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## The UN-L Student Chapter of the National Agri-Marketing Association

Beth Griess

*University of Nebraska-Lincoln*

Bonnie Hassler

*University of Nebraska-Lincoln*

Matt Spilker

*University of Nebraska-Lincoln*

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# Cornhusker Economics

## Cooperative Extension

Institute of Agriculture & Natural Resources  
Department of Agricultural Economics  
University of Nebraska – Lincoln  
<http://agecon.unl.edu/pub/cornhusker.htm>

### The UN-L Student Chapter of the National Agri-Marketing Association

Market Report	Yr Ago	4 Wks Ago	5/6/05
<b><u>Livestock and Products,</u></b>			
<b><u>Weekly Average</u></b>			
Nebraska Slaughter Steers, 35-65% Choice, Live Weight . . . . .	\$91.87	\$90.65	\$90.14
Nebraska Feeder Steers, Med. & Large Frame, 550-600 lb . . . . .	121.46	143.68	143.48
Nebraska Feeder Steers, Med. & Large Frame 750-800 lb . . . . .	104.26	114.17	116.15
Choice Boxed Beef, 600-750 lb. Carcass . . . . .	159.86	154.29	162.00
Western Corn Belt Base Hog Price Carcass, Negotiated . . . . .	76.86	69.71	79.07
Feeder Pigs, National Direct 45 lbs, FOB . . . . .	46.74	72.70	64.22
Pork Carcass Cutout, 185 lb. Carcass, 51-52% Lean . . . . .	77.34	69.09	74.35
Slaughter Lambs, Ch. & Pr., 90-160 lbs., Shorn, Midwest . . . . .	97.50	106.00	107.25
National Carcass Lamb Cutout, FOB . . . . .	220.11	262.14	254.74
<b><u>Crops,</u></b>			
<b><u>Daily Spot Prices</u></b>			
Wheat, No. 1, H.W. Omaha, bu . . . . .	4.08	2.80	2.90
Corn, No. 2, Yellow Omaha, bu . . . . .	2.91	1.78	1.82
Soybeans, No. 1, Yellow Omaha, bu . . . . .	10.47	5.92	6.38
Grain Sorghum, No. 2, Yellow Columbus, cwt . . . . .	4.80	2.57	2.82
Oats, No. 2, Heavy Minneapolis, MN, bu . . . . .	1.86	1.84	1.62
<b><u>Hay</u></b>			
Alfalfa, Large Square Bales, Good to Premium, RFV 160-185 Northeast Nebraska, ton . . . . .	115.00	115.00	115.00
Alfalfa, Large Rounds, Good Platte Valley, ton . . . . .	62.50	62.50	62.50
Grass Hay, Large Rounds, Good Northeast Nebraska, ton . . . . .	57.50	57.50	57.50
* No market.			

The National Agri-Marketing Association (NAMA) is a professional organization consisting of 25 regional chapters with more than 3,500 professional and student members. Members come from advertising and marketing agencies; media (including farm publications, radio and television stations and newspapers); associations and companies; and others providing services to the agribusiness marketing executive.

Student NAMA, with over 1,500 members from thirty-four accredited chapters at leading universities and colleges, comprise an important part of the professional membership. Through NAMA, students learn first hand from professionals about various career opportunities available in agri-marketing. Students also develop valuable personal contacts and working relationships. However, one of the most beneficial opportunities for students is the ability to practice and build on their managerial, leadership and presentation skills.

Extensive fund raising, in the form of both chapter activities and sponsor donations, is required each year in order to attend the annual national convention. This year's fund raising activity was the sale of Husker Unlimited Cards. Several sponsors have also consistently supported the student chapter for many years. University sponsors include the Agricultural Economics Department, the College of Agricultural Sciences and Natural Resources and the Institute of Agriculture and Natural Resources. Off-campus sources include the Midlands NAMA Chapter, as well as various companies throughout the area.

The UN-L student NAMA chapter just completed its eighth year. Each year the chapter chooses a product

or service related to the agricultural or food industry and goes through the entire marketing process for their product. It begins with market research and culminates with the financial analysis. The end result is an executive summary compiled by the Vice President of Marketing, with the assistance of many chapter members. Once the marketing summary is complete the chapter begins working on an oral presentation. The presentation is then given to various University departments and companies that work closely with the student chapter. Finally, the marketing project is presented at the national convention to a panel of agri-marketing professionals. Past products have included wine, beef, seed corn and prawns, while this year's product, Kul Java, was a liquid coffee concentrate.

Professional development is another area that the UN-L chapter focuses on. The chapter holds two sessions of "Got Work?" one during each semester. The fall version of "Got Work?" is an interview and resume workshop where students bring their resumes and perform mock interviews with professionals. They are then critiqued and provided with feedback. The spring semester's "Got Work?" is a question and answer session with a panel of professionals from the industry focusing on how to prepare for interviews and what to expect within the industry. The student chapter also invites several guest speakers to campus and coordinates a mentoring program throughout the school year.

An annual report is compiled each year, coordinated by the Secretary/Annual Report Coordinator. The entire chapter, however, contributes to the report. The annual report is a synopsis of the chapter's goals and accomplishments for the year, and several awards are given based on this report. These include: Outstanding Student Organization, Chapter Improvement Awards (Chapter Communication, Membership Recruitment, Fundraising/Financial Management, Career Development, Chapter Management, Chapter Programs), Outstanding Advisor (based on the advisor profile within the annual report), Outstanding Professional and Outstanding Professional Chapter.

The UN-L student chapter has just completed a very successful year at the national competition in Phoenix, Arizona. Their presentation in the marketing competition was outstanding, although they did not advance to the semi-final round. Presenters this year included Katie Frey, Micky Wilson, Tiffany Minnick, Beth Griess, Julie Douglas, Justin Perry and Jennifer

Witte, with Bonnie Hassler on computer. The chapter reached their highest goal by receiving the Outstanding Student Chapter Award. The UN-L chapter also won Chapter Improvement Awards in the areas of Communication and Membership Recruitment. After a moving speech by Katie Frey, Matt Spilker (UN-L NAMA Advisor) received the Outstanding Advisor Award. Jim Emanuel of Golden Harvest, (based on UN-L's nomination), received the Outstanding Professional Award.

The UN-L Student NAMA Chapter continues to be a tremendous educational opportunity for undergraduate students within the College of Agricultural Sciences and Natural Resources and is looking forward to another highly successful year.

Beth Griess  
UN-L NAMA  
President

Bonnie Hassler  
UN-L NAMA  
Secretary/Annual Report Coordinator

Matt Spilker  
UN-L NAMA Advisor  
Agricultural Economics Lecturer