



## Build the Case for NAMA Membership!

*You already know why NAMA membership is such a good idea for you and your company. Education. Networking. Professional development. But how do you convince your employer and the powers that be in HR to make the investment?*

*We've compiled some of the most common "Yes, but ..." comments and questions prospective NAMA members hear from those who hold the purse strings and answered them for you. Use this helpful resource to begin a positive conversation about membership with your employer today!*



**Q: "I don't know about the cost. Where's the return on investment in NAMA membership for our company?"**

**A:** As a NAMA member, I'll receive discounts on events like the NAMA Annual Conference, Boot Camp and Trends in Agriculture. Plus, our company will be listed on the NAMA website and in the NAMA Membership Directory published in *Agri Marketing* magazine. The visibility we'll receive through NAMA and the chance to stay on top of the latest developments in ag will keep us competitive and ahead of the game. I'll share what I've learned with my colleagues to ensure we get the most out of our investment.



**NAMA MEMBERSHIP COSTS ABOUT \$14 A MONTH, A SMALL INVESTMENT WHEN YOU CONSIDER THE RETURN.**

Plus, I can tap into the NAMA LinkedIn® group to ask questions of experienced industry leaders. This would be an incredible resource for our company.

**Q: "Will you be spending a lot of time away from the office?"**

**A:** My level of involvement depends on what we decide is manageable. If we choose to focus on training, visibility and networking, I can mainly attend events with my local chapter and annual conferences like Boot Camp. NAMA also provides live webinars on a regular basis, which are also recorded for future reference. I don't even have to leave the office to build my skills. Past webinar subjects have included Direct Branding, Innovation, Tradeshow ROI and Social Networking/Media Marketing. If it makes sense, I can also get involved in committees and other leadership positions. This would give me valuable experience in teamwork, project management and presentation skills that would help me in my position here. But ultimately, NAMA membership is only as much of a time investment as we decide.

**Q: "How will a NAMA membership affect our bottom line?"**

**A:** There's no other professional association specifically for marketers who specialize in agriculture. NAMA gives members an inside look at the buying habits and motivations of producers; connects them with the latest thinking and best practices in the industry; and delivers the tools needed to tap into the market and communicate effectively. It's so very targeted and specialized. These are people I can learn from. Esteemed ag companies and the agencies they employ across the country belong to NAMA. Membership will be a boon to our company's reputation.