ASA Membership Plan
2014-2015

Planting the Seeds to Build a Prosperous Tomorrow
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Planting the Seeds to Build a Prosperous Tomorrow

Soybean organizations are facing challenges from many fronts. These challenges include older generations of farmers retiring and not being replaced by younger generations; younger generations faced with overwhelming odds to be successful and not having time to become engaged in advocacy efforts; increased capital costs for land and equipment; and most importantly an overactive government threatening soybean producers’ ability to operate in a profitable manner.

This membership is important to them and to our organizations. We are important to them because we are their foundation in helping soybean producers navigate their way through these challenges and they are important to us as they give us the collective opportunity to be the “Voice” for soybean producers and protect their ability to produce food, fuel and fiber for a growing world.

ASA represents more than 22,000 soybean producers. Recruiters, state leaders, membership chairs, volunteers and state and national staff provide their time and talents in developing advocacy programs and membership benefits. These leaders are committed to protecting the soybean producer’s freedom to operate and increasing their profitability.

The 2014 – 2015 Membership Plan is based on “Planting the Seeds to Build a Prosperous Tomorrow.” ASA is redesigning the membership plan to provide the states with optimal flexibility in meeting the challenges of their respective states. You know your growers and their challenges best and ASA is providing the states with the resources to accomplish this goal. This membership plan is intended to inform state association staff, and grower volunteer leaders and recruiters about the activities and incentives ASA will be providing to states to assist them in achieving their membership goals.

The ASA Membership Plan also works to assist the state associations in developing a detailed membership action plan. The membership action plan is an outline for state associations to work with their grower leaders and recruiters and is to assist states plan activities to engage both members and non-members and to demonstrate the value of being a member of your state association and ASA.

Please take a moment and review all of the components of the 2014-2015 Membership Plan as it also includes a detailed description of state association incentives, recruiter activities and incentives and some tools available to assist your member recruitment efforts.

For more information on the ASA 2014-2015 Membership Plan, contact Byron Keelin at bkeelin@soy.org or call 314-754-1355.
2015 ASA Membership Program Goals

ASA has set ambitious yet realistic goals for the upcoming membership year. These goals will be monitored throughout the year to better ensure realization.

- Increase membership by 2% over the three-year average
- Provide state associations greater flexibility to develop creative membership and advocacy plans to engage members
- Increase the number of new members in ASA and state associations
- Provide state soybean associations with proper resources and incentives to increase recruitment and retention
- Provide recruiters with new incentives and tools that better ensure success
- Provide new member benefits that increase member profitability and enhance the quality of membership

ASA Membership Plan Overview

The ASA 2015 Membership Plan is administered by the American Soybean Association. The ASA retains final authority over all program elements. The ASA is responsible for:

- Distributing program recommendations and guidelines to the state soybean organizations
- Providing resources and support materials to the state soybean associations and recruiters as needed and outlined in this document
- Monitoring state and recruiter progress
- Publicizing the program nationally
- Providing awards/national-level incentives to qualified state associations and recruiters at the program close

Designed as a template or road map, the program unites and guides member recruitment and retention efforts among ASA, the state soybean associations and recruiters. State soybean associations may integrate additional enhancements and incentives to the ASA 2015 Membership Program. All enhancements to the program are the responsibility of the individual organizations.

ASA Membership Program Components

The 2015 program features two separate components designed to spur member recruitment, retention, and grassroots engagement. The components are:

- State Association Incentives
- Recruiter Activities and Incentives

The details of these components are addressed in this plan.
State Association Activities and Incentives

State Membership Plan Grant

A state that submits a membership plan of action to ASA by November 1, 2014 will qualify for a $2,500 grant to enact their membership plan. The membership plans can be submitted by a state executive, state membership staff, state president or state membership committee chair. The membership plan is to help your planned activities to engage both members and non-members and to demonstrate the value of being a member of your state association and ASA. The plan should contain:

- Situational Analysis
- Membership Objectives and Goals
- Timeline
- Target Audiences
- Tactics

(See Appendix for Membership Plan format)

Listed below are just a few examples of membership or engagement activities a state could conduct as part of a membership plan:

- State Recruiter Contest
- Educational/membership-related activities geared to young members or another select target
- Legislative Breakfast
- Legislative Day at Capitol
- Farm Show/Event
- Golf Tournament
- Grower Luncheon
- Recruiter Training Event
- Targeted Member Mailings

State Bonus Program

As an additional benefit, states that submit a plan will be eligible for a bonus at the close of the 2015 membership program year for one of the following cash incentives, upon meeting or exceeding the membership percentage growth targets outlined below:

- $1,500 for 10% or greater membership growth over preceding year’s close
- $750 for 5% - 9.99% membership growth over the 2014 closing member total
- $500 for 3% - 4.99% membership growth over preceding year’s close

This bonus is in addition to the State Rebate Program.
State Membership Growth Recognition Award

All state organizations will be eligible for the ASA 2015 State Membership Growth Award. ASA will recognize the state soybean association with the highest overall numeric growth, as well as the state soybean association with the highest overall percentage growth during the 2015 fiscal year. Each winning state association will be recognized at the annual ASA Awards Banquet during the 2016 Commodity Classic and win a $1,000 cash prize.

State Rebate Program

The FY 2015 goal for state associations is as follows. States should achieve a 2 percent increase over their three-year membership average. If the goal is reached the rebate for members recruited during the year will be $3.50 for each 1-year member, $10.50 for each 3-year member and $25 for each lifetime member.
RECRUITER ACTIVITIES AND INCENTIVES

NATIONAL RECRUITER INCENTIVES AND ACTIVITIES

Recruiter Points
ASA maintains a formal point system to determine recruiter eligibility and ranking for incentives and recognition. Recruiter points should only be assigned by state and/or national membership staff when recruiters have made personal contact with and signed a new or renewed current or lapsed member through personal efforts, including, but not limited to, mailings, telephone, electronic media and face-to-face meetings. It is the responsibility of state and national membership staff to ensure the integrity and equality of this “honor” based system.

Points for the ASA Member Recruitment and Retention Program may only be earned for recruitment and retention activities conducted during fiscal year 2015 (October 1, 2014 – September 30, 2015). Points are determined utilizing the following formula:

Recruiter Points
- One Year = 70
- Three Year = 160
- Lifetime Member = 500

Redeeming Recruiter Points
Recruiters must redeem their points earned in fiscal year 2015 (October 1, 2014 – September 30, 2015) for recruiting ASA/state members by December 15, 2015 or the points will be forfeited.

Recruiter points can be redeemed for a selection of more than 50 gift cards, including dining, shopping, travel and pre-paid cards from the Recruiter Resource Center. Recruiters can click on the www.soygrowers.com/belong/recruiter-programs-rewards to find out how many points they have and select the stores where they may redeem points for gift cards.
ASA Recruiter Lapel Pin Club
ASA recruiters who recruit 10, 50, 100, 150, 200, 250 and 300 or more based on recruits beginning October 1, 2011 will receive a lapel pin and certificate announcing their admittance to each club. The total recruits are cumulative and will continue throughout their recruiting careers until they reach the 300 recruit level. Once a recruiter has recruited more than 300 members they are then admitted to the exclusive Super Recruiter Club.

ASA will send the lapel pin and certificate to the recruiter’s state association for them to present at a state association or local meeting. ASA member recruiters are encouraged to wear the lapel pins to ASA and state association functions.

New Member Recruiter Engagement Contest
Beginning October 1, 2014 and concluding on September 29, 2015 any recruiter who recruits 20 or more NEW members will be eligible for a drawing to win a grand prize. The winner will select a prize of their choice from five options.

Rules:
- Must have recruited a minimum of 20 new members between October 1, 2014 and September 29, 2015
- Recruits must be new members or former members who have been lapsed for more than two years
- Members recruited may be one-year, three-year or lifetime memberships
- It is the responsibility of each recruiter and their state association membership staff to have recruiting activity entered in the ASA member database at the time of each month-end closing dates
- The recruiting totals recorded in the ASA member database as of September 29, 2015 are the final totals for the purpose of determining who has met the requirement of 20 new recruits to be entered into the drawing
- ASA reserves the right of final decision to determine if said new members meet the definition stated.
- Drawing will be conducted by ASA on Friday, October 9, 2015

Grand Prize Options:
- Prize Option 1: Apple Technology Package
- Prize Option 2: Las Vegas Showstopper VIP Package
- Prize Option 3: Hawaiian Fairmont Getaway
- Prize Option 4: Girlfriends Ultimate Shopping Getaway
- Prize Option 5: Shotgun or Rifle Package

See Appendix for prize descriptions.
Recruiter Reward Trip (Location to be determined)
ASA is offering a new recruiter incentive for at least seven (7) recruiters and their guests as a way of saying THANK YOU for your hard work. All recruiters who recruit at least 30 people between October 1, 2014 and August 29, 2015 will have their names entered into a drawing and may win a 4 day/3 night trip, location to be determined. The trip will take place in mid-November 2015.

National Recruiter Recognition
Top Recruiter Event at Commodity Classic
ASA will recognize its top recruiters at the Top Recruiter Event at the annual Commodity Classic. Recruiters and a guest are eligible to attend an exclusive ticketed dinner event at Commodity Classic. Top recruiters will be recognized for their outstanding work in growing ASA membership. The event will feature a dinner and the opportunity to win gifts and prizes.

Top Recruiter Recognition at Commodity Classic
The top recruiter in each of the three state membership size levels in FY 2015 will be recognized at the ASA Awards Banquet during the 2016 Commodity Classic. These three recruiters will receive paid Commodity Classic registration for themselves 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

ASA President Ray Gaesser awarding Tommy Hines (VA) Top Recruiter Award Level 3 at the 2014 Commodity Classic in San Antonio, TX.
ASA RECRUITING RESOURCES

Printed Marketing Tools and Resources
ASA will provide the following printed materials in established quantities or available for download or printed upon request:

- ASA-USB Pocket Guide—This is an informative, multi-paneled, pocket-size card providing information about ASA and explaining the complementary aspects and differences between ASA and the United Soybean Board (USB)/Soybean Checkoff. The tool will be distributed to state associations in a bulk quantity and the state associations and grower recruiters will be encouraged to distribute the collateral piece to prospective members.

- ASA Legislative Talking Points—This bulletin will provide the latest information about specific legislation ASA is currently advocating for on behalf of U.S. soybean producers.

- ASA Member Benefits Card—This pocket-sized card provides a brief guide to the benefits of ASA membership. State associations will receive bulk quantities of this tool to help with membership recruiting.

- ASA Member Benefits Flyer—This flyer will contain the most up-to-date information on ASA member benefits.

Electronic Marketing Resources
ASA Video—Available on request, ASA will provide state soybean associations with a copy of the ASA membership video for posting on their websites or to use at various state or grower meetings. Recruiters may also request a copy of the video, which is about four-and-a-half minutes in length and features ASA members talking about what ASA does, why ASA is valuable to soybean farmers and why membership is important.

ASA Member Lapel Pins
ASA offers state associations ASA lapel pins to give to members to demonstrate their support for ASA. States can request a quantity to use at events or for membership mailings.
APPENDIX
# State Membership Plan Form

Please complete the following form by November 1, 2014 to receive a State Membership Grant of $2,500 and to be eligible for the state membership bonus program.

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<td>Title:</td>
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<td>Organization:</td>
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<td>Contact Number:</td>
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<td>E-Mail:</td>
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**Situation Analysis (Provide a brief description of trends and/or issues impacting soybean producers in your state.)**

**Membership Goals (Must be measurable goals)**
<table>
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<tr>
<th>Membership Objectives and Tactics (Provide a brief description of the objectives and tactics your state plans to do to accomplish your membership goals.)</th>
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<tr>
<td>Target Audiences (Provide a description of the target audiences your objectives and tactics are intended to impact.)</td>
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<td>Timeline (Provide a brief description of when you will be carrying out the described objectives and tactics.)</td>
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Recruiter Engagement Activity

Beginning October 1, 2014 and concluding on September 29, 2015 any recruiter who recruits more than 20 NEW members will be eligible for a drawing to win 1 of 5 prizes.

Rules:

- Must have recruited a minimum of 20 new members between October 1, 2014 and September 29, 2015
- Recruits must be new members or former members who have been lapsed for more than two years
- Members recruited may be one-year, three-year or lifetime memberships
- It is the responsibility of each recruiter and their state association membership staff to have recruiting activity entered in the ASA member database at the time of each month-end closing dates
- The recruiting totals recorded in the ASA member database as of September 29, 2015 are the final totals for the purpose of determining who has met the requirement of 20 new recruits to be entered into the drawing

Prizes

- All packages are non-transferable
- No substitution of cash for prizes
- If winner chooses a travel package, it will be the responsibility of the winner to make all travel arrangements
- If winner chooses the rifle package, it will be the responsibility of the winner to make arrangements for rifle
- If selected prize option is not available at the time of redemption, ASA will work with winner to find a comparable prize package.

Prize Option 1:

Apple Technology Package

- Apple iPad Mini with 32 GB/WIFI
- Mac Book Pro 15” 2.0GHz with Retina Display
- Apple iPhone 6 32GB

Prize Option 2:

Las Vegas Showstopper VIP

VIP seating at choice of top Vegas show, Renaissance 3-Night Stay with Airfare for two.

Experience includes:

- 3-night stay at the Renaissance Las Vegas Hotel
- 2 VIP seats for your choice of one select top show in Las Vegas
- Round trip coach class airfare for 2 from within the 48 contiguous U.S. to Las Vegas, NV
- Winspire booking & concierge service
Renaissance® Las Vegas Hotel
Enjoy a 3-night stay at this AAA 4-Diamond Award winning hotel, located just two blocks from the legendary Las Vegas Strip and less than three miles north of McCarran International Airport. The hotel's ambiance allows you to relax for a little while, away from the distractions of Sin City. And best of all, it's located near all the important Las Vegas attractions, including those that are family-oriented.

Prize Option 3:
Hawaiian Fairmont Getaway
Fairmont Romance Package Amenities, the Fairmont Orchid Hawaii (Big Island) 4-Night Stay with Airfare for 2
Experience includes:
- 4-night stay in a suite at the Fairmont Orchid Hawaii (Big Island)
- Daily breakfast for 2
- Round-trip coach class airfare for 2 within the 48 contiguous U.S. to Hawaii (Big Island)
- Winspire booking and concierge services

Fairmont Orchid Hawaii (Big Island)
Enjoy a 4-night stay in a 1,050 square foot suite, featuring an angled view of the ocean from the balcony, including daily breakfast for two at this prestigious member of one of the Top 500 Hotels in the World according to Travel+Leisure Magazine. The suite's bedroom closes off from the living room with French doors and has a furnished private lanai for your sunset viewing pleasure. The living room offers a Queen sofa bed, easy chairs, writing desk and a CD stereo system, and a second private lanai.

Prize Option 4:
Girlfriends Ultimate Shopping Getaway
$1,000 shopping spree with personal stylist at Bloomingdale's Century City in Los Angeles, beauty makeover, lunch at 59th Street Restaurant, Hyatt Regency 3-night stay with airfare for two.
Experience includes:
- $1,000 shopping spree with a personal shopper at Bloomingdale's Century City store in Los Angeles, including beauty makeover for two and lunch for two at their 59th Street Restaurant
- 3-night stay in a standard guest room at Hyatt Regency Century Plaza in Los Angeles
- Round trip coach class airfare for two within the 48 contiguous U.S. to Los Angeles, CA
- Winspire booking and concierge service

Bloomingdale's Century City (Beverly Hills/Hollywood Area)
Enjoy a $1,000 shopping spree with a personal shopper at Bloomingdale’s Century City store near Beverly Hills. Subject to a mutually agreed upon date and time.
Prize Option 5:
Shotgun or Rifle Package

Rifle Package

SAV 10 PRED 243WIN 22" MAX 1

Product Specifications

- Manufacturer: Savage
- Model: Predator
- Model: 10
- Action: Bolt
- Caliber: 243 Win
- Barrel Length: 22"
- Finish/Color: Advantage MAX1
- Grips/Stock: Synthetic
- Hand: Right Hand
- Capacity: 4Rd
- Manufacturer Part #: 18889

Package also includes:

- Leupold BX-3 Mojave 12x 50mm Binocular
- Leupold RX-1000 range finder
- Rifle scope: Nightforce SHV 4-14x56 MOAR Reticle
- Scope base: Badger Ordnance Picatinny-Style Scope Base
- Scope rings: Badger Ordnance Picatinny-Style Rings
- Rifle Sling: Browning X-Cellerator Rifle Sling
- Bipod: Harris Bipod 6" to 9" tall
- Gun Case: Pelican 1750 Rifle Case

Shotgun Package

REM VERSAMAX 12/26 3.5" VR AP-HD SYN

Product Specifications

- UPC Code: 047700810546
- Manufacturer: Remington
- Model: Versa Max
- Action: Semi-automatic
- Caliber: 12Ga 3.5"
- Barrel Length: 26"
- Finish/Color: Realtree AP-HD
- Grips/Stock: Synthetic
- Type of Barrel: Vent Rib
- Chamber: 3.5"
- Chokes: Rem Choke 4
- Capacity: 3Rd
- Sights: Bead
- Manufacturer Part #: 81054

Package also includes:
- Leupold BX-3 Mojave 12x 50mm Binocular
- Leupold RX-1000 range finder
- Sights: RedDot EOTech 552 Holographic Weapon Sight
- Leupold VX-1 Shotgun Scope 1-4x20mm
- Scope Base: Remington Picatinny Rail
- Scope Rings: TPS 1" scope rings
- Gun Case: Pelican 1750 Rifle Case
- Browning All Purpose Gun Cleaning Kit to the shotgun package