

OBJECTIVE:

To develop and implement effective marketing and communications programs for business clients.

EDUCATION:

B. S. Ag Journalism, University of Minnesota, June 1983
B.S. Animal Science, University of Minnesota, June 1983
Basic Public Relations Skills Course, AMA, 1988

WORK:**Owner, Joan Olson Communications, June 1991 - present**

Provide editorial, public relations and marketing services for periodicals, agencies and businesses.

Client List: Cargill, Inc., Minnesota Agri-Growth Council, Midwest Shippers Association, Minnesota Soybean Research & Promotion Council, Architectural Wood Specialties, Primedia Publishing, Pro Partners Financial, Meredith Corporation, Cenex Harvest States, Agricultural Utilization Research Institute, Sales Support Inc., Forage Genetics, Smedsrud & Associates, Miller Meester Advertising, Syngenta, Tires Plus, Pearson Technologies, North Central NAMA, *Farm Industry News*, *Successful Farming*, *Soybean Digest*, *Partners*, *Hay & Forage Grower*, *Ag Innovation News*.

Editor, Cargill Animal Nutrition's, *Spotlight* magazine, 1997 - 2009**Managing Editor, *Farming Today*, 1991 - 1994****Communications Manager, Northrup King Co., Feb. 1986 - June 1991**

- Responsibly managed an annual budget of \$1 million.
- Directed agency development and implementation of advertising, marketing and media plans for two primary product lines; sorghum seed and alfalfa seed.
- Developed, coordinated and executed internal and external public relations programs for the
- Agri-Products Division of Northrup King Co. This included: video, audio and print news releases; press conferences; sponsorships; media contacts, dealer and customer publications.
- Editor of *Farming Today*, a 16-page, full color magazine with an agronomic focus on corn, soybean, alfalfa and sorghum. Distributed to 80,000 farm customers and prospects.
- Editor of *Dealer News*, a sales management newsletter for NK Dealers.

Assistant Farm Management Editor, *Successful Farming*, 1984 - 1986

- Wrote magazine articles that addressed the information needs of 620,000 farm readers in the subject areas of marketing, management, ag policy, finances and land.
- Worked with designers to establish appealing layouts for articles.
- Established a network of leading agricultural sources.
- Prepared and delivered marketing information via an audio-taped "MarketCall" daily message.

Advertising Intern, Colle & McVoy Advertising, 1982 - 1983

- Designed and wrote copy for magazine ads, brochures and multi-media public relations campaigns.
- Accounts serviced: IMC, International Multifoods, Gehl, Northrup King Co., Lockwood Corp., The Webb Co., Domain, Inc.

Editorial & Marketing Intern, Holstein-Friesian World, Inc., 1982

- Interviewed and wrote articles about top Midwestern dairymen for *Holstein World*.
- Called on ad agencies and ag companies with media representatives to sell ad space.

RELATED EXPERIENCE:

National Agri-Marketing Ass'n. North Central Chapter board member 1989, newsletter editor 1993 - 2004

HONORS:

American Agricultural Editor's Master Writer Award Winner, 1998, 1999, 2000
Outstanding Public Relations Campaign (< \$30,000) , N.C. NAMA, 1990
Merit Award, Internal Company Publication, N.C. NAMA, 2003
Merit Award, External Company Publications, N.C. NAMA, 1990
Outstanding Writing Award, Marketing Category, AAEA, 1987
International 4-H Youth Exchange (IFYE) to Norway, 1983
Honor Society of Agriculture, Gamma Sigma Delta, 1983
Thomas F. Barnhart Journalism Scholarship, 1982
National Distinguished Junior Holstein Member, 1982
National 4-H Conference Delegate, 1980

... REFERENCES AVAILABLE ON REQUEST.