

Communications, Membership & Marketing Committee

Report to the NGFA Board of Directors

March 2025

I. Key Issues

- Continuing to promote NGFA communications preferences to encourage members to opt-in to receive targeted communications that are of the most interest to them.
- Promoting NGFA's committee system to NGFA members by holding "Committee Chair Chat" webinars and spotlighting committee activities in NGFA's newsletter.
- Growing NGFA's strategic and targeted use of social media.
- Encouraging broader use of NGFA's advocacy tool when strategically valuable.
- Conducting a Membership Awareness Campaign to encourage individual employees of NGFA-member companies to create website profiles, and to confirm existing profile information is up to date.
- Creating AI usage policy for NGFA staff and official NGFA communications.

II. Committee Activities

- **NGFA website redesign:** A task force made up of committee members provided input during the development of a Request for Proposal (RFP) process for a comprehensive update to NGFA.org and the subsequent vendor selection process.
 - Ironistic of Alexandria, Va. was selected as the vendor.
 - Target launch for the new site is August to coincide with Grain Safety Week.

III. Issues for Discussion

- **NGFA's AI usage policy:** The committee will provide best practices from their various companies to help inform NGFA's AI usage policy. Ultimately the policy will require several rounds of edits and approvals from NGFA President & CEO and general counsel, and potentially industry leadership.

Marketing & Membership Report to the NGFA Board of Directors March 2025

I. Activities

A. Planned and executed CEC 2024.

- 508 attendees and exhibit personnel attended CEC 2024, held at the Sheraton Crown Center in Kansas City, MO. Total net income for the event was \$197,656, which was within \$5,000 of budgeted net income.

B. Planned and executed 2025 Annual Convention.

- Convention attendance is expected to be near 650 attendees. Early financial highlights include surpassing the budgeted sponsorship income by almost \$30,000. Final net income and attendance figures will be reported at the September 2025 Board of Directors meeting.

C. Conducted NGFA's first Grain and Feed Business Leadership Forum.

- Held in conjunction with CEC, the Forum was attended by ten NGFA-member company senior directors, vice presidents, senior vice presidents, general managers, and CEOs, and facilitated by NGFA Immediate Past Chairman of the Board Greg Beck, NGFA President and CEO Mike Seyfert, and NGFA Executive Committee member Jason Klootwyk. Attendees participated in four hours of moderated group discussion on topics such as talent development, change management, and current events affecting the industry. In a post-event survey, all attendees found the event to be beneficial to their careers and would recommend the event to others.

D. Welcomed NGFA's eleventh CAP class, the class of 2025-2026.

- Forty-one members from thirty companies were selected, bringing the total number of CAP participants to 301.

E. Enacted 2% dues increase in accordance with Executive Committee recommendation.

- A two percent increase was applied to all member categories beginning in January 2025 except Affiliate members, whose dues were not increased. Members were made aware of the increase in early December 2024.

F. Continued to refine dues payment process to facilitate quicker payment of member dues.

- After initially downplaying paper options, Membership re-instated paper invoicing upon request and payment by check as standard payment methods. Both are still regularly requested by members.

G. Brought membership roster up to date by enforcing bylaw stating that members who have not paid their dues in 90+ days will be terminated.

- Terminated twelve members due to non-payment: nine Active members, one Allied member, and two Associate members.

H. Welcomed fifteen new members between September 2024 – March 1, 2025:

1. Adell Cooperative Union (Active)
2. Chief Ethanol Fuels (Active)
3. R.A. Davis Commodities, LLC (Active)
4. Ragan & Associates (Active - Broker)
5. Border Ag & Energy (Active)
6. Fox River Valley Ethanol (Active)
7. Beyond (Associate)
8. FreightCar America (Associate)
9. Gruber Manufacturing Inc (Associate)
10. Levridge (Associate)
11. PGIM (Associate)
12. Soles Enterprises Inc. (Associate)
13. JC Ag Financial Services (Associate)
14. Blue Water Shipping Company (Transportation)

II. Upcoming Programs and Events

- **CAP Year #2:** The CAP Year #2 program will run from May 2025 to March 2026 and will be open to CAPs who have completed the Year #1 program within the last two years. In addition to the People Spark Leadership curriculum, CAP Year #2 will include in-person networking events at both Conventions and CEC, and a newly created event in the late summer, specifically for CAP Year #2 participants. Participants are responsible for individual travel and event registration costs plus the \$2,500 People Spark curriculum fee. This year the Foundation is offering a scholarship to twenty participants in the amount of \$2,500 each. Scholarships will be awarded based on the strength of the applications; applications will be accepted March 24 – April 11, 2025.
- **Summer Legislative Fly In and CAP DC Experience:** The 2025 Summer Legislative Fly In will be held June 2 – 5, 2025 at the Hilton Arlington National Landing in Arlington, VA. The CAP DC Experience will also be held at this time. CAPs and Executive Committee members will begin with a Welcome Reception on the evening of June 2. The Executive Committee will meet on Tuesday June 3. The Fly In will start with an afternoon prep meeting and Welcome Reception on June 3 and continue with Hill visits and a Congressional Reception on June 4. The BMOC, Ag Policy and Legislative Affairs, and Crop Technology committees will meet on the morning of June 5. All Board members are invited to attend the Fly In; registration information will be sent out immediately following the Annual Convention.
- **CONVEY'25:** NGFA, GEAPs and GEAPS Media (dba Grain Journal) will host the annual CONVEY Conference from July 14-16, 2025, at the Hilton Omaha in Omaha, NE. Registration will open on March 17.
- **September Board Meeting:** The September 2025 Board Meeting will take place September 8 – 10, 2025 in Washington, DC, hosted at the Ritz-Carlton Pentagon City (Arlington, VA). The Executive Committee will meet on the morning of Monday September 8. Board members should arrive in time for a Welcome Reception at the Ritz-Carlton on the evening of September 8; the meeting will conclude by Noon on Wednesday September 10. Travel information will be sent in June.

III. Future Events Calendar

	Jan. EC Mtg.	Convention	Trade Rules Sem.	Fly-In	CONVEY	Sept. BOD Mtg.	CEC
2025	Fairmont Tremblant Quebec, Canada (T) Jan. 7 \$379++ CAD	Omni La Costa Carlsbad, CA (Su-T) March 9-11 \$349++		Hilton Arlington NaLa Arlington, VA (M-Th) June 2-5 \$264++	Hilton Omaha Omaha, NE (M-W) Jul. 14-16 \$176++	R-C Pentagon City Arlington, VA (M-W) Sept. 8 - 10 \$339++	JW Indianapolis Indianapolis, IN (Su-T) Dec. 7-9 \$185
2026	R-C Laguna Niguel Dana Point, CA (T) Jan. 6 \$399++	Grand Hyatt Nashville Nashville, TN (Su-T) March 22-24 \$339++	Kansas City, MO	Arlington, VA (TBA Jan. '26)	Hilton Omaha Omaha, NE (M-W) Aug. 3-5 \$183++	GH Deer Valley Deer Valley, UT (Su-T) Sept. 13-15 \$349++	St. Louis Union Station Hotel St. Louis, MO (T-Th) Dec. 8-10 \$165
2027	TBD	Grand Hyatt San Antonio San Antonio, TX (Su-T) March 7-9 \$299++		Arlington, VA (TBA Jan. '27)	TBD	Colonial Williamsburg	Omni Louisville Louisville, KY (Su-T) Dec. 12-14 \$184++
2028	TBD	La Quinta Resort La Quinta, CA (T-Th) March 28-30 \$359++	St. Louis, MO	Arlington, VA (TBA Jan. '28)	TBD	The Broadmoor Colorado Springs, CO (M-W) Sept. 11-12 \$395++	Kansas City, MO
2029	TBD	TBD		Arlington, VA (TBA Jan. '29)	TBD	TBD	TBD