



On NAMA CAMPUS

News for Student NAMA Members • Fall 2006



Members of the K-State Marketing Team and their Advisor, David Lehman.

Check out the NEW NAMA on Campus

You asked and we listened. At the 2006 Agri-Marketing Conference in Kansas City, student representatives requested that the student news be sent via e-mail.

With this issue, NAMA on Campus goes to all electronic distribution. Forward it to your fellow student members. Or, print it out and distribute it at your local meetings. Archived issues are always available at www.nama.org, just click on Student NAMA.

Welcome to Student NAMA.

Kansas State University Tops Student Marketing Competition

by Randy Happel

Through their convincing presentation and development of a thorough marketing plan for a new functional beverage product they named "Vibe," the team from Kansas State University received first place honors at the Student Marketing Competition held at the National Agri-Marketing Conference in Kansas City this past April.

An all-natural blend of fruit juices and skim milk offered by company CalFruit based in Riverside, California, the Kansas State team was able to convince a panel of professional agri-marketing judges that "Vibe" would be a viable product by providing women ages 25 and over with 45 percent of the recommended daily value (RDV) of calcium and 100 percent of the RDV of vitamin C in one 8-ounce serving.

"Every year it becomes more difficult for the judges to select a winning team," said Melissa Sanders, AdFarm, coordinator of the student competition for the National Agri-Marketing Association (NAMA). "The quality of the presentations along with the development of thorough and well-targeted written marketing plans has

reached a level within the student competition that rivals what professionals strive for in the 'real world.' It's exactly what NAMA had in mind when the student competition was established."

The team representing the University of Wisconsin-Madison chapter received second place with their presentation for Endura-Cal™. Third place went to the Michigan State University team for the development of their product *Premium Pulp*™.

Other finalists included teams representing the chapters from the University of Florida, Virginia Tech and Iowa State University.

The competition is judged and critiqued by professional agri-marketers. Team members benefit from the experience by enhancing their marketing and communications skills while gaining exposure to professionals who could become future employers.

The 2006 student marketing competition was comprised of 27 total chapter teams. There are 35 accredited chapters representing over 1,300 students nationwide and in Canada.



University of Nebraska - Lincoln receives their first place Outstanding Student Chapter Award.

Quest for Outstanding Student Chapter Recognition Begins NOW!

The path to consideration for the coveted title of Outstanding Student Chapter includes many critical components. Begin that process now so your chapter can chart its course by documenting accomplishments in the areas of programming, membership recruitment, fundraising, communications and career development.

“Start by setting realistic and measurable goals,” suggests Steve Tomac, National Careers Committee Chair. “Goals should relate to the main areas that contribute to achieving chapter excellence and preparation of a well-written Annual Report that documents these accomplishments.”

Chapter goals are to be submitted by December 1, 2006.

The Annual Report should reflect efforts in a variety of activities that enhance the overall effectiveness of your chapter. For example, in the area of programming, document successes in securing prominent guest speakers, promoting programs to increase attendance and rationale for how the various programs have enhanced the knowledge of individual chapter

members. A complete listing of the 2006-2007 Student Guidelines and evaluation criteria is available on the NAMA website at www.nama.org.

2006 Winners

Congratulations to the University of Nebraska – Lincoln on being named Outstanding Student Chapter for 2006. Additional kudos go out to the University of Wisconsin – Madison (second place), Iowa State University (third place) and Texas A&M University (fourth place).

Chapters receiving recognition for improvement in specific areas during the 2005-2006 school year include: Pennsylvania State University (Career Development); University of Wisconsin – Madison (Chapter Management); and Texas A&M University (Chapter Programs, Membership Recruitment and Fundraising/Financial Management).

Bill Gorman of New Mexico State University was named the 2006 Outstanding Advisor and John Rozum of World Dairy Expo (Badger NAMA Chapter) was the Outstanding Professional. The Midlands Chapter of NAMA was named Outstanding Professional Chapter.

2006-2007 Careers Committee

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2007 Agri-Marketing Conference
April 11-13 Dallas, TX

The Agri-Marketing Conference... Your Ticket to Career Success

by Randy Happel

As a college student with aspirations of pursuing a rewarding career in one of the many facets of agri-marketing, participation at the National Agri-Marketing Conference and Trade Show affords you many opportunities to enhance your professional endeavors. Past student NAMA members frequently cite involvement with this event as one of the most advantageous extra-curricular activities contributing to their success in landing that first professional position.

"It's difficult to imagine how successful I may have been had I not participated at the National NAMA Conference," said Beth Burgy, Vice President of Broadhead + Company. "Being a participant in the student marketing competition taught me how to work with others to develop plans and enhanced the presentation skills that are now so critical in what I do in my job."

At the National Conference, student NAMA members have access to a myriad of resources so critical in marketing yourself to the industry. Most notably, being visible among the industry's most influential marketing professionals allows for networking opportunities and exposure to trends, insights and knowledge that gives them a leg up over peers in pursuit of that first job.

In addition to the Student Marketing Competition, student NAMA members may attend break-out sessions and presentations at the National Conference that provide background of real-world scenarios most relevant to their interests – information not usually found in text books or classroom lectures. Students also experience a professional atmosphere unlike that found on their college campus.

The Best of NAMA Awards presentation is a great way for students to gain a sense of the vast creative disciplines and tactics being implemented by those who will expect them to come to their first job with a keen appreciation for what's effective, what's targeted and what will be expected of them in the work environment.

Plan to make the trip to Dallas next April. It could be an investment as important as your college tuition!

Student Calendar

DECEMBER

- 1 **First accreditation deadline - submit dues (\$200), letter from professional chapter, letter from college dean, chapter goals, roster of members and advisor.**
- 15 **Deadline for student news to be used in the Winter NAMA on Campus.**

FEBRUARY

- 2 **Deadline for TEAM NAMA.**
- 15 **Deadline for student news to be used in the Spring NAMA on Campus.**

MARCH

- 1 **Second accreditation deadline - submit dues (\$200) and the annual report.**
- 9 **Ten copies of your executive summary due to the National Office.**

APRIL

11-13

**Agri-Marketing Conference &
Trade Show • Dallas**

What's *Happening* in the Chapters

Texas A&M Kicks Off

The Texas A&M NAMA Chapter has been busy kicking off a new and exciting school year! They have been recruiting new members at events such as the MSC Open House (a university wide activity) and at the Department of Agricultural Economics Kickoff event. Through these events, they have signed over 70 prospective student members. They held their first general meeting September 12, with LZ Harris, president of the Southwest Chapter as the guest speaker, and also the marketing team is working on selecting a product for this year's competition.

Upcoming activities include a joint meeting with the Southwest chapter at Blue Bell Creameries on October 10, a social in conjunction with the new NAMA student chapter at Sam Houston State University, initiation of Adopt-a-Fish a program where upperclassmen chapter members adopt freshmen members to help them adjust to college life, and initiation of Helping Hands a community service program where chapter members visit senior citizens once a month to develop relationships and help these elderly people with tasks that they cannot do on their own.

Another Exciting Year for University of Wisconsin-Madison

The University of Wisconsin-Madison NAMA student Chapter is off to another exciting year! After a summer of fun, sun, and internships they are delighted to be back on campus recruiting new members and catching-up with old friends, including the addition of their new advisor, Sarah Botham. An associate faculty member in the Department of Life Sciences Communication, Sarah has been a familiar face in CALS for several years. After two successful years as the marketing team advisor, Sarah graciously accepted the responsibility of advising the UW NAMA Student Chapter. The chapter is delighted to have her and know she will be a great addition to the chapter.

The busy year begins in early October when the World Dairy Expo comes to

Madison. This week-long international event allows members to gain valuable networking and industry experience, while exploring the newest developments in the dairy industry. While they always hate to see this fun-filled week come to a close, they are also delighted that it signifies the beginning of another year of marketing team!

ASU NAMA Members Travel to Greece

A delegation of five ASU NAMA members recently traveled to Greece as part of a USDA sponsored project. The year long project entitled "The Balkans & Black Sea Project: American-Greek-Romanian Initiatives to Enhance Understanding of Multicultural Market Opportunities, Trade and Development" is designed to provide students, faculty, and agribusinesses industry leaders from both sides of the Atlantic the opportunity to learn more about each other's agribusiness industry in the hope of fostering increased trade.

As part of the project, the NAMA members and their faculty advisors spent a week in Thessaloniki, Greece as guests of the American Farm School's Dimitris Perrotis College of Agricultural Studies. The faculty of the American Farm School graciously took the delegation to several agribusinesses throughout Greece. At these site visits, NAMA members gained considerable insight into the diverse Greek food marketing system. NAMA members were able to visit fresh fruit and vegetable farms, meat packing operations, a mill specializing in the production of flour for pasta, cotton farming and ginning operations, a fruit canning and value-added food products company, and a business specializing in production of farm-raised mussels.

Below: ASU Students in Greece!



The delegation also participated in focus groups and round-table discussions with faculty and students from the American Farm School in an effort to better understand the food consumption habits of the region's consumers. The students then spent a few days in Athens to study how the food marketing system functions in the largest city in Greece.

Jeffrey Dekruif, NAMA member and first year graduate student studying Agribusiness in ASU's Morrison School of Management and Agribusiness, said, "The trip was incredible. It was immensely educational and exceedingly enjoyable. The faculty of the American Farm School were extremely kind and helpful in our research, and we are very thankful for their advice, guidance, and support. I can speak for all of us that attended the trip that it was truly a remarkable experience that we will forever treasure."

In November, the Morrison School of Management and Agribusiness and ASU NAMA will reciprocate by hosting a delegation of agribusiness scholars from Greece and Romania. During their visit, a symposium will be held in order to present findings and share ideas generated from the project. The Desert Southwest NAMA Professional Chapter will also be present at the symposium, providing ASU Student NAMA members the opportunity to present findings from their trip to Greece to the professional group. The symposium will also allow professional NAMA members, student NAMA members, members of the Greek/Romanian delegation, and local agribusiness leaders the opportunity to meet and share ideas. *Share your student news and pix. E-mail it to jennyp@nama.org.*

