



WELCOME TO STUDENT NAMA

Check out NAMA on Campus

Forward NAMA on Campus 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.

2012 CONFERENCE RECAP

Acres of Innovation

Iowa State University was the First Place winner in the Student Marketing Competition held in conjunction with the Agri-Marketing Conference in Kansas City last April. Second Place honors were awarded to the University of Minnesota and Third Place went to Kansas State University. The other three finalist teams (in alpha order) were Arizona State University, University of Illinois – Urbana/Champaign and the University of Wisconsin - Madison.

CONGRATULATIONS TO ALL!

JOHN DEERE SIGNATURE AWARD

This was the fifth year of the John Deere Signature Award, created for Student NAMA Chapters. This Award was designed to create a new level of recognition within the NAMA Student Careers Program. It gives heightened exposure to outstanding student chapters who excel in encouraging opportunities for student growth in several key areas: business knowledge, academic excellence, leadership development, and community citizenship.

Again this year, Iowa State University was awarded First Place. Illinois State University took Second Place, followed by the University of Wisconsin – Madison in Third, Abraham Baldwin Agricultural College taking Fourth and the University of Nebraska – Lincoln in Fifth Place.



JOHN DEERE

OUTSTANDING STUDENT CHAPTER

Illinois State University was awarded the 2011-12 Outstanding Student Chapter. Second Place was awarded to New Mexico State University, Third Place went to Michigan State University, and Fourth to the University of Wisconsin – Madison. In addition, six Chapter Performance Awards were given. Two of the awards went to Iowa State University in recognition of their Chapter Programs and Career Development. The University of Nebraska – Lincoln received an award in recognition of their Chapter Management; New Mexico State University received an award in recognition of their Membership Recruitment; Delaware Valley College was recognized for their Fundraising/Financial Management; and the University of Missouri – Columbia received an award in Chapter Communication.

Dr. John B. Riley, Outstanding Advisor

Dr. William “Bill” Gorman, nominated by New Mexico State University, was the recipient of this year’s Dr. John B. Riley Outstanding Advisor award.

Outstanding Professional

Molly Toot, Land O’Lakes, Inc., nominated by Iowa State University, was named Outstanding Professional.

Outstanding Professional Chapter

The Outstanding Professional Chapter Award was given to the Heartland Chapter, nominated by Illinois State University.

SCHOLARSHIP WINNERS

\$4,000 Scholarship

Successful Farming/Fergie Ferguson

Garret Lister – Kansas State University

\$1,000 NOVUS International, Inc. Scholarship

Alissa Doerr – University of Nebraska – Lincoln

MoKan \$1,000 Scholarship

Candace Weeda – Kansas State University

\$1,000 ABEF Scholarships

Melissa Keyes – University of Nebraska – Lincoln

Cara Workman – Illinois State University

Jeremy Witte – New Mexico State University

Sarah McKay – Virginia Tech

Alicia Humphrey – Iowa State University

Andrew Edson – Iowa State University

Kristin Witte – University of Nebraska – Lincoln

\$500 ABEF Scholarship

Marcie Stevenson – Iowa State University

Breanne Wagner – Iowa State University

Mara Budde – University of Wisconsin – Madison

Tina Holst – University of Wisconsin – Platteville

Logan Britton – Kansas State University

MENTOR LUNCH

The Mentor Lunch was once again a resounding success at the Agri-Marketing Conference with a record crowd. This lunch continues to match students with prospective employers.

PRODUCT APPROVAL FORMS

Again this year, all student chapters must have their products pre-approved. Product approval requests must be submitted on the approval form by February 1, 2013.



LINKEDIN & FACEBOOK

Join Student NAMA on Facebook and Student LinkedIn

The Student NAMA page on Facebook has become a lot more valuable to our student members and advisors! In addition to the *NAMA on Campus* newsletter, the Student NAMA page on Facebook (www.facebook.com/StudentNAMA) continues to be a primary way the Careers Committee communicates with student chapters about deadlines, marketing competition updates, national and chapter news, and more. We also hope this will be a forum for you to communicate with us and with each other; we'll continue to ask for your feedback and encourage you to share ideas and ask questions of other chapters.

Visit www.facebook.com/StudentNAMA today and "like" our page.

And don't forget to join the "National Agri-Marketing Association — Student" section group on LinkedIn. LinkedIn is a great way to network with your fellow Student NAMA members and NAMA professionals.

Links to the Student NAMA pages on Facebook and LinkedIn can be found under "NAMA Social Media" on the NAMA website at www.nama.org.

THE PASSING OF DR. SHEHATA

NAMA is mourning the loss of a former member/student advisor and friend, Dr. Sabry Shehata, who passed away on July 21st. Dr. Shehata was a professor with the College of Agriculture, Forestry and Natural Resource Management at the University of Hawaii. He had been a NAMA Student Advisor since 1992 and coached the University of Hawaii student NAMA teams. Our thoughts and prayers are with the Shehata family.

MONSANTO CONTINUES SUPPORT OF THE ABEF

Monsanto has pledged to continue contributing to ABEF. This contribution is to support the Student NAMA Marketing Competition held in conjunction with NAMA's Agri-Marketing Conference in April. We greatly appreciate their support!



MONSANTO
imagine®

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. The scholarships noted above are one example of how the ABEF helps students.



DELAWARE VALLEY COLLEGE

DelVal hosted the C&O Expo (Clubs & Organizations Expo) outside of the cafeteria, which is where our Club was able to make its first appearance on campus this semester. We were also able to hand out our fundraising packages to students. Although it was a hot day in Pennsylvania, we were able to hang out and have a good time while getting to know incoming freshman and transfer students and tell them about the purpose and meaning of NAMA. By allowing students to pick up their packages at our table we had a bigger crowd than normal, which was nice.

We also hosted our first club meeting where we were in abundance of new attendees who were interested in what NAMA had to offer them in their college career. We were also able to discuss what our goals and expectations are for this upcoming year and presentation. We are very excited to see what the NAMA 2013 Competition will bring!



Pictured left to right: Beth Dittman (President), Zach Baker (VP Marketing), Tony Melora (VP Recruitment), Mark Hammond (Fundraising Chair) and Jackie Schroeder (Treasurer)

ILLINOIS STATE UNIVERSITY

The spring semester of 2012 was a busy but rewarding time for the Illinois State NAMA Chapter. The Chapter helped celebrate Ag Day by holding its annual **Ag Day on the Quad**. Chapter members had both new and antique tractors on display. Agriculture clubs and organizations set up displays to highlight their various activities. The event is held right in the middle of the campus, with literally thousands of students stopping to look at the equipment.

The Chapter was recognized as the 2012 Illinois State University Outstanding Philanthropic Student Organization. This award was based upon the long-running annual NAMA Bowling Tournament/food drive and the cookout benefit that was conducted for a horse rescue stable near Springfield, Illinois. The NAMA members were really excited about being recognized at the University level for their philanthropic programs.

Later in the spring, the Illinois State Chapter took 20 students to the National Agri-Marketing Conference. At this year's conference, the ISU Chapter was recognized as the Outstanding Student Chapter for 2012. Quite an honor! The Chapter also hosted the annual end-of-the-year cookout. This year the Chapter fed about 150 students and staff.



Illinois State University NAMA hosted the 2012 *Ag Day on the Quad*. Modern and antique equipment were on display in the middle of campus.



NAMA member Rachael Hoeft accepts the 2012 Outstanding Philanthropic Student Organization Award from Illinois State University President Al Bowman.



Jeff Wood, Dean of the College of Applied Science and Technology, congratulates the Illinois State University NAMA Chapter on their successes during the past academic year at the NAMA End-of-the-Year Cookout.

IOWA STATE UNIVERSITY

Classes at Iowa State University are in full swing and so is our NAMA chapter! Still beaming with excitement from our competition achievements last spring, members are very ambitious to get started on this year's NAMA Student Marketing Competition plan. With so many interested students and only two advisors, we had to conduct interviews for this year's marketing team. Our advisors interviewed many qualified candidates and selected 30 top notch students to be on the 2012-2013 team. NAMA team classes are underway and all students involved are looking forward to what this year has in store.

Recruitment efforts for our NAMA club have also begun! Seasoned Iowa State NAMA members attended the annual Freshman/Transfer BBQ on August 29th and were able to draw in over 50 new students from a variety of majors who are interested in agri-marketing. On September 13th, we will be hosting our first meeting and much anticipated Photo Scavenger Hunt. This event is always a highlight, bringing together new and old NAMA members for a race around campus on a hunt for important landmarks, people with crazy hair colors, and farm animals, just to name a few. Members then sprint to a "photo finish" to join back up with all members to enjoy pizza and celebrate with the winners!



MISSISSIPPI STATE UNIVERSITY

The summer break has not kept the NAMA chapter at Mississippi State University from being hard at work. All summer we have been working to plan our fall events that are fast approaching. First is our annual back-to-school barbeque. Our NAMA chapter helps plan the entire event to welcome back staff, faculty, and students in the AgEcon Department. It is always such a success, and is a great way to encourage incoming students to meet staff, upperclassmen, and, of course, introduce them to NAMA.

We also have been getting prepared for the most exciting event an SEC school has to offer - football season. Once again we have been organizing our NAMA tailgate to show our chapter's support for the Bulldogs. With our first game only a couple of weeks away, we made plans over the summer, and will all join together next week for our first official meeting. We cannot wait to see our hard work come together in the upcoming weeks and have everyone reunited after our busy summers.

Pictured are juniors and seniors at a final planning meeting of the summer. All are excited as they prepare for their upcoming back-to-school events. L to R: Michael Adams, Tom McDow, Brandon Stallings, Chelsi Smith, and Hunter Garnett.



SAM HOUSTON STATE UNIVERSITY

The Sam Houston State University Agribusiness Club/ NAMA team finished our spring semester in competition mode. After competing at NAMA in Kansas City, we took students to the North American Colleges and Teachers of Agriculture (NACTA) Student Judging Conference in Coffeyville, Kansas, and the Texas Farm Bureau Collegiate Discussion Meet in Waco, Texas.

At NACTA we had 10 students participating in the Ag Communication, Agribusiness Management, Computer Applications, Horticulture, and the Knowledge Bowl competitions. Our hard work paid off as we placed in each event that we entered, with the Agribusiness Management placing first and having the first, second, third and fifth highest individuals. The Ag Communications team received second highest team while the Computer Applications team took third. Although we did not take home the overall team trophy, we were very happy with our performance.

Spring was the first semester that two of our students competed in the Texas Farm Bureau Collegiate Discussion meet. Austin Short was a finalist in the competition from SHSU and overall they had a lot of fun discussing current agricultural issues with students from other universities.

This fall our group has already kicked off the semester with a photo scavenger hunt for new and returning members along with an ice cream social. And, since our group likes ice cream so much, we are planning for an industry tour of Blue Bell Ice Cream in Brenham, Texas, in the next few weeks.



THE OHIO STATE UNIVERSITY

After more than a century on the quarter system, The Ohio State University adopts the semester system beginning August 22, 2012. The impact this has on our NAMA chapter is significant since we will have an additional month to prepare for the April 2013 competition. Also, OSU has a new faculty advisor, Dr. Steven S. Vickner. Professor Vickner specializes in agribusiness management and marketing. He holds an MBA from the University of Denver (1990) as well as an MS and PhD from Colorado State University in agricultural and resource economics (1994, 1997). Additionally, Professor Vickner was a faculty member at the University of Kentucky from 1997 to 2004 and a faculty member at Utah State University from 2004 to 2007. For more information on his teaching and research program, go to the following link: <http://aede.osu.edu/about-us/our-people/steven-vickner>

UNIVERSITY OF GUELPH

The University of Guelph CAMA Student Chapter is looking forward to another exciting year and team to work with! In our first few weeks back we will be hosting a CAMA info session, interviews, and selecting our 2013 CAMA student team to begin the brainstorming process for selecting our new and innovative product. Once our team has been selected, we will spend most of the semester researching and developing a product to create our executive summary in the winter semester of 2013. We will be showing our support on campus by participating in various events throughout the semester such as Tractor Tug for Tots and Career Week. We will also be attending a few CAMA professional chapter meetings to show our appreciation for their support in the past and present.

We are excited to meet our 2012/2013 University of Guelph CAMA Student Chapter and look forward to all the hard but rewarding work ahead of us!

UNIVERSITY OF NEBRASKA – LINCOLN

Nebraska NAMA members participated in the University of Nebraska-Lincoln Big Event in April. The Big Event is a national organization that started in 1982 at Texas A&M and gives back to local communities through one large day of service. One of 150 organizations participating, Nebraska NAMA cleared areas of trash and cleaned out a building at a cemetery in Lincoln.

Nebraska NAMA chapter members have been busy since they have been back on campus this fall. The officers developed a display for the annual Welcome Back Club Fair held on the first Thursday of classes. They recruited new NAMA members at the fair, discussed benefits of being a NAMA member, and invited new recruits to the fall kick-off meeting on September 5. The kick-off meeting started with Jimmy John's, followed by a short business meeting where officers discussed upcoming activities and events. The finale involved both old and new members showing off their brand awareness skills by competing in the *Name that Brand* contest.

Marketing team members have been hard at work looking for this year's product and are excited for the challenge of developing a new marketing plan. We look forward to another great year in NAMA!



UNIVERSITY OF WISCONSIN – MADISON

The University of Wisconsin – Madison NAMA Student Chapter is back and off to a very busy and exciting year! Returning to Madison after a summer of fun and internships, they are stirring up a lot of excitement with new members. The 2012 -2013 officer team has hit the ground running with monthly meetings and various social events planned for this coming semester.

It all kicked off with the College of Agricultural and Life Sciences (CALs) Fall Picnic where UW - NAMA members chatted with students interested in joining NAMA who have a passion for agriculture and marketing. Continuing on the wave of excitement, UW-NAMA will welcome new and old members at the kick-off meeting and barbeque at Picnic Point, a nearly mile-long peninsula along Lake Mendota's south shore.

Then, as World Dairy Expo (WDE) comes to Madison in early October, UW-NAMA joins up with various exhibitors to provide assistance as well as gain valuable networking and industry experience. The chapter will then start planning out details for the beginning of another energizing year of marketing team.

For more information on UW-NAMA, visit nama.wisc.edu or contact us at uwnama@gmail.com.



April Jordan, VP of Publicity, at the CALs Fall Picnic

STUDENT CALENDAR

DECEMBER, 2012

3 First accreditation deadline. Submit:

- Dues (\$225) (Total is \$450)
- Letter from professional chapter President or Career chair
- Letter from college dean or department head
- Chapter goals
- Roster of members and advisor(s)

JANUARY, 2013

3 Deadline for student news to be used in the Winter NAMA on Campus

FEBRUARY, 2013

1 Deadline for submitting Product Approval Forms

1 Deadline for TEAM NAMA

1 Scholarship applications due

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

MARCH, 2013

8 Second accreditation deadline. Submit:

- Dues (\$225)
- Annual report

15 Ten paper copies and a CD or flash drive containing a .PDF of your Executive Summary due to the National Office

APRIL, 2013

1 John Deere Signature Award applications due

17-19 Agri-Marketing Conference in Kansas City, Missouri (With student practice and Orientation on April 16)

MARK YOUR CALENDARS

Mark your calendars for the 2013 Agri-Marketing Conference, April 17-19 in Kansas City, Missouri. Watch the web at www.nama.org for details and schedules.

2012-2013 CAREERS COMMITTEE

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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.

PRODUCT NAMES/TRADEMARKS

Do not use existing product names or trademarks for the product/commodity or service you select. However, existing names or trademarks may be used for competitive products. Two sites for checking trademarked names are www.trademarkia.com and www.uspto.gov/trademarks.

REFERENCES FOR EXECUTIVE SUMMARIES AND LIVE PRESENTATION

The following has been added to the 2012-13 Student Guidelines: To ensure the academic integrity of executive summaries and live presentations for the student marketing competition, please be sure to properly cite references for information that is directly quoting or paraphrasing sources other than your own work. You may cite sources within the text of your executive summary or use footnote citations. A separate reference page is not necessary and all references must fit within the five page limit for executive summaries. For live presentations during the student marketing competition, references may be mentioned during the presentation and should also be noted on audiovisual materials, such as Power-Point slides, as needed. All references to external sources must be accurate and real. Advisors and students are responsible for ensuring the validity of references. Additionally, judges reserve the right to fact check any or all references cited within your executive summary and live presentation. The penalty for falsifying information is at the judges' discretion.

ANNUAL REPORTS

The critique sheet on pages 32 – 34 of the Student Chapter Guidelines should serve as a table of contents and the report should be assembled accordingly. By doing this, you will ensure that your report will have the opportunity to be given all credit possible and that no information is overlooked or missed during the review process.

The chapter annual report is not a scrapbook 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 NOMINATIONS FOR OUTSTANDING PROFESSIONAL, ADVISOR AND PROFESSIONAL CHAPTER

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

CHAPTER PERFORMANCE AWARDS

Many of the entries did not include 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 2011 – 2012
- 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 students with the professional members to develop mentor, sponsor and internship/job relationships

HINTS FOR CHAPTER IMPROVEMENT

Be sure to read what other chapters are doing in each newsletter. You might get some good ideas for your chapter. Have questions? Get in touch with the chapter advisor or student president. If you need contact information, ask NAMA at debbieb@nama.org.