



# TAL Member Profile

## Jim Porter

Marketing Service Representative

**Ag Partners, LLC.**

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**Years with company:** 2 years

**Years in industry:** 17 years

**Born:** March 22

**Education:**

1990 graduate of Buena Vista College, Storm Lake, IA.

**Career:**

**2001-2003:** Location Manager for Western Iowa Coop in Sloan, IA

**2003-2006:** Location Manager/Regional Marketing Coordinator for Farmers Cooperative in Ida Grove, IA

**Biggest trend in the agribusiness industry:**

”The need to effectively manage the risks and exposures associated with today’s volatile grain and crop input prices.”

**Best customer service idea:**

“To sit down with a producer and develop a marketing plan in writing which enables them to make profitable grain sales based on crop input costs, cash flow needs, ability to store grain, etc. and at the same time, fits the short and long term goals of their farming operation.”

**Best merchandising idea:**

“I encourage producers to focus on making profitable grain sales, along with using marketing tools which enable them to protect their downside risk and at the same time enables them to participate in any upside market move.”

**Biggest challenge:**

“To convince producers to not focus on selling grain at the high, but rather to focus on making profitable grain sales.”

**Best management idea:**

“In the past, I have had daily meetings first thing in the morning with the employee group to discuss and prioritize tasks to be accomplished each day in a safe and organized manner.”

**Employee relations idea:**

“I think open communication is very important with an emphasis on listening to the employees. It is important to keep employees in touch with what is going on within the organization and it’s also important to ask them and listen to their input and opinions as many will have great ideas and have a greater sense of contributing to the overall success of the organization.”

**Key to success:**

“To focus and be committed on how we can be better tomorrow than we are today.”

**Hobbies:**

“I enjoy spending time with my family, riding motorcycles, reading, watching college football and NASCAR on television.”