

10 Good Reasons Your Company Should be Involved

Join NAMA Today!

Learn what
**Cultivating
Connections**
can do for you!

Visit

www.nama.org

or email

agrimktg@nama.org

for more



11020 King Street, Suite 205
Overland Park, KS 66210
913.491.6500

In today's market, every company needs a competitive edge. The agri-marketing industry is no different. It's more important than ever that you stay connected to the industry for the latest ideas, information and strategies. That's where the National Agri-Marketing Association (NAMA) comes in! Connect with other leading industry professionals—in marketing, advertising, public relations, media and more—to gain the knowledge and information your organization needs to stay competitive.

01 Professional Development—Develop your employees' skills with seminars and webinars, as well as regular chapter meetings, that cater to the specific needs of professionals in areas such as Marketing Communications; Product/Species Management; Public Relations and Sales.

02 Industry News—Smart business means you not only know what your customers want, but also what your competitors are doing. Stay “in the know” with a complimentary subscription to *Agri Marketing* magazine, NAMA's electronic newsletter and access to a special Members Only section of www.nama.org.

03 Events—Showcase your company at the Agri-Marketing Conference and Trade Show held annually in April and the Fall Conference. These “see and be seen” events increase your visibility across the industry.

04 Ideas—There's no better place to get the most recent industry innovations than through NAMA. At regular NAMA meetings, you can learn what's working—and what's not— from other companies who market agriculture-related products and services.

05 Leadership Experience—Make the most of your membership by taking a leadership role on the chapter, regional or national levels. Several Leader Workshops are offered throughout the year to prepare new leaders and enrich the overall experience.

06 Connections—With NAMA, you'll have regular opportunities to network with colleagues, customers and prospective service providers within 24 chapters in six regions across the nation.

07 Contacts—Successful companies know the value of strong relationships. NAMA members receive the National Membership Directory...the most comprehensive directory of agri-marketers available!

08 Recognition—As a member of NAMA, your company gains exposure and recognition through the industry's leading awards program—Best of NAMA.

09 Mentor Opportunities—Cultivate tomorrow's talent, today. The student NAMA program has more than 30 student chapters in universities nationwide, which provide ample opportunity to share your knowledge of agri-marketing with emerging talent.

10 Influence—NAMA members work together to improve the standards of practice...and learn new—and innovative—approaches to industry challenges.

