



**MID AMERICA  
CROPLIFE  
ASSOCIATION**

**Valent's Matt Lawrence Honored as 2024  
Dean Roy Achievement Award Recipient**

***For Immediate Release***

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*St. Louis, MO – The Mid America CropLife Association (MACA) is pleased to announce Matt Lawrence, Director of Account Management at Valent USA, as the recipient of the 2024 Dean Roy Achievement Award. MACA President Jaime Yanes presented the award during the MACA Annual Meeting held in Bloomington, MN from September 3-5, 2024.*

*The Dean Roy Achievement Award, MACA's most coveted honor, recognizes individuals for exceptional service to MACA and the crop industry. Established in 1982, the award is named after Dean Roy, a past MACA member who served two terms as MACA president from 1976 to 1978. Lawrence is the 42nd recipient of this prestigious award.*

*With over 25 years in the industry, all with Valent USA, Lawrence has been an active and dedicated MACA member. He currently serves on the MACA board and is a member of the Critical Member Issues Committee. Previously, Lawrence chaired the Production and Environmental Stewardship (PES) committee and has been instrumental in combining the DNE and PES committees as part of MACA's updated strategic plan.*

*Lawrence's contributions to MACA are numerous and impactful. He has been a strong advocate for the Young Leader Scholarship Program, hosting recipients for many years. He has also promoted the Ag Academy program (formerly CropLife Ambassador Network) and helped recruit speakers.*

*"Matt exemplifies the spirit of the Dean Roy Achievement Award. His unwavering commitment to MACA and the industry, coupled with his ability to balance professional success and family life, makes him an outstanding recipient. We are*

*grateful for his continued service and leadership," shared MACA President, Jaime Yanes.*

*Outside of his professional commitments, Lawrence enjoys golfing, hunting pheasants, and spending time with his wife Penny and son Jacob.*

*For more information about MACA and the Dean Roy Achievement Award, please visit [www.maca.org](http://www.maca.org).*

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*A photograph is available from the MACA office upon request.*

*The Mid America CropLife Association (MACA) is a non-profit association of members of the crop protection industry from the 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](http://www.maca.org).*