



WELCOME TO STUDENT NAMA

2013 Agri-Marketing Conference April 17 – 19, Kansas City

The 2013 Agri-Marketing Conference and Trade Show is scheduled for April 17 - 19 in Kansas City, Missouri. Student activities begin on Tuesday, April 16. Don't forget – the early registration deadline is March 22, 2013.

Please note the new registration rate of \$125 (the first increase in 15 years). You can register online at nama.org/amc/registration.html

THE MARKETING COMPETITION

For those schools participating in the Marketing Competition, please remember that 10 paper copies of your Executive Summary and a flash drive/CD with a .pdf of the Executive Summary must be RECEIVED by March 15, 2013. Please send to:

Debbie Brummel
National Agri-Marketing Assn.
11020 King Street, Suite 205
Overland Park, KS 66210

NOTE: Chapters whose product has not been pre-approved will NOT be able to compete. The deadline for pre-approval is February 1, 2013. You can access the form at:

www.nama.org/student/productapprovalform12.htm

It's important that the producer benefit is clearly noted. This producer benefit must be demonstrated/described within your written and/or oral presentation. The judges will be watching for that.

In addition, any chapters that have not met the accreditation requirements will not be eligible to compete. March 8, 2013, is the second accreditation deadline. Due at that time is the second portion of your dues (\$225) along with your Annual Report. Pay close attention to pages 31 – 37 of the Student Guidelines, which lists what must be included in the Annual Report. The information can also be accessed on NAMA's website at: www.nama.org/student/oscguidelines.html

HOTEL INFORMATION

The Sheraton Kansas City Hotel at Crown Center (formerly the Hyatt Regency Crown Center) is the hotel for the 2013 Agri-Marketing Conference. The hotel deadline for making reservations is March 15, 2013. 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

ROOM RATES

Single \$153.00
Double \$153.00
Triple \$178.00
Quad \$203.00

ONLINE HOTEL RESERVATIONS

There are two blocks of rooms at the Sheraton Kansas City Hotel at Crown Center, one for students and one for professionals. When making your reservations, be sure to specify the correct block. You are now able to make your hotel reservations online, just go to: www.starwoodmeeting.com

SHARE YOUR RÉSUMÉ ELECTRONICALLY

Would you like the opportunity to share your résumé with professionals?

Email your résumé, by March 13, 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.

In addition, your résumé must be no more than two pages and must be either a Word or PDF document. No paper copies will be accepted.

JOHN DEERE SIGNATURE AWARD

Student chapters - don't forget to apply for the John Deere Signature Award by April 1. Chapters can win from \$500 to \$3,000. This award gives heightened exposure to outstanding student chapters who excel in encouraging student opportunities for increased business knowledge, academic excellence, leadership development, and community citizenship.



JOHN DEERE

CHAPTER PERFORMANCE AWARDS

As noted on page 28 of the Student Chapter Guidelines, the purpose of the Chapter Performance Awards is to recognize unique and effective ideas to encourage students to try new ideas to improve their chapter. For example, the Membership Recruitment Award will probably not go to the chapter with the largest membership, but rather to the chapter with a unique and innovative new idea used to recruit members.

Depending on the number and quality of the entries received, the Careers Committee may present up to six awards. The six categories are: chapter management, chapter programs, membership recruitment, fundraising/financial management, chapter communications, and career development.

How are entries submitted? Each school's annual report serves as their entry for the Awards.

2013 YOUTH AG SUMMIT

National 4-H Council is helping Canada 4-H find participants for the 2013 Youth Ag-Summit that will focus around the theme of "Feeding a Hungry Planet." In August 2013, 120 young leaders, ages 18-25, from around the world will gather in Calgary, Canada for the 2013 Youth Ag-Summit. The Summit will focus on the theme of "Feeding a Hungry Planet," to find solutions to these issues as the global population approaches 9,000,000,000 people. The Summit program will include keynote speakers, group discussions and collaborations, educational tours and celebrations.

Submissions are now open for U.S. youth to send in their perspective on how to identify agriculturally sustainable solutions to feeding a growing world.

This trip is all expenses paid for those selected as a delegate. This application is open to all youth/ag organizations, not just 4-H.

**THE DEADLINE FOR SUBMISSION IS
FEBRUARY 15TH, 2013.**

Visit www.youthagsummit.com/learn
to learn more.

SCHOLARSHIPS

The Agri-Business Educational Foundation (ABEF) funds the majority of the scholarships that are distributed during conference each year. In addition, members of the ABEF judge the scholarships; they are not judged by the Careers Committee. Scholarships are awarded based on applicants' leadership abilities and academic record; they are not awarded based on specific major or career goals. In addition, the scholarship program is open to all student chapter members regardless of whether they are in a US or Canadian chapter, as is everything.



What's Happening in the Chapters



ABRAHAM BALDWIN AGRICULTURAL COLLEGE

The Abraham Baldwin Agricultural College NAMA team has been busily preparing for the NAMA competition in April. They started off the fall semester with a big emphasis on fundraising for the competition. In the fall semester, members of the team sold tickets to raffle off a YETI cooler. While that fundraiser was a success, they still have a full agenda of fundraising for spring semester.

In addition to raising funds for the competition, the ABAC NAMA team has helped with events happening on-campus. In November, they helped set up for the ABAC Career Connections Day, in which ABAC students were able to connect with prospective employers in the agriculture field. To wrap up the semester, the team collected toys for children in the area with the Marine sponsored "Toys for Tots."



ARIZONA STATE UNIVERSITY

In October, 2012, Arizona State University NAMA students participated in the Produce Marketing Association's Foundation for Industry Talent's (PMA FIT) "Career Pathways Program." Designed to introduce outstanding agribusiness students to the produce industry, PMA FIT has designed an intensive educational student program that runs in conjunction with PMA's Annual Fresh Summit Convention. ASU NAMA students attended a special program tailored to students that included educational sessions designed to give students a better understanding of the produce supply chain and current pressing issues in the produce industry. These sessions were led by both industry executives as well as emerging young professionals. NAMA students were also paired with industry "mentors," who walked the exposition floor with students. Students were provided valuable opportunities to network, socialize, and dine with produce industry professionals.

DELAWARE VALLEY COLLEGE

The Delaware Valley College (DVC) Student NAMA Chapter had a very busy fall semester that was fully equipped with fundraising and guest speakers! With the addition of new members to our chapter, we were able to continue our fundraising efforts through our Care Packages sent from home and our infamous Fruit Sale. We had orders piling in from the students, staff and faculty at DVC, wanting to lend their helping hand to help our organization get to Kansas City! In the pictures submitted you can see our members handing out the care packages to students from their homes!

One of the guest speakers we hosted this semester was Wes Page from Helena Chemical Company. He came to speak to us about all the opportunities that are within the Ag Industry today! Mr. Page came to our general meeting where our members were able to interact with a Professional out in the field in which we all hope to join upon graduation day. He gave us the inside look to some of the strengths and weaknesses of agriculture. Overall, the Fall Semester at DVC was a very successful one full of great experiences that we hope to use in our efforts to create an innovative product that can be utilized in today's industry!



ILLINOIS STATE UNIVERSITY

It has been a busy fall semester for the Illinois State University Student NAMA Chapter. In addition to the regular chapter meetings, ISU-NAMA conducted several special programs. To prepare students for the Fall Career Fair, the chapter sponsors a panel discussion of human resource specialists. This year more than forty students heard representatives from GROWMARK and First Farm Credit discuss interviewing, résumé writing, and what to expect at a career fair. The 2012 Career Fair, which is sponsored by the chapter, was held on September 25th. Forty-five agriculture firms and over 250 students attended this year's event.

Several chapter members visited the Case New Holland Research and Testing Facility at Burr Ridge, Illinois. This event was sponsored by the Chicago NAMA Chapter.

The NAMA Chapter was again asked by the Dean of the College of Applied Science and Technology to cater the 2012 College Homecoming Tailgate. NAMA members fed burgers and brats to over 400 guests of the college. This event has become an important fund-raising activity for the chapter. Later in October the chapter held its sixth annual bowling tournament. Teams from 10 different student clubs and organizations participated. Each team brought in cans of food and chapter members were able to donate 250 lbs. of food to Clare House, a local food pantry.

To help with the recovery from Hurricane Sandy, the Chapter had a cookout for students, faculty and staff that raised over \$300 that was donated to the American Red Cross.



Chapter President Daniel Harriott with Human Resource Panel members Beni Kawakita (ISU Career Center), Brittany Thomas (1st Farm Credit), Ashley McClintock and Allison Biggs (GROWMARK).



Some of the food collected at this year's Annual NAMA Bowling Tournament.



NAMA Members with Associate Dean Todd McLoda at the 2012 College Tailgate Cookout.



NAMA Members Register students at the 2012 Ag Career Fair.

IOWA STATE UNIVERSITY

The fall semester has flown by here at Iowa State and is quickly coming to an end after a successful fall NAMA season. Throughout the semester, our chapter has been very busy hosting guest speakers at each club meeting and participating in many social team bonding activities. Speakers for this semester included our very own Ellie Weiss, from AgCareers.com, and Amber Harrison, with United Suppliers. Social events for this fall included a pumpkin carving contest, dead week pizza parties for members, an outing to SkyZone where students jumped on endless trampolines, and an Adopt-a-Family philanthropy project. This past weekend, our NAMA members donned their ugly Christmas sweaters and attended the annual NAMA Christmas party at our advisor's house. The evening was filled with delicious food, holiday games, and a white elephant gift exchange all while making great memories that will last a lifetime.



In addition to on-campus club activities, the Iowa State chapter sent four members to the November Iowa Professional NAMA Meeting at Meredith Corporation in Des Moines. Members were able to take a tour of Meredith's test kitchens, photo booths, and woodworking shop. They all had an excellent time and said it was an awesome way to network with industry professionals.

After a successful fall semester, members are looking forward to the spring, which promises many exciting meetings, events, and happenings. We are all looking forward to our first annual Paint-A-Pig auction, perfecting our marketing plan, and competing at Nationals.

(We wish you and your families a safe and happy holiday season!)

MICHIGAN STATE UNIVERSITY

Since 2012's National Convention, Michigan State University NAMA has been busy preparing for 2013! MSU NAMA welcomed past and new members in September, following participation in the College of Agriculture and Natural Resources Colloquium and Sparticipation. These were both great recruitment opportunities and we attracted a lot of interest during both days. MSU NAMA has also welcomed three great speakers so far this fall. Two of the speakers represented BASF and showed us all of the career opportunities available with BASF. Two of our members were invited down to North Carolina for final interviews for the Agro Professional Development Program. The third speaker we hosted was Dr. Richard Ehrhardt, who is a small ruminant specialist with Michigan State. Dr. Ehrhardt presented us with a lot of information and knowledge for help with this year's product.



MSU NAMA hosted a fundraiser with Buffalo Wild Wings on December 5th in hopes of raising some more money for maximum convention attendance in the spring. In the upcoming semester, Michigan State is planning their annual Bowl-O-Rama and some additional speakers and field trips in anticipation of a great marketing plan and presentation!

MISSISSIPPI STATE UNIVERSITY

The NAMA chapter at Mississippi State University has had quite the event-filled fall semester. We kicked it off with our annual barbeque for the entire Agricultural Economics department. Throughout the semester we have held weekly chapter meetings. We have been extremely fortunate to have various guests to help us with the development of our product for this year's competition.

Our club found an exciting way to get involved with the community by participating in the University's Annual Halloween Festival. There, we were able to set up agriculture related Halloween games and provide a fun environment for the kids! We felt privileged this semester because we were invited to attend a professional ag economists dinner. Finally, as most, we have vigorously been preparing our business plan and taking advantage of fund raising opportunities as we prepare for the student marketing competition! As I am sure everyone is, we are looking forward to competition in April!



NEW MEXICO STATE UNIVERSITY

New Mexico State University NAMA has had an exciting year so far. In the past semester, the chapter was involved in helping with the Cowboys for Cancer Research Golf Tournament and the Cowboys for Cancer Research Dinner and Dance. Cowboys for Cancer Research is the largest cancer research campaign in the United States. The chapter was very excited to be a part of a great organization in our community working to make a difference.

The chapter has been working very hard to recruit new members. We have had a game night where we played Wii and board games. The bon fire with a weenie roast was a huge success. For our end-of-the-semester gathering we had an ugly sweater party where our members showed up in some very festive sweaters. We are very excited about what we have accomplished this far and what the future holds.



UNIVERSITY OF GUELPH

The University of Guelph CAMA Student Chapter had a busy and exciting first semester. We competed in the annual Tractor Tug for Tots with over 15 student teams from clubs and organizations across campus. Each year teams compete to be the fastest to pull the tractors over the finish line while collecting sponsorships that are then donated to the Right to Play organization. Although we were not the strongest, we proudly represented our team with spirit and enthusiasm!

We also received the Bruce E. Christie Travel Grant as a team at the OAC Awards Banquet. Bruce Christie is an OAC alumnus who has been greatly involved in agriculture and is passionate about supporting youth in agriculture communications.

We look forward to the work ahead of us this semester and the events and meetings we will be attending as a team.



UNIVERSITY OF ILLINOIS

At the University of Illinois, we took our first semester back from Kansas City by storm.

With the leadership of Dr. Nick Paulson, NAMA club members were invited to take a short term study abroad to Brazil to see firsthand how small business planning works in that growing and developing area of agriculture. From January 1-12, 15 members are experiencing lifestyles and cultural differences between Brazil and the U.S., as well as a behind-the-scenes glimpse of a coffee plantation in Brazil. Students are blogging about the experience in Brazil – see it at: publish.illinois.edu

As a club, our initial push this semester was geared towards helping members of the club find internships and interviews with leading agricultural companies. We invited several guest speakers from the career center at the university and recruiters from our local Farm Credit Services. We held meetings that included information on how to give better presentations on fictitious products to having open floor sessions on product ideas. These activities helped keep the interest of the new members and also exposed a few more students to our club.

Halfway through the semester our chapter began an eight-week course through the Department of Agricultural and Consumer Economics on developing small business plans. At the conclusion of the course, student groups prepared a business plan and presentation for several product ideas to faculty of the university and local professionals. Our new members received a taste of what it is like to present to not only peers but also individuals that are active in the agricultural marketing sector. All of the members that could participate greatly appreciated the feedback and input from our guests.

Happy New Year!

UNIVERSITY OF NEBRASKA

Nebraska NAMA members have kept very busy during fall semester. In addition to monthly meetings and marketing plan development, they were involved in a number of events.

The evening prior to the annual College of Agricultural Sciences and Natural Resources Career Fair, the club hosted a campus-wide *Avoiding the Hot Seat* (tips on preparing for an internship/job interview) program. The event featured professionals from John Deere, Gavilon, Swanson Russell, and Pioneer who discussed the importance of different experiences to career planning and preparation.

NAMA members also helped with the annual College of Agricultural Sciences and Natural Resources Career Fair. In addition to helping with set-up and fair logistics, they connected with professionals from over 70 agribusiness and natural resource companies and organizations.

In December, chapter members helped with the Nebraska Power Farming Show for the third year in a row. Following set-up of the Merz Farm Equipment show area, representatives from the dealership and AgCo sponsored pizza for NAMA members and shared their professional experiences in agribusiness marketing. This activity also served as a fundraiser as the dealership made a donation to the chapter.



UNIVERSITY OF WISCONSIN - MADISON

The University of Wisconsin Madison Student NAMA chapter has been busy this fall! After a successful recruitment of many new members, we spent the fall semester working hard at World Dairy Expo and enjoying social events as well as professional events.

In our largest fund raiser of the semester, we partnered with various organizations at World Dairy Expo and our members helped man the exhibits. This is a great opportunity for our members to network with industry professionals as well as learn about unfamiliar industries. Also at World Dairy Expo, our student members enjoyed a reception with Wisconsin's Professional NAMA Chapter, Badger NAMA. This reception encouraged networking with a scavenger hunt that required students to speak with as many professional members as possible to find the answers.

Our members also had many opportunities to get to know their fellow members through social activities and professional events. This semester our first social event was an exciting evening of laser tag followed by a pizza party. We also had a Thanksgiving Potluck and Social with lots of delicious food and some entertaining rounds of Apples-to-Apples. UW Madison Student NAMA members also participated in study tours to ABS and Hoard's Dairyman. These events allowed students an inside look at how these companies are run and what it takes to work at a place like that.

We are very excited to start the spring semester and we can't wait to see everyone in Kansas City!



UNIVERSITY OF WISCONSIN - PLATTEVILLE

Pioneer NAMA has been busy this semester! Hard work recruiting has paid off with membership numbers up this year. This new group may be young, but are very ambitious and ready to learn. There already is a new, innovative product approved, and the club is well on their way preparing for competition in the Spring!

Besides preparing for competition, the club has been involved in numerous other activities. Pioneer NAMA took part in Grant County Family Fun Night, in Lancaster, at the Grant County Fair Grounds. This event is put on by clubs in the University of Wisconsin Platteville's School of Agriculture, and each club had a game or craft prepared for students of various ages. Also, Pioneer NAMA was involved in collecting non-perishable food items to support the Platteville food pantry, and the club took 2nd place in the competition between the clubs in the School of Ag who collected. Both these activities were a great experience and were an excellent way to give back to the county and Platteville community. Finally to end the semester, the club had a résumé night with the UW-Platteville's Career Center to help everyone secure those internships or full time jobs!



STUDENT CONFERENCE SCHEDULE

Tuesday, April 16, 2013

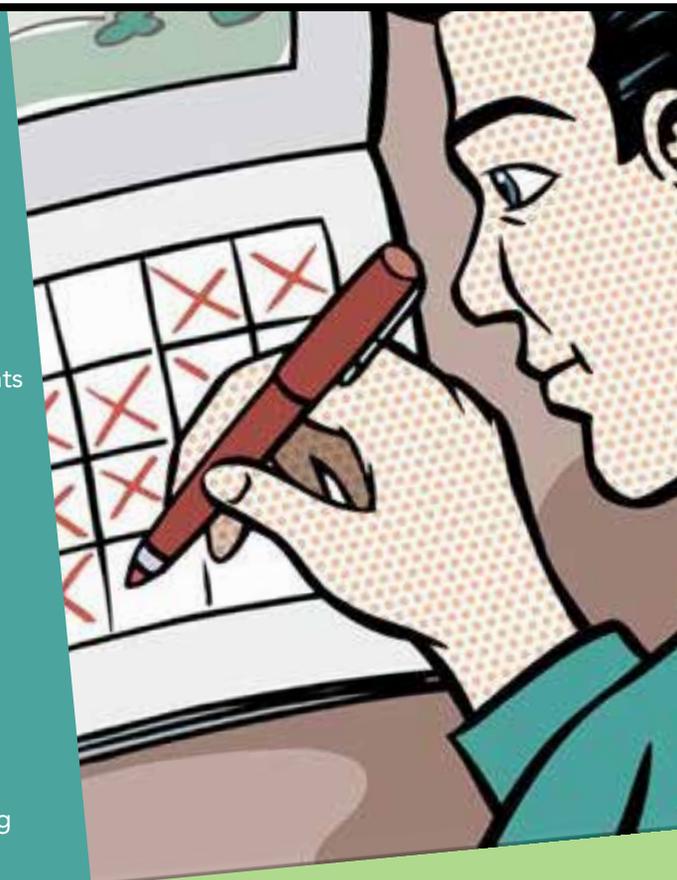
Noon - 5:00 pm	Student Practice
5:30 - 6:15 pm	Student Orientation
6:30 - 7:30 pm	Judges' Orientation/Reception
6:30 - 8:00 pm	Student Practice

Wednesday, April 17, 2013

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

Thursday, April 18, 2013

7:30 am - 12:00 pm	Student Finals Competition Practice
12:00 - 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	Reception for Student Advisors
6:30 - 7:30 pm	Reception for Outgoing and Incoming Student Chapter Presidents
9:00 pm - Midnight	Student Party
Midnight - 2:00 am	Last Call Pancake Breakfast



STUDENT CALENDAR

FEBRUARY 2013

- 1 Deadline for **mandatory** Product Approval (needed in order to participate)
- 1 Noon Deadline for TEAM NAMA Submissions
- 1 Scholarship Application deadline
- 28 Deadline for student news to be used in the Spring NAMA on Campus

MARCH 2013

- 8 Second accreditation deadline – submit dues (\$225) and Annual Report
- 13 Deadline for submitting résumés electronically
- 15 Deadline for Conference Hotel registration
- 15 Ten paper copies of your executive summary and one flash drive/CD due to the National Office
- 22 Deadline for Conference registration

APRIL 2013

- 1 Deadline for John Deere Signature Award Applications
- 17 – 19 Agri-Marketing Conference, Kansas City (Student activities start April 16)

DEADLINE CHANGES FOR 2013-2014

As a result of survey comments, the Careers Committee, together with the advisor liaisons, has developed a new, consolidated calendar of due dates for all chapter materials (accreditation, product approval, annual reports, executive summaries, scholarships and John Deere Signature Award). Our hope is that this will help address the concerns voiced about due dates falling too close to holidays, semester breaks and Spring Break, and will cut down on the number of dates everyone has to manage.

PLEASE NOTE: THESE CHANGES WILL NOT GO INTO EFFECT UNTIL THE 2013-2014 COMPETITION YEAR.

Please refer to the calendar below for the 2012-2013 due dates. The 2013-2014 dates are included for your reference and advance planning.

	2012 – 2013	2013 – 2014
Accreditation	Dec. 1, 2012 & Mar. 8, 2013	November 1, 2013
Annual Reports	March 8, 2013	November 1, 2013*
Product Approval	February 1, 2013	February 1, 2014
Team NAMA	February 1, 2013	February 1, 2014
Scholarship Applications	February 1, 2013	February 1, 2014
Executive Summary	March 15, 2013	March 15, 2014
John Deere Signature Award	April 1, 2013	April 1, 2014

*Beginning with 2013-2014, annual reports will cover the academic year from August 1 through July 31. More information will be provided regarding this change at a later date.

2012-2013 CAREERS COMMITTEE

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