

NAMA on CAMPUS

2008 CONFERENCE RECAP: Leading the Charge in Kansas City

University of Florida took First place in the Student Marketing Competition held in conjunction with the Agri-Marketing Conference in Kansas City. Their product, Masher Meals, and their hours of planning and preparing propelled them to the top of the competition. Masher Meals are a “fun, fresh, healthy complete meal solution, meeting the latent demand for a high quality, nutritious value-added produce product.”

Second place honors were awarded to University of Wisconsin – Madison and Third place was awarded to University of Tennessee, located in Knoxville. The other three finalist teams were Iowa State University, New Mexico State University, and University of Delaware (in alpha order).

JOHN DEERE SIGNATURE AWARD

John Deere created a new award for Student NAMA Chapters last year. The John Deere Signature Award was designed to create a new level of recognition within the NAMA Student Careers Program by giving heightened exposure to outstanding student chapters who excel in providing student opportunities for increased business knowledge, academic excellence, leadership development and community citizenship. Iowa State won First Place; University of Wisconsin – Platteville took Second Place, followed by New Mexico State University in Third Place, and University of Nebraska – Lincoln taking Fourth.



JOHN DEERE



University of Florida Students

OUTSTANDING STUDENT CHAPTER

Outstanding Student Chapter was awarded this year to Iowa State University. Second place was awarded to University of Wisconsin – Madison, third place was awarded to New Mexico State University and fourth to University of Nebraska – Lincoln. In addition, four chapter improvement awards were given to: Pennsylvania State University, University of Nebraska – Lincoln, University of Wisconsin – Madison, and to Virginia Tech.

Outstanding Advisor

Sarah Botham – University of Wisconsin – Madison

Outstanding Professional

Amy Bradford, Heartland Chapter

Outstanding Professional Chapter

Iowa Chapter

SCHOLARSHIP WINNERS

\$4,000 Scholarship Successful Farming/Fergie Ferguson

Erin Koglin – Michigan State University

\$2,500 Broadhead+Company/UPI Scholarship

Jessica Shifflett – Iowa State University

\$1,000 Scholarships

Colle + McVoy/New Holland Scholarship

Andrew Peterson – University of Wisconsin – Madison

\$1,000 ABEF Scholarships

Laura Larson – Iowa State University

Emily Hanson – University of Wisconsin – Platteville

Jodi Marshall – University of Wisconsin – Platteville

\$500 ABEF Scholarships

Emily Arkfeld – University of Nebraska – Lincoln

Josie Rudolphi – Iowa State University

Annette Zwald – University of Wisconsin – Madison

MONSANTO CONTINUES SUPPORT OF THE ABEF

We are entering our second year of Monsanto's pledge to the Agri-Business Educational Foundation (ABEF) of \$30,000 over a 3-year period. This contribution is to support the Student NAMA Marketing Competition held in conjunction with NAMA's Agri-Marketing Conference in April.

About the ABEF The primary goal of the ABEF is to provide today's agri-business students with 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.



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STUDENT CALENDAR

DECEMBER, 2008

1 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.

JANUARY, 2009

30 Deadline for TEAM NAMA.

FEBRUARY, 2009

28 Deadline for student news to be used in the Spring NAMA on Campus.

MARCH, 2009

2 Second accreditation deadline - submit dues (\$225) and the annual report.

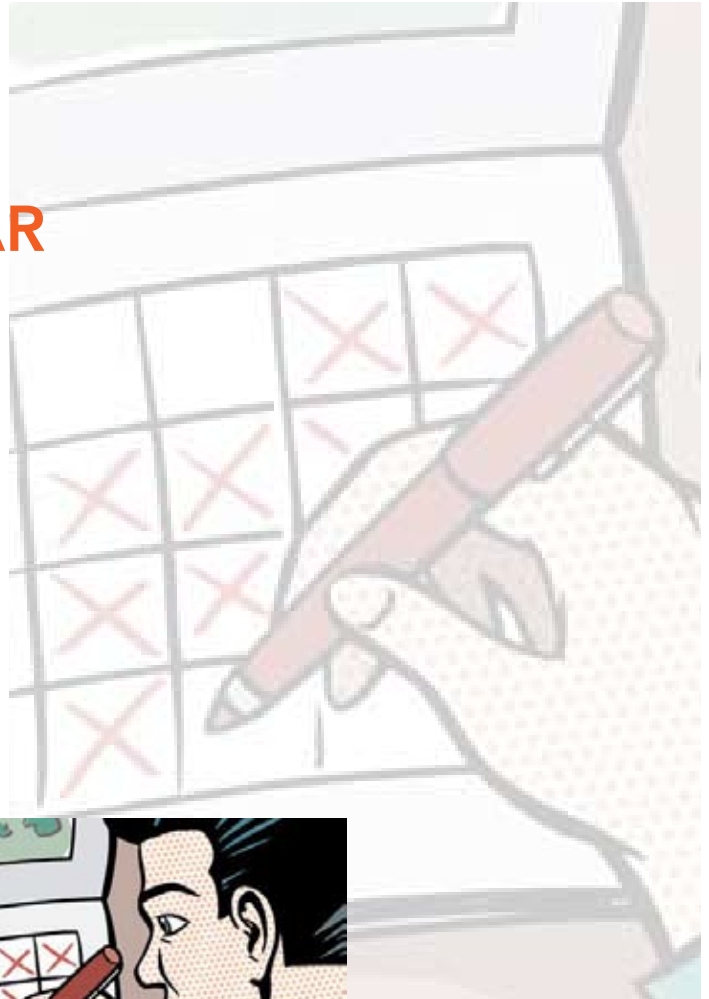
6 Ten copies of your executive summary due to the National Office.

APRIL, 2009

15-17 Agri-Marketing Conference & Connection Point in Atlanta, Georgia

Mark Your Calendars

Mark your calendars for the 2009 Agri-Marketing Conference & Connection Point, April 15-17 in Atlanta, Georgia. Watch the Web at www.nama.org to see details and schedules.



2009 Agri-Marketing Conference

APRIL 15-17, ATLANTA



HOT IDEAS
SIZZLING
SOLUTIONS



ILLINOIS STATE UNIVERSITY

It has been a busy spring and fall for the Illinois State University NAMA Chapter.

This past spring the ISU-NAMA was recognized by the Office of the Dean of Students as the Outstanding Registered Student Organization for 2008. The chapter received a certificate from the President of the University and ISU-NAMA was added to the Outstanding RSO plaque that is displayed at the Student Union.

In September, the Chapter sponsored the annual Agriculture Career Day. This career fair provided an opportunity for students from across campus to visit with representatives from over 40 agribusiness firms.

ISU-NAMA hosted members of the Chicago and Heartland NAMA Chapters for a tour of the University's research and teaching farm and the Twin Groves Wind Farm (the largest wind farm east of the Mississippi). Several of the professional members then attended the monthly Student Chapter meeting that was held later that evening.



MICHIGAN STATE UNIVERSITY

In Memory of Katherine Brown...Katherine Ann Brown, age 18, a member of the Michigan State University National Agri-Marketing Association from Conklin, MI, passed away unexpectedly September 29, 2008. Investigations are ongoing in the homicide that also claimed the lives of three other people. Katherine was a sophomore studying Agri-Business Management. This was her second year as an active NAMA member and she was serving as the club Historian. Katherine also participated on the presentation team last year, marketing TequilaBerry Pops. Attending MSU was fulfilling the dream of the funny, laid back girl that brought so much enthusiasm to the club.

This is a very difficult time as MSU NAMA says goodbye to Katherine and honors her memory. Her loss is tragic, but how fortunate for all those who were able to have been touched by her smile and her friendship. "She was somebody who was just so effervescent," Ben Barkow said. "She just shone from within a lot of times, and she had a personality that would make you smile." She will be greatly missed by MSU NAMA.



NORTH CAROLINA STATE UNIVERSITY

The Agribusiness/NAMA Club at North Carolina State University began the fall semester with energy and excitement. Sadly, Bob Usry, long time club adviser and mentor to many students, retired after 28 years of service and dedication to the Agricultural and Resource Economics Department and the Agribusiness/NAMA Club. With his retirement, the club decided to rename their scholarship endowment "The Bob Usry - Agribusiness/NAMA Club Scholarship Endowment" to honor Bob. The scholarship is awarded each spring to an active member of the Agribusiness/NAMA Club.

The club is gearing up to work at the North Carolina State Fair volunteering at the NC Dairy Promotions Booth selling cups of ice cold NC milk to fair-goers. The club is also collecting Hurricane Health Kits to donate to victims of Hurricane Ike.



NEBRASKA NAMA

The UNL NAMA Chapter "kick" started the year with a fun video and presentation at the UNL Department of Agricultural Economics annual Kick-Off event. Following a steak dinner sponsored by ADM, President Laura Witte and Vice President of Marketing Bret Herndon highlighted last year's events to an audience of over 100 students and faculty members.

The Kick-Off event was a great way to share the outstanding opportunities available through NAMA and recruit prospective members. The UNL chapter has already held fundraisers, completed community service projects, and is looking forward to attending the October Midlands (professional) Chapter meeting on word of mouth (WOM) marketing. Nebraska NAMA chapter is looking forward to a fun-filled year!



SAM HOUSTON STATE UNIVERSITY

On October 9th, the NAMA Team, in cooperation with the Agribusiness Club, hosted the 1st Annual SHSU Mud Volleyball Tournament. Our goal was to include all the clubs and organizations in the Agriculture department. The event was located in the Ag Sciences Indoor Arena. In all, 12 teams competed for the title as Mud Volleyball Champs. While not all of the clubs were represented in the tournament, many showed up to cheer on friends and faculty. The event was a great success, both as a social event for our department and as a fund raiser for our club.

The NAMA Team is also getting things underway for the Marketing Competition in the spring. Within the Agricultural Business Department, NAMA is growing in recognition and interest. Veteran members have been active in recruiting new members for the team, as well as searching for and meeting with prospective companies to work with for the competition. So far, the NAMA team has been very active in all these areas and, as we continue to grow, we plan to increase efforts in serving our department and its students.



TEXAS A&M UNIVERSITY

The Texas A&M University NAMA Chapter has started off a great year with two influential marketing industry speakers and a creative group of students to start working on the marketing team project. Both industry speakers have stressed the importance of marketing in business operations and the numerous professional career opportunities. Dr. Charlie Hall spoke about his experience in horticulture and the direction that the industry is moving toward. The green industry is advancing in marketing techniques and Texas is a predominant player for success. Also, Dan'l Mackey with DMA Solutions spoke about the various opportunities for internships and careers within the produce industry. She gave the club members an insight on her experience as a NAMA officer and the leadership opportunities within the organization. Dan'l emphasized that the marketing team has had a positive impact on her career in produce and was the best hands-on experience she received during college. Both of the speakers were a great hit and we are looking forward to having a wide range of industry speakers this year to enhance our perceptions of marketing.



UNIVERSITY OF WISCONSIN - MADISON

On September 26th, the UW-Madison Chapter hosted a lakefront picnic for student and Pro-NAMA members to network and socialize. New student members were able to talk with older members about past experiences in NAMA, work or even school. It was also a great opportunity for students to network with industry professionals and recruiters. This was UW-NAMA's first social picnic and overall it was a successful event with more than 25 people in attendance.

The UW-Madison NAMA Chapter participated in World Dairy Expo Sept. 30th - Oct. 4th. Students assisted exhibitors throughout the week by providing sales support and extra customer interaction points for busy day-parts. It was a great opportunity for our students to work with companies and gain valuable experience in a professional atmosphere. Many students also attended an after-hours social and networking event hosted by Badger NAMA.

Finally, UW-Madison NAMA students worked throughout the week to survey visitors at World Dairy Expo about their reasons for attending, key industry concerns and herd size and condition. The students completed approximately 1000 surveys over the five days of Expo, information which will be compiled for use in marketing and program improvements in advance of the 2009 event.



INTERNSHIPS/JOB OPPORTUNITIES

Are you looking for internships or a job opportunity? Check out the NAMA website for up-to-date information. Go to www.namablog.org

HINTS FOR AWARDS & COMPETITION

The Careers Committee has developed some observations from past review and evaluation of student submissions. A few of these observations are included here. The most important thing to remember is that professionalism and accuracy are required in the business world, and each document submitted should be treated like a professional presentation.

ANNUAL REPORT:

The critique sheet should serve as a table of contents and the book should be assembled accordingly. By doing this, you will ensure that your book will have the opportunity to be given all credit possible and that no information is overlooked or missed during the review process.

The annual report evaluation is not a creative or scrap-book contest. This should be considered a professional presentation that you would present to the Dean of your college or to a potential financial sponsor to showcase the value and accomplishments of your organization.

CHAPTER AWARD ENTRY FORMS:

Answer the question being asked. Many of the entries received are free form and do not address questions or provide the information being requested. If the information is not there, it can't be considered eligible for the award.

CHAPTER IMPROVEMENT AWARDS:

Many of the entries received did not have measurable results. It is difficult to warrant giving an award if there is no quantifiable proof that an improvement was actually made. Each area of improvement should, ideally, tie back to one of your chapter goals and objectives. Goals should be specific, realistic, time-sensitive and measurable. Objectives should define how you're going to utilize your resources to achieve your goals. For example:

- **GOAL:** Increase underclass chapter membership by 10% over 2008 & 2009
- **OBJECTIVE:** Improve recruitment of underclassmen by focusing communications and activities around key student groups

- **GOAL:** Have at least three members representing the student chapter at five activities/meetings sponsored by the local NAMA chapter
- **OBJECTIVE:** Create opportunities to engage the students with the professional members to develop mentor, sponsor and internship/job relationships

