

FFSC Marketing Committee Report
July 20, 2013

Presiding -- George Moriarty

Attendance -- George Moriarty, Ken Hilton, Jim Kelm, Phyllis Parks, Carroll Merry

Review of 2012 Committee Members -- Phyllis Parks, Lance Fulton, George Moriarty, Kathy Rancour

Action: Send out notice to all to determine who wants to participate.

Action: Define Marketing Committee and get name changed on Web site.

Review of 2012 activities

Trade Shows

-- National Farm Management Conference -- was well attended. Participation was as a vendor/ sponsor for \$400. Role is awareness. Excitement over standards for hedging. No gift cards or other give-aways were used. At one time another organization purchased a couple hundred of FFSC cds and distributed to all who attended.

-- National Association of County Agricultural Agends-- costs of travel had forced attendance curtailment for attendees. Council should look at becoming involved in the future. 2014 event will be in July in Mobile, AL, 2015 in Sioux Falls, SD, 2016 in Little Rock, AR.

-- ABA -- Expense is questionable. Most bankers attending are not directly involved with actions that would require knowledge of the Guidelines but are familiar with the ratios. Seems to be more interest from Farm Credit than from bankers.

Social media -- No real presence.

Web site -- Needs closer monitoring

2013 Activities

Trade Shows

-- National Farm Management Conference -- Continue for 2013

-- ABA -- In Minneapolis. Price is now \$1,000. Look seriously at national Farm Credit Council Learning Conference and Farm Credit Council Annual Meeting

-- Should more attention be paid to state association meetings?

-- Changes in display needed? Need to stay generic and refer to ag lenders and not bankers.

-- Update on materials? Stay as generic as possible to avoid reference to bankers.

Action: Continue with NFFC, explore getting back into County Agent's conference and likely drop ABA in 2014 and explore Farm Credit opportunities. Need to market

Web Site

-- Need Oversight -- Need committee member to serve in oversight capacity to determine where we should be involved.

-- Director's Only section -- Needs to be developed.

-- Other media? LinkedIn, FaceBook, et al?

Action: Explore how to better use LinkedIn. Set up oversight team to monitor social media along with current Web site to be sure FFSC has a presence. Further develop Director's Only section on site.