

Ag Day/Special Events

Position Description

NAMA has endorsed the Agriculture Council of America's celebration of National Ag Day as its primary industry outreach activity (see below). This chair has overall responsibility for the chapter's Ag Day activities and/or other special events. It is logical that some of the other chapter chairs should help you make arrangements for these events (i.e., professional development, publicity, communications, etc.). More information on this program is available at www.agday.org.

Responsibilities for Chapter Ag Day/Special Events Chairs:

- Work with other chapter leaders to determine the direction of your local Ag Day event, expand creativity, and maximize impact.
- Research potential partners for your program, especially organizations involved in year-round ag literacy efforts. This is an opportunity for agricultural leaders to showcase state and local efforts that promote excellence in education.
- Have your professional development chair help to identify the location of the event and help to provide on-site management and coordination of the program.
- Develop a list of potential sponsors, make contact with them and determine their interest in funding the event.
- Have your publicity chair devise a public relations plan and strategy to increase the exposure and impact of the event. Your communications chair can work with the NAMA office to provide exposure throughout your chapter to increase the participation of NAMA members. Make sure you send information about the event to Debbie Brummel at debbieb@nama.org in the NAMA office for placement on the NAMA website and so she can forward the information to your members.
- Evaluate your Ag Day program soon afterwards. Review the program with others that helped plan the event. This will help you recognize improvements and will give you some ideas for the next year that you can pass on to next year's Ag Day/Special Events chair.