SUCCESSFUL
CHAPTER LEADERSHIP

North Central Chapter
(Minneapolis, MN area)

Marcus Hasheider
President

Kayla Bries
Vice President/
President Elect

Bill Brozak
Past President/
Chapter Consultant
Keys to North Central Chapter Success

- Implementing and following best practices
- Engaging chapter members and non-members throughout the year
- Ensuring events are successful
- Building a continuum
THREE BEST PRACTICES FOR A CHAPTER BOARD
Having the Right People

- The board sets the tone for the chapter
- Like-minded, positive, highly involved
- Variety of experience and background
Best Practices for a Chapter Board

**Rules of Engagement**

- Make expectations known and hold each other accountable
- Host annual planning meeting, bi-monthly general meetings
- Have a known “track” for excelling within the board
- Incentives for active involvement
Collaboration

- Gain knowledge by talking with past chapter leaders
- Utilize multiple board members to keep in touch with local members and non-members
- Keep National NAMA up to date on chapter
ENGAGING THE CHAPTER THROUGHOUT THE YEAR
Keys to Creating Successful Engagement

Primary focus on members and utilizing network and events to recruit new members

Ensure educational events are providing relevant, useful information

Variety in location, time of event and type of event
Celebrating Ag Day

- Luncheon
- Educational theme
- 50+ attendees, including 10 non-members
A Night at the Ball Park

- Night event
- Social theme welcoming members, friends and significant others
- 30+ attendees
December Holiday Party

- Thank you to members
- Networking theme
- Toys for Tots
- 50+ attendees
Building a Continuum
Ensuring a Successful Chapter Year-Over-Year

The board, the board, the board

Set goals every year and make sure we’re meeting those goals

Variety of experience and background
Our Success Over the Past Three Years

- Maintained financial health of the chapter
- Increased average number of attendees at chapter events
- Continue to be one of the largest chapters
- Have new and veteran board participation
THANK YOU