

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

Cornhusker Economics

Agricultural Economics Department

6-2012

National Agri-Marketing Association Membership Provides Professional Growth Opportunities for Nebraska Students

Alissa Doerr

University of Nebraska-Lincoln

Rosalee A. Swartz

University of Nebraska-Lincoln

Follow this and additional works at: https://digitalcommons.unl.edu/agecon_cornhusker



Part of the [Agricultural and Resource Economics Commons](#)

Doerr, Alissa and Swartz, Rosalee A., "National Agri-Marketing Association Membership Provides Professional Growth Opportunities for Nebraska Students" (2012). *Cornhusker Economics*. 569. https://digitalcommons.unl.edu/agecon_cornhusker/569

This Article is brought to you for free and open access by the Agricultural Economics Department at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Cornhusker Economics by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

CORNHUSKER ECONOMICS

National Agri-Marketing Association Membership Provides Professional Growth Opportunities for Nebraska Students

The National Agri-Marketing Association (NAMA) is comprised of over 25 chapters in six regions nationwide, and has more than 3,500 professional and student members. Nebraska's Midlands Chapter of about 70 professionals works closely with the University of Nebraska-Lincoln (UNL) student chapter to foster professional growth for student members.

NAMA students are often interested in careers in marketing, sales, promotion and advertising. The experiences they have through NAMA helps them to be career ready when they graduate. These experiences include developing a product marketing plan for competition at the national level, organizing and sponsoring career development events on campus, helping agribusinesses with set-up at trade shows, doing community service projects and organizing social events with other organizations. This year a four-member NAMA team was featured in a television program called *Dining with the Dean*, produced by BYU Television. NAMA competed against the Afrikan People's Union team in preparing a three-course meal for a dean on campus. However, they had little opportunity to use their marketing know-how, as they were not told which UNL dean they were preparing a meal for until shortly before the show went live. Members had a lot of fun, but discovered how much work is involved in television production. The show aired on November 3, 2011 and can be viewed on-line at <http://go.unl.edu/qde>. NAMA members are busy throughout the year, but the annual culmination of activities is the NAMA National Conference, held each April.

The National Agri-Marketing Association's annual conference has traditionally been a venue for both professional and student chapter members. Those who attend get a chance to see what is happening in the agri-marketing arena, draw ideas and motivation from nationally recognized agribusiness leaders and speakers and connect with others in the industry. The 2012 annual conference was one of the best. Peter Sheahan, author of *Making it Happen*, spoke on how to turn good ideas into great results. Ross Shafer, best-selling author of five books including *Are You Relevant*, spoke on the importance of relevance in growing an organization. Workshops were held on topics such as the use of digital marketing to accelerate customer acquisition and retention, how different generations use media, creating creative

Market Report	Yr Ago	4 Wks Ag	6/8/12
<u>Livestock and Products,</u>			
<u>Weekly Average</u>			
Nebraska Slaughter Steers, 35-65% Choice, Live Weight.	\$107.61	\$120.70	\$122.90
Nebraska Feeder Steers, Med. & Large Frame, 550-600 lb.	148.93	181.72	179.39
Nebraska Feeder Steers, Med. & Large Frame 750-800 lb.	120.57	150.35	158.41
Choice Boxed Beef, 600-750 lb. Carcass.	174.08	190.37	197.10
Western Corn Belt Base Hog Price Carcass, Negotiated.	89.63	78.11	89.20
Pork Carcass Cutout, 185 lb. Carcass, 51-52% Lean.	89.19	79.23	84.68
Slaughter Lambs, Ch. & Pr., Heavy, Woolled, South Dakota, Direct.	210.12	*	150.75
National Carcass Lamb Cutout, FOB.	408.35	356.09	346.94
<u>Crops,</u>			
<u>Daily Spot Prices</u>			
Wheat, No. 1, H.W. Imperial, bu.	7.59	5.30	5.81
Corn, No. 2, Yellow Nebraska City, bu.	7.67	6.01	6.24
Soybeans, No. 1, Yellow Nebraska City, bu.	13.62	13.74	13.98
Grain Sorghum, No. 2, Yellow Dorchester, cwt.	12.54	9.66	10.04
Oats, No. 2, Heavy Minneapolis, MN, bu.	4.01	3.55	3.17
<u>Feed</u>			
Alfalfa, Large Square Bales, Good to Premium, RFV 160-185 Northeast Nebraska, ton.	140.00	*	207.50
Alfalfa, Large Rounds, Good Platte Valley, ton.	87.50	145.00	135.00
Grass Hay, Large Rounds, Good Nebraska, ton.	*	97.50	97.50
Dried Distillers Grains, 10% Moisture, Nebraska Average.	211.50	225.00	211.50
Wet Distillers Grains, 65-70% Moisture, Nebraska Average.	76.00	76.13	70.38
*No Market			



environments and wrangling market share from competition. Each year at national conference professional awards (Best of NAMA) are celebrated, and in the student track, the marketing plan and outstanding chapter competitions are held and scholarship winners are recognized.

Fourteen Nebraska NAMA students traveled to Kansas City for the 2012 National Conference April 17-20. They attended seminars, took in a luncheon with professionals, met professionals at the trade show (which is part of the conference), and interacted with students from the other 30 chapters across the nation and Canada. Team members who traveled to the national conference were Alissa Doerr (Creighton, NE), Ellie Hoffschneider (Arlington, NE), Gina Janousek (Clarkson, NE), Sandra Kavan (Wahoo, NE), Gavin Kenney (Kearney, NE), Melissa Keyes (Springfield, NE), Boone McAfee (Leigh, NE), Matraca Meyer (Edgar, NE), Samantha Overturf (Sutton, NE), Emily Pribyl (Geneva, NE), Sara Van Newkirk (Oshkosh, NE), Lauren Wielage (Mead, NE), Leighton Wier (Ord, NE) and Kristin Witte (Scribner, NE).



Back row: Leighton Wier, Sara Van Newkirk, Ellie Hoffschneider, Kristin Witte, Lauren Wielage, Boone McAfee, Gina Janousek, Gavin Kenney, Front row: Alissa Doerr, Sandra Kavan, Matraca Meyer, Samantha Overturf, Emily Pribyl, Melissa Keyes.

varying experiences. For the marketing professional this means exploring all possibilities and creating contingency plans.

Nebraska NAMA brought home several awards from the National Conference. They received the fifth place John Deere Award (Overall Outstanding Chapter Award), which carries a cash prize of \$500. They also received a NAMA Chapter Performance Award and cash award of \$100 for chapter management. Nebraska NAMA was recognized for selling the second highest number of

raffle tickets at national conference, including the winning ticket (for a 55-inch television), purchased by a University of Nebraska-Lincoln alumnus, Bill Smith. Three Nebraska NAMA members received scholarships: Melissa Keyes, Springfield, NE; Alissa Doerr, Creighton, NE; and Kristin Witte, Scribner, NE. Each received a \$1,000 Agri-Business Educational Foundation (ABEF) Scholarship.

The UNL Student NAMA Chapter is proud of its accomplishments this year and is looking forward to a successful year in 2012-2013.

Alissa Doerr
NAMA President, 2011-2012
University of Nebraska-Lincoln

Rosalee Swartz, (402) 472-5234
NAMA Advisor
Department of Agricultural Economics
University of Nebraska-Lincoln
rswartz1@unl.edu

This year over 20 NAMA students were involved in developing a product marketing plan for a beef product. The product was a beef straw, which would likely be served with a spicy cocktail such as a Bloody Mary. The team worked with the entrepreneur who came up with the idea for the beef straw and the processor who makes them to learn about marketing livestock products to a niche market. Members learned that research is an essential element of creating an effective marketing plan. From choosing a product in the fall semester to deciding the balance between electronic and print advertising based on prospective customer habits, completion of the plan means making key decisions.

The team worked with the NAMA Midland Chapter professionals to get feedback on the plan before national conference. While they did not advance to the second round in the marketing plan competition, the team learned a great deal in the process. Pink slime in meat was a key issue in the news when students were completing the marketing plan for their product. Since the beef straws are a smoked product (where pink slime is not an issue), team members did not feel the need to call attention to the issue by addressing it outwardly. However, one of the three judges disagreed, telling the team they should have addressed it through a public relations campaign. The students learned firsthand that the one thing that is sure in marketing products is that consumers have diverse perceptions of products, based on their

Subscription Renewal Time!!!

It is time to renew your *Cornhusker Economics Newsletter* for the coming year July 2012 - June 2013. Due to rising costs, the subscription rate has increased to \$30.00 per year. Attached is a renewal form to fill out and return with your check. Please make your check payable to the **University of Nebraska**. If you have any questions, call Nancy Pritchett at (402) 472-1789.

Cornhusker Economics
Subscription Rates Prorated by Month
(Subscriptions run from July 1 – June 30)
2012 - 2013

Full Subscription Fee (July 1 - June 30)	\$30.00
Subscription as of July 1	30.00
Subscription as of August 1	28.40
Subscription as of September 1	26.80
Subscription as of October 1	25.20
Subscription as of November 1	23.60
Subscription as of December 1	22.00
Subscription as of January 1	20.40
Subscription as of February 1	18.80
Subscription as of March 1	17.20
Subscription as of April 1	15.60
Subscription as of May 1	14.00
Subscription as of June 1	12.40

Enclosed is my check for \$ _____ made payable to the **University of Nebraska**. Please begin my subscription to *Cornhusker Economics* for _____ months through June 30, 2013.

Name _____

Address _____

Mail with your payment to:
Nancy Pritchett, 307 Filley Hall, University of Nebraska, Lincoln, NE 68583-0922.
Phone: (402) 472-1789