



we'll give you confidence in your marcom / content strategy

40 Seasons Media, led and founded by former Chief Content Officer **Jim Sulecki** of Meister Media Worldwide, is a market communications and content development advisory with deep roots in agribusiness and agriculture.

Why take chances? Bring 40 Seasons onto your team.

for marketers	for media orgs	about jim sulecki
media strategy, messaging, channel deployment		>30 years in business media
content marketing, copywriting, exec. ghostwriting		20+ years editorial management
content planning and development, conference mgmt.		award-winning digital executive
public relations	editorial training	P/L management experience
agriculture / agribusiness consulting	change management	

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40 seasons media LLC | 40seasons.com | 440.537.0625 | info@40seasons.com



jim sulecki

lead and founder



- 30-plus years of **hands-on experience and leadership** in business media
- Former **Chief Content Officer**, Meister Media Worldwide
- 20-plus years of **executive leadership** including editorial, sales, marketing, graphics, digital, video
- **P/L responsibilities** as division Managing Director
- **Lead / executive editorial roles** on media brands including *CropLife*, *PrecisionAg*, *Cotton Grower*, *AgriBusiness Global*, *American Vegetable Grower*, *Ag Consultant*, *Cotton International*
- **Founding conference chair**: Biocontrols USA Conference, Growing Innovations Conference & Expo
- **Conference chair**: *PrecisionAg VISION* Conference
- Named “**Innovator in Business Publishing: Online Executives**” by *BtoB Media Business* (2009)
- **Award-winning** author and sought-after speaker, presenter, and moderator

about jim

“Jim Sulecki is a true leader and one of the best journalists with whom I have worked. He is an accomplished speaker, conference planner, and media expert. I recommend him without reservation.”

—Michael Deluca,
former President,
Meister Media Worldwide

“One of the best minds I ever got to work with. If you need the kind of professional help 40 Seasons Media is offering, touch base with Jim!”

—Al Strohmaier,
former Group Publisher,
Meister Media Worldwide

“Jim is a pioneering and cutting-edge multimedia publishing professional in every aspect. Consult with him to bring your content and multimedia strategies to an exceptional new level!”

—Mike Gonitzke,
Multimedia Advertising
and Sales Consultant

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40 reasons why 40 seasons

1. Deeply experienced in media strategy and techniques
2. Credible journalism and . . .
3. Content marketing
4. Highly creative
5. Have many connections
6. Understand agriculture, one of the world's oldest professions (truly)
7. Fun to work with
8. Cost effective
9. Flexible
10. Fast learners
11. Customize work to your needs
12. Platform-agnostic – we do . . .
13. Digital . . .
14. Print . . .
15. Video . . .
16. Events . . .
17. Focus groups
18. Well-traveled
19. Communicate in plain English
20. Located in the Heartland of America . . . we have the common touch

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40 reasons why 40 seasons (cont.)

21. Enthusiastic about our work
22. Your success is our success
23. Firm believers in the power of human communication
24. Tech savvy
25. If we can't do it, we know people who can
26. We're your partner in business, not just in communications and marketing
27. Use us as your independent sounding board . . .
28. Honest – no B.S.
29. We're a knowledgeable supplement to your core staff
30. You worry about the product, we worry about content and communications
31. Complex message? We'll help you articulate it
32. National scope . . .
33. International experience
34. Available day and night – no 9-to-5ers here
35. Did we say we love words? Written and spoken
36. We strive for interaction, not just a monologue
37. Because it's hard to find both experience and innovation in one package
38. We get quickly bored with “this is the way we've always done it”
39. We're efficient with content – nothing left on the cutting-room floor
40. We'll give you total confidence in your marketing comm and content strategy

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