

Tom Davis

B.S., Agricultural Economics, 1980, Purdue University

Tom Davis' career has been marked by accomplishment and recognition since graduating from Purdue in 1980 with a B.S. in Agricultural Economics. The biographical sketch below provides strong evidence that Tom Davis is an outstanding candidate for the Distinguished Agricultural Alumni Award.

Tom Davis became publisher of Successful Farming magazine on July 1, 2001. He is responsible for leading the overall strategic planning, marketing, circulation, research and financial contributions of the Successful Farming magazine profit center. The center includes Successful Farming magazine, Agriculture Online,TM Successful Farming @Radio Magazine, custom publishing services programs, and ancillary sales. With a circulation of 442,000 and 1.1 million readers, Successful Farming is the largest paid circulation farm magazine in the United States, as well as the largest advertising revenue farm publication. Davis has been with Successful Farming magazine since joining the advertising sales staff in Des Moines in 1978. In 1980, he was promoted to the Chicago branch and four years later returned to Des Moines as Branch Manager. In 1991, he was promoted to Regional Manager and then to Director of Advertising Sales in 1996.



While at Meredith, Davis has been instrumental in leading several significant projects with agri-marketers, including MAX program and the Farm Family Enrichment Conference. The MAX program was designed by the SF editorial team to promote farming with maximum efficiency while participating in strong conservation practices. Tom coordinated the marketing efforts to major ag industry leaders. The Farm Family Enrichment Conference was another editorial project that he helped market to the agribusiness community. This on-site, three-day seminar was designed to help farm families deal with issues small businesses face every day. This conference was held in 1998 and brought 400+ farm families together.