

Mid America CropLife Association

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MACA Honors Industry Leaders

For Immediate Release

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St. Louis, MO — The Mid America CropLife Association (MACA) honored several industry, media and academic leaders at its recent annual meeting in Bloomington, Minnesota.

The Association's Industry Vision Award was presented to **Richard Reed**, President of Kova Fertilizer, Inc. located in Greensburg, Indiana.

This family-owned and operated business was founded in 1935 by his dad Francis W. Reed. Currently, Richard serves as the President of Kova and has his three sons in the business along with some grandsons which are the fourth generation.

Kova has also been a member of MACA for 29 years and during those many years, he has given back to the industry by serving on numerous boards as well as helping support programs and activities in the communities that they serve which covers five states – Ohio, Indiana, Illinois, Michigan and Kentucky. Last year, Kova celebrated its 75th anniversary.

Richard is the Past President and Founder of the Indiana Plant Food & Ag Chemical Association. He's a firm believer in giving back to the communities and producers that they serve. They support 4-H, FFA, several state organizations, Purdue University, local hospitals and several others.

The award is presented annually to an industry leader who provides exemplary vision on the issues affecting Midwestern agriculture.

The MACA Educator of the Year Award went to **Dr. Kirk Howatt**, Associate Professor in the Plant Sciences Department at North Dakota State University (NDSU). Dr. Howatt relishes classroom teaching as well as research. He is very willing to sponsor and work with new graduate students and leads the agronomy club at NDSU.

His classroom teaching for undergraduates includes “Principles of Weed Science” and “Advanced Weed Science” is an undergraduate and graduate course. “Herbicide Fate and Action” is a graduate course focusing on movement of herbicides, physiological plant response to herbicides and associated visible symptoms, degradation of herbicides, and the influence of spray additives and solution chemical properties on herbicide efficacy.

Dr. Howatt’s professional affiliations include the Council for Agriculture Science and Technology, International Weed Science Society and North Central Weed Science Society plus several others.

As one of the people who nominated Dr. Howatt said, “He’s fully engaged in education so that students learn about crop protection products and their benefits and is very impressed with his work the last 10 years.”

Dr. Howatt received his doctorate in Bioagricultural Sciences and Pest Management in 1999 from Colorado State University. His master’s degree in Plant Pathology and Weed Science is also from Colorado State University. He earned his bachelor’s degree in Agronomy from the University of Wisconsin in River Falls.

The Ruth White Media Award is presented to an individual who’s demonstrated an evidence of consistent, objective and accurate reporting on American agriculture and the myriad of issues involved in modern agriculture, including the CropLife industry. This year’s winner is **Don Wick**, Red River Farm Network (RRFN) farm broadcaster.

Wick is a farm broadcaster and owner/partner of the RRFN which serves 16 radio Markets in the three states – Minnesota, North Dakota and South Dakota. In addition, he edits a weekly e-newsletter, FarmNetNews, which reaches over five thousand subscribers. He’s also worked as a farm broadcaster at WCCO Radio in Minneapolis, KWOA Radio in Worthington, and WNAX in Yankton, South Dakota. Don has also served as president of the National Association of Farm Broadcasting. He’s a two time winner of the Oscar in Agriculture for Excellence in Agricultural Journalism.

While Wick has traveled throughout the world to cover agriculture, he’s at ease with farmers and the ag industry in the Midwest. Wick is always willing to tell the story of agriculture, no matter the location.

The CropLife Ambassador of the Year Award was first presented in 1993 and is designed to recognize an ambassador for their efforts in promoting the crop protection industry through presentations to students or consumers. This year’s recipient is **Dave**

Case, Seed Treatment Key Accounts Manager for Bayer CropScience and is based in Enon, Ohio.

Dave has been an ambassador since 2005 Dave. He has been with Bayer for 20 years. During that time he has been a member of numerous associations and serves on several boards including The Ohio Agri Businesses Association and Ohio Corn and Wheat Growers Association.

Case is a graduate of the University of Kentucky where he received his BS majoring in Agriculture Agronomy with a minor in Agricultural Business Management, emphasis in Marketing.

Dave's no stranger to the importance of education as several family members were teachers. As a person who believes in education, during the last five years he's made presentations to 1,500 students in both the inner city and rural areas. In 2010 he visited 4 schools while in 2009 he visited 5 schools. As an ambassador he has participated as a guest ambassador for bi-weekly training meetings, he's very willing to travel to other states to make presentations, provides constructive input on program improvements and he's referred several ambassadors to the program

Finally, MACA President David Flakne presented the Association's most coveted award – the Dean Roy Achievement Award – named in honor of one of the organization's founders for "Exceptional Service to MACA and the CropLife Industry" for contributing the most by their selfless service.

The winner is selected in secret by the serving president, and Flakne selected **Matthew Ewers**, Inland Empire Distribution Systems, Inc., as the 2011 recipient.

Flakne cited Ewers' commitment and involvement with MACA. Currently, Matt serves as Vice President, Business Development for Inland Empire Distribution Systems, Inc. based in Spokane, Washington.

"Matt is committed and involved as he works for the benefit of MACA and the crop protection industry," stated Flakne. "His three attributes are his enthusiasm, willingness to work with others, and desire to get things done."

As a chairman of the MACA Distribution & Environment (D&E) committee he makes sure everyone has an opportunity to provide input. He also knows that MACA members want current information which they can use in their business.

"Matt's strengths are that he is committed and willing to work on projects like the DOT HAZMAT Training Video kit, to keep the SACs Survey - which is an industry standard - updated and for MACA to hold the Mini-Bulk Summit – Part 2 which provided

information on new container containment requirements which took effect in Mid-August. As a volunteer leader, Ewers find the time necessary for MACA's projects by working with committee members to make sure that MACA members realize benefits," concluded Flakne. "He believes in MACA and is willing to give his time."

Ewers is the 30th person to receive the Dean Roy Award.

Photographs are available from the MACA office upon request.

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The Mid America CropLife Association (MACA) is a non-profit association of manufacturers, distributors/formulators and allied industry of crop protection products in 13 Midwestern states. MACA works to research issues relating to crop production and to work together to improve the crop life cycle, via health, safety and public education. Check our web site at www.maca.org.