Chapter Programming 2018-2019

Tours & Outings

Missouri-Kansas Taste of KC Tour, April 2019
The tour visited the Roasterie, followed by lunch at Rye on the Plaza and finished at Tom’s Town.
Contact: Scott Lynn, slynn@wearewoodruff.com

Badger Tour of the J. Henry & Sons Farm, February 2019
Badger members gathered for a tour, nosing, tasting and appetizers at the J. Henry & Sons Farm, where they
learned about the history and heritage of the farm’s bourbon, roots in agriculture and marketing strategies that
help them deliver exceptional bourbon to the market.
Contact: Kate Jaeger, jaegerkate@johndeere.com

North Central Ag Tour, September 2018
The ag tour provided an opportunity for a unique perspective on some of the most enterprising ag operations
near Minneapolis. Tour stops included Faribault Woolen Mill, CHS Terminal and the Good Acre.
Contact: Jeanne Miller Mansk, 2006godisgood@gmail.com

Badger Tour of Farm Wisconsin Discovery Center, August 2018
Attendees learned about Wisconsin’s rich agricultural history and how today’s farms are using the best
practices in the industry to grow safe, healthy and nutritious food. This 29,000 square foot, state-of-the art
agricultural education center provided visitors with the opportunity to better understand where their food comes
from and why agriculture is so important.
Contact: Sarah Kutz, skutz@filamentag.com

Missouri-Kansas Ag Tour, August 2018
The tour was a one-day, on-farm experience. Attendees learned about different nuances of agricultural
operations at Raasch Family Farm, Green Dirt Farm and Jowler Creek Vineyard and Winery.
Contact: Jennifer Saylor, jsaylor@jlfarmakis.com

Iowa Tour of Stine Seed Company followed by Reception, May 2019
The Iowa, Cornbelt and Cornhusker NAMA chapters gathered for an educational luncheon and tour of Stine
Seed Company, headquartered in Adel, Iowa. Attendees learned about Stine's 40-year history in the retail
seed industry and got a behind-the-scenes look at their world-class breeding programs, innovative production
practices and biotechnology. This was followed by a reception.
Contact: Ellie Wyatt, elliewyatt@meyocks.com

Midsouth Tour of Meddlesome Brewing Company, May 2019
Midsouth got a taste of the local craft beer scene at Meddlesome Brewing Company in Memphis, in addition to
a brewery discussion. Attendees learned how Meddlesome partnered with a local cattle rancher to dispose of
their grain so it doesn’t rot in a land fill.
Contact: Lesley Landry, lesleylands@gmail.com

Heartland Tour of Illinois State University’s Social Media Analytics Command Center (SMACC), March
2019
Heartland toured SMACC, a specialized computer lab whose primary goal is to analyze public conversations
from social media outlets, popular discussion forums, and major blogs. They learned how the researchers use
customized software to help the researchers analyze social media trends, sentiment, share of voice, and geo-
location.
Contact: Cliff Dolbeare, cdolbeare@growmark.com

Midsouth Cotton Museum Tour and Happy Hour, September 2018
Members toured the Cotton Museum and heard how the museum keeps people interested in visiting. Adult
refreshments and snacks followed the tour.
Contact: Lesley Landry, lesleylands@gmail.com

**Celebration of Ag Events**

**Cornbelt Celebration of Ag, March 2019**
Cornbelt Chapter joined over 650 people for a Celebration of Ag in eastern Iowa. Tyne Morgan, host of the nationally syndicated U.S. Farm Report, keynoted the event.
Contact: Terry Reilly, Terry.Reilly@iowafarmertoday.com

**North Central Celebration of National Ag Day: Ag Producer Safety, Health, and Wellness, March 2019**
North Central helped celebrate National Ag Day and heard a discussion on one of the most important and hot topics in ag currently. Emily Wilmes, from the University of Minnesota Extension, talked about ag producer safety, health and wellness.
Contact: Hannah Johnson, hannah.johnson@martinwilliams.com

**Cornbelt Opportunity at the ‘Salute to Ag,’ July 2018**
Members attended the ‘Salute to Ag’ held at the Johnson County Fairgrounds, Iowa City, IA. They joined the Johnson County Ag Committee for dinner and a short presentation, viewed an antique tractor parade then made their way to the Tractor Pull arena.
Contact: Luann Pisarik, luann@jlfarmakis.com

**Missouri-Kansas Celebration of National Ag Day, March 2019**
Members heard from Kristie Larson, Director of Education, and other American Royal officials, to learn about the work they do to introduce agriculture to KC area youth. They also received an update on the new era of change for the American Royal.
Contact: Jennifer Saylor, jsaylor@jlfarmakis.com

**Panel Discussions**

**North Central Breakfast: Meet Your New Boss Dialogue, October 2018**
A panel of editors from All Recipes, Better Homes and Gardens and Successful Farming tackled the hot topic of how consumers are shaping and influencing how we purchase, buy, interact and think about our food consumption, as well as how we can work together to bring the message to consumer audiences on agriculture and food.
Contact: Hannah Johnson, hannah.johnson@martinwilliams.com

**Iowa Panel Discussion on Women in Agriculture, September 2018**
Women in Agriculture was the discussion topic at the September meeting. Producers from all walks of life talked with chapter members about their purchasing habits and how they are most effectively marketed to as females on the farm.
Contact: Carly Cummings, carly@farmher.com

**North Central Breakfast Panel: Digital and Experiential Marketing, February 2019**
Three panelists discussed the challenges of digital and experiential marketing and how they’ve integrated both into their plans. They also addressed approaching strategy from an integrated perspective.
Contact: Hannah Johnson, hannah.johnson@martinwilliams.com

**Programs**

**Missouri-Kansas Power of Podcasts, May 2019**
Brent Bowen, Founder and Chief Storyteller of KC-based Sparkcade Marketing, shared from his experience how podcasts can extend influence beyond a brand’s typical reach and demonstrated, through case studies, why podcasting should be part of any communication or marketing strategy.
Contact: Jennifer Saylor, jsaylor@jlfarmakis.com
Gateway Networking and Opportunity to Share Feedback on Future Programming, April 2019
The chapter provided a free opportunity to network with other members over drinks and appetizers. It was a good opportunity to make new connections, re-connect with industry friends and share feedback on future Gateway NAMA events.
Contact: Heather Gieseke, heatherg@fb.org

Carolinas/Virginia Networking & Discussion Event, November 2018
The fall chapter meeting was a networking opportunity that included a roundtable discussion of members' concerns in agriculture marketing/communications and how they can help each other navigate the ever-changing landscape.
Contact: Jennie Sellers, jenniemsellers@gmail.com

Florida Candidates Share Vision for Ag, October 2018
Florida candidates shared their perspectives on Florida's future and how they'll address agriculture’s toughest challenges. It was held in conjunction with FNGLA's The Landscape Show, the state's largest horticultural trade and educational event. A complimentary badge to visit the show was included with attendees' Candidates Forum ticket.
Contact: Josh McGill, josh@agnetmedia.com

Big Iron Northern Prairie Social & Discussion Opportunity at Fargo Fairgrounds, September 2018
The Social during Big Iron provided an evening of networking and an opportunity to engage with the NDSU Student NAMA group and others from the ag industry in a roundtable discussion on leadership and networking. A complimentary meal and beverages were provided.
Contact: Sarah Tveidt, SarahTveidt@aimpointresearch.com

Chicago Presentation on Agriculture and Culture in Asia, July 2018
Sean Arians shared his experiences and takeaways on agriculture and culture from several Asian cities. This was followed by a tour of the new Climate Corporation office then networking and light refreshments.
Contact: Jayma Appleby, jappleby@flmharvest.com

Badger Business Breakfast: Media Training Tips and Tricks Workshop + Case IH Factory Tour, May 2019
This meeting reviewed core marketing and communication tactics with two ex-television reporters walking attendees through the basics of preparing for television and print interviews along with a live demonstration of the principles. A tour of the Case IH factory in Racine followed the presentation.
Contact: Jake Wolter, jwolter@bader-rutter.com

Iowa Presentation of Multi-Media Campaign Case History, March 2019
Attendees shared an educational luncheon featuring an "Award-Winning Multi-Media Campaign Case History" presented by Amber Young, Account Director with Colle McVoy.
Contact: Ellie Wyatt, elliewyatt@meyocks.com

Midsouth Learns about Farm Management, November 2018
Jeff Hignight of Glaub Farm Management, LLC shared how his company provides farm property management, consultation, budgeting and investment analysis, and crop marketing to clients across the midsouth.
Contact: Lesley Landry, lesleylands@gmail.com

Iowa Hears from Kent Nutrition Group , November 2018
Members gathered for an educational luncheon featuring Paul Zobel, Senior Director of Brand and Marketing Services, Kent Nutrition Group, who shared how they've established a reputation for high-quality animal nutrition products throughout the company's 90-year history of leadership in the livestock industry.
Contact: Carly Cummings, carly@farmher.com

Philanthropy

Badger Volunteer Opportunity at Second Harvest Food Bank, December 2018
The group helped prepare food and other products for distribution to food pantries, shelters, meal sites and more. Tasks included sorting, labeling and packaging food into family-friendly portions. The group also learned how Second Harvest maximizes its impact to nourish southern Wisconsin families. Lunch followed the event at a nearby restaurant.
Contact: Kristi Lange, kolson@morganmyers.com

Missouri-Kansas Volunteer Opportunity at Harvesters, December 2018
Members spent an afternoon sorting and packing food at this charity that distributed more than 47 million meals to hungry people last year.
Contact: Jennifer Saylor, jsaylor@jlfarmakis.com

Iowa Cold Run for Warm Meals, March 2019
Iowa NAMA took a stand against hunger by holding their Cold Run for Warm Meals - a 2.5 mile run/walk benefitting WesleyLife Meals on Wheels.
Contact: Ellie Wyatt, elliewyatt@meyocks.com

North Central at Feed My Starving Children, November 2018
Members spent the evening at Feed My Starving Children. This included hand-packing rice, soy, dried vegetables, vitamins and minerals into bags which were then sealed, boxed and placed on pallets for shipping to the neediest children around the world.
Contact: Hannah Johnson, hannah.johnson@martinwilliams.com

North Central Holiday Event, December 2018
Attendees gathered at InBound BrewCo. to enjoy food from the Big Red Wagon food truck, InBound BrewCo brews and Christmas cookies baked by North Central NAMA Board members. If attendees brought a Toys for Tots donation (or cash), they received 2 drink tickets as a thank you. A prize for the most festive outfit was also given.
Contact: Hannah Johnson, hannah.johnson@martinwilliams.com

Sporting Events

North Central Attends Saint Paul Saints Game, August 2018
Chapter members gathered for their annual Saint Paul Saints Game outing. Members and their guests enjoyed beers in the craft beer corner, a BBQ dinner and baseball.
Contact: Hannah Johnson, hannah.johnson@martinwilliams.com

Student Interaction Opportunities

Western Pacific Student NAMA Annual Spring Agricultural Business Banquet, May 2019
The California State University, Fresno NAMA student chapter held a fundraiser in conjunction with the Agricultural Business Department annual banquet.
Contact: Amanda Skidmore, amandaskidmore@mail.fresnostate.edu

Missouri-Kansas Networking Opportunity for Students and Professionals, March 2019
The chapter invited students from Kansas State University and the University of Missouri to join their agri-marketing professionals for an opportunity to share their marketing competition presentation and network.
Contact: Tim Noland, tnoland@ecallis.com

Missouri-Kansas Happy Hour at Howard’s, October 2018
Professionals hosted students at this happy hour.
Contact: Jennifer Saylor, jsaylor@jlfarmakis.com

Additionally, many chapters offered their members opportunities to support their student chapters by viewing/critiquing their marketing competition written plans and presentations.

Receptions/Dinners/Parties
Eastern Customer Hospitality Night, February 2019
Eastern hosted a complimentary event in conjunction with the New York Farm Show in Syracuse, NY.
Contact: Bruce Button, bbutton@leepub.com

Badger Networking at City Lights Brewing Co., November 2018
Badger celebrated a “Friendsgiving” of agri-marketing professionals during a free networking event at City Lights Brewing.
Contact: Jake Wolter, jwolter@bader-rutter.com

Badger NAMA Networking at World Dairy Expo, October 2018
National NAMA members and friends were invited to wrap up a busy day at the tradeshow with refreshments and light hors d'oeuvres at Badger’s annual World Dairy Expo networking reception.
Contact: Kelly Smith, smith.kel.04@gmail.com.

Eastern Reception at Empire Farm Days, August 2018
A meeting/social gathering of NAMA members and professionals in agriculture offered hors d'oeuvres and an open bar.
Contact: Bruce Button, bbutton@leepub.com

Iowa Networking Event at Eatery A, February 2019
Members gathered at Eatery A to network with fellow agri-marketers over appetizers and refreshments.
Contact: Kylee Deniz, kdeniz@pork.org

Iowa at Peace Tree Brewing, October 2018
Iowa NAMA members gathered at Peace Tree Brewing for an afternoon of networking, drinks and snacks. Additionally, professional headshots were offered to members.
Contact: Kylee Deniz, kdeniz@pork.org

Ohio at Farm Science Review, September 2018
The chapter reception at the 2018 Ohio Farm Science Review was well attended.
Contact: Andy Unverferth, andyu@unverferth.com