



National Agri-Marketing Association
11020 King Street, Suite 205
Overland Park, KS 66210

Save the Date!



2012 AGRI-MARKETING CONFERENCE

APRIL 18-20 • KANSAS CITY

ACRES OF INNOVATION

SHERATON KANSAS CITY HOTEL

AT CROWN CENTER

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Register online at nama.org



**Join NAMA as we explore
"Acres of Innovation" in
Kansas City, Missouri!**

the pack. Learn to identify and amplify your unique strengths to focus, stay on track and deliver remarkable results. The 2012 Conference is just the right mix of marketing leadership and development ... and tactical, strategic breakouts to arm you with action plans you can use immediately.

Announcing Your 2012 Agri-Marketing Conference Keynote Speakers

This year's keynote speakers are going to flip your thinking and challenge you to ask yourself the tough questions that will set you apart from

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WHAT WILL YOU DISCOVER AMONG ACRES OF INNOVATION?



2012 AGRI-MARKETING CONFERENCE

How do you turn good ideas into action that influences customer behavior and accelerates the buying process? How do you grab market share and stay relevant to your clients and customers for years to come? What are the simple tools you need to rebound from setbacks stronger than ever?

Join NAMA for the 2012 Agri-Marketing Conference and get the answers to these pressing questions and more!

Do some mental spring cleaning with us in April. Recharge and return to the office with the innovations that will set you and your company apart in the year ahead.

BREAKOUT SESSIONS: THE INNOVATION ROLLS ON

Your feedback counts. We've listened to your suggestions and read your comments to deliver breakout sessions on the topics and issues that matter most to you.

- How Different Generations of Farmers Use Media
- Consumer Influence on Ag Company Marketing
- Inspiring a Creative Environment
- The Latest Strategies in Email Marketing
- The Impact of an Election Year on Ag
- And Much More

Register online at nama.org

WHO SHOULD ATTEND?

- Account Executives
- PR Specialists
- Product Developers
- Product Managers
- Agencies
- Creatives

NAMA is the only association focused solely on agri-marketing ... and this conference is for you! From the most experienced industry veterans to new hires soaking up all they can about ag, acres of innovation are guaranteed in Kansas City. If you seek professional development, updates on leading-edge trends and thinking, and the chance to meet face-to-face with your agri-marketing peers, register today and save your spot.

"The best networking conference I could attend in the industry!"

– 2011 Agri-Marketing Conference Attendee

"I always enjoy the opportunity to catch up with old friends and to meet new ones. More important though is the chance to take home information that I can put to work right away."

– 2011 Agri-Marketing Conference Attendee

Get to Know the Authors, Big Thinkers and Motivators You'll Meet at the 2012 Agri-Marketing Conference

Get a jump on your conference prep. We've lined up some of the most exciting presenters in the industry to share with you in April. Read on for a flavor of what you can expect from the 2012 Conference and visit nama.org to take advantage of Early Bird Registration rates.

Peter Sheahan

Making it Happen: How to Turn Good Ideas into Great Results



If the only way to get to Carnegie Hall is to practice, practice, practice ... then the only way to make it happen is to execute, execute, execute. The world isn't short of new ideas. It's short of people with the ability to turn these good ideas into reality. "Making it Happen" will bring it back and outline the five competencies you must master to execute new ideas and create change.

Breakthroughs in neuroscience have shed new light and given us a much greater insight into how people buy and what drives their behavior. And these very drives are changing right before our eyes. As a result, the way we sell our services and position the value we bring must change too.

The five competencies, which also formed the basis for the ground-breaking new book *Making it Happen*, will completely change the way you approach the marketing of your services, the implementation of your change agenda and even the way you position yourself. Drawing on the latest research in human behavior and the most powerful insights we can draw from consumer branding, making it happen will show you how to:

- Package your idea as a saleable commercial offer.
- Align your offer to a compelling market need.

- Influence a buyer to not only want what you have, but want it from you.
- Quickly accelerate your progress through leverage, scale and platform.
- Re-invent yourself and open up whole new areas of opportunity for you and your business.



Peter's outstanding achievements were first officially recognized in 2003 when he was named Young Entrepreneur of the Year in his home state. Seen as a global thought leader, Peter's insights into business trends and the changing needs of customers and staff make him a regular presenter on Fox Business, as well as appearing on ABC and the BBC. In 2008 Peter was a featured expert in a five-part global series on Innovation on CNBC, and he's been written up in the *Washington Post* and *Fast Company*.

Sponsored by American Business Media Agri Council

Ross Shafer

Are You Still Relevant?

We all saw globally recognized brands shrink or die during the recession. Conversely, we witnessed young, nimble companies swoop in to dominate market share.

Could that happen to you? Ross dissects the reasons for the staggering success stories—and he pinpoints the warning signs that were ignored by those who failed.

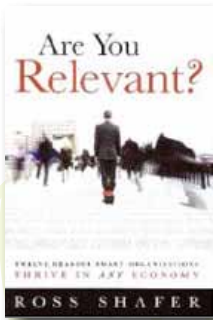


Remaining relevant (to your customers and team members) is the **ONLY** way to substantially grow your organization during a recovery. If you're relevant, you

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Get Noticed in Kansas City

Contact Jenny Pickett at jennyp@nama.org or call 913-491-6500.



can take market share away from your competition. But it won't be easy. You will have to accelerate your "A" game to earn that market share. And, you will have to re-double your efforts to retain the base you already have.

Ross unveils inspiring case studies that span a wide range of industries. He'll describe what it will take for your organization to reap incredible rewards during "The Recovery."

Sponsored by Syngenta

Walter Bond

No One Can Stop You, but YOU!

You'll walk away from this seminar ready to use the talents you already have, to dig a little deeper, to honestly evaluate yourself—and then to achieve everything you want and more! Tap into the energy you need to knock down any obstacles that have been standing in your way.



Throughout grade school and high school, Walter aimed at nothing less than being the best student-athlete he could be. He studied hard and practiced day in and day out on the basketball court in his backyard.

With the guidance of his father and his high school coach, Walter Bond won a coveted spot on the Illinois All-State team in his senior year. He earned a basketball scholarship to the University of Minnesota.

Because his new teammates were bigger, stronger and more competitive, he had to reach inside and work even harder in order to advance his skills to the next level. His strong will, his ability to motivate his teammates (while keeping them laughing) and his can-do attitude helped him become a nationally recognized college player. By the beginning of his senior year Walter was known as the top sixth man in the NCAA.

Even though he suffered a broken foot not once but twice during his senior year, Walter Bond

Take-Aways from "Are You Still Relevant?"

- Ross will coach you on how to make sure you continue to be important to the people who are paying to keep you alive.
- Learn to be consistently aware, empathetic, and urgent so you can retain your current customer base...while you are wrangling customers away from your competitors.
- Get an exclusive peek inside the thriving organizations that consider innovation (and change) their reason for living.

refused to give up on his dreams. After graduating from the University of Minnesota with a BA in Communications, he worked tirelessly at his game and landed a position on the Wichita Falls Texans, a team in the Continental Basketball Association (CBA), the developmental league for the NBA. He made a remarkable comeback and finished the year stronger, quicker and more determined than ever.

After Walter made the all-rookie CBA team, his reputation as a talented and exceptionally hard-working guard spread like wildfire throughout the NBA. He was invited to a number of free agent camps and was signed to play with the Mavericks.

Walter, the young man who never, ever gave up on his dreams, went on to have an eight-year professional basketball career, playing alongside such NBA greats as Karl Malone and John Stockton as a guard for the Utah Jazz and the Detroit Pistons.

Walter Bond became the first rookie free agent ever to start opening night. He'll show you how to harness the power of accountability to become an agri-marketing rock star.

Sponsored by the Beef Checkoff Program and Elanco Animal Health



Register by December 31 and be automatically entered to win a

\$200 Apple Gift Certificate

Register online today at nama.org