

# 2009 NAMA BOOT CAMP

Whether you've just entered the rough working world, or one who's been through the NAMA Boot Camp drill before, sign up for this program today to learn more about the agri-marketing industry. Join the National Agri-Marketing Association for the sixth annual NAMA Boot Camp, August 18-20, 2009 in Kansas City.

All attendees will receive a notebook packed with ag terminology, facts, case studies and speaker presentations. This notebook has become one of the most popular aspects of the boot camp experience.

## BOOT CAMP SCHEDULE

### TUES, AUGUST 18

**MOKAN AG TOUR** (optional) - The MoKan ag tour will feature a trip to seed production facility NECO Seeds in Garden City, MO with a lunch stop at The Farm, a family owned and operated facility associated with NECO Seeds. The afternoon will feature a trip to Kurzweil Farm for a tour of a cattle and hog operation. Attendees will tour the hog confinement and also visit the meat store and learn how they process and market their own meat. The tour is an on-farm experience so please dress appropriately and wear comfortable, stable shoes.

#### 5 PM - BOOT CAMP REGISTRATION

#### 5-6 PM - RECEPTION

**6-6:30 PM - DINNER** - Kick-off Session - Networking

**6:30-7:30 PM - THE PHYSICAL CONNECTION** - Dr. Jennifer Martin. Are you aware of non-verbal messages you might be sending while giving a presentation? Do you send mixed signals to your audience without knowing it? Dr. Jennifer K. Martin, Hall Family Foundation Professor with the University of Missouri-Kansas City, will present techniques you can apply to easily improve your professional effectiveness.

### WED, AUGUST 19

#### 8 AM - BREAKFAST

#### 8:30-10 AM - OPENING SESSION

**PRODUCER PANEL** - Learn how to communicate effectively with producers. The producer panel has become a Boot Camp favorite and attendees won't want to miss the valuable insights from producers. This panel will be moderated by Marty Wolske, Sales Associate, Successful Farming and Agriculture Online. Producers: Trudy Kramer, Kramer Vineyards, Gaston, Oregon; Derek Fuemmeler, Harrisonville, Missouri, and other producer panelists.

#### 10-10:30 AM - BREAK

#### 10:30-11:30 AM - BREAKOUT SESSIONS

(pick one)

**LITTLE RED WRITING HOOD** - The client has asked you to write a communications plan. Don't despair! Developing a communications plan with concrete objectives, strategies and tactics is a lot like planning a trip in the land of fractured fairy tales. You have to know where you're going, how you're going to get there and what to expect when you arrive. This session, conducted by Carol Anderson, Mariposa Partners and NAMA national president, will provide some useful hints and hands-on activities to give you the upper hand in the plan development process.

**A YEAR IN THE LIFE OF A SPECIALTY PRODUCER** - Spend a year in the life of a specialty producer. This session will explore the challenges and business decisions that a specialty producer faces in a year. Trudy Kramer, Kramer Vineyards, Gaston, Oregon. Kramer Vineyards has 20 acres of vines with an average production of 2000 cases/year. About 85% is sold at the winery. Kramer Vineyards relies on marketing at the winery for most of their sales.

#### NOON-1:30 PM - LUNCHEON

**SOCIAL MARKETING AND SOUTHWEST AIRLINES** - Relax over lunch and learn about the integration of new and emerging media at Southwest Airlines, including video blogging and Twitter, from Christi Day, Southwest Airlines Online Spokesperson and Emerging Media Specialist. She specializes in Emerging Media and web 2.0. Christi consistently works to keep Southwest Airlines in the forefront of the new media world when it comes to messaging and trends.

#### 1:30-2:30 PM - BREAKOUT SESSIONS

**A YEAR IN THE LIFE OF A COW/CALF PRODUCER** - Step into a producer's boots without having to head to the farm. From risk management to calving, this session will cover the events a producer endures throughout the year.

**PITCHING TO THE AG MEDIA** - Colleen Church McDowall, Osborn & Barr Communications. Come learn the do's and don'ts of pitching to the ag media. Plus pick up tips on how to keep your content relevant over a period of time and take a quick glance at how social media is going to impact the way you get your story out.

#### 2:30-3 PM - BREAK

#### 3-4 PM - BREAKOUT SESSIONS

**A YEAR IN THE LIFE - ROW CROPS** - Step into a producer's boots without having to head to the farm. From field preparation to harvest, this season will cover the events a producer endures throughout the year. Presented by Derek Fuemmeler, CCA Yield Max Crop and Consulting Services, LLC. Derek has been farming with his family near Glasgow, MO since he was old enough to walk, and operating his Consulting Services in Harrisonville, MO for the past four years. Prior to starting his own business, Derek worked as an Agronomist for Miles Enterprises/OptiCrop in Kentucky, and a brief stint as a Regional Sales Agronomist for MFA/West Central Agri Services.

**DEALING WITH THE CLIENT** - Are you concerned about making a good impression on your clients and keeping a good name for your agency? Kristen Marshall, senior

account executive, Nicholson Kovac, will go through her experiences in account services and provide helpful tips on staying in good graces, even with those 'problem clients.' Kristen is a Senior Account Executive at Nicholson Kovac in Kansas City. She has worked in the agency environment for multiple ag industry clients for the past 8 years. Kristen is the co-chair of the National Student NAMA Competition and is a graduate of the University of Missouri and University of Nebraska.

**4:30-6:30 PM - RECEPTION AT THE BOULEVARD BREWERY TASTING ROOM** - A shuttle will take attendees to a special reception at Kansas City's own Boulevard Brewery. Founded in 1989, Boulevard Brewing Company has grown to become the largest specialty brewer in the Midwest. The reception will take place in the beautiful Heim Room that features a unique view of the Kansas City skyline.

**7 PM - DINE AROUND** (optional) - Attendees can attend an optional dine-around at Milanos in Crown Center. This is a great way to get to know your peers and learn about NAMA. This event is optional and Dutch treat.

### THUR, AUGUST 20

#### 8:30 AM - BREAKFAST

**9-10 AM - RETAILER PANEL** - Agricultural retailers are an important part of our businesses, whether they are an influencer in a B to C market or a direct customer in a B to B market they are extremely valuable. Get an inside look at what makes the ag retailer segment tick. This panel will be moderated by Michael Berry, Osborn & Barr Communications and 2009 Boot Camp Chair. Featured panelists include Art Westhues, St Joseph Agri Services, Inc., and Steve Payne, Crop Production Services (CPS).

#### 10-10:30 AM - BREAK

#### 10:30-11:30 AM - CLOSING SESSION

**JEDI CREATIVE (OR EVERYTHING I NEEDED TO KNOW ABOUT MARKETING I LEARNED FROM STAR WARS)** - How can Yoda help you write a better headline? Why is Darth Vader hiding in your client service report? Learn the answers to these questions and many more when you attend this unusual and enlightening presentation. Whether you're a writer, designer, an account type or even a client, you'll find this perspective on enjoying daily life in marketing very refreshing. Presented by John January, Executive Creative Director and Senior Vice Muckity Muck at Sullivan Higdon Sink and Tug McTighe, Vice President, Creative Director and Pisces, Callahan Creek.

#### 11:30 - ADJOURN



CAROL ANDERSON



COLLEEN CHURCH MCDOWALL



CHRISTI DAY



JOHN JANUARY



KRISTEN MARSHALL



JENNIFER MARTIN

### DID YOU ATTEND LAST YEAR?

If so, we want you back. This year's program is a perfect

continuation of the previous programs. Plan to come early for the Ag Tour. This tour will be sponsored by the MoKan Chapter of NAMA. Whether you're new to the industry or a seasoned veteran, the Agri-Marketing Boot Camp will give you the tools you need to more professionally market to the ag industry.



TUG MCTIGHE

### WHO SHOULD ATTEND?

Agency account executives  
Media professionals  
Art directors  
Copywriters  
Marketing professionals  
Sales professionals  
Previous Boot Camp attendees

### SPONSORSHIP

There are great sponsorship opportunities available for Boot Camp! For more information, please contact Jenny Pickett at 913-491-6500, jennyp@nama.org.