

Benefits for Members, Recruiters and States October 1, 2011

BENEFITS FOR MEMBERS

Cabela's Gift Cards

Through a special link on www.soygrowers.com, ASA members can continue to purchase Cabela's gift cards at a 10 percent discount. The gift cards can be redeemed for merchandise at a Cabela's store or by ordering from the Cabela's catalog or web site. Gift cards may be purchased in any amount from \$5 to \$50,000. The Cabela's gift card is customized for ASA with a design that includes the ASA logo and a soybean graphic in the background.

ASA Gear

Members may purchase a selection of Cabela's apparel and merchandise that has been branded with the ASA logo. Consult the website www.asagear.com to see the available items. Members will also pay shipping on their purchases. ASA reserves the right to change ASA Gear items offered.

National Biodiesel Board – Chrysler Affiliate Rewards Program

Because ASA is a member of the National Biodiesel Board (NBB), all ASA members may take advantage of the Chrysler Affiliate Rewards Program, made possible through a partnership between NBB and Chrysler. This reward program allows ASA members to cash in on the Preferred Price (1% below factory invoice) on the purchase or lease of most new Chrysler, Dodge or Jeep vehicles. This translates to several thousand dollars in savings. The Preferred Price is good in addition to most consumer incentives.

National Biodiesel Board—Ford Partner Recognition Program

Through ASA's membership with NBB, all ASA members may take advantage of the Ford Partner Recognition X-Plan Pricing program, made possible through a partnership between NBB and Ford. The X-Plan Partner Recognition program offers members exclusive savings on eligible Ford and Lincoln vehicles.

SOY Scholarship

Children and grandchildren of ASA members who are pursuing degrees in agriculture are eligible to compete for the 2012-2013 Secure Optimal Yield Scholarship. The ASA SOY scholarship is made possible by an educational grant by BASF Corporation. Applications are due November 15, 2011 and can be found at www.soygrowers.com/soy/scholarship.htm.

BENEFITS FOR RECRUITERS

Recruiter Rewards Program

Recruiters earn points that can be redeemed for "ASA Gear" from Cabela's. ASA Gear is a selection of items of apparel and merchandise that can be purchased with points through a special link on www.soygrowers.com.

A minimum of three members must be recruited in a membership year before a recruiter can redeem reward points for the first time. (A recruiter must recruit three members in a fiscal year to be considered "active.") Once the minimum is reached, recruiters can redeem their points at any time for available items.

Points can be accrued to purchase larger value items or used in smaller increments. Unused points can be accrued for two years. However, recruiters must recruit at least three members in a fiscal year to retain points earned during that year.

Recruiters may also earn points for participating in activities, as specified by ASA. Additional activities to earn points may be added during the fiscal year. Here is the current list of activities that earn recruiter reward points:

Points Earned	Activity
70	Recruit a 1-year member
160	Recruit a 3-year member
500	Recruit a Lifetime member
150	Participate in a state phone bank that meets ASA guidelines
150	Participate in a national phone bank organized by ASA

Consult www.asagear.com for a list of ASA Gear and point values.

All items purchased with recruiter rewards points will be shipped standard rate at no cost to the recruiter. ASA reserves the right to change the structure of the Recruiter Rewards Program and the ASA gear items offered as determined appropriate.



ASA STATE STAFF MEETING 2011

ASA MEMBERSHIP PROGRAM FY 2012 — CONTINUED

Recruiter All-Stars Tournament

ASA is giving recruiters, the best of the best recruiters in the country, an opportunity to show who is the ultimate recruiter. The top 128 recruiters in the country are matched up for a head-to-head membership recruiting competition in a six round tournament to win \$500 cash!

Beginning November 1 through January 2012 a starting field of 128 recruiters will be competing head-to-head until the field is reduced to the Round of the Sweet 16. Each member of the Sweet 16 will get an ASA Recruiter All-Stars Tournament polo shirt. February will determine the Elite Eight and the Final Four will be named at the end of March. The Final Four recruiters will compete during a three-month recruiting marathon of April through June. Each will receive an ASA Recruiter All-Stars Tournament jacket and compete for the \$500 cash prize. All Final Four winners receive a trip to the ASA Legislative Forum in Washington, D.C.

All recruiters begin each round with zero points. The winner of each round will be determined by the number of new and renewed members reported in the ASA database by the official monthly closing. Recruiters and state association staff will be notified if they are eligible to move to the next round. Each new or renewed member equals one point in the tournament.

Recognition at Commodity Classic

The top recruiter in each of the three state membership size levels will be recognized at the ASA Awards Banquet during the 2012 Commodity Classic in Nashville. These three recruiters will receive paid registration and 3 nights hotel for the Commodity Classic.

Level 1 states: 1,000+ members

Level 2 states: 300 to 999 members

Level 3 states: 50 to 299 members

Recruiter Event at Commodity Classic

ASA salutes its top recruiters at 2012 Commodity Classic. Recruiters and a guest are eligible to attend an exclusive ticketed dinner event at Commodity Classic in Nashville on Wednesday, February 29, from 7 pm to 9 pm. Top recruiters will be recognized for their outstanding work in growing ASA membership. The event will feature a dinner and participants will have an opportunity to play games and win gifts and prizes. Invitations will be mailed in January 2012.

RECRUITER TRAINING

Soybean Advocate and Influencer Conference

The Soybean Advocate and Influencer Conference brings together a select group of the American Soybean Association's best recruiters and advocates to build skills informing, motivating and energizing other soybean growers. Participants should expect to share membership recruitment ideas, learn from their peers in other states, engage in the learning experience, and celebrate recruitment successes. All expenses are paid for this select group of participants. This two-day conference is scheduled for summer 2012. Stay tuned for more details.



BENEFITS FOR STATES

State Rebate

The FY12 goal for state associations is as follows. States should achieve a 1 percent increase over their three year membership average. If the goal is reached the rebate will be a total of \$3.50 for each 1-year member, \$10.50 for each 3-year member and \$25 for each lifetime member.

Marketing Grant

Each state qualifies for a \$1,000 marketing grant in Fiscal Year 2012. Marketing projects must target membership during one of two specific membership target periods: January to April 15 or June to September 15. Deadline for submission for the first period is January 9, 2012. Deadline to apply for the second period is June 1, 2012.

Marketing grants will be dispersed in one payment. After the submission of and approval of a proposal a check for \$1000 will be sent to the state. Upon completion of the marketing projects to be funded by the grant, states must submit: 1) a brief summary of the project outcome 2) a copy of invoices for the expenses of the project; and 3) if print materials are involved, please include a copy of each item as customized by the state. Expenses for the project must equal at least \$1000.

Byron Keelin, CAE

Leadership and Policy Education Manager

314.754.1355 (office)

314-402-0655 (cell)

bkeelin@soy.org

Chris Merlotti

Database Systems and Project Manager

314.754.1294

cmerlotti@soy.org