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by Larry A. Quinn



NAFB PRESIDENTS DRIVE TRACTORS IN INAUGURAL PARADE – Current NAFB President **Max Armstrong** (Penton Agriculture, WGN Radio, and *This Week in AgriBusiness*) and Past NAFB President **Mark Oppold** (RFD-TV and Rural Media Group) were among the drivers of 13 tractors that composed the Rural Tractor Brigade (shown as it passes in review in front of the Presidential Reviewing Stand on January 20). **Janet Adkison** (RFD-TV), another Past NAFB President, covered the event along the parade route. Mark said, “The Rural Tractor Brigade was the vision of RFD-TV Founder & President **Patrick Gottsch**. Patrick stated early in the campaign that the road to the White House would travel through rural America, and rural America’s voice was heard on election day. The Tractor Brigade was a visual reminder of the importance of agriculture to the overall economy.” Mark emphasized, “It was an honor to be included in the parade and to join current NAFB President **Max Armstrong**. We really connected with the crowd all along the parade route. I cannot put into words the feeling of driving by the Presidential viewing stand at the White House, and having **President Trump** give us a ‘thumbs up.’” His son, **Barron**, showed his

excitement as we drove by.” Mark said, “Patrick called it a ‘Grand Slam’ for all of agriculture and rural America.” Mark agreed and added, “Patrick is already making plans for four years from now.” Patrick emphasized, “We are proud to have the Rural Tractor Brigade represent agriculture in Washington, DC, on this historic day and hope that this kicks off a year where there is a new appreciation for the importance of working together is recognized and embraced by all in this great country.” In addition to Mark, Max and Patrick, several leaders of agriculture associations represented their members by driving a tractor in the parade.



Drivers are getting their instructions at the beginning of the Inaugural Parade, which traveled down 15 blocks of Pennsylvania Avenue, from the U.S. Capitol all the way to the White House. The colorful tractors in the Rural Tractor Brigade represented America's farmers and ranchers in the historic parade. The Rural Tractor Brigade served as a visual reminder of the role



American agriculture plays in feeding and clothing the world. About driving one of tractors in the Inaugural Parade, **Max Armstrong** said, “What a sight to have farm tractors on Pennsylvania Avenue and to be in one. I was on the side closest to the reviewing stand. I would say we were less than 30 yards away. I have been making the claim that this had to be the first time in our nation's history that tractors were in the Inaugural Parade.” **Max Armstrong, left, and Mark Oppold** prepare to drive their tractors in the parade.



As darkness comes, tractors composing the Rural Tractor Brigade roll down the Inaugural Parade route on their way to the White House reviewing stand.

PODCASTS HIGHLIGHT WOMEN IN AGRIBUSINESS –

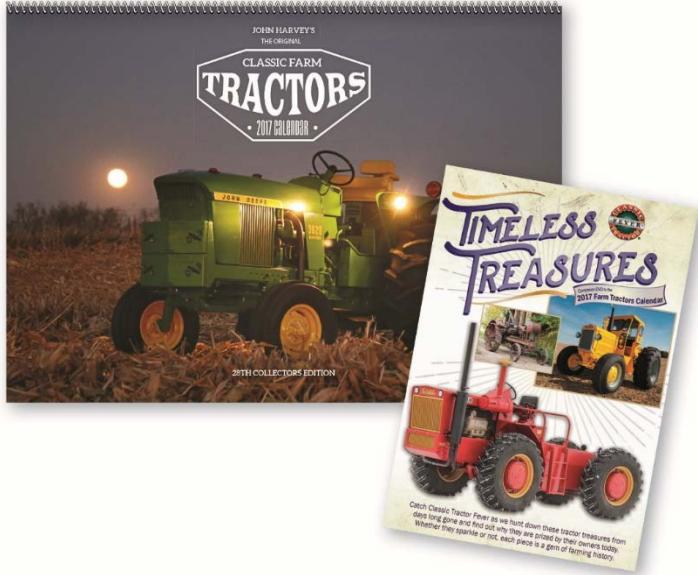
Sara Steever (President, Paulsen Agriculture) asks the question, “Do you know any young women considering their education and career options? That's precisely the audience for **Spark: Women in Agribusiness**, a podcast series that profiles some of the most accomplished women in agriculture.” She explains, “The podcast series came about because I believe it's important to encourage young women to consider agriculture for their life's work. I heard it said once that a country with food has many problems, but a country without food has only one. That "one problem" is why we must continually look to recruit the best and brightest minds. This pipeline of talent will ensure a future where food is nutritious, abundant and affordable for all.” Sara notes, “With so many students growing up without a farming background, it's important to provide role models in a way that uses technology and social networks to reach women who may otherwise never consider agribusiness as a viable opportunity.” She adds, “Many jobs in agribusiness are **STEM** jobs—that's to say, **Science, Technology, Engineering and Math**-related jobs. But I would add an “**A**” for Agriculture to that list. We need **STEAM** jobs because there are important roles outside of STEM as part of the agricultural system. Business, communications, law, finance and HR are just some of the roles that we explore on Spark, along with traditional STEM fields.” About the podcasts, Sara said,



“The Spark interviews are compelling because each woman overcomes obstacles to succeed. And, universally, I can tell you that there are no more intelligent, generous and joyful women than you will meet on Spark. You'll recognize **Michelle Rook**, Farm Director for WNAX Radio; **Sarena Lin**, President of Cargill Animal Nutrition; **Jill Wheeler**, Head of Sustainable Productivity at Syngenta; **Jenna Oesch**, global marketing manager at Monsanto Vegetable Seeds; **Karla Trautmann**, Interim Director at South Dakota State University Extension, and many more articulate, accomplished professional women in agribusiness. Sara has done 10 interviews so far and **Michelle Rook** (left) was the most recent. Sara is planning two more interviews in the next two weeks, so her goal is to do one or

two a month. “Through their stories, we learn about the jobs they have now and the paths they took that got them there,” Sara explains. “All along the way, they have great advice for starting or re-starting a career in agribusiness. You'll find the podcast on iTunes by searching for **Spark: Women in Agribusiness**, or at <http://www.paulsen.ag/category/thinking/spark/>. If you know of a leader in agribusiness that would like to tell their story, contact sara.steever@paulsen.ag. And please share this with anyone you know who is ready to start a career that comes with a larger purpose, that of feeding the world.”





CLASSIC TRACTOR CALENDAR—“If you don't yet have a 2017 calendar, then you might want to put the new 2017 Classic Farm Tractors Calendar on your wish list,” said **Brian Baxter** (Baxter Communications, Indianapolis, IN). “Collecting and restoring classic farm tractors continues to be one of the hottest hobbies in the U.S., and tractor fans can get an up-close look at more than a dozen beautiful machines, thanks to the 2017 Classic Farm Tractors Calendar,” Brian added. **John Harvey** debuted the calendar back in 1990 and it's been going strong for almost three

decades now. Brian said, “The 2017 edition highlights more than a dozen rare and unusual tractors and has a special story on the 8th Annual Mackinac Bridge Antique Tractor Crossing. This is the 28th edition of the calendar, and it's among the best-ever printed,” says Classic Tractor Fever producer and host, **Brian Baxter**. “We've got great full color photos, along with detailed owner and tractor information.” The cover tractor on the 2017 is a rare 1972 John Deere 3020 owned by **George Braaksma** of Sibley, IA. This 3020 was built in a low-profile style for use in orchards, and perhaps only about five were built this way. In addition, a rare and large 1917 Avery 18-36 tractor was given to Texas A&M University for use on its farm nearly a century ago. Avery tractors were built in Peoria, IL, but the company went out of business many decades ago. Texas collector **Lou Buice** has restored the Avery to like-new condition, and the tractor is the September feature in the new calendar. “From Case to Farmall, Massey Harris to Ford, Minneapolis Moline and more, the 2017 Classic Farm Tractor Calendar honors farm power of the past and has a brand of interest to everyone with a farming connection.” In addition to the unique calendar, there is a Classic Tractor Fever DVD called “Timeless Treasures”, that shows each of the calendar tractors in action and gets the story straight from the collectors who are preserving these machines. “People love to see these beautiful classic tractors work and hear the sounds of the old engines,” Baxter says. “It's a great way to spend 90 minutes on a winter afternoon, warmed up by the sights, sounds and memories of these machines that played such an important role in putting food on tables across America and the world.” To order the 2017 Classic Farm Tractor Calendar, or the DVD *Timeless Treasures*, call **1-800-888-8979**. Or shop the full Classic Tractor Fever catalog on the website at www.classictractors.com. For more information, additional photos or video clips, or to schedule a phone interview, contact Brian Baxter at brian.baxter@baxterusa.com or call 317-638-2338.



TRIPLE ROLE FOR IOWA FARM BROADCASTER — Farm Director **Janelle Tucker** (KMCH, Manchester, IA) also serves as the station's news director and on-air host. She grew up as a farm girl in rural Dyersville, IA, the home of *The Field of Dreams*. "My parents operated a dairy farm, so I had the opportunity at a young age to get involved with chores and field work. I was in 5th grade when a tornado destroyed my grandparents' home, which fueled my obsession with weather." Janelle said. "With hopes of becoming a TV meteorologist, I attended Iowa State University, where I graduated with a major in journalism and mass communication and a minor in meteorology." After an internship at a local TV station, she realized she wanted to stay close to home and decided to pursue a career in local radio. "When a News Director position opened up at a station just 15 minutes from Dyersville, I jumped. And I've been there ever since." Along with having an air shift four hours a day and serving as the News Director (KMCH has a one-person news department), the titles of Farm Director and Assistant Program Director were added to her responsibilities. "I provide an ag news segment called *The Ag Informer* that airs three times each weekday, plus we provide market updates several times a day and broadcast other programs such as the *Iowa Agribusiness Radio Network* (with local Dyersville resident **Ken Root**). I love covering our local commodity groups such as the Delaware County Pork Producers, Cattlemen and Dairy Council -- all extremely active in our area." Janelle emphasizes, "But my favorite part of covering our ag community is a contest we call 'KMCH, Bring Me My Lunch.' We invite local farmers to enter the contest by providing their name and cell phone number. Then, each weekday at 9:30 a.m.



for three weeks during the harvest season each fall, we call one of those farmers and **IF** they answer their phone by saying, 'KMCH, Bring Me My Lunch,' we do just that! We deliver them lunch for four from one of the area restaurants right to their farm or field. Sometimes they answer wrong by saying, 'Hello,' but after years of doing this, many farmers are waiting by their phone

hoping we will call. This contest is by far our most popular one of the year. Everybody loves it even those who aren't farmers. It gives us a chance to visit with our farming audience and show our appreciation." Interviewing 4-H and FFA livestock exhibitors is something she does each summer at the Delaware County Fair for a segment called *Meet the Champions*. Janelle served three years on the Delaware County Pork Producers and Porkettes Association (as an associate member representing KMCH). She's been a member of NAFB for three years, and has been honored by the Iowa Broadcast News Association for her local ag news coverage.

Janelle Tucker interviews Little Dairy Royalty at the Delaware County Dairy Banquet.



NEW NAFB MEMBER – Thomas (Tom) Davis (WIBL/WRPW, Normal, IL) said, "My broadcasting career has come nearly full circle. I started in 1975 doing news, weather and market reports on WJCK-FM (Rensselaer, IN) and am now the Morning Host, Program-News-Farm Director at Cities 92.9 (Bloomington, IL)." He added, "In between, I was an air personality at WTHI (Terre Haute, IN), KNET-AM (Palestine, TX), and at WFMB-FM (Springfield, IL) before returning to news and spoken word radio at WMAY-AM (Springfield, IL) in 1996." That same year, he branched into television as a meteorologist on NBC affiliate WICS-TV (Springfield, IL) until 2004. Then, he assumed the reigns as Program Director and News Director at WSKY-FM (Gainesville, FL), while at the same time serving as a

contributing reporter for CNN/HLN and FOX News Channel. His return to the Midwest came in 2011 as the Morning Anchor (KWQW-FM), News and Operations Manager for Cumulus (Des Moines, IA). "I later came to my now (and hopefully forever) home Bloomington, IL, in 2015," Tom said.



JANUARY ICE STORM HITS SOUTHWEST KANSAS — In the middle of January, the weather forecasters started warning of a huge weather change for the weekend of January 14. **Lory Williams** (KBUF, Garden City, KS) reports, “In southwest Kansas, we had enjoyed warmer temperatures for a couple of weeks. I always find it interesting when the warnings come, because some listeners just brush it off. Our place is 30 miles from town, with livestock, so, we pay attention to the warnings. We haven’t forgotten 2009 when power poles snapped, and we were without power 14 days. All the generators in the area were gone, and, hauling livestock water was a daily ritual. This time, we were without power for only a few hours.” She added, “Thankfully, the Garden City area was spared with just some ice and snow, and a few outages, but, nothing devastating. However, to the south and east 50 miles to Dodge City, it looked like a tornado had hit with downed

power lines and trees. There were close to 10,000 residents, city and country, without power for over a week. So, our livestock friends were hustling to keep livestock fed and watered. Of course, in this area of agriculture, we try not to complain about moisture, and this storm netted anywhere up to over an inch. This contributed to very muddy feedlots and dirt roads. Kansas State Research Wheat and Forage Specialist **Romula Lollato** has advised producers to inspect their wheat fields. He emphasized that the ice and bitter cold, the way it arrived, probably didn’t hurt the wheat as much as one might expect. “Once again, we wait, until the wheat wakes up to see what kind of damage may have occurred,” Lory said.

WE WANT YOUR NEWS – Send us your stories and photos for future newsletter issues. Contact me at larryaquinn@outlook.com or call me 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*.