

BEST OF
CAMA
2020

CAMA NATIONAL HONOUR ROLL RECIPIENT

The National CAMA Honour Roll award recognizes the contributions and commitment of a CAMA member towards building the **Canadian Agri-Marketing Association**. The award takes the honouree's investment and dedication to the betterment of CAMA into account.

Those who've been involved with CAMA Alberta for any amount of time know **Noel Blix**, a fixture with the Alberta Chapter since 2013. If anyone has worked towards making CAMA better, it's Noel.

Beginning his career in marketing more than 24 years ago, Noel has racked up more than 20 of those years specializing in agriculture. His creativity, dedication and passion for the industry and for CAMA mean that he's incredibly well qualified for the National CAMA Honour Roll.

Noel's career is a storied one. If you've worked in Calgary agencies for any amount of time, it's likely you've been part of a classic Noel Blix story, or heard one from a coworker. During that time, he's worked across traditional and digital channels, bringing brands to life for an incredible array of clients. Since his early days with **AdCulture**, to **AdFarm**, **McCann**, and now **Think Shift**, Noel brings his gifts for storytelling and a sense of humour to the table for clients. And it's list of clients to be proud of, including **Alberta Beef**, **Bayer CropScience**, **Calgary Stampede**, **Canadian National Music Centre**, **Cargill**, **Coca-Cola**, **General Motors**, **Kraft**, **Molson**, **Pork Canada**, **Suncor**, **Syngenta Crop Protection**, **Versatile Tractors** and **Wyeth Animal Health**.

With his work recognized by the **Canadian Agri-Marketing Association**, **National Agri-Marketing Association**, **Graphis**, **Creative Arts**, **Applied Arts**, **Canadian Marketing Association**, **Strategy**, **GLOBE (MAAW)** and the **Alberta Motion Picture Industry**, Noel's creative record is one that we can all admit to being just a little bit jealous of.

On top of his lifetime of noteworthy clients and award-winning work, Noel's contributions to CAMA, both on the provincial and national levels, are what we're most excited to celebrate. Since joining CAMA seven years ago, Noel successfully developed and implemented the Cambassador Program, an initiative

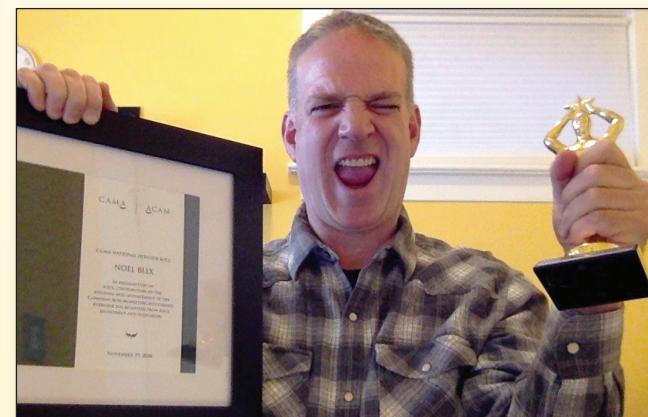


Noel Blix

that offers CAMA members professional development opportunities through access to passionate industry leaders and quality mentorship. More recently, he spearheaded the popular **Agronomy 101** event, launched the annual **Hutterite Turkey Extravaganza**, and spent two years as the Alberta Chapter President.

Noel's always looking to improve and streamline Best of CAMA, where he worked to update the entry forms for the online judging program. He continually works to ensure the Best of CAMA competition continues to be valued by everyone in the industry.

CAMA Alberta would not be where it is today without the efforts and support of Noel since joining the organization. It is likely that many agencies and brands in the world of agriculture could say the same. His drive and passion for the industry continues to push his work and the work of others to new levels. Noel, your contributions over the years have earned you a well deserved place on The National CAMA Honour Roll.



Noel Blix with his National CAMA Honour Roll award.

CAMA

UPCOMING CAMA EVENTS

November 26 – Brand Boulevard "The New Face To Face" Webinar

December – "The Next Generation Of Ag Tradeshows" Brainstorm Discussion

January – CAMA SK Marketing Minutes – Equipment Edition

April – CAMA MB "Beyond Products in Agriculture" PD Event

For more information : info@cama.org, www.cama.org **AM**