

Keys to North Central Chapter Success



Implementing and following best practices



Engaging chapter
members and
non-members
throughout the year

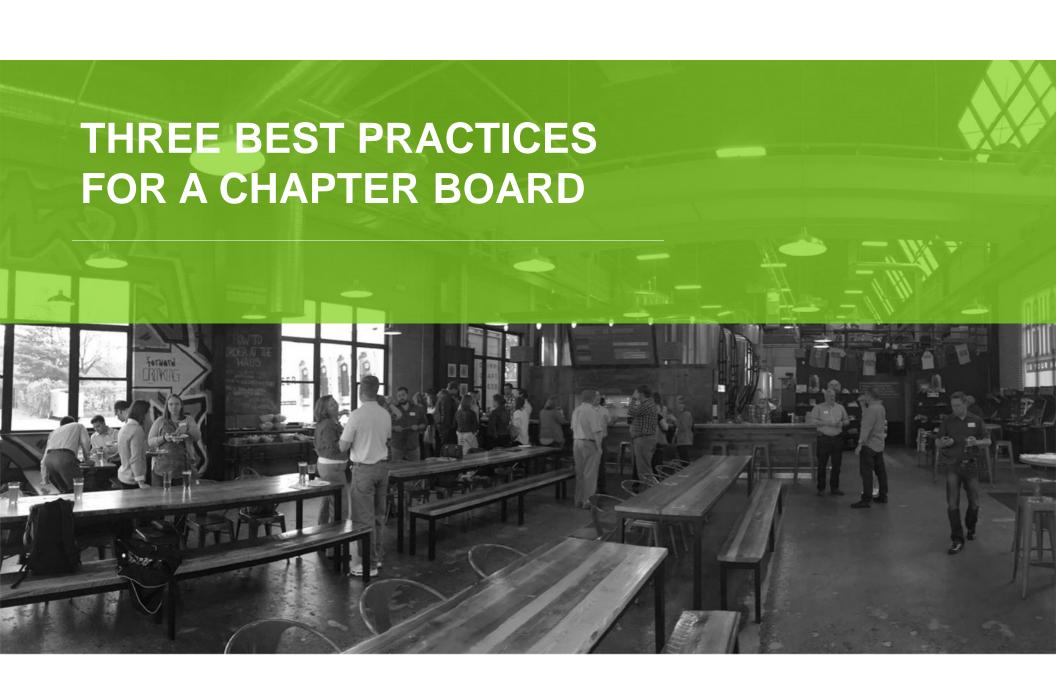


Ensuring events are successful



Building a continuum





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





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







Ensuring a Successful Chapter Year-Over-Year

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