



CAMA LIFETIME ACHIEVEMENT AWARD

by Cory Bourdeaud'hui, Ralph Pearce, Yvon Therrien

Smart. Creative. Respected. Trusted. Professional. Just a small sample of the words used by clients, competitors and colleagues to describe **Lillie Ann Morris**, this year's recipient of the CAMA Lifetime Achievement Award.

This farm girl from Kentucky graduated from university with a Bachelor of Science in Home Economics Education in 1970. She moved to Canada and in 1976 started her advertising sales career in agriculture.

Her first employer was **Public Press**, which at the time, was owned by **United Grain Growers**. She was hired as an advertising sales consultant for **Country Guide** and **Cattlemen** based out of Toronto.

In 1983, Lillie Ann was appointment manager of the Toronto office for Public Press.

In 1994, she left Public Press (it was now called **Farm Business Communications**) and was a partner in a PR company focused on agriculture.

In 1997, she was hired as an independent advertising sales consultant with **Top Crop Manager** (formerly **AIS Communications**). Also in 1997, she was hired as an advertising sales consultant with **Le Bulletin des Agriculteurs**, a position she holds today.

In 2011, **Le Bulletin** became part of **Farm Business Communications** and in a sense, Lillie Ann came back home. Shortly after that acquisition, she was given additional responsibilities, looking after the advertising sales for **Country Guide East** in a highly competitive market.

Lillie Ann became a CAMA member in 1976 and was on the CAMA board by 1978. There were discussions in those early years to dissolve CAMA because of poor attendance and its poor financial situation. Lillie Ann's positive ener-

gy and "can do" attitude breathed new life into the group. She was instrumental in its early growth and by 1983 was the President. She was the first female to hold that CAMA position.

In 1984 Lillie Ann worked on the first "Best of CAMA" awards program which is the premier annual CAMA event that is still going strong to this day. She was



Lillie Ann Morris

awarded the CAMA Builder Award in 1991.

Lillie Ann continues to support CAMA by attending as many CAMA events as possible.

"Lillie Ann has been a supporter of CAMA for decades," says **Mary Thornley**, CAMA Executive Director, "She has been a driving force for CAMA and her commitment to CAMA continues to this day."

Her commitment and involvement with agriculture go far beyond the broad spectrum of her sales duties.

What sets Lillie Ann apart from her peers is her relentless drive to build relationships with key players across the entire Canadian agricultural scene.

Lillie Ann has key allies and has developed great contacts with myriad associations and farm groups. To list just a few:

Ontario Soil and Crop Improvement Association (OSCIA), the **Innovative Farmers**

Association of Ontario (IFAO), **Certified Crop Advisors – Ontario (CCA-Ont.)**, the **Ontario Institute of Agrologists (OIA)**, **AgScape (formerly Ontario Agri-Food Education)**, the **Christian Farmers Federation of Ontario (CFFO)**, the **Land Improvement Contractors of Ontario (LICO)**.

She's also allied with the **Agricultural Management Institute (AMI)**, **Ontario Dairy Herd Improvement (DHI)** and the **Ontario Forage Council** and the **Canadian Forage and Grasslands Association**.

She's cobbled together participation from this network of organizations that favour care of the soil, of farming by the acre and managing farms with productivity, profitability and environmental stewardship among their highest priorities.

Lillie Ann is also involved in numerous grassroots associations like **4-H**, **The Canadian Young Speakers for Agriculture**, and of course, the **University of Guelph's** CAMA student chapter. She takes great pride in helping the team prepare before and at the NAMA competitions. These are the future leaders in the agriculture and farming industry that Lillie Ann helps encourage.

And she never stops promoting agriculture to political and business leaders and to the general public. Recently, Lillie Ann her husband **Don Lobb** were an integral part of the recent **Soil Summit** hosted by the **Soil Conservation Council of Canada (SCCC)**, an event which drew in participants and attendees from across North America and around the world.

Lillie Ann Morris's contributions to Canadian agriculture have been nothing short of extraordinary. That's why she is so deserving of the CAMA Lifetime Achievement Award. **AM**