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NAMA National Conference a Learning Experience for Nebraska Students

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CORNHUSKER ECONOMICS

NAMA National Conference a Learning Experience for Nebraska Students

Change was in the air at the 2010 National Agri-Marketing Association (NAMA) Annual Conference held April 20-23 in Kansas City, Missouri. Students and professionals alike were given the opportunity to rub shoulders with, and hear nationally known speakers engaging audiences on topics such as the new rules of marketing and publication relations, measuring the effectiveness of social media and strategy, and brand communication.

The NAMA Annual Conference provides an excellent opportunity for NAMA student members to interact with business, marketing and advertising professionals from across the United States. Events at the professional trade show which operates during the conference gives students a chance to meet professionals from many of the companies who hire our graduates, and NAMA sponsors a luncheon for students and professionals.

The National Agri-Marketing Association is comprised of over 25 chapters in six regions nationwide, and has more than 3,500 professional and student members. Both professional and student awards are a highlight of the conference. This year, Stephanie Liska, CEO of Beck Ag, Inc. and a member of the Nebraska Midlands NAMA (professional) Chapter was named 2010 NAMA Marketer of the Year. Fifteen student scholarship awards are made at the conference, with two of them this year going to Nebraska students. Karoline Kastanek, a senior from Wilber, NE, and Kristin Witte, a freshman from Scribner, NE each received an Agri-Business Educational Foundation (ABEF) scholarship.

Much of the focus for the student chapters is the marketing plan and outstanding chapter competitions. It is a culmination of hours of involvement in chapter activities, and development and presentation of a marketing plan. Last year's marketing team made it to the final round of the Student NAMA Team Marketing competition for the first time in Nebraska NAMA history, marketing a nutritional

| Market Report | Yr Ago | 4 Wks Ago | 6/18/10 |
|---|-----------|--------------|---------|
| <u>Livestock and Products,</u> | | | |
| <u>Weekly Average</u> | | | |
| Nebraska Slaughter Steers, 35-65% Choice, Live Weight | \$80.31 | \$97.50 | \$90.46 |
| Nebraska Feeder Steers, Med. & Large Frame, 550-600 lb | 125.35 | 130.98 | 130.05 |
| Nebraska Feeder Steers, Med. & Large Frame 750-800 lb | * | 116.61 | * |
| Choice Boxed Beef, 600-750 lb. Carcass | 140.00 | 168.19 | 156.70 |
| Western Corn Belt Base Hog Price Carcass, Negotiated | 56.53 | 80.53 | 79.24 |
| Feeder Pigs, National Direct 50 lbs, FOB | 31.36 | * | * |
| Pork Carcass Cutout, 185 lb. Carcass, 51-52% Lean | 56.26 | 88.45 | 82.67 |
| Slaughter Lambs, Ch. & Pr., Heavy, Wooled, South Dakota, Direct | 111.00 | 137.00 | 130.00 |
| National Carcass Lamb Cutout, FOB | 261.06 | 311.89 | 312.59 |
| <u>Crops,</u> | | | |
| <u>Daily Spot Prices</u> | | | |
| Wheat, No. 1, H.W. Imperial, bu | 5.35 | 3.66 | 3.52 |
| Corn, No. 2, Yellow Omaha, bu | 3.74 | 3.52 | 3.46 |
| Soybeans, No. 1, Yellow Omaha, bu | 11.75 | 9.47 | 9.72 |
| Grain Sorghum, No. 2, Yellow Dorchester, cwt | 6.14 | 5.64 | 5.50 |
| Oats, No. 2, Heavy Minneapolis, MN, bu | 2.06 | 1.94 | 2.68 |
| <u>Feed</u> | | | |
| Alfalfa, Large Square Bales, Good to Premium, RFV 160-185 Northeast Nebraska, ton | * | 140.00 | 150.00 |
| Alfalfa, Large Rounds, Good Platte Valley, ton | * | 67.50 | * |
| Grass Hay, Large Rounds, Premium Nebraska, ton | * | 67.50 | * |
| Dried Distillers Grains, 10% Moisture, Nebraska Average | 130.37 | 115.00 | 94.50 |
| Wet Distillers Grains, 65-70% Moisture, Nebraska Average | 47.45 | 35.00 | 33.50 |
| *No Market | | | |





NAMA Team Members: (top, l to r) Melissa Matulka, Laura Witte, Dylan Knuth, Bryce Vaughn, Craig Davidson, Kristin Witte, Megan Lubke: (front, l to r) Michelle Prothman, Karoline Kasanek, Kris Bargaen.

discover a diverse range of career opportunities available in agricultural marketing, and make valuable personal contacts. Students also have the opportunity to develop leadership, communication and presentation skills through the organization. The UNL Student NAMA Chapter is proud of its accomplishments this year and is looking forward to a successful year in 2010-2011.

snack for children. On the heels of that success, the Nebraska team took on the challenge of marketing a value-added food product. It marketed “Agave Essential,” a nutrition/energy bar made with agave nectar, a low-glycemic sweetener. The product, pitched as “simple energy,” was marketed to active professionals for whom good health is a priority.

The marketing plan competition at national level requires that teams submit a written plan over a month prior to competition. Six flights of five to six teams compete in the first round, with two teams from each flight moving to semi-finals. Nebraska’s team was the sixth team in the one flight of six to present, and the team gave an excellent presentation. However, the flight was a very competitive one — the only flight from which two finalist teams came forward. The two teams who moved on from the flight were New Mexico State and Cal Polytechnic State (Cal Poly), placing first and fifth respectively in finals competition.

This was a learning year for Nebraska. All but two members of the 2008-2009 team graduated, and several students on this year’s team were freshmen or sophomores. The opportunity to attend national conference gave them a great chance to see the end result of their efforts in NAMA. Members of the Nebraska team who traveled to Kansas City and presented were Kris Bargaen (Superior), Craig Davidson (Lamar), Dylan Knuth (Oxford), Megan Lubke (Osmond), Melissa Matulka (Thedford), Michelle Prothman (Albion), Laura Witte (Scribner), Kristin Witte (Scribner), Karoline Kastanek (Wilber) and Bryce Vaughn (Alliance).

For under-graduate students who choose to get involved, NAMA presents amazing opportunities. Through networking with professionals in NAMA, students can

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