



Late February 2020

A LEGEND RETIRES

by Matt Winslow



All good things must come to an end. In late January, our own Glenn Luedke retired from serving as NAICC's Legislative Assistant. Glenn worked tirelessly in this position since 2011 and has been a great addition to the NAICC staff. His hard work and love for NAICC and its members will be remembered for many years to come.

Glenn has always put 100% into everything that he does. Through his hard work, he has put in many hours in many organizations. For example, Glenn is a 52-year member of the National Agri Marketing Assn; spent 28 years with FFA and 25 years with Farm Press/Penton Publishing.

Production agriculture has been in Glenn's blood since the very beginning. He was born and raised on a diversified livestock and crop farm in Northeast Nebraska. After studying at the University of Nebraska College of Agriculture, Glenn completed his two year military draft obligation while serving in the U.S. Army Chemical Corps. He was stationed at the U.S. Army Rocky Mountain Arsenal in Denver, CO where he specialized in laboratory and field testing of plant defoliants. Being honorably discharged in 1965, he began his business career with Northrup King & Co. based in their Denver field office. He served as territory manager in the Intermountain states and later was transferred to Northern Virginia in the same position covering four Southeastern states.

While living in Virginia, Glenn visited the home office of The Future Farmers of America in Alexandria, VA and learned of an open sales position with The National Future Farmer

Magazine. (Currently "FFA NEW HORIZONS") He was hired and advanced quickly to Director of Advertising. Glenn had been active in FFA while in high school and had served one year as State FFA Vice President. He holds the Honorary American Farmer Degree.

In 1995, Glenn joined Farm Press, a division of Penton Publishing (400 multi-media properties) and served as Director of Advertising. In 2009, Glenn was awarded with the first-ever CEO Award given by Penton Publishing. During his service with Farm Press, he was consistently the top producer in advertising sales revenue and total number of advertising clients served. Equally as important as Glenn's sales volume was his dedication to the many producer-oriented/ag-related trade and business organizations serving not only the Sunbelt but the national farming/ranching community. He retired from Farm Press/Penton in 2010.

During his distinguished career, Glenn realized the importance of partnering with associations and this is how he became involved with NAICC. He served on the FEAE Board of Directors for several years and has attended all NAICC annual conventions since 1997. In addition, Glenn served ten years on the board of directors of the Southern Crop Production Association while at Farm Press. Glenn received the well-deserved Service to NAICC award in 2011.

Glenn is a loyal, loving and devoted husband to his beautiful wife Judy and the extremely proud father of a very successful daughter and son. The pride and joy of his children is matched only by that of his five grandchildren. Glenn and Judy now reside in South Carolina.

Thank you, Glenn, for your dedicated service to NAICC and its members. We are blessed to have been part of your distinguished career in agriculture. We wish you all the best in your retirement.

(Thanks for Glenn's two best friends Judy Luedke and Dick Wright for their help filling me in on Glenn's outstanding contributions.)

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Have something to sell? Looking for a specific piece of equipment? Check out the NAICC Member Marketplace. Log in to Members Only portal on the NAICC website and scroll down to the NAICC Member Marketplace. Choose Items for Sale or Items Wanted. It is just that easy.



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PHOTO CONTEST



Winner of the random drawing of a \$50 gift card for the **Love of Your Life** photo contest on the NAICC Facebook page is...

Amber Parcell

Bennett Ag Research, Richland, IA



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Have a *Hot!* Topic?

If you have any hot topics that you would like to appear in the newsletter or a News Short, please email to Lisa at lwheelock@greatlakesag.com. What is important to one NAICC member is important to the organization!

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