

Student NAMA 2014

WELCOME TO STUDENT NAMA

2014 AGRI-MARKETING CONFERENCE

April 9 – 11, Jacksonville, Florida

The 2014 Agri-Marketing Conference and Trade Show is scheduled for April 9 – 11 in Jacksonville, Florida. Student activities begin on Tuesday, April 8. Don't forget – the early registration deadline is March 20, 2014.

THE MARKETING COMPETITION

NOTE: Chapters whose product has not been pre-approved will NOT be able to compete. The deadline for pre-approval is February 1, 2014. You can access the form at www.nama.org.

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

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, 2014.

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



JOHN DEERE SIGNATURE AWARD DEADLINE

JOHN DEERE

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.

HOTEL INFORMATION

The Hyatt Regency Jacksonville Riverfront is the hotel for the 2014 Agri-Marketing Conference. The hotel deadline for making reservations is March 20, 2014. 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 Jacksonville Riverfront
225 E Coastline Drive
Jacksonville, FL 32202
1-904-588-1234

Room Rates:
Single \$165.00 Triple \$190.00
Double \$165.00 Quad \$215.00

Online Hotel Reservations

There are two blocks of rooms at the Hyatt Regency Jacksonville Riverfront, 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.



SCHOLARSHIPS

There seems to be some confusion over 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. The only exceptions are the Wayne Bollum and Tom Tomlinson/Beck Ag Scholarships, which are awarded based on major. In addition, the scholarship program is open to all student chapter members.

WAYNE BOLLUM MEMORIAL SCHOLARSHIP

A new scholarship is available, effective with the 2013-2014 academic year – the Wayne Bollum Memorial Scholarship. The Wayne Bollum Memorial Scholarship honors the legacy of Bollum, agricultural publisher, sales and marketing professional and strong supporter of NAMA. He was active in the industry until his passing in the spring of 2013. The \$2,500 scholarship will be awarded annually to a qualified college junior who is a member of a National Agri-Marketing Association (NAMA) student chapter and is majoring in animal science, agricultural communications, or agricultural economics/agricultural business (depending on university definition of field of study).

TOM TOMLINSON MEMORIAL SCHOLARSHIP

The Tom Tomlinson Memorial Scholarship honors the legacy of Tomlinson, an agricultural sales, consulting and marketing professional, and passionate supporter of Agriculture. Tom was active in the industry until his passing in 2013. This \$1000 scholarship will be awarded by Beck Ag at the NAMA Agri-Marketing Conference in 2014 to a qualified college junior who is a member of a National Agri-Marketing Association (NAMA) student chapter and is majoring in animal science, agricultural communications, agricultural economics/agricultural business (depending on university definition of field of study)*. The scholarship will be administered by the Agri-Business Educational Foundation (ABEF).

*Some universities classify all agricultural business disciplines in ag economics. Others use agribusiness. Applicants from both disciplines may apply.

ABOUT THE ABEF

The primary goal of the ABEF is to provide today's agri-business students with the tools they'll need to succeed tomorrow. These tools include industry knowledge, leadership skills, networking abilities, public speaking experience and critical analysis skills. The development of these skills clearly will help students and young professionals as they build successful agri-marketing careers. Any success they experience will obviously benefit the industry as a whole. The scholarships noted are one example of how the ABEF helps students.

SHARE YOUR RÉSUMÉ ELECTRONICALLY

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

Email your résumé, by March 10, 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.



What's Happening in the Chapters



ABRAHAM BALDWIN AGRICULTURAL COLLEGE

Greetings from ABAC! The student NAMA chapter at Abraham Baldwin Agricultural College was excited and anxious to start the 2014 school term with all engines firing. We wrapped up the fall semester of our chapter involved in all sorts of school activities. In November, students of our chapter helped with the annual "Career Connections" day for the School of Agriculture. This event gives students amazing opportunities to speak one-on-one with industry representatives from various agricultural careers and inquire about possible internships and careers for their future. To prepare for this event, our NAMA chapter held a résumé and interview workshop open to all students of ABAC.

Along with career development activities, our chapter participated in many activities along with other clubs on campus. Our chapter participated in the annual hay bale decorating contest at ABAC. This put all of our creative minds to work and our end result was outstanding. Our cash cow and stack of money was the talk of campus. We also participated in the Cattleman Club's "All-American Chili Cook-off" and won 2nd place among ten different teams! Both events were a lot of fun for our members and allowed us to connect with other students on campus.

We are starting the spring semester strong as we prepare for the NAMA student marketing competition in Jacksonville with an amazing product, all while continuing to have meaningful connections with students and educate those on how big an impact agricultural marketing has on all of our lives.

ILLINOIS STATE UNIVERSITY

The Illinois State University NAMA Chapter had another active Fall Semester. Besides the continued recruitment activities, monthly meetings and developing the marketing plan for this year's competition, the Chapter was involved in a number of professional development and fund raising activities. Once again the Chapter hosted a Human Resource Panel prior to the annual Agriculture Career Day. HR professionals from ADM, GROWMARK, Crop Production Services and Illinois Farm Bureau provided students advice on interviewing, résumé writing and what to expect at a career fair. The NAMA Chapter sponsored this year's Ag Career Day. NAMA members helped organize, promote and conduct the fair. Forty-five firms and 280 students attended this year's fair.

The NAMA Chapter was asked by the Dean's Office to cater the annual Homecoming Tailgate Party. This year the Chapter fed over 450 alumni, staff and friends of the College of Applied Science and Technology. This cook-out has become a major fund raiser for the Chapter. The Chapter also held its annual NAMA Bowling Tournament. Teams from 10 student clubs and organizations donate canned goods to participate. This year the Chapter was able to provide 270 pounds of food to Clare House, a local food pantry.

The ISU NAMA Chapter was invited by Heartland NAMA to participate in a field trip to the Midwest Food Bank. This organization provides food to hundreds of food pantries in the Midwest as well as providing disaster relief around the world.



Chapter members with Dean Wood at this year's College of Applied Science and Technology Tailgate.



NAMA members Eddie Ehrhardt and Rachel VanDrimmel deliver food collected at this year's NAMA Bowling Tournament to Clare House.



Members of Illinois State University and Heartland NAMA Chapters tour the Midwest Food Bank.

IOWA STATE UNIVERSITY

It has been a very busy fall semester for the Iowa State University NAMA Chapter! Throughout the semester, our club has continued to host phenomenal guest speakers at every club meeting. A couple of speakers from this semester included Tony Smith, from Farm Journal, and Mike Coon, who is the founder of DataTHRESH.

Along with our successful club meetings, we have had an outstanding number of new fundraising and social events! These include events such as a trip to the Haunted Forest, a Homecoming Tailgate, Dead Week pizza, and a Christmas/Ugly Sweater Party. One of the best events to host all semester was our NAMA Chapter's very first Career Panel! We had the privilege of hosting professionals from DuPont Pioneer, Farm Journal, McCormick Ad Agency, Midwest Dairy Association, and Successful Farming. The discussion was led by our favorite professional NAMA member, Molly Toot.

We also had a couple of Christmas Philanthropy efforts! This year we were able to donate books to Iowa NAMA's book drive for children in Des Moines and members delivered them at the professional meeting to Molly Toot. We also donated toys for "Toys for Tots" to the United Way of Story County.

Our Marketing Team has been diligently working to perfect their marketing plan as well. We are looking forward to Nationals in April! Best of luck to everyone, and have a wonderful Holiday season!



MICHIGAN STATE UNIVERSITY

The Michigan State University NAMA chapter has been busy this past semester. In November, members of our chapter participated in Spartans Take it to the Street, a day of service organized by the university. MSU NAMA worked at an apartment complex in Lansing raking leaves and interacting with the children who live there. It was a nice way for our group of students to do something together and give back to our community.

Later in November, MSU NAMA hosted its annual NAMA Bowl-O-Rama. This event brings together students from a variety of clubs and majors for a fun night of bowling. MSU NAMA members collected door prize donations from businesses in the area that were then distributed to those who attended Bowl-O-Rama. Teams with the highest score, lowest score, and most spirit also received trophies. The event was an opportunity for socializing as well as raising money for our chapter's trip to convention. Our chapter also sold coffee as a fundraiser for convention.

In December, MSU NAMA celebrated the end of the semester with a Christmas party hosted by one of our advisors. It was a great way to take a break from final exams and spend time with members of the chapter. When we return to campus in January, MSU NAMA will resume preparing for this year's marketing competition.



UNIVERSITY OF GUELPH

The University of Guelph CAMA Student Chapter had a busy and exciting first semester getting to know one another and brainstorming a product for the competition in April.

On campus, we competed in the annual Tractor Tug for Tots charity with many student teams and clubs; with teams competing to be the fastest to pull the tractors over the finish line while collecting sponsorships that are then donated to children's charities in the city of Guelph.

Our chapter received the Bruce E. Christie Travel Grant at the OAC Awards Banquet in November. 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 professional chapter events and meetings we will be attending as a team.

UNIVERSITY OF MINNESOTA

It's been a busy semester for the University of Minnesota NAMA Chapter. We've had several new members join the group this year. We look forward to these new members stepping up when we compete in the student marketing competition in Jacksonville this spring. With the help of an RFP, we were able to reach out to several companies to provide product ideas for the marketing competition. We received feedback and support for our chapter from several companies as we narrowed down our ideas to our final product.

It was a goal of this year's chapter to get more involved on campus and with the North Central NAMA professional chapter. We've already had several students attend North Central NAMA outings, including a service project in November. There is also a professional networking event planned for February. We've begun fundraising efforts on campus to get our name out and raise funds for the trip to Jacksonville. All in all, it's been a great semester and we are anxious to get back to work after the holiday break and compete in Jacksonville this spring.

UNIVERSITY OF NEBRASKA-LINCOLN

Nebraska NAMA members have had a very busy fall semester. In addition to monthly meetings and marketing plan development, they engaged in several events on campus.

NAMA members helped with the annual College of Agricultural Sciences and Natural Resources Career Fair held the last week of September. They were involved in set-up and fair logistics and connected with professionals from over 80 agribusiness and natural resource companies and organizations.

During the University of Nebraska-Lincoln Annual Masters Week (November 13-15), the Nebraska NAMA chapter teamed up with the Engler Entrepreneurship Program to host a campus-wide lecture by Mr. Joe Stone, business unit leader for Cargill Feed and Nutrition who spoke to students, faculty, and staff about the importance of networking and building connections with industry.

In December, chapter members helped with the Nebraska Power Farming Show for the fourth year in a row. Following set-up of the AgCo exhibit, representatives from the AgCo dealerships sponsored pizza for NAMA members and shared their professional experiences in agribusiness marketing. This activity also served as a fundraiser as the dealer association made a donation to the chapter.



UNIVERSITY OF SASKATCHEWAN COLLEGE OF AGRICULTURE & BIORESOURCES

The U of S student CAMA chapter started off the 2013-2014 school year with a busy autumn and the welcoming of several new and dedicated members. For the first time at the U of S, an agri-marketing class, focused specifically on the NAMA competition, was offered as a full credit course and intensified market analysis has already been completed for the upcoming conference. The CAMA club has been busy as well with fundraising efforts and pursuit of sponsorship. This fall the student chapter hosted an all-denim themed social event, which was a huge success, and started planning for the first annual Redneck Winter Olympics, to be held in early March.

From January 11th-18th, members from the student chapter will attend and work at the Western Canadian Crop Production Week Expo, in Saskatoon, to show involvement in the agriculture industry and create club awareness. As the year progresses and the NAMA Conference date nears, the chapter will host critique nights and workshops for student development, while preparation for the competition continues. All members are looking forward to an exciting and challenging 2014. The University of Saskatchewan Student CAMA chapter would like to wish all chapters a Merry Christmas and safe travels as the upcoming semester begins! See you all in April!



UNIVERSITY OF WISCONSIN – MADISON

Greetings from Madison, Wisconsin! NAMA at UW-Madison has been keeping busy with study tours, fundraising, and choosing a product for the marketing team. Earlier in the semester, members were busy working in exhibitor booths at the World Dairy Expo in Madison, Wisconsin. This is one of our annual fundraisers but it also is an opportunity to network and gain real-world experience. During four-hour shifts, members helped agricultural companies market and raise awareness for their products. NAMA members may have had little or no knowledge of a company before interacting with them that day, but they left with deeper understanding of the products and the industry, and some real-world sales experience as well. Members enjoyed the opportunity and look forward to doing it again next year.

Recently, our student chapter visited the Wisconsin Innovations Kitchen in nearby Mineral Point, Wisconsin for a study tour. Every semester students are required to participate in at least one study tour to learn more about businesses in the agriculture industry and see how businesses operate up-close. Additionally, we have been listening to presentations from companies that would like us to use their products for the marketing competition. The presentations have all been very intriguing and it has been difficult to make a decision. We look forward to finalizing our product decision and jumping into the marketing plan work.

As always you can stay connected and learn about our activities and officer spotlights by liking our Facebook page "NAMA, UW-Madison" or by following us on Twitter @NAMA_UW_MADISON. We look forward to meeting new people and reuniting with old friends at the National Competition in April.



UW-Madison and UW-Platteville students network with Badger NAMA at World Dairy Expo in Madison, WI.



Active members on a study tour at Wisconsin Innovation Kitchen in Mineral Point, WI.



Carrie Warmka and Anna Blake helping out at the World Dairy Expo and representing NAMA at UW-Madison!

UNIVERSITY OF WISCONSIN – PLATTEVILLE

Pioneer NAMA created reindeer hats with youth in Lancaster, WI on November 25th as they participated with Grant County Family Fun Night. This event is free to families in Grant County and gives them an opportunity to spend quality time together while creating crafts with the University of Wisconsin-Platteville community. On November 7th, Pioneer NAMA Alumni Samantha Schiesl, who is the Territory Manager, Pet Segment at Boehringer Ingelheim, came back as a guest speaker. She talked to us about the importance of networking and shared her story on how she got to her dream job.



VIRGINIA TECH

By mixing a little fun with a little grain, Virginia Tech Agricultural Economics Club students showed how important the agricultural industry is to attendees of the 2013 State Fair of Virginia. Grain jars, used like sand art, gave children the ability to see, feel, and understand the grains that go into making the food, fuel, and fiber they use every day. Despite the different levels of agricultural knowledge among those children and their parents attending the fair, everyone seemed to walk away knowing more than they did before about where their food comes from.

Five grains, grown in Virginia, were used to make the grain jars while Virginia Tech students taught the children about the uses for each grain. Corn, soybeans, barley, wheat, and cottonseed were donated to the club's activity, and club president Sheldon Waldron said the grain jars were "a great way for children to learn about these crops." Virginia Tech students also gained the chance to work along with alumni. The club would like to thank the many sponsors who donated towards the grain jar project.

STUDENT CONFERENCE SCHEDULE

2014

Tuesday, April 8, 2014

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

Wednesday, April 9, 2014

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 10, 2014

7:30 am - 8:45 am	Omelet Feast
7:30 am - 12:00 pm	Student Finals Competition Practice
9:00 am - 10:30 am	Opening General Session
Noon - 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	Student Advisor Reception
6:30 - 7:30 pm	Outgoing & Incoming Student Chapter President Reception
9:00 pm - Midnight	Student Party
Midnight - 2:00 am	The After the After Party Breakfast

2013-2014 CAREERS COMMITTEE

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STUDENT CALENDAR

2014

FEBRUARY, 2014

- 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, 2014

- 10 Deadline for submitting student résumés electronically for distribution at Mentor Lunch
- 15 Ten paper copies of your executive summary and one flash drive/CD due to the National Office
- 20 Deadline for Conference registration
- 20 Deadline for Conference Hotel registration

APRIL, 2014

- 1 Deadline for John Deere Signature Award Applications
- 9 - 11 Agri-Marketing Conference, Jacksonville, Florida (Student activities start April 8)