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National Agri-Marketing Association (NAMA) Annual Conference Connects Student Members with Professionals

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Market Report	Yr Ago	4 Wks Ago	6/3/11
<u>Livestock and Products,</u>			
<u>Weekly Average</u>			
Nebraska Slaughter Steers, 35-65% Choice, Live Weight.....	\$94.78	\$115.38	\$106.09
Nebraska Feeder Steers, Med. & Large Frame, 550-600 lb....	125.16	159.52	*
Nebraska Feeder Steers, Med. & Large Frame 750-800 lb....	113.47	*	126.99
Choice Boxed Beef, 600-750 lb. Carcass.....	162.48	180.27	177.74
Western Corn Belt Base Hog Price Carcass, Negotiated.....	76.19	89.06	88.28
Feeder Pigs, National Direct 50 lbs, FOB.....	*	*	*
Pork Carcass Cutout, 185 lb. Carcass, 51-52% Lean.....	86.00	91.10	89.26
Slaughter Lambs, Ch. & Pr., Heavy, Woolled, South Dakota, Direct.....	127.00	193.75	204.25
National Carcass Lamb Cutout, FOB.....	316.22	409.94	403.79
<u>Crops,</u>			
<u>Daily Spot Prices</u>			
Wheat, No. 1, H.W. Imperial, bu.....	3.30	7.50	8.00
Corn, No. 2, Yellow Omaha, bu.....	3.25	6.79	7.44
Soybeans, No. 1, Yellow Omaha, bu.....	9.49	13.36	14.20
Grain Sorghum, No. 2, Yellow Dorchester, cwt.....	5.12	10.73	11.95
Oats, No. 2, Heavy Minneapolis, MN, bu.....	1.94	3.40	3.75
<u>Feed</u>			
Alfalfa, Large Square Bales, Good to Premium, RFV 160-185 Northeast Nebraska, ton.....	150.00	140.00	140.00
Alfalfa, Large Rounds, Good Platte Valley, ton.....	67.50	77.50	87.50
Grass Hay, Large Rounds, Premium Nebraska, ton.....	*	*	*
Dried Distillers Grains, 10% Moisture, Nebraska Average.....	100.00	217.50	207.50
Wet Distillers Grains, 65-70% Moisture, Nebraska Average.....	36.00	80.00	71.50
*No Market			

The opportunity to connect with professionals is an important aspect of college life for students. It helps them to more clearly understand career possibilities, and learn from professionals who are in careers and working for companies and organizations in the students' areas of interest. The National Agri-Marketing Association (NAMA) is an outstanding venue for promoting connections between students and professionals. It is comprised of over 25 chapters in six regions nationwide, and has more than 3,500 professional and student members. Nebraska's Midlands (professional) Chapter works closely with the University of Nebraska student chapter. Students are invited to monthly Midlands meetings and Midlands members speak at student chapter meetings and events. They host student members for job shadow experiences and provide feedback on student chapter projects – especially in preparation for the annual marketing plan competition.

NAMA's National Conference is held every April at locations across the nation. The 2011 Conference was held April 12-15 in Kansas City, Missouri. On the professional side, the conference featured speakers and topics including:

- Sally Hogshead, author of *Your 7 Triggers to Persuasion and Captivation*, speaking on strategic marketing;
- Jason Dorsey, best-selling author, expert on Generation Y and winner, at age 25, of the *Austin Under 40 Entrepreneur of the Year Award*, who spoke on what the next generation of producers and growers seek in a buying experience and why; and
- Michael Swanson, Agricultural Economist and Consultant at Wells Fargo, sharing how to better predict economic fluctuation, and forecast for key agricultural commodities.

The professional and student tracks at the conference overlap. Professionals serve as judges in the marketing plan competition, meet with students at a special mentor luncheon and interact with students at the conference trade show. The



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student track includes awarding of scholarships to outstanding students, the marketing plan competition and the John Deere Award, which recognizes the top student chapter for its efforts throughout the year, its success at National Conference, the number of members who attend National Conference and other factors.

Fourteen Nebraska NAMA students traveled to Kansas City in April. Only three of the students had been to National Conference before – all as freshmen last year. Members attended seminars, met with professionals at a luncheon and the trade show and interacted with students from 30 other chapters from across the nation and Canada.

Three Nebraska sophomore NAMA members received scholarships at this year's conference. Melissa Matulka, Thedford, NE; Alissa Doerr, Creighton, NE; and Kristin Witte, Scribner, NE, each received an Agri-Business Educational Foundation (ABEF) scholarship.

Nearly 20 students were involved in developing Nebraska's marketing plan this year. At the national level, the marketing plan competition 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. Members of the Nebraska team who presented were Blake Becker (Alliance, NE), Kallie Craig (Farnam, NE), Alissa Doerr (Creighton, NE), Katrina Hackel (Ord, NE), Regina Janousek (Clarkson, NE), Melissa Matulka (Thedford, NE), Boone McAfee (Leigh, NE), Kasey Rathke (Wisner, NE), Lauren Wielage (Mead, NE), and Kristin Witte (Scribner, NE). The team gave an excellent presentation in a very competitive flight. New Mexico State (last year's marketing competition winner), and the University of Wisconsin-Madison were the two teams that moved to the next round in the flight of teams in which Nebraska competed. The Nebraska team's product this year was a smart phone marketing application which featured a break-even matrix so producers were aware of their financial position when commodity prices change. The application, called Commodity Key, enables producers to make "informed decisions anytime, anywhere." While the Nebraska team was disappointed in not moving to the next

level, it was an opportunity for them to more fully understand what to work toward in developing next year's plan.

New at this year's conference was a video competition – AgCareers.com 2011 NAMA Video Challenge, which highlighted professional and student perceptions and advice on careers in the agribusiness industry. Nebraska's team, comprised of Bryce Vaughn (Alliance, NE), Emily Pribyl (Geneva, NE), and Matraca Meyer (Edgar, NE), won the competition which was accompanied by a \$500 award. You can view Nebraska's video at www.youtube.com/agcareers.

NAMA students are often interested in careers in marketing, sales, promotion and advertising. The on-campus experiences they have through NAMA help them to be more fully career ready when they graduate. These experiences include a mentoring program where they shadow professionals, hosting professional development seminars led by professionals, presentations at monthly meetings by agribusiness professionals, internships that actualize through contacts with NAMA professionals and participation in the annual marketing plan competition at national conference each year. The University of Nebraska-Lincoln Student NAMA Chapter is proud of its accomplishments this year, and

look forward to a successful year in 2011-2012.

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NAMA Members: (back, l to r) Lance Atwater, Kristin Witte, Regina Janousek, Boone McAfee, Kasey Rathke, Lauren Wielage, Katrina Hackel, Bryce Vaughn; **(front, l to r):** Emily Pribyl, Alissa Doerr, Melissa Matulka, Blake Becker, Kallie Craig, and Matraca Meyer.

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