



COMMUNICATIONS GROUP
Marketing | Public Relations
POWERING INSIGHT

Media Contact:

Hannah Phillips

501-680-3216

hphillips@comgroup.com

Cat Frans Recognized by ComGroup as Newest Women in Industry Inductee



Cat Frans is The Communications Group's newest Women in Industry (WIN) inductee.

LITTLE ROCK, Ark. (August 24, 2023) – [The Communications Group](#) (ComGroup), a [full-service marketing and PR firm](#) based in Little Rock, continues the summer season of its [award-winning](#), multifaceted series [Women In Industry \(WIN\)](#). WIN celebrates the professional achievements of women in multiple [industries](#) nationwide.

This week's WIN inductee is [Cat Frans](#), executive director of the [Independent Professional Seed Association \(IPSA\)](#), an organization providing benefits and programs, including seed trials, education resources, advocacy, health insurance options and business services, to independent seed companies in the Midwest that specialize in corn and soybean.

"Cat is a driving force behind transformative progress in agriculture and nurtures a sustainable and innovative landscape for independent seed companies in the Midwest," said [Lisa Van Hook](#), APR, agency

principal and host of the WIN Podcast. “Her visionary leadership fosters growth, community empowerment, and farmer-centric advocacy, and we are thrilled to share her inspiring story.”

Although Frans’ background lies outside of agriculture, she quickly recognized the need for advocacy in agriculture. Since joining IPSA in 2015, her expertise in marketing and communications has empowered her to execute strategic communications, programmatic and membership education, coordination of annual conferences, social media management, and the overall operational management of the organization.

“I don’t have an ag background, so I came into this new,” Frans said during her [interview](#). “I was very intimidated, so with that, I dove into anything I could download as far as agriculture knowledge and education.”

In recognition of Frans’ professional achievements and contributions to the community, ComGroup donated to [Northeast Arkansas Children’s Advocacy Center](#), an organization she actively supports.

Women In Industry inductees are announced on The Communications Group’s [Facebook](#), [Instagram](#), [X](#) formerly Twitter, and [LinkedIn](#). Additionally, you can find more WIN inductees [here](#). For more information on the WIN series, you can find each inductee’s profile at [ComGroup.com](#). WIN inductees are selected through an open nomination process. Nominate a woman who deserves recognition [here](#).

###

About The Communications Group

The Communications Group is an award-winning, Arkansas-based, marketing and public relations firm established in 1987. ComGroup is an integrated marketing and communications firm delivering value and solutions to clients in North America and Europe with data-driven strategic research and planning, multi-channel implementation and responsive monitoring in agriculture, business-to-business, health care and outreach and education sectors. More at [ComGroup.com](#).

About WIN

The award-winning Women In Industry (WIN) series, developed in 2019, is presented by [The Communications Group](#) (ComGroup) in Little Rock, Ark. It recognizes women nationwide across the industries the agency serves. WIN inductees are selected through a nomination process that is open to the public and can be submitted [here](#). Find WIN profiles and more information [here](#).