



CASE STUDY

The Michigan Agri-Business Association

East Lansing, Michigan

The Michigan Grain Dealers Association, the forerunner of the Michigan Agri-Business Association, was formed in June 1903. While the name may have changed over the years, its primary interest has remained consistent and clear — to further the development and prosperity of businesses engaged in agriculture.

As part of this mission, association representatives frequently meet with state legislators and work with various state agencies. In addition, they visit the United States capitol to ensure that Michigan Agri-Business Association members' interests are not overlooked, and that the state's agribusiness concerns are heard.

A strong supporter of education and informational programs, the association's board of directors is firmly committed to providing members with opportunities to learn the latest on subjects that may impact their business.

The challenge

The Michigan Agri-Business Association was looking for a way to more effectively communicate information to their members.

The solution

To create a custom-branded Internet presence, the association selected DTN AgHost for a strategically designed website, helping them better communicate with their members. DTN AgHost also allows them

to send customized emails, e-newsletters and text messages with news and information tailored to specific members.

The results

With DTN AgHost, groups like Michigan Agri-Business Association can take their websites beyond basic brochure-ware.

The service allows them to easily customize their site to their brand. In addition to their own content, their DTN AgHost site displays DTN/*The Progressive Farmer's* industry-leading news, weather, market quotes, and analysis — all continually and automatically updated. An upcoming events section and weekly electronic newsletters help promote the association, and interactive, 24x7 accessibility motivates frequent page visits.

"Our website has provided us with an affordable and manageable way to keep our members informed," explained the association's Charla Scheidler. "Not only with information that comes from our office, but pertinent industry information from DTN/*The Progressive Farmer* that assists our members in their business decisions."



Charla Scheidler, Michigan Agri-Business Association

