



Volume 8, Number 4, April 7, 2020

by Larry A. Quinn



BOYER SELECTED FOR COLORADO WHO'S WHO – Immediate NAFB Past President and Colorado Farm Broadcaster **Lorrie Boyer** was one of 40 ag industry professionals nominated and selected as a Who's Who in Colorado Agriculture recipient. In its second year, this award program is hosted by the Denver Business Journal and the Colorado Farm Bureau.

The program honors those making an impact on Colorado's food industry. In addition to a reception honoring the nominees and the Trailblazer winner, the Denver Business Journal will print a write-up highlighting each person in a spring special edition paper. The event has been postponed due to COVID-19, but the Denver Business Journal says that the reception is to "honor the movers and shakers in the state's ag industry." An extensive application for nomination was submitted and included Boyer's career accomplishments and service positions within the local and ag community including her involvement in the National Association of Farm Broadcasting (NAFB).

Boyer is the farm broadcaster and *Ag Morning Show* host for 1010 KSIR in Fort

Morgan, Colorado. Before serving as NAFB 2019 president, she served as the South Region vice president.





BOSOLD MARKS 43 YEARS AT WAXX – In late February, **Bob Bosold** marked his 43rd anniversary on the air at WAXX (Eau Claire, Wisconsin), doing radio and TV broadcasts.

“It’s been a great run, and I have more people to thank for my career than I could ever begin to thank here,” Bosold said. “As I tell people, it’s different every day. I’ve had the opportunity to talk to everyone from U.S. presidents to first-year 4-H members as well as see special places all over the world. Thanks to everyone who has helped me make it for 43 years. And, no, I’m not done yet.”

As a kid right out of college, getting that first on-air job was exciting and a little nerve wracking for Bosold.

“But when I graduated, I didn’t know if I wanted to focus on radio or television,” Bosold said. “To my good fortune, WEAU-TV

and WAXX and WAYY radio were seeking a second person to help **Jerry Urdahl** with the farm chores in Eau Claire. To make a long story short, when my great new bosses to be — **Larry Busse, Bob Holtan, and Marty Green** — offered me the opportunity to do both radio and television, I jumped at the chance.

“My first day on the air was Valentine’s Day 1977, and I’ve never regretted the decision my late wife, **Dawn**, and I made to come to Eau Claire and make a life for ourselves. Being on WAXX, which has one of the biggest broadcast signals in the state, also meant a lot of farmers, agribusiness people, and just plain folks have been part of my radio family for the past 43 years.

“Working with Urdahl and his predecessor, **Pat Keliher**, was like being in a broadcast learning lab every day. Those two guys not only taught me broadcasting on an everyday basis, but also how to interact with farmers, educators, and the general public in telling the story of feeding the world on a one-on-one basis.”

Farm broadcasting also introduced Bosold to a bigger world of farm communications when he attended his first NAFB meeting in the summer of 1977.

“I found out early in my career I could learn a lot by just listening and observing some of the great voices and personalities in this industry,” Bosold said. “Back then the leaders of NAFB were **Marvin Vines** and **Rich Hull**. I still remember the summer nights on my uncle’s Iowa farm

when I was in bed with my transistor radio picking up stations in Little Rock, Denver, and other distant cities and hearing the voices that intrigued me so much. Never did I think I would rub shoulders with such gentlemen as **Keith Kirkpatrick**, **Orion Samuelson**, and others too numerous to mention here.”



Bob Bosold is shown with Farm Broadcaster **Pam Jahnke** (Wisconsin Farm Report Radio Network, Madison, Wisconsin).

The past 43 years also allowed Bosold to travel to many parts of the world looking at farms and talking to local farmers.

“It has meant my education has never stopped when it comes to agriculture. Talking to everyone from U.S. presidents to first-year 4-H members has been a learning and growing experience. I’ll end with a big thank you to everyone whose path I’ve crossed on my journey,” Bosold said. “I hope everyone has enjoyed their careers as much as I have enjoyed mine. I look forward to meeting new people and continuing to share the story of the greatest industry in the world and the people who make it so.”



STEEVER NAMED 2020 NAMA MARKETER OF THE YEAR –

The National Agri-Marketing Association (NAMA) receives nominations and selects an annual recipient who works in agri-marketing or sales and is an active member of NAMA for the NAMA Marketer of the Year award. This award is NAMA's most prestigious honor given to an active member of the association and recognizes outstanding accomplishments in the field of agri-marketing. This year's recipient is **Sara Steever**, principal and president of Paulsen and an Allied Industry Council member of NAFB. Steever's career began as an

art director at Paulsen 29 years ago, and she later worked as a web developer and digital director.

"It is my privilege to work in an industry that is true to my roots. I grew up on a row-crop and livestock farm in southeast South Dakota, but I knew that I was not cut out to be a farmer. So, to have a career that allowed me to work alongside the agribusinesses and organizations that serve farmers today was something that I never dreamed I would be able to do," Steever said.

Steever is the incoming president of NAMA, having served for the past five years on the Executive Committee. She also served as the Northern Prairie Chapter president, currently advises both South Dakota State University and North Dakota State University student chapters and served as chairman of the Best of NAMA Conference and the NAMA Fall Conference.

"I tell people that I am NAMA's biggest fan, and I say that because of the impact it has had on not only my career but also on the careers of countless students and other professionals in the industry. NAMA also opens doors to NAFB, an important partner in the success of our industry and, ultimately, our farming community," Steever said.

Steever will receive her award during the rescheduled NAMA Annual Conference, slated for August 11-13, 2020, in Kansas City, Missouri.



BERTLING IS NEW NAFB MEMBER – KFEQ Radio (St. Joseph, Missouri) recently named **Dionne Bertling** as its new ag director. Additionally, Bertling has joined NAFB as a Broadcast Council member.

“I would never have envisioned being an ag director a couple years ago, but I have loved learning about agriculture and how it

intersects with politics and life. I do have a little agriculture in my blood. My grandfather was a farmer, and my father retired early so he could devote most of his time to his passion — taking care of his huge garden,” Bertling said. “I greatly appreciate my new general manager, **Doug Schmitz**, for giving me this opportunity. Also, I have remarried, and my husband, **Ted**, has been my biggest cheerleader in encouraging me to go for my dream career in radio. It has been a wild ride, and I’m excited to see where my radio career goes.

“Two years ago, I decided to go for my dream career instead of settling for just a job. I had wanted to do radio for many years, but I let life, people, my age, and fear get in the way. I stepped out in faith, faced my fears, and with the support, love, and prayers from family and friends, I started pursuing a radio career. A year ago, I was hired at Eagle Radio as a part-time board operator. I was ecstatic. I’ve worked hard this year and had lots of help from some amazing people — **Miles Ramsay, Matt Stooks, Brent Martin, Gene Millard, and Travis Dodge.**

“My path into broadcasting has been a little unconventional. I was born in Ohio and grew up in the Midwest. I graduated from Moody Bible Institute in Chicago with a BA in American intercultural ministries. While there, I worked at Moody Radio during the school year and several summers. After graduation, I married and had four kids: **Monica, Calvin, Harley, and Matthew.** I was a full-time mother and homeschool teacher for 18 years.

“As my kids grew up, I started thinking about my future after homeschooling. I had already begun to work on numerous political campaigns, was the vice chairman of my county’s Central Committee, and was writing extensively on my political blog. As I considered my options, I realized I didn’t want to be a campaign worker on a regular basis, and I definitely did not want to be a politician.

“I wanted to talk and write about politics. But, I loved interacting with people too much to be only a writer. I needed to be a talk-show host. Once I made this discovery, it wasn’t long after

that I was asked to be an Internet radio talk show host. I hosted a one-hour show once a week for three years.



Dionne Bertling is pictured with **Gene Millard**, center, and KFEQ News Director **Brent Martin**.

“Life then threw me a curve ball. I ended up becoming a single mom after a divorce. I was thrust into the workforce just trying to find a job to pay the bills. I worked for a trucking company, on the assembly line at GM, as a server at a restaurant, and at other jobs. At each job, I felt like the life was being sucked out of me.

“For years, I didn’t follow my dream career because I didn’t think it was practical. I thought I was too old and had missed my opportunity. Then, I read a book that changed my life. The author wrote about living a life of purpose. I figured I had nothing to lose.

“Immediately after I made this decision, a friend told me about the Missouri Broadcasters Association Radio Talent Institute. I applied and was accepted. It was 10 of the best days of my life. **Dan Vallie**, the president and founder of the National Radio Talent System, gave me a tremendous opportunity to learn and make connections in the broadcasting world.

“I met **Gary Exline**, the GM of Eagle Radio in St. Joseph, Missouri, at the Institute, and he hired me. I have loved working at Eagle this past year. There is an incredible difference between just working at a job and having a career doing something you love and are passionate about.

“I have gotten some incredible training at Eagle Radio by **Travis Dodge, Miles Ramsay, and Gene Millard**. Ramsay taught me how to produce the *Agri-Shop* show, which was hosted by Millard. As both a farmer and broadcaster, Millard has given me valuable insight into both worlds,” Bertling concluded.

NEW STATEWIDE AGRICULTURE NETWORK LAUNCHED IN KENTUCKY – The Edge Media Group is proud to announce a new statewide network with a focus of telling the agriculture story.

The Edge Media Group launched the Your Ag Edge network March 16, 2020. The signature program is called *Travelin’ The Bluegrass* and is hosted by Farm Broadcaster **Alan Watts**. The show and network will focus on telling the story of agriculture and rural life in Kentucky, from Pikeville to Paducah. After ending his two-year tenure as the host of Kentucky Farm Bureau’s *Across Kentucky* program, Watts plans to launch the new program and network to provide more coverage of Kentucky rural and agricultural life.



Travelin’ The Bluegrass not only will focus on the stories of farming and agriculture across Kentucky but also will include a look at rural life in the Bluegrass State that Watts proudly calls home. He will be sharing the stories of farmers from the western to the eastern portion of Kentucky. He also will focus on the people, festivals, and events that make Kentucky what it is today. The show will follow a similar format as the Kentucky Farm Bureau’s *Across Kentucky* program. In addition, each day’s show will be posted as a podcast to the Your Ag Edge network website with the entire conversation also featured from time to time.

“The new Your Ag Edge network is a dream come true,” Watts said. “Sharing the stories of farmers and rural life in Kentucky is a true pleasure. Whether it is the story of a young farmer just getting started in the poultry industry or the truck driver hauling a load of cattle from the farm to the livestock market, each person has a special story to share.”

“We are very excited about the opportunity to showcase the pride of Kentucky, and we can’t wait to see what’s next,” said Beth Mann, president and CEO, Edge Media Group, Cadiz, Kentucky. “Alan Watts has been committed to Kentucky his entire broadcast career which spans more than 30 years, and now he gets to share that love from boundary to boundary of the incredible Bluegrass State.”

As one of three Kentucky members in NAFB, Watts is known as the “farmer’s friend” across the state. He feels each farmer or person from rural Kentucky has a unique story and he enjoys sharing the story with others.

Watts began his career in farm broadcasting in 1986 as an assistant to **Colonel Dink Embry**, who was the farm director at WHOP in Hopkinsville for many years. Working with Embry, he developed a love of the people of agriculture. He learned the art of telling the story of agriculture from Embry, the *Voice of Agriculture* **Jack Crowner**, former *Across Kentucky* host **Mike Feldhaus**, and most recently *This Week In Agribusiness* co-host **Max Armstrong**. Watts began hosting the Kentucky Farm Bureau *Across Kentucky* program in January 2018 and continued in that role until March 2020.



HOOSIER AG TODAY EXPANDS MARKET COVERAGE – Hoosier Ag Today Network (HAT) has responded to tumbling oil, financial, corn, and soybean prices with expanded market coverage, reports HAT President **Gary Truitt**.

“Unprecedented market volatility in financials, energy, and commodities have farmers reeling and desperately seeking information and recommendations on what to do,” Truitt said.

The network has begun production of a new daily feature called *Dollars and Sense*. The mid-morning program includes an opening look at financial and energy futures and a pre-open look at corn and soybeans. In the program, a rotating group of top market analysts give their perspectives on market action and recommendations for farmers.

“The program is a composite snapshot of the markets and the tone of trade for the day. The insights are short, practical, and timely,” said Program Producer and HAT Vice President **Andy Eubank**.

Among the first stations to add the program to their daily schedules are WRAY AM/FM (Princeton, Indiana), WKOA-FM (Lafayette, Indiana), WTRE-AM (Greensburg, Indiana), and WSLM AM/FM (Salem, Indiana). Other network stations around the state are expected to add the 90-second update to their farm program schedules.

In addition, Hoosier Ag Today currently airs a mid-day commodity and energy market update as well as a four-minute, comprehensive market review every afternoon and early morning. Additional resources are available at www.hoosieragtoday.com.

WE WANT YOUR NEWS — Send us your stories and photos for future newsletter issues. Contact Larry Quinn at larryquinn@outlook.com or phone at **703-819-6532**. *Airing on the Side of Agriculture* is included in the blog section of NAFB.com. For an archive copy of any past issues, go to **Membership** and click on ***Airing on the Side of Agriculture***.

#