts.

Gardner and his wife, Lori, have four children and reside in the Twin Cities area. He enjoys spending time with family, photography, biking and leisure traveling.

Allied Industry Council - Continued (1 year term – 2018)



Wendy Pinkerton

Zoetis

wendy.pinkerton@zoetis.com

(217) 255-2548

Years of Experience: 30+

Board Experience: NAFB Allied Industry Council Member

National Agri-Marketing Association (NAMA) Membership Committee Chair

NAMA Agri-Business Education Foundation Board Member

American Meat Science Association (AMSA) Foundation Board Member

AMSA Committee Chair, Conference Planning Committee, Membership Committee Chair

Animal Ag Alliance Membership Committee

Bio: It would be an honor and a privilege to serve as an Allied Industry Council representative on the NAFB Board. Together with my professional background in marketing and communications, along with my experience in small business, media, non-profits, and a large corporation, I would bring a broad business perspective to the role. My career scope would also lend a unique view to member recruitment and sponsorship development.

Officially, Wendy Feik Pinkerton, Senior Manager, U.S. Industry Relations, works with Zoetis colleagues and stakeholders to ensure choice related to animal health products, services, solutions and a robust future for Zoetis customers.

Prior to joining Zoetis in January 2017, Wendy was a founding senior partner and founding member of Demeter Communications where she helped agricultural producers and those throughout the food chain understand the methods, motivations and complexities of getting safe, high-quality food from farm to table.

Wendy began her communications career as an editor at Drovers Journal, and later as the research communications expert for the National Live Stock and Meat Board. There, she led response teams addressing seminal industry issues, including E. coli O157:H7 and bovine spongiform encephalopathy (BSE).

Wendy is an agricultural producer at heart and by birth. She grew up on her family's northern Illinois farm, where they raised swine, cattle, soybeans, corn and hay. She earned a Bachelor of Science degree in agricultural communications from the University of Illinois and a Master of Science in animal science/meat science from the University of Florida.

West Region Vice President (2 year term – 2018, 2019)



Joe Gill

KASM Radio

joe@mykasm.com

(320) 845-2184

Years of Experience: Been in radio since 1999 and Farm Broadcaster since 2009. This will be my 5th year in NAFB.

Board Experience: - Stearns County Dairy Advisory Board

- Co-President of the Albany FFA Alumni

- Member of the Stearns County Pioneer Club

- Parent volunteer with our kids' sports/activities

Bio: I've been in radio since 1999. My first "real" part-time job was at KASM and I have never left. Along with being Farm Broadcaster since 2009, I also am the traffic director, sports announcer, webmaster and part-time salesperson. I grew up on my family's 3rd generation dairy farm, located just 2 miles down the road from the station. When not working, our family enjoys sports and family activities. My wife Denise and I live in Sartell, MN with our two busy kids Natalie (10) and Ben (8). The NAFB is only going to grow and get bigger and better. I want to be part of the team that helps the organization on that path. 2 years ago, I was involved in the Leadership Program in D.C.; one of the best professional experiences I have had. In my short career with the NAFB, it has allowed me to improve as a broadcaster in many ways.

West Region Vice President - Continued

(2 year term – 2018, 2019)



Ben Nuelle

Iowa Agribusiness Radio Network
nuelleb@gmail.com
(515) 313-7780

Years of Experience: 2

Board Experience: I currently serve on the awards committee.

Bio: Ben moved to Iowa from Higginsville, Missouri. He is a triplet. He graduated from Northwest Missouri State University with a bachelor's degree in Mass Media with an emphasis in Multimedia Journalism in May 2015. Aside from talking on the radio, Ben has played piano since he was seven years old. He frequently subs for organists and pianists for church services as well as play for weddings.

I want to serve on the committee because I feel a necessity to give back to the organization. Just in the two years I've been a member, the organization has given me so many opportunities as a broadcaster I feel it is a duty to give back to NAFB. This organization is like none other and want to be a part of shaping it for future broadcasters to help them succeed like I have.

South Region Vice President

(2 year term – 2018, 2019)



Dewayne Gandy

Talon Media
dgandy@radiotalon.com
(800) 928-5253

Years of Experience: 25

Board Experience: Current Board Member of the Missouri Broadcasters
10 years as a Board Member of the Aurora Airport

6 years as a Board Member of the East Kansas City Airport Corp.

Bio: I grew up in North Missouri and my family and extended family are producers. I worked on my Grandfather's farm before going to William Jewell. My first full time position in broadcasting in the mid 70s was with Shepard Broadcasting of Moberly Missouri as GM of KMRN in Cameron. I began purchasing stations in SW Missouri in 2003. KRMO is our Ag station at Talon media and the strongest producer of the four. I find working with Ag producers the most rewarding and as I meet with others in this industry they are amazed, once they understand what farm broadcasting really does for its audience. I just want to promote and strengthen farm media and I feel this is the best platform for that purpose.