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NAMA at National Marketing Competition in Dallas

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CORNHUSKER ECONOMICS

NAMA at National Marketing Competition in Dallas

Market Report	Yr Ago	4 Wks Ago	5/4/07
<u>Livestock and Products,</u>			
<u>Weekly Average</u>			
Nebraska Slaughter Steers, 35-65% Choice, Live Weight	\$78.80	\$99.77	\$95.67
Nebraska Feeder Steers, Med. & Large Frame, 550-600 lb	*	127.61	127.92
Nebraska Feeder Steers, Med. & Large Frame 750-800 lb	105.93	109.22	111.83
Choice Boxed Beef, 600-750 lb. Carcass	148.62	156.20	156.48
Western Corn Belt Base Hog Price Carcass, Negotiated	63.29	60.61	73.07
Feeder Pigs, National Direct 50 lbs, FOB	51.97	70.33	66.96
Pork Carcass Cutout, 185 lb. Carcass, 51-52% Lean	68.01	65.15	75.74
Slaughter Lambs, Ch. & Pr., Heavy, Woolled, South Dakota, Direct	70.00	85.50	90.75
National Carcass Lamb Cutout, FOB	210.23	248.76	245.97
<u>Crops,</u>			
<u>Daily Spot Prices</u>			
Wheat, No. 1, H.W. Imperial, bu	4.11	4.36	4.56
Corn, No. 2, Yellow Omaha, bu	2.04	*	3.66
Soybeans, No. 1, Yellow Omaha, bu	5.65	*	6.94
Grain Sorghum, No. 2, Yellow Columbus, cwt	3.04	5.54	5.88
Oats, No. 2, Heavy Minneapolis, MN, bu	2.14	2.90	2.77
<u>Hay</u>			
Alfalfa, Large Square Bales, Good to Premium, RFV 160-185 Northeast Nebraska, ton	130.00	135.00	135.00
Alfalfa, Large Rounds, Good Platte Valley, ton	65.00	92.50	92.50
Grass Hay, Large Rounds, Good Northeast Nebraska, ton	55.00	90.00	90.00
* No market.			

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. NAMA professionals have backgrounds in advertising, marketing, media and other areas of agribusiness. This year, nine members of the University of Nebraska–Lincoln (UNL) chapter of NAMA attended the NAMA Annual Conference held April 10-13 in Dallas, Texas. The Conference proved an exciting arena where the UNL team competed in the student marketing competition and vied for national awards and scholarships.

For many members, the marketing competition is the highlight of the year, as they have worked hard all year in preparation. Over 30 student chapters participated in the marketing competition at the annual conference and trade show, and over 350 student members attended the conference. The UNL marketing team spent the last several months conducting market research, writing a marketing plan and developing their presentation.

The marketing plan development process begins with students choosing a product or service related to the agricultural or food industry. They then follow practices and principles used by marketing professionals to develop a plan that will successfully bring their product into the marketplace. The marketing team submits a written plan prior to the competition, and then gives a formal presentation of the marketing plan to a panel of judges at the competition. UNL's marketing presentation team

included Bonnie Hassler, Melissa Williams, Janae Althouse, Michael Hauger, Jill Goetz, and Kellen Meyer with John Anderson on computer. The team gave an excellent marketing presentation, but having been placed in the toughest first round they did not advance to the semi-final round. The two teams who moved forward from their first round won first and second place in the overall competition.

The UNL chapter was named Outstanding Student Chapter for the third year in a row, reaching its highest goal. UNL also won the Chapter Management-Improvement Award, and based on the nomination by the UNL Chapter, the Midlands NAMA Chapter won the Outstanding Professional Chapter. Maurice Baker (secretary for the Midlands NAMA Chapter) was named Outstanding Professional Member, and had also been nominated by the UNL Chapter. Three UNL students received scholarships this year. Janae Althouse was awarded the first Eldon White Leadership and Scholarship Award, Jill Goetz received an Agribusiness Educational Foundation (ABEF—a division of NAMA) Scholarship, and Melissa Williams received the Penton Media Scholarship.

For those undergraduate students who choose to get involved, NAMA presents amazing opportunities. Through networking with professionals in NAMA, students have the opportunity to discover a diverse range of career opportunities available in agri-marketing and come away with valuable personal contacts. Students also have the opportunity to improve 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 another successful year.

Janae Althouse
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2006-2007 NAMA Officers (Back row) Melissa Williams, President; Kelly Scribner, Programs Co-chair; Kellen Meyer, Careers Chair; Michael Hauger, Vice-President of Membership/Communications; Dave Panko, President of Fundraising/Treasurer; (Front row) Bonnie Hassler, Secretary/Annual Report Coordinator; Laura Witte, Web Communications Chair; Andrea Sidel, Promotions Chair; Janae Althouse, Vice-President of Marketing.