

Mid America CropLife Association

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MACA Presents Industry Vision Award of the Year Doug Goff – Helena Agri-Enterprises, LLC

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St. Louis, MO— The Mid America CropLife Association (MACA) honored several industry, media and academic leaders at its recent annual meeting in Indianapolis, Indiana. The Association's Industry Vision Award was presented to **Doug Goff**, Helena Agri-Enterprises, LLC.

The award is presented to an individual who's devoted their career to promoting and protecting the interests of the entire crop protection industry which supports American and Midwestern agriculture and has shown leadership roles within their company and in other industry-wide organizations.

Doug has been with Helena since 1996, where he started out as a Sales Manager for the Midwest Division based out of West Des Moines, IA. Shortly thereafter, Doug transitioned to his current role of North Central Division Manager in Carmel, IN. Previously, he worked for Monsanto for 17 years.

Early in his career, Doug's passion was Precision Information Management. He took on the second ever SST Info in Bluffton, IN in 1998. Under his guidance, the North Central Division developed the trade name of Helena's precision ag platform, AGRIntelligence, and his retail locations were the first to offer those services to customers.

He has assisted in the acquisition of over 40 physical retail locations and the development of the Owensboro, KY wholesale market for Helena. One of his achievements was the planning and construction of Helena's Huntington, IN Terminal where the company manufactures several of their proprietary products today.

Known internally at Helena for being a passionate people developer, Doug sees the potential in employees, has inspired and encouraged them to channel their potential to be

successful in their careers. He's been active in the industry and given back to the industry by serving on the MACA Board of Directors, the Michigan Agribusiness Association, Indiana Plant Food, and Illinois Fertilizer Chemical Association.

A photograph is available from the MACA office upon request.

The Mid America CropLife Association (MACA) is a non-profit association of manufacturers, distributors/formulators and allied industry of crop protection products in 13 Midwestern states. MACA works to research issues relating to crop production and to work together to improve the crop life cycle, via health, safety and public education. Check our web site at www.maca.org.