



# On NAMA CAMPUS

*News for Student NAMA Members • Winter 2007*

## Where are they now?

### **Former Members Recall their Student NAMA Experience**

*by Randy Happel*

Getting involved with NAMA may just prove to be one of the most beneficial extra-curricular time investments you can make during your time on campus. Need proof ... just ask Bret Kealy.

While dashing between classes one day at the University of Minnesota, a poster promoting the monthly meeting of his local NAMA Chapter caught Kealy's attention so he decided to show up. Turned out to be one of the best decisions he ever made.

"I went to my first NAMA Chapter meeting because I was interested in the topic," he recalls. "I learned a great deal, so I started attending more meetings. The more I went, the more contacts I made and the professionals there took an interest in me. Many grew to become personal mentors who helped me grow and learn more about the industry."

A year later as a junior, Bret received an offer for a part-time telemarketing position with a publishing company from one of his NAMA mentor contacts. "That gave me the opportunity to prove myself and the rest is history."

Now publisher of BEEF, *National Hog Farmer* and *Hay & Forage Grower* magazines, Kealy feels his Student NAMA experience was instrumental in putting him on the path that has led to a very successful career.

"The more involved I got with NAMA, the stronger my contacts grew," Kealy

continued. "I landed my first full-time position with one of the professional NAMA Chapter companies and the networking proved to be important

because many people in the chapter were also customers. Things just took off from there."

Although Bret was also a very active participant in the Student Marketing Competition, he never served as a formal presenter. However, he feels the "behind the scenes" role he played in the competition process was great experience that ultimately prepared him for what he does every day in his current position.

"Don't allow yourself to get caught up thinking that because you're not actually presenting you aren't learning anything," he advises. "Just being involved taught me how to prepare proposals and organize presentations, and gave me the confidence to lead meetings in front of groups."

"I take a lot of pride knowing that my contributions were an integral part of our team's success, taking second place in the competition and being recognized as outstanding student chapter that year."



## Check out the NEW 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](http://www.nama.org), just click on Student NAMA.*

*Welcome to Student NAMA.*



## 2006-2007 Careers Committee

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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.

### The Marketing Competition

For those schools participating in the Marketing Competition, please remember that 10 copies of your executive summary must be RECEIVED by March 9, 2007 to:

Jennifer Pickett  
National Agri-Marketing Assn.  
11020 King Street, Suite 205  
Overland Park, KS 66210  
(913) 491-6500

NOTE: Chapters that have not met accreditation requirements will not be eligible to compete. March 1, 2007 is the second accreditation deadline. Due at that time is the second portion of your dues (\$200) along with your Annual Report.

### 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>

## Communications/ Logistics

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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

## Marketing Competition Product Pre-Approval

*If you want your product  
pre-approved, please  
complete the approval form  
on Page 38 of the Student  
Chapter Guidelines and  
return to  
Melissa Sanders at  
melissa.sanders@adfarmonline.com  
or by fax at  
(816) 221-5833.*

# Student Calendar

## FEBRUARY

- 2 Deadline for TEAM NAMA
- 23 Deadline for student news to be used in the Spring NAMA on Campus

## MARCH

- 1 Second accreditation deadline - submit dues (\$200) and the annual report
- 9 Ten copies of your executive summary due to the National Office

## APRIL 10-13

Agri-Marketing Conference &  
Trade Show • Dallas

# What's *Happening* in the Chapters

## New Colorado State University Chapter

Colorado State University recently established a student NAMA chapter on its Fort Collins campus. The NAMA chapter was developed under the CSU Agribusiness Association (ABA) and is funded by ABA and the CSU Department of Agriculture and Resource Economics. CSU is excited to reintroduce a NAMA student chapter to campus.

Members have the opportunity to join the agri-marketing team, participate on committees, go on ag-industry tours, learn from guest speakers, assist in community outreach programs and host an annual Rocky Mountain Oyster Fry!

## Iowa State Looks Ahead

Iowa State University is looking ahead to more excitement in 2007! At meetings held throughout the semester, members heard from professionals in the ag industry who shared tips on writing resumes, interviewing, and finding a job or internship.

The marketing team worked hard to select a product, conduct research and put together a rough draft before Christmas break. Odor Cell 2000, a product from Heartland Air Technologies is an odor-reducing cell most commonly used on hog confinements and was the product selected by this year's marketing team.

To raise funds for the competition, members picked up cans during tailgating and grapes for an area winery making frozen wine.

## NMSU Prepares for Golf Tournament

One of the major activities of the New Mexico State University NAMA chapter during the spring semester is

preparing for their 8<sup>th</sup> Annual Scholarship Golf Tournament. The Tournament will be held on March 3<sup>rd</sup> at the NMSU golf course. Their goal is to net at least \$10,000 for awarding scholarships to active NMSU/NAMA members, assist with travel expenses to the NAMA marketing competition and other NAMA activities. This event is the club's largest fundraising activity.

The students work together as a team to obtain sponsorships, solicit teams, develop a publicity program for sponsors and coordinate all of the activities of the day of the tournament including team registrations, cater a breakfast and lunch for over 125 people, and the awards ceremony.

## Texas A&M Finishes Busy Semester

On October 10, the TAMU NAMA chapter, in conjunction with the Southwest NAMA chapter, toured Blue Bell Creameries in Brenham, where Mr. Howard Kruse, President and CEO served as host and tour guide through the creamery. He discussed Blue Bell's history, marketing philosophy, and reasons for their success. After the tour, the chapter joined the Southwest chapter for a networking and mentoring luncheon.

On November 14, Terrell and Penny Miller, owners of Cattlesoft Inc., were guest speakers at the November general meeting. They discussed the history of their company and their products CattleMax, LonghornMax, EquineMax, and the Cattlepages.

## North Carolina Update

The 2006-2007 school year to date has proved to be a productive one for the NCSU NAMA chapter.

*Colorado State president John Fabian, left, and vice president Rick Kreps at a corn maze in LaSalle, CO.*

During the fall 2006 semester they regularly had a variety of speakers at meetings, ranging from BSN medical to L&M Produce. In December we all gathered at Amedeo's, a local Italian restaurant, to celebrate a great passing semester as well a positive outlook for the upcoming spring semester.

The spring semester holds several activities for the club, including the university's Ag-Awareness week, a raffle-fundraiser, a day-trip in lieu of the general Monday night meeting, and an end of semester banquet.

## UW-Madison Ends First Semester

The UW-Madison NAMA Student Chapter ended a successful first semester with a Christmas Party at Rocky Rocco's. Advisors were honored and fun was had by all. A group of students also traveled to Charleston-Orwig in early December. While snow temporarily delayed the trip, in the end the students were grateful for the experience and knowledge they gained from industry professionals.

## NDSU Prepares for Competition

The North Dakota State University Student NAMA Chapter is working on a product for the national competition in Dallas this coming April. They have also been working on fundraising for the chapter by making calls for the Minnesota Wheat Commission, having a dog walk on the campus, as well as sending letters out to potential sponsors. They look forward to seeing all the products and teams at the national competition!

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*Share your student news and pix.  
E-mail it to [jennyp@nama.org](mailto:jennyp@nama.org).*

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*Texas A&M NAMA chapter at the Blue Bell Creameries, Brenham, TX*

*Iowa State Student NAMA Club*

