

## **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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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, [elliwyatt@meyocks.com](mailto:elliwyatt@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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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@filmharvest.com](mailto:jappleby@filmharvest.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](mailto: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, [elliwyatt@meyocks.com](mailto:elliwyatt@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](mailto: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](mailto: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](mailto: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@ilfarmakis.com](mailto:jsaylor@ilfarmakis.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, [elliwyatt@meyocks.com](mailto:elliwyatt@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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:tnoland@ecallis.com)

### **Missouri-Kansas Happy Hour at Howard's, October 2018**

Professionals hosted students at this happy hour.

Contact: Jennifer Saylor, [jsaylor@ilfarmakis.com](mailto:jsaylor@ilfarmakis.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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:andyu@unverferth.com)