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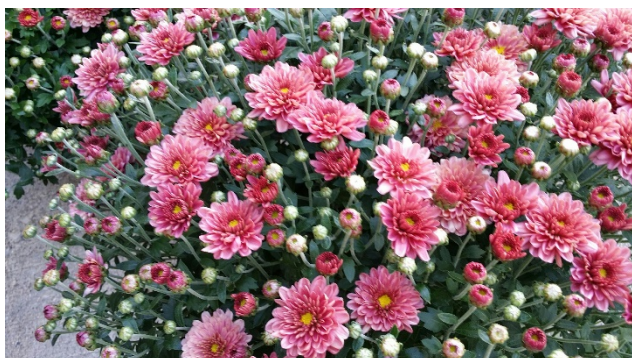
by Larry A. Quinn



early plants.

(Jeff Nalley with daughter, Grace) Jeff added, "My grower only had pink mums. We planted them. Little did we know that my mother, **Sue (pictured at right)**, had breast cancer at the time. She was diagnosed in the late summer. We decided to offer the pink mums for sale to draw attention to

MUM'S THE WORD...when it comes to the family business led by **Jeff Nalley** (Cromwell Ag Radio Network, Utica, KY). That's what Jeff does in his spare time when he's taking a break from farm broadcasting. "I grew up on a farm that fell in the 80's crisis. That led me to radio. I wanted the kids to have some 'hands-on' experience with growing crops and marketing. We started with both mums and strawberries. Now we're down to just mums. The weather isn't favorable for a commercial strawberry business with our soil type and location. We started with just 250 mums. We're well over that mark now." Hot weather in June killed about 10 percent of their



Breast Cancer Awareness." His mom is a breast cancer survivor. Jeff said, "We started a program five years ago called *Mums for Moms* to sell flowers to support breast cancer research and help pay for mammograms for women who can't afford them." He explained, "We partner with Cromwell Radio Stations, WMCI and WCRC, in Illinois to promote the events and work

with Sara Bush Lincoln Hospital in Illinois as well. The flowers are a symbol of hope. God had a plan and allowed us to participate. Now the program is in our home town and two other cities in Illinois. We also support a ladies mission group who sell our flowers to support their various charities here at home and around the world.” Also, the Nalleys support the local FFA chapter in providing flowers for them as a fund raiser and help schools that sell mums to buy books, technology and transportation for field trips.



The Nalleys raised 3300 flowers this year. They sell their mums at their local farmers’ market, and they provide flowers for local schools for fundraisers. The family effort includes Jeff’s three sons, **Will**, 16, **Rob**, 14, **Jon**, 12, his daughter, **Grace**, 11, his wife and his mother. “It’s a hobby that got out of hand quickly. But it truly is a labor of love,” Jeff exclaims.

“Besides the community service he provides in growing mums, Jeff excels in farm broadcasting. He is receiving the Kentucky Farm Bureau Communications award in early December. “It’s my 4th time,” Jeff said, “NAFB Hall of Famer **Jack Crowner** won it five times.”



FARM BROADCASTER OF THE YEAR...“What a tremendous honor it was for me to receive the 2014 Farm Broadcaster of the Year Award,” **Ken Anderson** (Brownfield Network, Lincoln, NE) said after the November convention in Kansas City. “I attended my first NAFB Convention in 1977, at the ripe old age of 22, and have watched many great farm broadcasters receive this prestigious award over the

years.”

(Ken Anderson, left, with Ed Greiman, Iowa Cattlemen’s Association president) “To think that my name has been added to that list is rather mind-boggling.” Ken added, “Receiving this award is also very humbling. Humbling because I know there are so many farm broadcasters out there who are just as deserving of this award as I am—farm broadcasters who work very hard to serve their listeners. I salute all of you for the great job you do.” He continued, “Another

reason that receiving this award is such a big thrill, at this point in my career, is that I took the long way around to get here.”

Ken’s first stint as a farm broadcaster...lasted 12 years, then he ventured off into the world of marketing. “I enjoyed the marketing side,” he said, “but always in the back of my mind, I was thinking maybe someday I’d like another chance to be a farm broadcaster.” He wasn’t sure that it would ever happen, but in 2008, “opportunity knocked with Brownfield.” Ken said, “It’s been wonderful. A great company, great co-workers, a great boss and the freedom to do what I truly love—to find news, write news and report news—and work for and with the greatest people on earth, farmers and ranchers. I am so blessed to be able to do what I do.” Ken concluded, “How many jobs are there where you can truly say that you are helping people, making a difference in their lives, on a daily basis? I believe that we, as farm broadcasters, are doing just that.”

Will farm broadcasting continue to be relevant? To that question, Ken said, “I have to smile because we had that same concern 35 years ago. In fact, with television in its infancy, farm radio broadcasters were asking themselves that same question 70 years ago—and we’re still here, more relevant than ever! We’ve done a great job of adapting over the years, expanding our product across various digital platforms. We’re reaching a much broader audience than ever before, including policymakers and consumers. It gives us a great opportunity to help the nonfarming public gain a better understanding of agriculture.”

With gratitude...“I want to thank NAFB and the Awards Committee for presenting me with this award,” Ken said. “NAFB is such a great organization with so many talented people and great leaders. Receiving this award from this organization is very special. I also give thanks to God, because I believe that whatever talents and abilities I have are a gift from God. I try to use those gifts in a way that pleases Him. Thanks for listening and God bless.”



HORIZON AWARD WINNER...Nicole Heslip (Michigan Farm Radio Network, East Lansing, MI) said she enjoys being a spokesperson for agriculture. “With less than two million farmers in the nation, I whole heartedly believe not only farmers, but family, friends and agribusiness professionals need to do their part in sharing the agricultural story. I love what my family has done on the farm. Being someone who speaks not only for my family but also for the industry is an amazing opportunity.”

What does she love about her job? “I love the diversity of Michigan agriculture, second only to California. We grow more than 300 different commodities in Michigan. On any given day, I can be reporting on traditional agronomic crops, dairy, cherries, apples, asparagus, potatoes, hops and even chestnuts. Michigan agriculture, while diverse, is also close-knit.” As a young professional in the industry, Nicole has appreciated the networking and mentoring that has been a part of her job. “People care. It’s more than conducting business, there’s a family atmosphere to it. Just as many farms are

family businesses, working on the industry side, I feel as if I'm still part of that larger farming family."

How did she get her start? "My involvement in FFA allowed me to do a few interviews with Michigan Farm Radio Network during high school and college. My true passion growing up was public speaking. I participated in the FFA Greenhand and Prepared Public Speaking contests and served in several leadership roles, including as a Michigan FFA State Officer," she said. "Some things just seem to fall into place. After graduating from Michigan State University, my goal was to begin a career in Michigan agriculture that served the farm community. When the position at MFRN became available, it seemed it was meant for me. I've always been a passionate agricultural communicator and every day I get to do just that."

What stimulated her interest in farm broadcasting? "It all started with a book. My mom had attended a farmer meeting where she learned about Farm Safety 4 Just Kids and heard **Marilyn Adams'** story of losing her son on the farm. My mom loved her message, bought her book and shared that story with me." Nicole, as an ambitious sophomore, thought farm safety would be the perfect topic for the FFA Greenhand Public Speaking Contest. "That book led me to eventually serve as a state officer, to major in agriculture and natural resources and to begin my career as a farm broadcaster."

About being a farm broadcaster, Nicole said, "Coming from a farm, I have so much pride in the agricultural industry. Getting to connect personally with so many in the farm community is such a blessing. I love being able to share the passion farmers have for their livelihoods as well as help them to better craft their message. Sometimes you have to interview someone who is not quite comfortable with a microphone in their face. Being patient, helping them relax and become relatable is something I never thought I would enjoy as much as I do."

FARM & RANCH NEWS AWARD...Bill Zortman (KELO/KELO, Sioux Falls, SD) was recognized for his diligent coverage of farm and ranch news by the South Dakota Farmers Union during their 99th convention held November 20-21 in Aberdeen. "Until now, I've done everything but farm news," said Zortman, who grew up on a farm in Iowa. "It's our goal to talk to consumers and help them understand what we in agriculture do." In 2013, Zortman, along with KELO, launched *It's Your Agri-Business* news hour, which runs twice weekly on Mondays and Wednesdays from 10:00 to 11:00 a.m. on 1320 AM and 107.9 FM. Listeners can tune in to audio streaming or podcasts at www.KELOAM.com. (Bill Zortman, right, interviews Roger Johnson, National Farmers Union president.)





THREE OUTSTANDING STUDENTS EARN \$5,000 SCHOLARSHIPS

Left to right, **Liz Koehler** (Illinois), **Joel Penhorwood** (Ohio), and **Shannon Yokely** (Missouri) are recipients of \$5,000 NAFB Foundation scholarships named after legendary NAFB members: **Glen Kummerow**, **George Logan** and **Orion Samuelson**.

Liz Koehler, winner of NAFB Foundation's **Orion Samuelson Scholarship**, is a senior at the University of Illinois, Urbana-Champaign studying agricultural communications. Her focus is broadcast journalism, and she is minoring in environmental economics and law and getting her public relations certificate. After graduation, she plans to combine these to report news for an agriculture radio station. Being raised on her family's grain farm grew her love of agriculture. During those years, she was involved in 4-H and FFA where she learned how important communicating agriculture is for the industry. She joined the 4-H House Cooperative Sorority at the University of Illinois, where she spent time on the Executive Board and helped plan events. Also, she is involved in Illini Agriculture Communicators of Tomorrow, ACES Council and Illini Limnologists. Liz also has been a student member of the National Association of Farm Broadcasting since 2013. Liz held previous internships with Farm Credit Illinois during the summer of 2012 and the Illinois Farm Bureau during the summers of 2013 and of 2014. Also, Liz has worked for the Division of Nutritional Sciences since she was a sophomore as their marketing intern.

Joel Penhorwood, winner of NAFB Foundation's **Glen Kummerow Scholarship**, is currently a junior at The Ohio State University where he is majoring in agricultural communications. Joel comes from the agricultural community of West Mansfield, OH, where he grew up on a small farm raising steers, hogs, chickens, and goats for market and show. He remains heavily involved on the farm along with his grandparents' goat and hay operation in addition to his family's 1000-head dairy farm, where he spent his high school summers and weekends milking. Joel's family includes his parents **Mark** and **Terri Penhorwood**, along with his two older brothers, **Josh** and **Jordan**. As a farm kid, an important piece of Joel's life growing up was 4-H and FFA. His serious interest in radio started when, in high school, a family friend and Ohio farm broadcaster, encouraged him to participate in the FFA's Agricultural Communications Career

Development Event. "The thought that I could take part in farm broadcasting, a staple of agricultural news that I grew up fascinated with, would not soon leave me," Joel said. After graduation, Joel was hired by WPKO/WBLL (Bellefontaine, OH) as an intern in their news department. After working there for two summers, and learning the ins and outs of radio from veterans of the airwaves, **Bart Johnson** (Ohio Ag Net, Columbus, OH) approached Joel at the beginning of his sophomore year at OSU and offered him a job. "I currently work for the Ohio Ag Net and Ohio's Country Journal in the capacity of farm broadcaster/reporter, learning more and more about radio and news while becoming more deeply involved in Ohio and American agriculture," Joel said. Outside of radio, Joel stays busy in several student organizations including the Ohio State chapter of the Agricultural Communicators of Tomorrow and Collegiate Young Farmers. Joel is currently working towards his private pilot's license, enjoys photography, travel, and writing, and stays involved in his home church.

Shannon Yokley, winner of NAFB Foundation's **George Logan Scholarship**, is a senior majoring in science and agricultural journalism with minors in agricultural education, leadership and agricultural economics at the University of Missouri. She will graduate in May 2015. Shannon is from Jefferson City, MO, where she and her parents, **Wayne** and **Karen**, raise registered Angus cattle. Shannon was in 4-H and FFA where she held various leadership positions. She has been exhibiting cattle on local, state and national levels since age eight. Through her experiences showing cattle, she developed a love for livestock and the agriculture industry. She served as president of the Missouri Junior Cattlemen's Association and first vice-president of the Missouri Junior Angus Association. During 2012-2013, she was an ambassador for the Angus breed during her reign as Missouri Angus Queen. On campus at MU, Shannon loves interacting with other young agriculturalists who share common passions. She served as president of Sigma Alpha Professional Agricultural Sorority, first vice-president of Mizzou Collegiate Farm Bureau, treasurer of Agricultural Communicators of Tomorrow and secretary of Mizzou Collegiate Cattlewomen. She is a College of Agriculture, Food and Natural Resources (CAFNR) Peer Career Coach, member of the CAFNR Student Development Board and was on the CAFNR Week Steering Committee. Shannon is a member of the 2014 Mizzou Intercollegiate Livestock Judging Team. She was named the 2014 CAFNR Outstanding Junior. During June 2014, Shannon studied abroad in Toulouse, France, where she studied the French language, agriculture and viticulture. Currently, she is an intern with Brownfield Ag News and also serves as the TV/News Intern for MU Extension Cooperative Media Group. Shannon is a student guest blogger for FCS Financial. Shannon said "I have the best of both worlds when it comes to my major." She combines her agricultural roots with her passion for storytelling. Shannon plans to continue her education by pursuing a Master's Degree in agricultural communications. Future plans include continuing her herd of Angus cattle and opening her own agricultural communications firm in Missouri.



SARAH HEINRICH IS FEATURED... in a *Women in Ag* series written by the *Pinke Post*, and posted November 2. <http://thepinkepost.com/2014/11/sarah-heinrich/> Katie Pinke (Wishek, ND) writes the blog. With her permission, we share excerpts of that feature. *"The women of agriculture from 125 years ago in North Dakota instilled a work ethic and passion for family, food and the land that still exists and lives through many active women in agriculture today in North Dakota. One of*

those women is Sarah (Gustin) Heinrich. I have seen her in action and hope many young North Dakotans are watching and emulating her."

Katie's blog continues...*"If you are local, you see and hear Sarah on the news, as a farm director and noon show host on KXMB in Bismarck, ND. Sarah takes on the issues and highlights the importance of farms and ranches to our economy. What Sarah is doing is vitally important I believe. If we don't have advocates in our mainstream media, agriculture gets lost in the noise."*

About her job as a farm broadcaster, Sarah says...*"It's a job that I love to do every day. I get to go out and tell the stories of farmers and inform the public about the challenges and struggles our industry is facing and share the exciting news when times are good."* (**Editor's Note:** Sarah's story is a good example of "airing on the side of agriculture.")



ARMY RECRUITING IN OKLAHOMA...Aaron Corbet, former NAFB Member Services staff member, has begun a new career in Army recruiting in Oklahoma. "Things are going great for us. We have almost fully settled in Bartlesville, OK, home of Phillips 66. I really have grown to enjoy recruiting for the Army." He explained, "Many of the kids we are working with down here are struggling to secure their future. Giving them an opportunity, through the Army, to get a skill and education is really exciting. Actually have a couple that are ready to join." Aaron was sad he missed NAFB's convention. "Not just the experience, but the people and members. Coming to the organization in 2012, I didn't have much ag experience. I have since realized how important agriculture is to sustaining our world and that the industry is full of good, committed people. I love the Army, but will miss NAFB."

SEND YOUR STORIES...about "airing on the side of agriculture." Email stories and photos to larryquinn@verizon.net or call Larry at 703-819-6532.

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