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AAALA Board Approves Parker as Executive Director

Topeka-based BHL continues to provide association management

The American Agricultural Law Association (AALA) board of directors recently approved the appointment of Brad Parker of Braden Heidner Lowe and Associates (BHL) to serve as the association's executive director.

BHL's senior vice president, Scott Heidner, had been serving as AALA's executive director since April 2019. Parker joined the firm in January 2020 and soon began working closely with Heidner on AALA's executive-level operations, including board and committee management, strategic planning, technology initiatives, and symposium planning.

"We are excited to continue working with BHL and to move Brad into the ED role," said AALA President Tyler Buswell of Kirton McConkie PC in Salt Lake City, Utah. "Brad's background, education, experience in agriculture, two years as executive director for other BHL-managed groups, and recent involvement with all aspects of AALA will build up that valuable relationship."

A northwestern Kansas native, Parker graduated from Kansas State University in 1998 with a bachelor's degree in agricultural journalism and agribusiness. He also completed an MBA in management, with an emphasis on organizational leadership, from Friends University in Wichita, Kansas, in 2015. He attained the Certified Association Executive (CAE) designation from the American Society of Association Executives in 2016 and earned a Certificate of Excellence in Nonprofit Leadership and Management from Michigan State University in 2019.

Before joining BHL, Parker spent nine years with the Kansas Soybean Association and Kansas Soybean Commission as their communications director. Prior to that, he served in communications roles at the North American Limousin Foundation, University of Missouri-Columbia, Nebraska Cattlemen, American Angus Association, and National Pork Producers Council.

BHL is a full-service association management and government affairs firm. It serves clients throughout North America, including state, regional, national and international associations. It has been providing all aspects of association management – including membership retention and

growth, event planning, financial and strategic planning, websites, and social media – for several decades. It has offices in Topeka, Kansas, and Jefferson City, Missouri.

The American Agricultural Law Association (<https://www.aglaw-assn.org>) serves as the premier association for agricultural law and policy professionals. Its mission is to inform and engage the law and policy professionals who serve all facets of the agricultural and food communities.

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