





2022 Hall of Fame

**Congratulation
s
Greg Nickerson**



Hall of Fame



Hall of Fame



An Iowa farm boy turned Wisconsinite.

Hall of Fame



Hall of Fame

Greg Nickerson

As chairman, Greg Nickerson splits his time between business development, financial oversight and serving on several non-profit boards representing Bader Rutter. During his three decades at the agency, he has seen it more than triple in size and diversify its client base into many different industries. Greg counts among his accomplishments orchestrating an employee buy-out of the company from its founder in 2008 as well as leading the effort to locate and build a new headquarters in downtown Milwaukee.

Greg has long taken an active role in the Milwaukee community, from industry and trade groups to philanthropic community service. A long-time board member of the Betty Brinn Children's Museum, he was recently elected President of their Board of Directors. Much to his chagrin, he has not been called down to the floor to help his beloved Milwaukee Bucks.

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Greg Nickerson Professional Bio –

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Greg Nickerson is the chairman and former CEO and president of Bader Rutter, the largest advertising agency in Wisconsin, and the largest agricultural marketing agency in the country. Founded in 1974, Bader Rutter has doubled in size since Greg first became president, conducting client work for Continental Properties, Corteva Agriscience, Zoetis, Milwaukee Bucks, Case IH, Zoro, Trane and more. Greg has grown Bader Rutter to employ 275 adworkers across three states, creating a potent foundation for consistently creating award-winning work.

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Awards –

- Bader Rutter Ranked No. 1 Advertising Agency in Milwaukee
- Named 2017 NAMA Marketer of the Year
- 100's of Advertising Awards

Involvement –

- Member, National BMA Board
- President, Betty Brinn Children's Museum
- Speaker, MKE Fellows

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When you open a dictionary today (online or print) look up the word “class.” Greg’s photo will be there. After I put aside the obvious built-in bias against Greg(after all, he was an Iowa farm boy, me a Minnesota farm boy), we became friendly competitors early on, as he toiled in PR representing Dow, me CIBA-Geigy.

Later we worked collaborating on many efforts, be it AAEEA, NAMA or ARC. His agency leadership always found him searching for the elusive quality in work and people. He found it often. That’s what quality people do! I always enjoyed working with him and many folks at BR over the years as I moved into association management in ag. Greg, congrats on this great honor as you join me in the ARC HOF. As I think back, it may be the only thing I beat you to in the 35+ years we’ve known each other.

Den Gardner
Gardner and Gardner Communications

Hall of Fame



Hearty congratulations to Greg Nickerson for receiving this much deserved honor!

From being raised on a small dairy farm in Iowa, to being Chairman of the largest marketing communications agency servicing agricultural accounts, you're a proven and effective leader.

By my count, the organization you lead is the largest agency for 12 consecutive years...and number one 22 times over the past 24 years.

That says a whole lot about the service you and your organization have provided to agricultural clients and the industry over the years.

From one proud Cyclone to another...well done and welcome to the Hall of Fame!

Best wishes,
Lynn Henderson
Agri Marketing magazine



Hall of Fame



“I remember the day I met Greg, almost 30 years ago,” says Lori Hallowell, Bader Rutter VP/Director. “He struck me as someone special – someone I wanted to build my career with. He is authentic, trustworthy and smart. He more than lives up to those early expectations. He is at the heart of our company. He knows each of us and our clients. He goes the extra mile, takes the extra trip and sacrifices to build our business and help our industry. I’m excited to see him be named to Ag Relations Council Hall of Fame. It means a lot when you think of all the farm kids we know who are just starting careers. Greg is paving a path and proving that there are no limits.”

Lori Hallowell
VP/Director, Bader Rutter

Hall of Fame



“Greg is a visionary leader,” says Bader Rutter CEO Jeff Young. “He sets the bar high and then gives us the tools to exceed our goals. He approaches everyday with an entrepreneurial focus, but he never forgets that building our clients’ business is at the center of everything we do. Cheering him on as he’s inducted into the Ag Relations Hall of Fame is another great chapter in his ongoing career. He’s been instrumental in our company’s success – our financial health, our business growth and he doesn’t shy away from challenges. He’s been a great mentor and friend to me.”

Jeff Young
CEO, Bader Rutter

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