



Join the nation's  
largest association  
for professionals  
in marketing and  
agribusiness.

Cultivating   
Connections  
National Agri-Marketing Association





## Advance Your Career with NAMA

If you're a professional seeking to make connections in the agri-marketing industry, NAMA is for you. Agribusiness is evolving fast. NAMA gives you the edge you need to stay competitive.

- Stay on top of the latest news, trends, developments and advancements
- Network with colleagues and leading professionals from across the industry
- Develop leadership skills, learn from experts, gain recognition

## Cultivate Connections

Current NAMA members agree: the most valuable benefit of membership is the professional interaction. Nowhere else will you find the talent, contacts and potential for professional – and fun! – relationships centered around agribusiness.

As a member, you'll enjoy ...

- Regular meetings with colleagues, customers and prospects
- Contacts within 24 chapters in six regions nationwide
- Comprehensive National Membership Directory
- Special rates at Agri-Marketing Conference attended by more than 1,200 professionals and students and other events throughout the year

*"I belong to NAMA because it provides excellent networking opportunities. Our business is moving at such a rapid pace today that by being a member of NAMA and attending NAMA events I have the occasion to meet and interact with a large number of influential people who are involved in agribusiness. No other organization that I am involved with has the wide ranging support of agribusiness marketing and advertising professionals."*

Scott Mortimer, Publisher  
Successful Farming & Agriculture Online

The NAMA National Membership Directory contains complete contact information on all major agribusiness companies, marketing communications agencies, direct marketing services, print, broadcast and electronic media and associations from across the United States.



Keynote speakers and professional development seminars focused on current issues in agri-marketing communications make the Agri-Marketing Conference a can't-miss annual event. The Connection Point features even more independent meetings and receptions, plus an exhibition with more than 60 companies showcasing the newest products and ideas in the industry.

## Information at Your Fingertips



Your NAMA membership will keep you on top of what's current in the agri-marketing industry and ahead of trends. Chapter meetings and seminars address critical issues such as marketing communications, product/species management, public relations and sales. You'll gain the information you need to advance your career and develop as a professional agri-business communicator.

NAMA members receive ...

- Complimentary subscriptions to *AgriMarketing* magazine
- NAMA's e-newsletter
- Access to the "member's only" section of [www.nama.org](http://www.nama.org)
- Discounted rates on NAMA presentations

*"NAMA allows those of us who have been in agri-marketing for a while to renew acquaintances with many other agri-marketers that we have worked with over the years. In addition, we get to challenge our own thinking through professional development programs that keep our marketing and communication skills in top form."*

Paul Redhage, FMC Communications Manager  
FMC Agricultural Products

[www.nama.org](http://www.nama.org)

*“The National Agri-Marketing Association (NAMA) provides leadership, focus, business relationships and professional improvement. Although we are focused on our individual careers, NAMA adds value by giving us an industry perspective to help us become more effective agri-marketers.”*

Barry E. Nelson, Manager, Public Relations  
John Deere Ag Marketing Center



[www.nama.org](http://www.nama.org)

## Challenging Programs and Workshops for Novices and Seasoned Professionals ...

Whether you're a student exploring career options or an industry veteran seeking to sharpen your skills, NAMA has an entire spectrum of programs and events to choose from. Regular meetings and other events give you the chance to explore what's working – *and what isn't* – in agri-marketing.

- **NAMA Boot Camp** – A fast-paced, enlightening two days of breakout sessions, keynote speakers and incredible networking. Ideal for those new to the industry.
- **NAMA Agri-Marketing Conference** – Held each April, this hands-on event allows you to meet key players in agriculture and get a first look at new products and services entering the marketplace.
- **Agribusiness Forum** – Learn from leading economists, journalists and consumer food experts as they discuss hot-button issues facing agri-marketers.

## Grow as a Leader

As a NAMA member, you can develop your skills as a leader on the chapter, regional or national level. Chapter leaders have direct contact with other members and provide valuable insight on the needs and concerns of local and national members.

- **Leadership Workshops** – Prepare yourself for leadership opportunities in both your professional and personal life.
- **Mentoring Students** – With more than 30 chapters nationwide, the student NAMA program helps industry leaders share their passion for agri-marketing with tomorrow's professionals.



*"NAMA provides me the opportunity to grow as an agri-marketing professional through ongoing peer-to-peer networking and discovering how the latest marketing trends can be adapted to our agricultural clients – real world examples, real world results! I would recommend anyone interested in advancing their career in agri-marketing to invest the time and resources necessary to be an active member of NAMA."*

Hugh C. Whaley  
President  
Osborn & Barr, Association  
& Government Business

## Gain Recognition from Peers

NAMA members are talented and dedicated professionals who exemplify the best of the agri-marketing field. As part of NAMA, you'll have the chance to participate in prestigious award ceremonies and receive recognition from your colleagues.

- **Best of NAMA** – The industry's leading awards program acknowledging creativity and excellence in agri-communications.
- **Agribusiness Leader of the Year** – Presented at the Agri-Marketing Conference, this award honors an outstanding leader in agribusiness, education, government service or a related area.



*“NAMA is the premiere organization of key marketing professionals within our industry. NAMA events are not only informative and educational but allow a level of networking that is difficult to duplicate.”*

Matt Coniglio  
National Accounts Manager  
Fastline Publications, Inc.

- **NAMA Marketer of the Year** – An award given to senior management members in honor of excellence in overall marketing or sales responsibilities.
- **NAMA Professional Development Awards of Excellence** – A wide category of awards to applaud outstanding achievement in a range of agri-marketing areas.



# Membership Application

Take advantage of all the opportunities NAMA offers. Fill out this NAMA membership application and mail, phone, or fax it to NAMA's national office today. Or join online at [www.nama.org](http://www.nama.org).

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Company Web Address \_\_\_\_\_  
 Chapter \_\_\_\_\_

**Please check your area of industry:**

Manufacturing Company     Agency  
 Media     Other

**Payment Method**

Bill Me     Check Enclosed     Mastercard  
 Visa     Amex

Card No. \_\_\_\_\_  
 Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

Referred by \_\_\_\_\_

Please check if you want to receive  
*Agri Marketing* magazine.

**National Agri-Marketing Association**

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 Overland Park, KS 66210  
 913.491.6500 Fax: 913.491.6502  
 E-mail: [connections@nama.org](mailto:connections@nama.org)  
[www.nama.org](http://www.nama.org)




## NAMA Chapter Dues

Choose the chapter you'd like to join. If there is no chapter in your area, you may join the organization as an At-Large member.

AT LARGE	\$175.00
BADGER	\$175.00
CAROLINAS/VIRGINIA	\$170.00
CHESAPEAKE	\$175.00
CHICAGO	\$170.00
CORNBELT	\$170.00
DESERT SOUTHWEST	\$175.00
EASTERN	\$165.00
FLORIDA	\$175.00
GATEWAY	\$170.00
GREAT PLAINS	\$175.00
HEARTLAND	\$175.00
IOWA	\$175.00
MID-AMERICA	\$175.00
MIDLANDS	\$155.00
MIDSOUTH	\$175.00
MISSOURI-KANSAS	\$175.00
NORTH CENTRAL	\$170.00
NORTHERN PRAIRIE	\$165.00
OHIO	\$155.00
ROCKY MOUNTAIN	\$165.00
SOUTHEASTERN	\$165.00
SOUTHWEST	\$165.00
WESTERN PACIFIC	\$165.00



A hand in a dark suit sleeve holding a clump of green grass with roots against a blue sky with clouds.

*“NAMA is just like many small towns across the U.S. – everyone knows everyone. All you need to do is show up to an event or two. It won’t be easy to leave without having made a few friends and those few friends will most likely know just about everyone walking by.”*

Leigh Thiel, Account Director  
Martin Williams



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