



# On NAMA CAMPUS

*News for Student NAMA Members • Winter 2008*

## 2008 Conference Student Activities

The 2008 Agri-Marketing Conference & Trade Show is scheduled for April 16-18 in Kansas City. Student activities begin on Tuesday, April 15. Don't forget the early registration deadline is March 25, 2008.



### 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 7, 2008 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 3, 2008 is the second accreditation deadline. Due at that time is the second portion of your dues (\$225) along with your Annual Report.

### 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.

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

*Welcome to Student NAMA.*

# What's *Happening* in the Chapters

## University of Nebraska - Lincoln



*UNL Student Members serve at the People's City Mission in Lincoln, Nebraska.*

The University of Nebraska-Lincoln NAMA members concluded the fall semester by showcasing their skills. The annual "Got Work?" resume and interview workshop gave members the opportunity to evaluate their resumes and demonstrate their interviewing skills. Students were also able to display their bowling talent during the fall social at Champions Fun Center.

One of the most meaningful fall activities allowed members to put their kitchen skills to work. On a cold December Sunday, members volunteered three hours to serve supper at the Lincoln, Nebraska People's City Mission. Approximately 127 meals were served that evening, making it a very rewarding community service activity for all involved.

## North Carolina State University



*Pictured from left to right: Stephen Salmon, Representative Etheridge, Agribusiness/ NAMA Club president Tonya Dunn; Anna Opperman.*

During the October 2007 meeting in Washington DC of the Carolinas-Virginia, Eastern, and Chesapeake chapters of the National Agri-Marketing Association, NC Congressman Bob Etheridge presented Insights on Future Agricultural Issues. Attending the meeting were three NC state students and Agribusiness/NAMA Club members, all from Harnett County—Rep. Etheridge's home county.

The marketing team continues to work on a marketing plan for the John Deere Gator XUV. And looks forward to presenting in the national competition in Kansas City in April. During the fall semester team members conducted secondary marketing research and worked with NC State grads now working with John Deere Consumer and Commercial Equipment Division in Cary, NC.

## Gators Visit Local Schools

"Hands on experience" is often a phrase associated with students who participate in the NAMA Marketing Competition as teams gain valuable insight into the real world of marketing. Members of the 2008 NAMA Team at the University of Florida delved into the world of data collection this fall semester, highlighting the tools marketers use to gather information. The students conducted several focus groups, working with children in the local Gainesville community, to obtain data for use in April's competition.

Elementary schools and day cares in the community responded to their proposal with enthusiasm and welcomed the group of undergraduates into their institutions. "The responses from the staff were so positive, each group they worked with was excited about our interaction with the children and graciously invited us to return," said NAMA team member Kristin Kovalsky, who aided in coordinating the project with one local

school. "We are already making arrangements to visit again in the spring."

The team spent time designing the taste testing panel and developing a series of questions appropriate for the young age groups. It was the responsibility of the team to prepare for the experiment from the ground up which included obtaining parental permission and preparing the food to be consumed during the focus group. The team considers the focus groups, which reached more than fifty children over a two day period, a success. "We spent a lot of time preparing, toying with several ideas and editing our plans many times," commented veteran NAMA participant Matt McLaughlin.



*UF NAMA Team Member Trevor Murphy talks with a Gainesville area child. Tables are prepared for the next round of testing at a local elementary school.*

## Illinois State University



*The owner of Stone Ridge Dairy explains operations to Illinois State University, Heartland and Chicago NAMA members*

The Illinois State University Student NAMA Chapter has been very busy this fall. The ISU Student Chapter joined both the Heartland and Chicago professional chapters on tour of Stone Ridge Dairy near Bellflower, Illinois. This dairy is the largest in Illinois and milks over 3500 head of cows daily.

The student chapter also sponsored the 2007 NAMA Bowling Tournament. Eight student clubs, organizations and fraternities organized teams and participated in the event. ISU NAMA is preparing for the 2008 Marketing Competition and is actively raising funds to take a number of students to the Kansas City event.

### **Pioneer NAMA Raises Money for the Matt Anderson Memorial Scholarship Fund**

During the week of October 1<sup>st</sup> 2007, Pioneer NAMA of the University of Wisconsin-Platteville represented themselves at the World Dairy Expo in

Madison, Wisconsin. Seven members helped commercial booth exhibitors and handed out milk surveys to the dairy producers visiting the World Dairy Expo. Pioneer NAMA members helped at exhibitions of the companies: Diamond V, Soybest, KenAg and Alltech. Members learned about the company and corresponded with many of the company's dairy industry customers.



*Pictured: Diamond V Representative, Amanda Messer, Treasurer, and Sam Schiesl, President, helping Diamond V promote their Daytona 500 give away.*

The Pioneer NAMA members were paid in appreciation for their work at the World Dairy Expo. Pioneer NAMA will donate all of the funds raised by this event to the Matt Anderson Memorial Scholarship fund. Matt Anderson was a UW-Platteville student who was tragically killed in a farming accident this past August. Matt was the past Wisconsin State FFA President and a UW- Platteville Agribusiness student. Matt had full intentions of joining Pioneer NAMA for the 2007-2008 year.

---

*Tell us what your chapter is up to.*

*Send your student news to:  
jennyp@nama.org*

*Pictures are welcome!*

---

# **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





*Don't Forget!*

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

## Student Calendar

### FEBRUARY, 2008

- 1 **Deadline for TEAM NAMA.**
- 28 **Deadline for student news to be used in the Spring NAMA on Campus.**

### MARCH, 2008

- 3 **Second accreditation deadline - submit dues (\$225) and the annual report.**
- 7 **Ten copies of your executive summary due to the National Office.**

### APRIL, 2008

16-18

**Agri-Marketing Conference  
Kansas City**

## 2007-2008 Careers Committee

### Chair

Patty Jolliffe  
Weyforth-Haas Marketing  
10561 Barkley, Suite 200  
Overland Park, KS 66212  
(913) 901-2182  
jolliffp@weyforth-haas.com

### Vice Chair

Curt Blades  
Successful Farming  
7802 Rosewood Circle  
Parkville, MO 64152  
(515) 229-5512  
curt.blades@meredith.com

### Marketing Competition

Kristin Marshall  
Nicholson Kovac Inc.  
600 Broadway  
Kansas City, MO 64105  
(816) 460-3457  
kmarshall@nicholsonkovac.com

### TEAM NAMA

Randy Happel  
Two Rivers Marketing Group  
106 E. 6th Street,  
Des Moines, IA 50309  
(515) 557-2064  
randyh@2rm.com

### Communications

Cathy Fuhrman  
Advan LLC  
401 SW Seagull  
Lee's Summit, MO 64082  
(816) 401-2151  
cfuhrman@advanllc.com

### Logistics

Wes Meador  
Chandler Ehrlich  
6750 Lenox Center Ct., Suite 300  
Memphis, TN 38115  
(901) 761-5748  
wmeador@cecnec.com

Jeff Hartz  
John Deere Credit  
6400 NW 86 St.  
Johnston, IA 50131  
(515) 267-4117  
hartzjeff@johndeere.com

### Judges

Deron Johnson  
Rhea & Kaiser  
400 E. Diehl Road, Suite 500  
Naperville, IL 60563-1342  
(630) 955-6656  
deron\_johnson@rkconnect.com

### Professional Interaction

Stephanie Perry  
Golden Harvest Seeds, Inc.  
100 JC Robinson Blvd.  
P.O. Box 307  
Waterloo, NE 68069-0307  
(402) 289-0230  
stephanie.perry@ghseeds.com

Lance Burditt  
Osborn & Barr Communications  
One N. Brentwood Blvd. 8th Floor  
St. Louis, MO 63105  
(314) 461-1920  
burdittl@osborn-barr.com

### Advisor Representative

David Lehman  
Kansas State University  
2B Calvin Hall  
Manhattan, KS 66506  
(785) 341-7462  
lehman@ksu.edu

### Membership Liaison

Melissa Sanders  
AdFarm  
100 E. 7th Street, Suite 301  
Kansas City, MO 64106  
(816) 842-5983  
melissa.sanders@adfarmonline.com

### Executive Committee Liaison

Jane Allman  
Cargill  
Learning & Development MS 55  
15407 McGinty Road W  
Wayzata, MN 55391-2399  
(952) 742-4960  
jane\_allman@cargill.com

### National Office Contact

Jennifer Pickett  
National Agri-Marketing Association  
11020 King St., Ste. 205  
Overland Park, KS 66210  
(913) 491-6500  
jennyp@nama.org