



On NAMA CAMPUS

News for Student NAMA Members • Fall 2007



Kansas State University took first place in the marketing competition.

2007 Conference Recap

Big Thinking in Kansas City

For the second year in a row, Kansas State took the top prize at the Student Marketing Competition held in conjunction with the Agri-Marketing Conference in Dallas. Their product, Cattlist, and their top notch planning and presenting propelled them to the top of the competition.

Second place honors were awarded to University of Wisconsin-Platteville; third place was awarded to University of Florida. The other three finalists were The Ohio State University, University of Gulph and Sam Houston State University.

Outstanding Student Chapter

Outstanding Student Chapter was awarded this year to University of Nebraska-Lincoln. Second place was awarded to University of Wisconsin - Madison; third place was awarded to New Mexico State University and fourth to University of Florida.

In addition, two chapter improvement awards were given to University of Nebraska - Lincoln and to University of Wisconsin - Madison.

Outstanding Advisor

Stacey Noe - Iowa State University

Outstanding Professional

Maurice Baker

Outstanding Professional Chapter

Midlands Chapter

Scholarship Winners

\$4,000 Scholarship

Successful Farming/Fergie Ferguson

Micah Haltom - Purdue University

\$2,500 Broadhead+Company/UPI Scholarship

Vincent Michael Hofer - Kansas State University

\$1,000 Scholarships

MoKan NAMA Scholarship

David Widmar - Kansas State University

Penton Media Scholarship

Melissa Williams - University of Nebraska - Lincoln

ABEF Scholarships

David Moll - Michigan State University

Jessica Shifflett - Iowa State University

Kelly Smith - University of Wisconsin - Platteville

\$500 ABEF Scholarship

Eldon White Scholarship

Janae Althouse - University of Nebraska - Lincoln

Jill Goetz - University of Nebraska - Lincoln

Emily Hanson - University of Wisconsin - Platteville

Be sure to forward NAMA on Campus

NAMA on Campus is distributed electronically. 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. Have a great year!

New Award for Student Chapters

John Deere has created a new award for Student NAMA Chapters. The John Deere Signature Award was designed to create a new level of recognition within the NAMA Student Careers Program that will give heightened exposure to outstanding student chapters who excel in encouraging student opportunities for business knowledge, academic excellence, leadership development and community citizenship.



JOHN DEERE

"The John Deere/ABEF Signature Award for Outstanding Student Chapters will help further recognize those student members who are making a difference in their communities, their schools, and agri-marketing," says Mike Gustafson, Manager, Creative Group, John Deere Agricultural Marketing Center. "John Deere is proud to be a part of the Student NAMA member learning experience. An experience we at Deere feel is essential for the next leaders of our industry," says Gustafson.

How it Works

Student chapters will receive points for exciting elements in Student NAMA (Outstanding Student Chapter, Outstanding Advisor, Scholarships, Marketing Competition) and also for other elements noted in the [Student Chapter Guidelines](#).

What you can win

First place winners will have their school name engraved on the John Deere Signature Award traveling trophy. In addition, cash awards will be presented as follows:

- \$3,000 to first place
- \$2,000 to second place
- \$1,000 to third place
- \$500 each to 4th place and 5th place

For more information on the John Deere Signature Award visit, <http://www.nama.org/student/oscguidelines.htm#deere>.

Monsanto Supports the ABEF

Monsanto has pledged to give the Agri-Business Educational Foundation (ABEF) \$30,000 over a 3-year period to support the Student NAMA Marketing Competition that is held in conjunction with NAMA's Agri-Marketing Conference in April.

MONSANTO
imagine™



About the ABEF

The primary goal of the ABEF is to provide today's agri-business students the tools they will need to succeed tomorrow. These tools include industry knowledge, leadership skills, networking abilities, public speaking experience and critical analysis skills.

The development of these skills clearly will help students and young professionals as they build successful agri-marketing careers. Any success they experience, will obviously benefit the industry as a whole. As members of the agri-business industry, we are more than just professional peers. We share a fellowship and ABEF extends this fellowship to the young people planning to enter our industry.

2007-2008 Careers Committee

Chair

Patty Jolliffe
Weyforth-Haas Marketing
10561 Barkley, Suite 200
Overland Park, KS 66212
(913) 901-2182
jolliffp@weyforth-haas.com

Vice Chair

Curt Blades
Successful Farming
7802 Rosewood Circle
Parkville, MO 64152
(515) 229-5512
curt.blades@meredith.com

Marketing Competition

Kristin Marshall
Nicholson Kovac Inc.
600 Broadway
Kansas City, MO 64105
(816) 460-3457
kmarshall@nicholsonkovac.com

TEAM NAMA

Randy Happel
Two Rivers Marketing Group
106 E. 6th Street,
Des Moines, IA 50309
(515) 557-2064
randyh@2rm.com

Communications

Cathy Fuhrman
Advan LLC
401 SW Seagull
Lee's Summit, MO 64082
(816) 401-2151
cfuhrman@advanllc.com

Logistics

Wes Meador
Archer>Malmo
65 Union Ave., Ste. 500
Memphis, TN 38103
(901) 523-2000
wmeador@archermalmo.com

Jeff Hartz

National Pork Board
1776 NW 114th Street
Clive, IA 50325
(515) 223-2629
jhartz@pork.org

Judges

Deron Johnson
Rhea & Kaiser
400 E. Diehl Road, Suite 500
Naperville, IL 60563-1342
(630) 955-2533
deron_johnson@rkconnect.com

Professional Interaction

Stephanie Perry
Golden Harvest Seeds, Inc.
100 JC Robinson Blvd.
P.O. Box 307
Waterloo, NE 68069-0307
(402) 289-0230
stephanie.perry@ghseeds.com

Lance Burditt
Osborn & Barr Communications
One N. Brentwood Blvd. 8th Floor
St. Louis, MO 63105
(314) 461-1920
burdittl@osborn-barr.com

Advisor Representative

David Lehman
Kansas State University
12 Calvin Hall
Manhattan, KS 66506
(785) 341-7462
lehman@ksu.edu

Membership Liaison

Melissa Sanders
AdFarm
100 E. 7th Street, Suite 301
Kansas City, MO 64106
(816) 842-5983
melissa.sanders@adfarmonline.com

Executive Committee Liaison

Beth Burgy
Broadhead + Company
123 North Third Street, Ste. 507
Minneapolis, MN 55401
(612) 617-7947
bburgy@broadheadco.com

National Office Contact

Jennifer Pickett
National Agri-Marketing Association
11020 King St., Ste. 205
Overland Park, KS 66210
(913) 491-6500
jennyp@nama.org

Mark Your Calendars

Mark your calendars for the 2008 Agri-Marketing Conference & Trade Show, April 16-18 in Kansas City. Watch the Web at www.nama.org to see details and schedules.



Career Opportunities

There was a day when the only things guiding a farmer's decisions were the weather, the soil and the seeds in his hand. Today, DTN is the Ag industry's top choice for information. From corn producers to soybean growers to dairy farmers to grain elevator operators, our customers receive a daily stream of valuable, pertinent information that helps them keep profitable. Since 1984 DTN has grown into one of the nation's most familiar and trusted sources of timely and accurate business information. We are the leader in the production and delivery of agricultural information services, providing commodity market prices, specialized agriculture weather services, and farm industry news through satellite, internet and mobile communications. We are seeking professional, energetic and dynamic individuals to join our team. For career opportunities please view our web site at www.dtn.com.

Student Calendar

DECEMBER, 2007

- 3 First accreditation deadline - submit dues (\$225), letter from professional chapter, letter from college dean, chapter goals, roster of members and advisor.
- 31 Deadline for student news to be used in the Winter *NAMA on Campus*.

FEBRUARY, 2008

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

MARCH, 2008

- 3 Second accreditation deadline - submit dues (\$225) and the annual report.
- 7 Ten copies of your executive summary due to the National Office.

APRIL, 2008

16-18

Agri-Marketing Conference & Trade Show • Kansas City

What's Happening in the Chapters

University of Nebraska - Lincoln

The University of Nebraska-Lincoln NAMA Chapter is off to a grand start this year. Members worked diligently at recruitment by having a NAMA booth at the annual



Welcome Back Club Fair on East Campus. Fundraising efforts have already begun for the group through participating in a partnership with the local bookstore, which gives back a percentage of sales from NAMA members' textbook purchases. The first meeting of the year was well attended where members showcased the benefits of the club, discussed goals for the year, and enjoyed socializing over pizza.

Illinois State University

To conclude a very successful year for their student chapter, ISU NAMA held an end of the year cookout for all Agriculture students and members of Heartland



NAMA, their sponsoring professional chapter. The cookout featured a video slide show showing the accomplishments of the chapter throughout the year and a presentation showcasing the trip to the National Agri-Marketing Competition in Dallas, Texas in April.

Michigan State University

After leaving the Dallas conference, MSU NAMA went to the DaShazers Cattle



Company in Texas. This was an incredible opportunity where they were able to see the operations of a very prestigious Hereford seed stock ranch.

Last spring Deanna Nelson received the Outstanding Senior Award in Agribusiness Management given within the MSU Department of Agricultural Economics.

Members had a wide array of internships this past summer, interning at ADM, Syngenta Seeds, Best Buy, AgriGold, Liberty Renewable Fuels, and Wilbur Ellis. After an enjoyable summer break, the MSU NAMA chapter is gearing up for a very promising year!

Mississippi State University

The Mississippi State University student chapter of NAMA had an exciting spring semester. It



had one of the largest chapters it has had in years. It had a class of over twenty students. The product that the students chose to compete in Dallas with was Catfish Crisps. NAMA was actually able to make a trip out to the processing plant to see the actual process of how catfish were processed and filleted.

The NAMA team also had several fundraisers over the course of the semesters such as raffles of season tickets to different Mississippi State University sporting events and various other items.

Sam Houston State University

Sam Houston State University is starting the new school year off with a bang. They are conducting our first meetings of the year and recruiting new members to the team. One of the main goals for the year is to become further involved with the Texas professional NAMA Chapter. They also plan to hold many activities such as hosting the first annual career fair for the department.

Fruitful Fundraising for UW NAMA Chapter

For the second consecutive year University of Wisconsin-Madison NAMA students will raise funds for travel to the national marketing team competition and other student activities by helping harvest grapes at Botham's Vineyard and Winery near Barneveld, Wis. The vineyard is owned by Peter and Sarah Botham. Sarah is also the UW-Madison NAMA and Marketing Team advisor as well as a faculty associate in the Life Sciences Communication department at UW.

The harvest is usually completed in one weekend with the help of approximately 50 volunteers per day from NAMA and the local community. Everyone works eight hour days pending cooperation of the weather.

Purdue University

The Purdue University student NAMA chapter has begun the new year with outstanding new membership numbers. The club is working on its annual Resume Book to pass out to companies at the College of Agriculture's Career Fair. The club is also beginning to organize the NAMA Mentor program for members to have a NAMA professional mentor and introduce them to the business world.

UW-Platteville NAMA Starts the Year Early!

UW-Platteville NAMA started the year early this summer by hosting a brat sale at Cabela's "Kids Fishing Day" event



in Prairie Du Chien, WI. Kids were able to "fish" in a small pond set up in front of the store. The UW-Platteville NAMA Chapter provided brats, burgers, hotdogs, and even ice cream cones to the families. Thanks to local sponsors and Cabela's the brat sale was a big success.