

# CAMA LIFETIME ACHIEVEMENT AWARD

by Elizabeth MacDonald, Monsanto & Jan Kennema, John Deere Canada

**A** strong, quiet leader who is passionate about agriculture in every aspect. Let me introduce **Kevin Lord**, this year's CAMA Lifetime Award Recipient.

The CAMA Lifetime Achievement award honours outstanding accomplishments and commitment in the field of Canadian agricultural marketing and continuous support of CAMA spanning over the course of a career.

Lord completed a Bachelor of Arts from the **University of Western Ontario**, an Advertising Degree from **St. Clair College** and an Advertising/Marketing Degree from **Ryerson University**.

Lord started his professional career in 1977 where he worked for **Bowes Publishers**, a London Ontario based company. In January 1978, Bowes Publishers internally transferred Lord to the **Ontario Farmer** publication, where he has been employed ever since. His career with **Ontario Farmer** began as a Local Sales Representative in central Ontario until 1991 when was promoted to his current position of National Advertising Director, he now manages all of **Ontario Farmer's** national sales.

**Dave Kington**, DK Media, describes Lord as someone who, "works hard to help accomplish the goals of each of every advertiser, and always 'sweats the small stuff' to ensure that every objective is achieved, and no detail is overlooked."

Over the years, Lord has worked with clients to make innovative advertising ideas come to life. Kington says, "the bottom line with Kevin is that he is always open to ideas to increase the impact of advertiser activities, all while mindful and protective of the reader and the vehicle to ensure that the integrity of editorial product is not compromised."

Outside of his responsibilities with **Ontario Farmer**, Lord has dedicated time to several organizations, on a volunteer basis. Fittingly, an organization that he holds very close to his heart is CAMA. Lord has been a member of CAMA Ontario for 25 years, since November of 1991.



Kevin Lord

In 2003, Lord joined the CAMA Ontario Board of Directors. He remained on the board until 2015, providing valuable insight and guidance. "As a Director, Kevin always endeavoured to see that CAMA stayed true to its mandate and served members with integrity," says **Lori Jocius**. "Kevin always guided the Board of Directors with his leadership and advice, stemming from many years of knowledge and experience," adds **Mary Thornley**, CAMA.

Through CAMA and his role at **Ontario Farmer**, Lord continues to be a huge supporter of the **University of Guelph CAMA Student Chapter**. He offers invaluable guidance and mentorship to the young and eager students on the team. His support is also shown through **Ontario Farmer's** sponsorship of the team and the in-kind support of advertising space in **Ontario Farmer**.

Two other organizations that Lord passionately dedicates time to are the **Canadian Animal Health**

**Institute (CAHI)** and **CropLife Canada**. In the past, Lord was also involved with both the **Ontario Retail Farm Equipment Dealers Association (ORFEDA)** and the **Ontario Wholesale Farm Equipment Association (OWFEA)** which both no longer exist today.

As a member of the CAHI Annual Meeting Planning Committee, where he has dedicated 15+ years, Lord is a strong supporter of the organizations mandate and understands the importance that the annual meeting has to the organization as a whole. **Jean Szkotnicki**, **Canadian Animal Health Institute**, says, "Kevin's the kind of guy that is always there, always ready to tackle anything."

Lord has also dedicated 10+ years to the **CropLife Canada Ontario Counsel**. Lord is a strong member to this team due to his knowledge of the industry, his strong personal and communication skills and his extensive network of contacts.

It is said that "Kevin is selective with his words but when he talks, people listen." He is very well respected in the media industry, agriculture sector and within the **Ontario Farmer** organization due to his knowledge and experience in the business.

To persevere in an industry like agriculture and media for as long as Lord has, you must be passionate about what you do. When Lord started his career, **Ontario Farmer** was the one of the most respected publications. For a print publication to keep its relevance over a 40-year period is impressive but is only possible by a dedicated team, one which Lord has been part of for his entire career. **AM**