

National Agri-Marketing Conference – 2016 Chapter Leaders' Workshop Notes/Outcomes

NAMA Logo Availability

During the 2016 Chapter Leaders' Workshop, it was noted that social media is continually becoming an element for chapter recruiting and promotions and a request was made for the NAMA logo and conference graphics to help promote NAMA and National events. A link named "NAMA Logos" has been added to the Leader Recruitment and Resources page https://nama.org/recruitment_tools. You can access a zip file that contains the NAMA logo and the Fall Conference logo. When the Boot Camp logo is available, it will also be added.

LinkedIn for Chapter Leaders

NAMA chapter leaders can join a LinkedIn group created specifically for them. Just go into LinkedIn, search for NAMA Chapter Leader Group and click the box titled "Ask to Join."

Breakout Notes

The following are notes from the roundtable discussions that took place at the Leaders' Workshop, April 13, in Kansas City, Missouri. The Chapter Services Committee thought it might be helpful to share these bullet points. These are not lists of things that need to be done; rather, they are ideas and/or comments on several topics.

Engaging Students/Helping Students Transition to Professional Membership

- Multiple chapters in distant schools?
- Meet in the middle!
- Graduation party! (gather email addresses)
- Networking dinner
- Catch students when juniors
- Local chapter send email with flyer for free membership
- Share graduate lists during leadership meeting
- Career fairs?
- Executive involvement – bring recent graduates
- Recruit advisors
- Can National provide names of graduating seniors so chapters can reach out?
- Virtual meetings
- What does National have?
- Types of careers-fair – Different industry people go to campus

Treasurer Role

- 990-EZ
- Due every year
- 990-EZ – postcard Form N
- Treasurers need to put it in their tickler file
- National send reminder to Treasurers and Presidents
- Can use National address as address for IRS purposes

Membership

Opportunities

- Seek out ad agencies (ag, ag dept)
- Agri Marketing magazine list
- Secretary of ag (state)

- Programming
- Surveys
- Dealers/distributors/banks/insurance companies
- Chamber of Commerce – tourism
- Student receptions at National
- Local food movement
- Learning opportunities/new connections
- High school FFA students
- Receptions at university with ag students
- Career fairs
- Pitch to senior management at corporations
- Go outside traditional ag
- Ag startups/ag departments/ag tech
- Dissect membership list – do events near the masses
- Food side of companies (Land O'Lakes)/restaurants
- Restaurant industry trade shows
- Local chefs/farms

Challenges – Geography

- Lower ag influence in chapter area
- Students are not in chapter area – difficult to attract young members
- Follow up with student grads
- President left – drop in attendance – no substitute
- Local food movement – sidesteps traditional marketing
 - Consumer – producer communication
- Student chapter advisors – not necessarily a marketer
- Too busy!
- Time!
- Complacency – what's doable/just enough is okay

Successes

- State Fair
- CSAS/local food movements
 - Community-supported ag
- Foodies vs. food producers (NAMA helps educate)
- Student presentations
- Video conf. student presentations
- Board members provide leads and actually follow-up
- Student scholarship to attend National – report back via blog
- Follows up with expiring memberships

Programming

- Easy to talk yourselves out of thinking big
- More member events
- Time of day prevents is a challenge, but not an excuse. Good programming is key.
- Enlist corporate sponsors for chapter events
- Use broad base of people for program ideas – don't delegate sole responsibility to program committee

- National provides list of all programs from prior year
- Member survey asap
- Enlisting major agribusiness is key
- Use students to help organize events
- Partner with other organizations
- Choosing the right social platform to convey or connect with your message
- Content: Be sure it grabs your audience
- Frequency: too much/too little
- Survey: to your peers
- Make NAMA part of my day-to-day job
 - Panel discussions
 - Livestock
 - Commodity panels
 - Ex: Spud Nation food truck
 - Workshop
- Virtual events
 - Record
 - Live streaming
 - Content/copy rights
- Cost: How do you pay for programs?
 - Sponsorships
 - Dues
 - Event fees