



NAMA Chapter Programs

NAMA Chapters across the country have been hosting exciting events and bringing first-rate speakers and experienced panel presentations to their meetings. Here we've compiled the best-of-the-best for your convenience. Take a look at the information on the right and decide which presentations would benefit your members.

Professional Development				
MARKETING PROGRAM	SPEAKER	DATE	DETAILS	NAMA POINT OF CONTACT
LinkedIn Training	LinkedIn Staff	Oct. 2010	Attendees received hands-on training to make the most of LinkedIn and received tips on setting up and optimizing their accounts.	Midlands NAMA, Katie Gutzmann, katie.gutzmann@greenleafgenetics.com
New Media				
MARKETING PROGRAM	SPEAKER	DATE	DETAILS	NAMA POINT OF CONTACT
Quick Response Codes – The next big thing in agricultural marketing?	Ken Rohman, Senior Vice President and Director of Digital Services, archer@malmo.com	Dec. 2010	Ken Rohman discussed how QR codes work and the creative ways they've already been used in marketing and media. He also discussed the possibilities of QR codes as a viable option for agricultural companies and publications.	Midsouth NAMA, Emily Dahlbeck, edahbeck@archermalmo.com
The Future of Digital Technology for Agri-Marketers	Josh Fleming, Interactive Marketing Director, Lessing-Flynn	Dec. 2010	Attendees explored mobile marketing, text message programs, online lead generation, QR Codes, contextual marketing, online promotions and how companies can make their website an extension of their sales department.	Iowa NAMA, Jessica Reis, iowanama@gmail.com
Webinar – Legal Issues Re: The Internet	Brett Trout, Brett J. Trout, P.C.	Dec. 2010	Social media is taking the internet by storm, but within that storm are dangers lying in wait. Brett explained how simply being aware of what some of those dangers are is the easiest way to prevent legal ramifications.	National NAMA, Debbie Brummel, debbieb@nama.org
AgChat Program		Feb. 2011	Attendees brought their laptops, smartphones, tablets, etc., and participated in AgChat – a weekly Twitter conversation between thousands of participants around the world.	Carolinas/Virginia NAMA, Courtney Beck, cbeck@merrellgroup.com
Social Media Crises: Preventing, Preparing and Managing	Stephen Kelly, Social Media Marketing Instructor at Century College, and David Krejci, Senior Vice President, Digital Communications Group, Weber Shandwick	Feb. 2011	Members heard from social media experts about how to prevent, prepare for and manage social media crises. Speakers provided information on the technical side of social media and how to help avoid spam, viruses, exposure and vulnerability. They also examined the evolving role of social media through case studies and a simulation that has been developed to help companies “practice” for a crisis.	North Central NAMA, Lori Maude, lmaude@broadheadco.com
Networking & Community				
MARKETING PROGRAM	SPEAKER	DATE	DETAILS	NAMA POINT OF CONTACT
Reception at Indiana State Fair		Aug. 2010	NAMA members gathered during the Indiana State Fair for a reception and a welcome respite from the heat.	Mid-America NAMA, Erin Koglin, erin.koglin@syngenta.com
Volunteering at Donald Danforth Plant Science Center		Oct. 2010	In support of World Food Day, chapter members assembled food packets for the needy.	Gateway NAMA, Mandy Heth, gatewaynama@yahoo.com
NAMA Social at Commodity Classic		Mar. 2011	The Chapter hosted a social for NAMA members attending Commodity Classic.	Great Plains NAMA, Kyle Bauer, kbauer@kfrm.com
Annual Golf Outing		May 2011	The chapter decided it was time to plant the important crops, tees and divots, at Hawk's View Golf Club.	Badger NAMA, John Rozum, jrozum@wdxpo.com

Here are some fun formats to engage your members

Résumé clinic: even if members aren't currently in the market, it's important to keep your résumé up to date and stay on top of trends in what employers are looking for/discouraged by.

An annual event: bowling, 5K, volleyball game, picnic—something that people look forward to each year; a chance to just relax and get to know each other better.

Standing happy hour: keep it casual, but get a core group to participate; a great way to integrate and welcome new chapter members.

Book club: encourage members to purchase/check out professional development and marketing books and coordinate meeting times to discuss them.

Ag Trends				
MARKETING PROGRAM	SPEAKER	DATE	DETAILS	NAMA POINT OF CONTACT
Feed Operations and Animal Health	Dr. Allen Wessler, Vice President of Feed Operations and Animal Health, MFA	Oct. 2010	Dr. Wessler provided a thought-provoking view of a side of the Humane Society of the United States and Proposition B that's not often seen on TV or in newspapers.	MoKan NAMA, Jennifer Saylor, jennifer@nafb.com
Ag Advocacy	Alliance for the Future of Agriculture in Nebraska (AFAN) and Nebraska Farm Bureau	Nov. 2010	Attendees were reminded that, as members of the agriculture industry, they have an obligation to help tell the story of the importance of agriculture for the state, nation and the world. The speakers showcased how they tell the message of Nebraska's farmers.	Midlands NAMA, Katie Gutzmann, katie.gutzmann@greenleafgenetics.com
Independent Thinking: Marketing an Independent Seed Company	David Thompson, National Marketing and Sales Director, Stine Seed Company	Nov. 2010	David discussed the challenges and opportunities facing a family-owned company in a competitive market, and how Stine Seed uses unique tactics to compete with industry giants.	Iowa NAMA, Keely Pearson, kpearson@trilixgroup.com
Florida Luncheon at FFAA Meeting	Bill Vasden, Jr., President of Florida Feedstock Growers Association	Jan. 2011	Attendees learned about the biofuels and feedstocks niche industries that are quickly becoming established within the Florida agriculture community.	Florida NAMA, Gary Cooper, gary@southeastagnet.com
Tour of Syngenta Seeds Headquarters and Chapter Program – "Generations in the Workplace and Our New Customers"		Nov. 2010	Syngenta Seeds, Inc. offered tours of their North American headquarters, which earned Leadership in Energy and Environmental Design (LEED®) Gold certification from the U.S. Green Building Council. Then, in recognition of how the culture of business teams is changing, four panelists, from four different generations, discussed how to better communicate, interact and conduct business across the generations.	North Central NAMA, Lori Maude, lmaude@broadheadco.com
Emerging Technology – The iPad	Apple Store Representative	Feb. 2011	Attendees received hands-on training from an Apple Store expert to help them better determine whether their organization can benefit from using the iPad. They also learned how several companies in the area are integrating the iPad into their organizations and how it has been working.	Midlands NAMA, Katie Gutzmann, katie.gutzmann@greenleafgenetics.com
Tours				
MARKETING PROGRAM	SPEAKER	DATE	DETAILS	NAMA POINT OF CONTACT
MoKan Ag Tour		Aug. 2010	Attendees visited a row crop/swine operation, an aerial applicator at a nearby airport, a large grain elevator operation and a co-op ethanol plant.	MoKan NAMA, Mindy Hempler, mindy.hempler@syngenta.com
Tour of Heini's Cheese Chalet, followed by lunch and chapter program		Nov. 2010	Chapter members headed to Ohio's Amish Country to see the fine art of making cheese, followed by a visit to the Chalet's market to purchase gifts for the holiday season. They closed the day with lunch and a meeting to schedule events for 2011.	Ohio NAMA, Mike Krouse, mikek@unverferth.com
Luncheon & Radio Tour	Meghan Grebner, Ag Director, WMBD/WIRL radio stations, and Mark Vail, former Executive Director, NAFB	Jan. 2011	Chapter members toured WMBD/WIRL radio studio and then heard the NAFB's executive director give an update on the state of the farm broadcasting industry.	Heartland NAMA, Rod Riech, rriech@brandtconsolidated.com
Lygus and Roaches and Beetles – Oh My!	Allen Underwood, Helena Chemical Company	Feb. 2011	Attendees viewed hundreds of the most common and exotic insect specimens and learned their role in today's crop production and crop protection industry.	MidSouth NAMA, Emily Dahlbeck, edahlbeck@archermalmo.com

Here are some ways to make your meetings enjoyable for all:

Provide an icebreaker question to the group and ask attendees to go around each table and answer it.

Connect first-time attendees with longtime members to make their first experience more inviting.

Make sure you have a Board Member seated at each table to answer questions and make everyone feel at ease.

Keep the announcements and presentation on time—people expect it.

Partnerships				
MARKETING PROGRAM	SPEAKER	DATE	DETAILS	NAMA POINT OF CONTACT
Food Industry Panel Discussion	Mindy Williamson, Iowa Corn Growers Assn./Iowa Corn Promotion Board; Aaron Putze, Iowa Soybean Assn.; Laurie Johns, Iowa Farm Bureau Federation; and Kevin Stiles, Midwest Dairy Assn.	Apr. 2011	A panel of representatives from agricultural organizations discussed efforts to communicate with consumers (locally, regionally and nationally) to quell food myths and capture educational opportunities.	Iowa NAMA, Keely Pearson, kpearson@trilixgroup.com
Ag Advocacy 2.0 – Building and Measuring Advocacy Programs	Daren Williams, Exec. Dir., Communications, NCBA and Staci Bohlen Martin, Assoc. Dir., National Issues, Minnesota Farm Bureau	Oct. 2010	Attendees heard how these advocacy leaders build advocacy among farmers and ranchers. They shared strategy and tactics behind effective advocacy programs and the measurement practices used to prove effectiveness.	North Central NAMA, Lori Maude, lmaude@broadheadco.com
Today's Food System, the Ethical Choice for People, Animals and the Planet	Cliff Becker, CMA Consultants, for the Center for Food Integrity	May 2011	Cliff explained how the Center for Food Integrity is dedicated to building consumer trust and confidence – bringing together stakeholders at every level of the food chain to reach consumers in meaningful ways with a unified voice to address the issues most critical to consumers.	MoKan NAMA, Jennifer Saylor, jennifer@nafb.com
Branding & Communications				
MARKETING PROGRAM	SPEAKER	DATE	DETAILS	NAMA POINT OF CONTACT
Show and Tell		Sept. 2010	Attendees shared successful marketing stories from the past year.	Southeastern NAMA, Kim Maloney, kmaloney@freebairn.com
Supper With A Farmer	Panel of eastern Iowa farmers	Nov. 2010	Several farmers from eastern Iowa shared their views on media, marketing and more, then answered questions from those in attendance.	Cornbelt NAMA, Terry Reilly, terry.reilly@iowafarmertoday.com
Illinois Farm Bureau on “Farmer Image Campaign” Findings		May 2011	Results of consumer research, conducted by a coalition of farm organizations, were shared.	Heartland NAMA, Amy Bradford, abradford@growmark.com