



Check out NAMA on Campus

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Welcome to Student NAMA.

On NAMA CAMPUS

News for Student NAMA Members • Spring 2008

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 years’ competitions 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. All remaining teams are randomly selected and added to the heats.

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.



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 17.
- 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 Atlanta).
- Win awards for your chapter activities (that annual report pays off).

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.

What's *Happening* in the Chapters

University of Wisconsin – Madison



UW-Madison NAMA students take a tour of Capitol Brewery in Middleton.

On February 15, about sixteen UW-Madison NAMA students made a short trip across Madison to take a tour of Capitol Brewery in Middleton. The two-hour tour of the bar, warehouse, and production facilities began with the history of the brewery, from the first beer produced to the current number and amount of beer distributed to four Midwestern states. Capitol Brewery is a microbrewery that produces traditional, world-class, German beer. Currently, they produce 15 different kinds of beers, which includes seven annual beers, four seasonals, and four limited release beers.

At the conclusion of the study tour, each NAMA student received a commemorative sample beer tasting mug to remember the day.

University of Wisconsin – Platteville



The University of Wisconsin-Platteville School hosts Animal Science Career Day.

The University of Wisconsin-Platteville School of Agriculture hosted an Animal Science Career Day for area

high school students. The event included hands-on workshops to learn about careers related to animal science. Pioneer NAMA was requested by the School of Agriculture to teach a 50 minute class on marketing agricultural products. The main topic of the class was effective advertising in today's world. This interactive workshop began with a contest to see who could identify the most logos out of 50 common brand logos. They lectured briefly about the importance of advertising, "branding", methods used such as word-of-mouth, target markets, price, and customer profiles. Students were asked to design a billboard ad for Beef. We had them present and summarize why they created the ad and who it was targeted towards. Each group was able to share with the entire class some very creative Beef ads.

The Pioneer NAMA presenters were Samantha Schiesl, Kelly Smith, and Emily Hanson. The event was a huge success! They presented to three different groups of students with about 25 students in each session. Teachers requested copies of the logo quiz and answer key to use in their own classrooms and many students retained their print ads. There was plenty of class participation. Pioneer NAMA had a great time with the students and would definitely participate in something like this again. It was a fun way to promote NAMA!

Iowa State University

The Iowa State Student Chapter of NAMA is very busy with the spring semester in full swing. Members are putting finishing touches on the written marketing plan for competition and the oral presentation is well on its way. As well as the marketing team, many members are participating in job shadowing opportunities through the Iowa Professional NAMA Chapter. The future plans for the club include assisting with the Huxley Jaycee's Casino Night, VEISHEA Cotton Candy

Sales, Nationals in Kansas City as well as the annual club banquet. The annual banquet will be April 13th and the Marketing Team will present their plan to guests and professionals.

University of Nebraska – Lincoln



University of Nebraska-Lincoln Student Chapter members interact with professionals over pizza at the Midlands NAMA meeting held in February.

The University of Nebraska-Lincoln NAMA Chapter has had a busy semester of activities. One of the highlights was the joint social planned in February with the Mechanized Systems Management Club, where members enjoyed spending time together at a Lincoln Stars Hockey game. Students have also been working diligently preparing the marketing plan and presenting it to several groups. Various members participated in the community service activity and volunteered their time on a Saturday morning to paint the chapel at the People's City Mission. Throughout the month of February, members had many networking opportunities. Each student was involved in the Mentoring Program in which they shadowed a marketing professional in their interest area. The spring "Got Work" panel gave students a chance to ask career-related questions to professionals from Cabella's, Target, and Cornhusker Bank. Recently, members also interacted with the Midlands NAMA Chapter over pizza at their monthly meeting held near campus.

Student Conference Schedule

Tuesday, April 15, 2008

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

Wednesday, April 16, 2008

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 17, 2008

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 18, 2008

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



Hotel Information

Hotel Information

The Hyatt Regency Crown Center is the hotel for the 2008 Agri-Marketing Conference. The hotel deadline for making reservations is March 25, 2008. 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 Crown Center

2345 McGee
Kansas City, MO
(816) 421-1234

Room Rates:

\$129 single • \$129 double • \$154 triple • \$179 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.



Don't Forget!

*Bring Several
Copies of Your
Resume to the 2008
Agri-Marketing
Conference
April 16-18
Kansas City*

Agriculture Future of America to Administer NAFB Foundation Scholarship Program

The National Association of Farm Broadcasting announces a new partnership with the Agriculture Future of America to administer three scholarships awarded annually by the NAFB Foundation. These scholarships include two \$4,000 awards and the Glenn Kummerow Memorial Scholarship for \$5,000. Students are able to apply at www.agfuture.org before the May 30 deadline.

"We look forward to utilizing the additional resources AFA offers to help promote this opportunity to students. These scholarships are a great opportunity for someone who is interested in broadcasting to get some valuable financial assistance with their education," says NAFB Executive Director Bill O'Neill.

Student Calendar

MARCH, 2008

31 John Deere Award Entries Due

**APRIL, 2008
16-18**

**Agri-Marketing Conference
Kansas City**

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