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*Welcome to Student NAMA.*

# On NAMA CAMPUS

*News for Student NAMA Members • Spring 2007*

## All About Dallas

There's a reason they call Dallas "Big D." Actually, there are hundreds of reasons: world-class art exhibits, distinct restaurants, stylish shopping, unbelievable live music and much more. Exploring Dallas provides a new adventure every day. And you may be surprised at just how much the city has to offer.

- Dallas has the largest concentrated urban arts district in the nation.
- Dallas boasts more restaurants per capita than New York City.
- There are more than 160 museums, galleries and artistic attractions in Dallas.
- Dallas has more than 115 public pieces of art on display throughout the city.
- The frozen margarita, a cocktail made of tequila, lime juice, sugar and salt, was invented in Dallas.
- Dallas' Farmers Market is one of the largest open-air markets in the country, with 5 million visitors annually.
- The Dallas Arboretum features the largest publicly maintained collection of azaleas in the U.S.
- The Dallas Aquarium is home to a 200,000 gallon freshwater aquarium tank, the largest in the world.
- The State Fair of Texas is the largest exposition in all of North America with over 3 million people in attendance. The fair runs 24 days and has been in the same location since 1886.
- Highland Park Village Shopping Center, developed in 1931, holds the distinction of being the first shopping center in America.
- Dallas has more shopping centers per capita than any U.S. city.
- The Dallas area has more than 100 golf courses.

## Making the Most of 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. How do you make the most of your trip to the conference? Here are a few helpful hints to get you started.

- Bring your resume – you might find a job (or at least get an interview).
- 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 12.
- View award-winning work (hey, we all want to be art directors).
- Meet and make friends with other students.

- Gain confidence in your presentation skills (who knows, one of the judges may be a future client).
- Earn money for your chapter through the ABEF raffle (pay for next year's trip to Kansas City).
- Win awards for your chapter activities (that annual report pays off).
- Treat your advisor to dinner.

Remember – there are lots of professionals who were in your shoes. Ask questions, find out what interests you and what doesn't. If you think you want to go into the agency 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.



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## Student Conference Activities

The 2007 Agri-Marketing Conference & Trade Show is scheduled for April 11-13 in Dallas. Student activities begin on Tuesday, April 10. Don't forget the early registration deadline is March 21, 2007.

### Hotel Information

The Hyatt Regency Dallas is the hotel for the 2007 Agri-Marketing Conference. The hotel deadline for making reservations is March 21, 2007. 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.

#### **Hyatt Regency Dallas**

300 Reunion Boulevard  
Dallas, TX  
P: (214) 651-1234  
F: (214) 742-8126

#### **Room Rates:**

\$158 single  
\$168 double  
\$178 triple  
\$188 quad

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.

**To reserve your hotel room on-line visit:**

**<http://dallasregency.hyatt.com/hyatt/hotels/group-booking.jsp?requestid=47830>**

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# Student Conference Schedule

## Tuesday, April 10, 2007

Noon - 5:00 p.m.	Student Practice
5:00 - 6:30 p.m.	Student Orientation
6:30 - 7:30 p.m.	Judges' Dinner/Orientation

## Wednesday, April 11, 2007

7:30 - 11:00 a.m.	Student Competition Preliminary Heats
11:00 a.m. - 12:30 p.m.	Student Luncheon
12:30 - 3:00 p.m.	Student Competition Semi-Finals
3:00 - 4:00 p.m.	Student Critiques

## Thursday, April 12, 2007

12:30 - 1:30 p.m.	Student Mentoring Luncheon
1:30 - 5:30 p.m.	Student Competition Finals
6:00 - 6:30 p.m.	Student Awards
9:00 - Midnight	Student Party

## Friday, April 13, 2007

7:00 - 8:00 a.m.	Student Advisors' Meeting
8:00 - 9:00 a.m.	Student Presidents' Meeting

## Bring Your Resume to the Student Party

The Student Party on April 12 will be sponsored by Broadhead + Company. Bring a copy of your resume to the party and it will be entered in a drawing for one of twenty \$25 gift cards. (If you don't have your resume, you won't be eligible to win!)



# What's *Happening* in the Chapters

## The Ohio State University

The Ohio State University Agri-Business Club has about 40 members. This year their annual trip was to California, where they went on several tours about the agriculture on the west coast. Their chapter meets every other week, and just recently elected new officers. Every year in the fall they operate a concession stand at the Farm Science Review. This concession stand is their major fundraiser for the year. Their chapter's NAMA team this year has 10 members and will travel to Dallas, Texas this year for the national competition.

## Illinois State University

Taking 12 students to Dallas for the National NAMA Conference means one thing - the need to raise some money! So the Illinois State chapter set out fundraising; they sent letters to businesses, sold pizza to students and refreshments at campus events. While these all brought their chapter in some money it was their meat sales fundraiser that really took off.

In their agriculture facilities on campus they have a meat processing room and a meat science class that meets to learn how the processing works. The Chapter got in contact with the Professor who is in charge of the meat science and together they designed a great money-maker. The meat science class processes and packs ground hamburger bundles, and then the student chapter markets and sells them. They charge \$2 a pound and we sell them in 10, one pound bundles. They raised \$700 off of their first round, ran out of hamburger, designed a waiting list and are getting ready for round two, and this time have added sausage (at \$3 a pound) to their menu!

## MSU NAMA Preparing for Dallas!

The Michigan State University NAMA chapter is diligently working to prepare for this year's National Conference! Now that the plan has

been completed, MSU NAMA is developing their presentation for their product, Shepherd's Solution. The MSU chapter has also been busy raising money for their trip to Dallas in April by participating in fundraisers such as Breslin Center Clean-Up and selling Little Caesar's Pizza Kits. They are also organizing two new fundraising events- Bennigan's Night and NAMARAMA.

MSU NAMA has also been involved with numerous on-campus activities throughout the year including AutumnFest, a tailgate event for alumni hosted by the College of Ag and Natural Resources; and Ag Olympics, a fun-filled competition of games against other agricultural clubs. They have also hosted guest speakers from Syngenta and Anheuser-Busch to help students develop career networks. MSU NAMA is looking forward to a great conference in Dallas.

## New Mexico State

New Mexico State University NAMA has been very busy this spring semester. Our 8th annual scholarship golf tournament was held on March 3, 2007 at the beautiful New Mexico State University golf course. Over \$11, 000 was raised to fund scholarships and traveling expenses for the student marketing competition in April. NMSU/NAMA had 28 teams participate in the tournament and 60 sponsors from all over the states of New Mexico and Texas. The weather was not on our side but it turned out to be a huge success. United States Congressman Steve Pearce attended and spoke at the awards ceremony. Awards were given out to the top placed teams and even an honesty award was given to the highest scoring team.

Members interested in the NMSU/NAMA scholarship fill out applications in April and a panel of professor's from the College of Agriculture and Home Economics at New Mexico State University will select the candidates for the awards.

## ISU NAMA Student News

With May just around the corner, ISU NAMA has been busy planning their April 1<sup>st</sup> banquet which will showcase many of their activities from the past year. New officers will be installed, member awards given, and the NAMA Marketing Team will present their marketing plan for the Odor Cell 2000, a product of Heartland Air Technology.

On April 10<sup>th</sup>, the team will leave for Dallas, Tx, to compete in the NAMA National Convention. Following their trip to Dallas, members will participate in VEISHEA, a campus celebration, to recruit new NAMA members. To wrap up the year, the new officer team will look ahead and plan their activities for fall 2007.

## University of Nebraska - Lincoln

The student chapter of NAMA at the University of Nebraska-Lincoln (UNL) has been very busy. Besides some intense work on their annual report and Executive Summary, members are gearing up to help with a University neighborhood clean-up in April and are excited about an upcoming chapter BBQ. They are planning a tour of the Tractor Supply Company's new regional distribution center in Waverly, NE, to learn about marketing and distribution channels.

For their spring semester professional event, they are hosting a campus-wide career panel featuring six Midlands NAMA members who will share insights on interviewing, internships and what to expect in a first job.

## Colorado State University

They held our annual Rocky Mountain Oyster Fry in February. They had an overwhelming turnout from students and the community, and even had a TV crew covering the event! The oyster fry is their annual fundraiser.

The agri-marketing team is gearing up for their first trip to the NAMA student marketing competition. Everyone is excited to see what the event is all about and meet new faces!