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## **For Immediate Release**

### ***Farm Journal Adds Two Industry Leaders to National Account Team***

*Lenexa, Kan.* (Oct. 25, 2016)—Farm Journal announced today the addition of two agriculture industry veterans to the company’s national account team. Rhett Hawkins joins as Enterprise Account Director and Jaime Jonesmith as National Account Manager, both reporting to Will Murphy, Senior Vice President of Sales.

Hawkins comes to Farm Journal with more than 45 years of agricultural experience, from his youth growing up on a cash crop and feedlot operation in Southwest Ontario, to more than 20 years innovative professional experience. Hawkins most recently served as senior vice president with Sandbox where he helped lead the marketing communications agency in a new direction of integrated, collaborative, account and client management. Prior to Sandbox, Hawkins had been a partner at Osborn Barr, was in marketing communications at Bayer Crop Science and at one time founded and owned an ad agency in Canada called Red Rhino. Hawkins has launched and grown some of the most prominent brands in most sectors of agriculture across the globe.

"I've been working with Farm Journal for over 12 years and have always respected their solutions and their people," Hawkins said. "It's great to be on their team and I am very much looking forward to being part of such an innovative company."

Jonesmith brings more than 17 years of account management experience where she has worked with some of the largest brands in agriculture. Jonesmith joins Farm Journal from Osborn Barr, where she served as group account director and managed all of Monsanto’s key brands across seed, chemistry and traits, driving planning and execution on brands such as Roundup, Dekalb, Asgrow and VT Triple. She also worked hand-in-hand with Monsanto to launch and implement the America’s Farmers advocacy programs across rural America.

"Our goal is to bring the highest level of service to the ag media industry," Murphy said. "We do that by building a team with unparalleled industry knowledge and relationships. Rhett and Jaime both fit that bill perfectly. I’m thrilled to have them on the Farm Journal team helping to bring solutions to client needs."

**About Farm Journal Media** ([www.farmjournalmedia.com](http://www.farmjournalmedia.com))

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. Started 139 years ago with the pre-eminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business magazines; 70 events; six nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the online

equipment marketplace Machinery Pete LLC. In 2010, the Company established the non-profit, public charity Farm Journal Foundation, which is dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.