



NAMA Chapter meetings focus on the latest agri-marketing trends and topics. Pictured are Heartland NAMA Chapter members visiting the ADM facilities.

making business contacts, Taylor adds. Networking and professional development go hand-in-hand, and most NAMA members take advantage of those opportunities.

“We rely on the ability to network with other NAMA members to learn the latest in business trends and communication techniques,” says Christopher Whitehead, John Deere’s advertising and marketing manager. “Plus, educational resources like NAMA’s Boot Camp help develop and expand our employees’ skills.”

The Boot Camp to which Whitehead referred is yet another example of NAMA’s professional development opportunities. The organization offers the annual crash course for industry newcomers that covers everything from “Livestock 101” to “How to Write a Marketing Plan.”

In addition, NAMA hosts the annual Agri-Marketing Conference and Trade Show, where you can meet the key players of the industry and see new products and services coming into the industry.

Taylor, who is the associate publisher of High Plains Journal, can speak to the career development benefits of NAMA as well as anyone.

A 1970 Kansas State graduate, Taylor started in the sales department of High Plains Journal. His NAMA membership provided the training, experience and contacts necessary to ascend to his current position.

“Because of my early association with NAMA and chapter activities,” Taylor says, “it helped me to focus better on the art of selling. I found that, through my NAMA experiences, I learned to interact better with clients and prospects, and I learned to sell more effectively.”

Of course, there is much more to NAMA than career development.

It’s a place to share ideas, Taylor says. NAMA lets you stay abreast of the latest news, ideas, developments and best practices. If something is working well for a member, they are likely to pass the technique or strategy on to a peer.

“Although there are competitors in the association, that competitive spirit is put aside to work toward the future of our industry,” explains Margaret McLean, the senior communications manager of Syngenta Crop Protection, Inc.

NAMA members also are privy to the latest agricultural news and trends through Agri Marketing magazine. In addition, Members have access to the most comprehensive agri-marketers directory available, NAMA’s National Membership Directory.

Bauer, the Kansas farmer and radio station owner, says he uses both tools to remain current on all industry updates – he has to in order to give his listeners the most pertinent and up-to-date programming possible.

Taylor, Bauer and almost every NAMA member will tell you that an investment in the organization can pay dividends to anyone in the agri-marketing industry.

“I’ve never belonged to another organization where I felt I got my money’s worth as much as I have with NAMA,” Bauer says.

*For more information on NAMA and how you can join, go to www.nama.org.
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