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Crazy Wings lead to Outstanding Success for Iowa State University Students

Members of the ISU NAMA Chapter take top honors at this year's National Agri-Marketing Association Conference

Kansas City, Mo. --- This year's National Agri-Marketing Association conference ended with Iowa State University students taking home some new bragging rights.

ISU NAMA was recognized as the "outstanding student NAMA chapter" in the country for their strong chapter program and success throughout the year.

A brand new \$3,000 John Deere Signature Award, which is based on the chapter program, placement in the marketing competition and awards received throughout the conference was also awarded to ISU NAMA.

The chapter continued to shine at the awards luncheon with three members receiving academic scholarships and a plaque for advancing in the semi-finals.

While participating in the marketing competition, they were one of six finalists among 31 teams.

An annual conference, held April 16th – 18th, is an event including college NAMA teams from across the U.S. and Canada. Students work tirelessly on a written marketing plan first semester and an oral presentation during second semester. This is presented to judges at the competition, who act as the executive board of the company the team is working for.

Competition is fierce, with most teams preparing for the 20-minute presentation for two semesters. Marketing team captain and scholarship recipient, Josie Rudolphi, describes the intense preparation.

"We started working on our plan for Crazy and Crazier Wings in early September by researching our market and determining who our target audience would be, creating a financial analysis, promotional plan and other areas," she said.

They didn't stop there. "After turning in the written plan by March 1, we started practicing our presentation for anyone who would listen," Rudolphi explained.

Iowa State University was the talk of the conference because their product was so innovative.

"Our product is a pork wing," said Rudolphi. "It comes from the shank of the hog and is similar to a chicken or buffalo wing ... except much better!"

ISU NAMA felt confident during the presentation and it showed. "The judges were impressed," said chapter advisor Stacey Noe. "Our team worked hard throughout the year and it was great to see them do so well."

After two rounds of heated competition, members crossed their fingers at the awards ceremony.

“I sat on the edge of my chair knowing that all our hard work was leading up to this moment,” said Laura Larson, team member and scholarship winner.

The team was proud of their finish in the top six and recognition as the top chapter in the country.

How does it feel to be the number one chapter in the country and do so well at the marketing competition? It’s still sinking in according to Larson.

“We’re all glad that the research and work we did throughout the year paid off, it means a lot to the team,” she said.

While Larson is involved in many other activities on campus, she is quick to share how important NAMA is to her education and how other students should get involved.

“This competition and organization prepares you for the real world in a way that few other activities can. I know that when I leave Iowa State University I’ll be one step ahead because of my NAMA involvement,” said Larson.

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Iowa State University Student National Agri-Marketing Association is made up of students from all majors across the College of Agriculture and Life Sciences and promotes student involvement across campus in marketing and entrepreneurship. The student chapter works closely with the Iowa professional chapter and their events, which gives members an opportunity for networking and relationship building while they learn more about the agricultural marketing industry and entrepreneurship. For more information on ISU NAMA, visit our Web site: <http://www.stuorg.iastate.edu/nama> or contact 515-294-4945.