

Student NAMA 2015

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/Student Newsletter.

THE MARKETING COMPETITION UPDATE

How the Teams are Seeded

One question often asked by Student Chapters is "How are the heats seeded?" In an effort to make the heats as balanced as possible from a competitive perspective, the following guidelines have been developed by the Careers Committee over the years.

First, the six finalists from the previous year's competition are drawn and placed in separate heats. Second, remaining semi-finalist teams from the previous year are randomly drawn and added to each heat. The third step is to draw any new teams, adding them to the heats. The next step is to randomly draw the remaining teams. Finally, within each heat, the order of presentation is determined by another random drawing. It is the goal of the Careers Committee to give each student chapter the best opportunity for exposure and fair competition as possible.



JOHN DEERE SIGNATURE AWARD DEADLINE

JOHN DEERE

The John Deere Signature Award recognizes student chapters that excel in several elements. Don't forget to submit your John Deere Signature Award, signed by your advisor, by **April 1, 2015**. If emailed, your advisor must add a note to the email that they have approved the form. You can access the spreadsheet online at <http://www.nama.org/student-handbook-awards-recognition#deere>. Your student chapter could receive up to **\$3,000!**

MAKING THE MOST OF THE CONFERENCE

With all the time and energy you spend on the marketing competition, it can be easy to forget that there are many more activities to participate in at the conference. How do you make the most of your trip to the conference? Here are a few helpful hints to get you started:

- Mix and mingle with the professionals, collecting business cards for future use (they were once students, too).
- Get a jump on your job-hunting efforts at the Student Mentor Luncheon on Thursday, April 16.
- View award-winning work.
- Meet and make friends with other students (they're your future colleagues).
- Gain confidence in your presentation skills (who knows, one of the judges may be a future client).
- Attend conference general sessions and breakouts – another opportunity to meet professionals, in addition to what you can learn.
- Earn money for your chapter through the ABEF raffle. Win awards for your chapter activities (that annual report pays off).
- Treat your advisor to dinner.
- Ask questions; find out what interests you and what doesn't. If you think you'll want to go into the gency side of the business, go pick the brain of an agency person. If the sales or corporate communication side sounds intriguing, talk to their clients.

NAMA STUDENT AND STUDENT ADVISOR CODE OF CONDUCT

The National Agri-Marketing Association is pleased to have a vibrant, passionate group of members at the collegiate level, and we recognize that student NAMA is an important part of our membership. We want students to have the most valuable NAMA experience possible. Professional conduct is essential to not only that experience, but also, ultimately, your success in this industry.

When representing a NAMA student chapter at official NAMA events, students and advisors are expected to:

- Show respect to NAMA professional members, staff and the event venue.
- Dress appropriately.
- Use electronic media appropriately including photos, comments or posts on social media networking sites.
- Engage in responsible use of alcohol by legal-aged adults only.
- Avoid negative incidents involving, but not limited to:
 - Damage to persons or property
 - Excessive noise complaints
 - Law enforcement involvement

If the Code of Conduct is violated, the NAMA Executive Committee may impose one or more of the following sanctions at its discretion.

- University president and/or department head is notified.
- Chapter is stripped of their competition placement in the year the violation occurs.
- Chapter and/or individual cannot participate in future marketing competition(s).
- Chapter and/or individual can participate in future marketing competition(s) but cannot place.
- Chapter and/or individual is not allowed to attend future conference(s).
- Advisor is not approved for accreditation.
- Individual is not eligible for the two-year-free membership upon graduation.
- Individual is not eligible for the Young Professionals Membership.

SHARE YOUR RÉSUMÉ ELECTRONICALLY

Would you like the opportunity to share your résumé with professionals during the annual Agri-Marketing Conference? Rather than bringing paper copies of your résumé to the Conference, you can share it electronically. Your résumé must be no more than two pages and must be either a Word or PDF document. No paper copies will be accepted.

Email your résumé, individually, by March 10, to Debbie Brummel, debbieb@nama.org. The subject line of your email AND the title of your document must be your complete school name, last name, first name. Example: University of Kansas - Brummel Debbie. PLEASE follow this naming format.

RAFFLE TICKETS ARE AVAILABLE

Raffle tickets for the ABEF raffle are still available. This is a great fundraiser for your Student NAMA Chapter since chapters get to keep \$5 from every \$10 ticket sold.

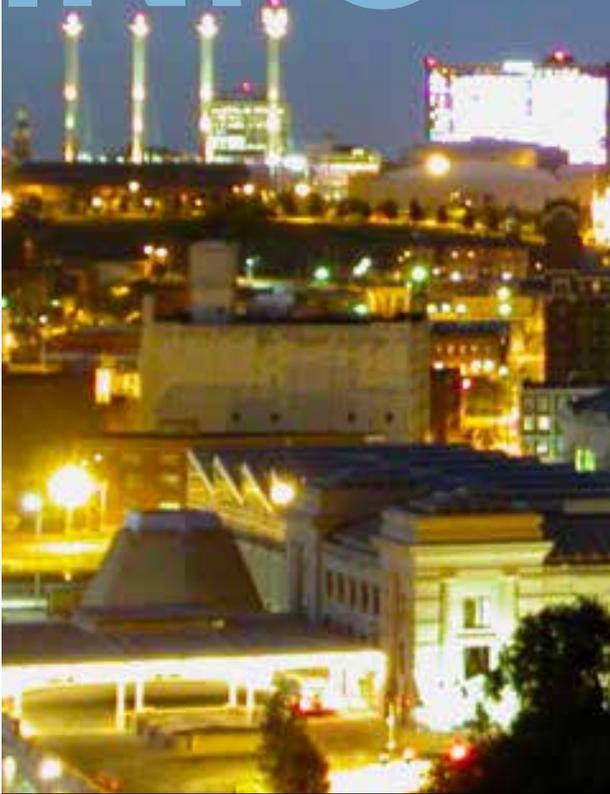
Again this year, the prize is a 55" Flat Screen TV and you need not be present at the drawing to win; so it's a perfect opportunity to pre-sell tickets to family and friends. The drawing will take place on April 16 in the Silent Auction area of the trade show during the 2015 Agri-Marketing Conference.

Tickets come in books of 5 and you can return any tickets you don't sell. If your chapter would like some raffle tickets, student advisors or chapter presidents can either email Jena Mealy (jenam@nama.org) or call her at 913-491-6500. Let her know how many and where to send them (give her a street address and phone number, please, as she will be sending them FedEx Ground).

SOCIAL MEDIA CORPS

NAMA and Farm Credit have chosen approximately 15 student NAMA members for the Social Media Corps at conference. The NAMA Social Media Corps will take to NAMA's digital platforms to share stories from the conference. Students will collect content, including photos, video tweets and Facebook posts, and will guide the online conversation during the event.

HOTEL INFO



The Sheraton Kansas City Hotel at Crown Center is the hotel for the 2015 Agri-Marketing Conference. The hotel deadline for making reservations is March 19, 2015, however, you're encouraged to make reservations early as the rooms fill quickly. Reservations made after this date are subject to higher rates and potential unavailability. Make sure you mention "NAMA" when making reservations. All reservation requests will require a credit card guarantee or one night's deposit. Deposits will be refunded by the hotel for rooms cancelled more than three (3) days prior to arrival.

Sheraton Kansas City Hotel at Crown Center
2345 McGee Street
Kansas City, MO 64108
816.841.1000 or 800.325.3535

Room Rates
Single \$159.00 Triple \$184.00
Double \$159.00 Quad \$209.00

When making your reservations, please specify whether you are an agri-marketing professional or a student as there are different room blocks set up for each.

Online Reservations
You are also able to make your reservations online in the student block. Just copy/paste the link below into your browser:
<https://www.starwoodmeeting.com/events/start.action?id=1411214498&key=FAF455A>



What's Happening in the Chapters



ILLINOIS STATE UNIVERSITY

While members of the Illinois State University Chapter of NAMA are busy preparing for this year's marketing competition, they took time to have a fun activity for the Department of Agriculture. The ISU NAMA Chapter sponsored Agriculture Day at the Bloomington Thunder Hockey game. More than 50 students, faculty and staff attended the game.

Our chapter was very fortunate to have outstanding guest speakers Julie Armstrong, Senior Account Executive for DCC Marketing, and Sean Ariens, Marketing Manager for Precision Agriculture, at our chapter's monthly meetings. We look forward to seeing everyone at the NAMA Conference in Kansas City.



IOWA STATE UNIVERSITY

Iowa State NAMA has been staying very busy since we've returned from Christmas break. Our Paint-the-Barn fundraiser was a huge success again this year at the Iowa Pork Congress. We had many creatively decorated barns for sale in a silent auction with the money going towards travel expenses for the marketing team's trip to nationals. A group of sixteen traveled up to Milwaukee, Wisconsin the first week of February for our Industry Tour. We toured a few marketing agencies and stopped at some other Agri-Businesses. We've had some great speakers at our meetings and some awesome social events too. We had a fun time together last week sharing appetizers and cheering on our Cyclone basketball team!

Coming up, we have more social events, club fundraisers, and meetings. We will be callers for Jude's Call-a-thon again this year, dealers for the annual HERO Casino night, and volunteers for the Kids Run for Kids and the Cold Run for Warm Meals race. We are excited to head down as a group and spend some time at Skyzone. At our next club meeting in March, we will elect new officers and hear from the seniors in our club on their future plans and their advice to us. We will finish off our year in April at our banquet and nationals. We will have a luncheon for everyone and their families with a presentation from our marketing team and awards. Then just a few days later, we will send our team off to Kansas City! We are excited to present our product and compete!



MICHIGAN STATE UNIVERSITY

The cold Michigan weather has not kept students from being involved in Michigan State University NAMA chapter activities! In late February, MSU NAMA hosted its annual NAMA Bowl-O-Rama fundraiser. This event brings together students from a variety of majors and student organizations for a fun night of bowling. MSU NAMA members solicited donations from local businesses to be distributed as door prizes to those who attended. Teams with the highest score, lowest score, and most spirit also received trophies. The event was a great opportunity for networking with other students as well as raising money for our chapter's trip to National Convention.

Along with the great fundraising efforts, MSU NAMA students have been preparing for the Student Marketing Competition. Our marketing plan has been drafted and critiqued by alumni members, industry professionals and MSU faculty thus far, but is sure to undergo more changes. Members who were interested in being a part of Michigan State's presentation or technology teams tried out at the last two meetings. Those interested in the presentation team memorized a portion of this year's marketing plan and presented it to a panel of faculty member judges. The potential presentation team members were subject to questioning and then chosen by the judges according to which members could play off each other's strengths. For technology team tryouts, members created a brief PowerPoint presentation that demonstrated their design plans and skills. Chapter members then voted for who they believed would make up the best tech team.



TEXAS A&M – COLLEGE STATION

Kicking off the new semester, the National Agri-Marketing Association of Texas A&M has hit the ground running. NAMA members have come together socially through the enjoyment of pot luck dinners and friendly, yet competitive volleyball games. Guest speakers have given their time and knowledge at business casual meetings held once a month. This year, Royalty Pecan Farms spoke, informing members about a specialty nut dear to their hearts that can be transformed into many tasty treats. They also mentioned some of their business practices that keep the flow of their farm running smoothly. With the customers in mind, Royalty Pecans strives to sell high grade pecans that will make your mouth water.

NAMA has hosted a couple profit shares by partnering with Fuzzy's Taco Shop and Newks Eatery to raise money for our competition marketing team. During these profit shares, NAMA members are encouraged to come together to better the social relationships throughout our association. The marketing team has been working timely and effectively to develop a marketing plan to be presented in Kansas City, Missouri in April this year. Great results are projected from TAMU NAMA as time crunches down till the competition date.

THE OHIO STATE UNIVERSITY

Toward the end of fall semester, The Ohio State University NAMA/Agribusiness Chapter toured a local pumpkin farm. We were given a tour of the facilities including the Event Barn with slides and food: the Animal Barn with calves, goats and lambs; and the Zip-line. The owners explained to us the forecasted growth plan for the business and the history. The chapter then ended the day by carving pumpkins and eating pie.

As Spring Semester started and the snow continued to fall, the Ohio State University NAMA/Agribusiness Chapter embraced the cold by going to Mad River Mountain. The outing needed lots of layers and hot chocolate as we snowboarded and skied down the slopes. This was one of the many social events we hosted.

Just recently, the chapter participated in a campus-wide event called The Professional Development Night. The chapter had a representative as a model. The host of the event used the models as examples to explain and prepare the attendants of the expectations for an interview. Everyone enjoyed a great meal and left with more knowledge on how to sell themselves to an employer.

Beyond socials and campus events, the chapter is in the process of planning a Euchre Night Fundraiser, Chapter Banquet, Socials and Community Services. The past few months have been a success and the chapter continues to work hard and stay focused on finalizing a marketing plan and delivering a strong speech.



UNIVERSITY OF GUELPH

The New Year is proving to be a busy one for the University of Guelph CAMA Student Chapter!

The month of January saw the team occupied in house with research preparing for the approaching NAMA competition. Many of our members took in the Canadian Dairy Expo at the start of February to see just how dairy is being marketed by different companies in Canada.

February has flown by and we owe many thanks to the CAMA professionals here in Ontario who have been offering tremendous support of our projects on campus.

Our team is looking forward to attending the London Farm Show CAMA event titled "The Power of Networking – Connect Better to Succeed Faster" on March 5th. Another item on our agenda is our industry invited practice night on April 1st in preparation for NAMA competition.

From our team to yours, we wish you all a great next few weeks, and we cannot wait to see you all in Kansas City!



UNIVERSITY OF ILLINOIS

The University of Illinois NAMA chapter is hard at work getting ready for AMC! We're spending countless hours every week getting our executive summary ready and preparing for our presentation. Along with practicing, we're hosting fundraising events to raise money for the trip such as a raffle for a Kindle, fundraisers at the local Texas Roadhouse and local Mexican Restaurant and writing grants to our student organization fund at the University. We are also reaching out professionally to families, friends and alums involved with the success of our chapter. The peak of our fundraising activities will be a cow-pie bingo event held on campus this month! Later this month we'll also host our annual banquet and practice session inviting in professionals to help us make our presentation even better! We are excited to see everyone in April and we wish the best of luck to all of the other student chapters preparing for the competition!



UNIVERSITY OF NEBRASKA – LINCOLN

Nebraska NAMA members got an early start this spring semester. Many of them traveled on the NAMA and Ag Economics/Agribusiness Club joint annual agribusiness industry tour. Participants traveled to the Kansas City area January 7-9, the week before classes started. They visited a number of companies and organizations including Ag Processing, Federal Reserve Bank, Archer Daniels Midland, Dow AgroSciences, National Crop Insurance Services and the Environment Protection Agency. While in Kansas City, members also toured Arrowhead Stadium, braving sub-zero temperatures! Luckily, part of the tour was inside and the group learned a great deal about Lamar Hunt's contribution to American football.

The February meeting featured Dr. David Isenhour, Product and Development Talent Manager for Dow AgroSciences. Dr. Isenhour spoke with the group about the development process of several important products such as Roundup—from idea conception to development and the hurdles involved in successfully launching it in the market. He also discussed the process of getting one of Dow's newest products, Enlist, on the market. He explained that Dow was waiting for China's approval of its use as China is the largest grain importer world-wide.

Spring semester has been keeping the marketing team busy. The sixteen team members are hard at work preparing for national conference in Kansas City in April. Winter weather threw us a few curves the first week of February. Three members were stuck in Chicago for two extra days following summer internship training—the same two days that the Nebraska NAMA team had scheduled marketing plan work time. The team worked through it and everyone is looking forward to national conference in April!



UNIVERSITY OF WISCONSIN - MADISON

NAMA at UW-Madison has had a great start to 2015! Our marketing team is hard at work developing our plan to present at the national contest in Kansas City in April. Our team is full of new members, which means new and innovative marketing ideas! We are looking forward to seeing all of the other schools' products and presentations, as well as sharing ours with them.

In addition to working on our marketing plan, we have been busy planning new fundraisers and social events for the spring semester. We plan on attending several study tours with local breweries to learn how they became known locally as well as nationally. One fundraiser we already participated in was a Valentine's Day Fundraiser where members sold roses to students, faculty and staff. We also are looking forward to working with other UW-Madison student organizations to teach Madison grade school students about different areas of Wisconsin agriculture at the annual CALS Day for Kids.

As always, you can stay connected and learn more about our activities and members by liking our Facebook page "NAMA, UW-Madison" or by following us on Twitter @NAMA_UW_MADISON.

UNIVERSITY OF WISCONSIN - PLATTEVILLE

Pioneer NAMA students braved the bitter cold temperatures again this year at the Annual UW-Platteville Alumni Association Nearly Naked Run! The purpose of the run is to come wearing as many clothes as possible and then literally donate the clothes off your back to people in need.

This year the clothes were donated to Family Advocates and to Grant County Social Services. Pioneer NAMA is grateful to be able to assist our local community in any way we can!



CONFERENCE SPONSORS

While at conference, please be sure to thank the companies that provided conference support. You'll see signs and banners showing the following companies:

Ag Speakers Network
Agriculture Future of America
AgriLife Studios
American Ag Radio Network
American Business Media
Association of Equipment
Manufacturers
Beef Checkoff Program
BicMedia
Blasdel Cleaver Schwalbe
Communications
Boelte-Hall
CharlestonOrwig, Inc.
Colle+McVoy
Compass Minerals
DTN/The Progressive Farmer
DuPont Pioneer
Farm Business Communications
Farm Journal Media
Fastline Publications
FMC Agricultural Products
Hoard's Dairyman Magazine
iNet Solutions Group, Inc.
John Deere Financial
Land O'Lakes
Learfield
McCormick Company
MustangRED Marketing Comm.
Natl. Cattlemen's Beef Assn.
Natl. Cotton Council of America
New Holland

NAMA SUSTAINING PARTNERS

The following companies provide year-round support of NAMA activities.



Progressive Agriculture Safety Day Program
Readex
Relevate
This Week in Agribusiness
Western Farm Show
Western Producer Media
WNAX Radio
Zoetis

STUDENT CONFERENCE SCHEDULE 2015

Tuesday, April 14, 2015

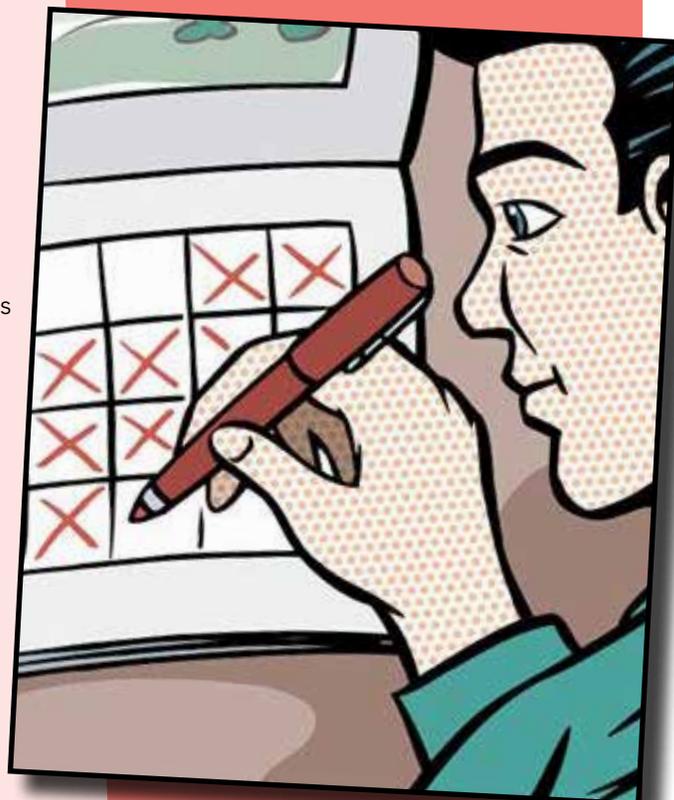
Noon - 5:00 pm	Student Practice
5:30 - 6:15 pm	Student Orientation
6:30 - 7:30 pm	Judges' Reception/Orientation
6:30 - 8:30 pm	Student Practice

Wednesday, April 15, 2015

7:30 - 11:00 am	Student Competition Preliminary Heats
11:00 am - 12:15 pm	Student Luncheon
12:30 - 3:00 pm	Student Competition Semi-Finals
3:00 - 4:00 pm	Student Critiques

Thursday, April 16, 2015

7:30 am - 8:45 am	Omelet Feast
7:30 am - 12:00 pm	Student Finals Competition Practice
9:00 am - 10:30 am	Opening General Session
Noon - 1:30 pm	Student/Mentor Luncheon
1:30 - 5:30 pm	Student Competition Finals
5:45 - 6:30 pm	Student Awards
6:30 - 7:30 pm	Student Advisor Reception
6:30 - 7:30 pm	Outgoing & Incoming Student Chapter President Reception
9:00 pm - Midnight	Student Party
Midnight - 2:00 am	The After the After Party Breakfast



2014-2015 CAREERS COMMITTEE

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Vice Chair

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