

# SUCCESSFUL CHAPTER LEADERSHIP

**North Central Chapter**  
*(Minneapolis, MN area)*

**Marcus Hasheider**  
President

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Vice President/  
President Elect

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Past President/  
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## 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

## 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

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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

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## 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

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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*