

NATIONAL AGRICULTURE ALUMNI DEVELOPMENT ASSOCIATION



2025 NAADA ANNUAL CONFERENCE

PURDUE UNIVERSITY | WEST LAFAYETTE, INDIANA | JUNE 16-19

SINCE 1975

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CELEBRATE 50 GIVE \$50 



MISSION STATEMENT

NAADA provides education, support, and recognition for professionals and volunteers dedicated to expanding resources for advancing agriculture and related disciplines through land-grant and other colleges of agricultural sciences and partner programs.



VISION STATEMENT

NAADA will be the premier organization providing enhancement opportunities for professionals and volunteers in institutions of higher education and organizations associated with agricultural and related sciences.

WELCOME

Welcome to Indiana—We're So Glad You Made It!

This year's NAADA Conference is the result of the hard work and dedication of an incredible planning committee. I'd like to recognize Luke Brenneman, Zachary Brown, Kyle Bymaster, Austin Jennings, Danica Kirkpatrick, Joan Klimek, Andrea Lutz, Marissa Mikel, and Amy Winger for their time, creativity, and commitment. Each person on this team has played a vital role in making this conference a success. While I've had the honor of serving as Conference Chair, this event truly reflects the collective effort of the entire committee—and I couldn't be more grateful to work alongside them.

While you're here, I hope you'll take time to explore Purdue's campus. You'll find a campus map in the local visitors guide to help you get around. Some of my favorite spots include:

- The Unfinished Block P statue
a unique symbol of Purdue's ongoing journey
- The beautiful Horticulture Garden
a peaceful retreat in the heart of campus
- The iconic Engineering Fountain
a popular photo spot and gathering place

As you walk around, you may notice that nearly all of our buildings are made of red brick with limestone accents. This architectural style began in the early 20th century and has become a defining feature of Purdue's visual identity. Even our newest buildings are designed to blend tradition with modern functionality, creating a cohesive, timeless look that is distinctly Purdue.

You might also hear the term "Chauncey Hill" mentioned—it refers to the lively neighborhood just off campus, known for its student-friendly restaurants, hangout spots, and nightlife. It's the social heart of West Lafayette, especially in the evenings

and on weekends. Some of my personal favorite spots in Chauncey Hill include:

- Harry's Chocolate Shop
despite the name, no chocolate—but lots of Purdue tradition!
- Maru Sushi – *a local favorite for fresh sushi*
- Fiesta Mexican Grill – *casual and delicious!*

Be sure to stop by the second floor of the Purdue Memorial Union, right near our breakout rooms, to see a truly special exhibit: the Degas Collection. This remarkable display features 74 bronze sculptures by French impressionist Edgar Degas, believed to be the only complete collection currently on display anywhere in the world. It was a generous gift from Avrum Gray, a Purdue alumnus (BS Mechanical Engineering, 1956). Among the pieces is Degas's most iconic work, *La Petite Danseuse de Quatorze Ans* (Little Dancer, Aged Fourteen).

You might have heard of Hoosier Hospitality, something that people in Indiana are known for. But while here at Purdue, we hope to show you the very best of Boilermaker Hospitality, which takes it to the next level. From friendly faces to helpful hands, our campus community embodies a warmth and welcome that's uniquely Purdue. Whether you're visiting for the first time or have been here many times over the years, we're thrilled to share our tradition of hospitality with you.

Boiler Up!



Kelly Delp
2025 NAADA Conference Chair

2025 ANNUAL CONFERENCE GOALS

PROVIDE RELEVANT SESSIONS

that equip attendees with tools and strategies they can implement at their home institutions

SHOWCASE THE BEAUTY AND UNIQUE EXPERIENCES

that can only be found on Purdue University's campus, including its rich agricultural history and innovative spirit

INSPIRE ATTENDEES TO REACH NEW HEIGHTS

in their professional roles, from cultivating staff talent to engaging prospects in meaningful ways

FOSTER MEANINGFUL CONNECTIONS

by creating opportunities for attendees to reconnect, share insights, and build lasting relationships

2025 CONFERENCE SCHEDULE

MONDAY, JUNE 16 | PRE-CONFERENCE TOUR

7:30 AM	Board Bus Meet at Bus on Grant Street
7:45 AM - 9:00 AM	Travel to Indianapolis Motor Speedway
9:00 AM - 11:30 AM	Indianapolis Motor Speedway Museum Tour
11:30 AM - 12:00 PM	Travel to Bottleworks for Lunch
12:00 PM - 1:30 PM	Lunch at Bottleworks
1:30 PM - 2:15 PM	Travel to Beck's Hybrids
2:15 PM - 4:15 PM	Beck's Hybrids Tour
4:15 PM - 5:30 PM	Travel back to Purdue

TUESDAY, JUNE 17

7:30 AM - 9:00 AM	Past President's Breakfast Anniversary Drawing Room
9:00 AM - 12:00 PM	NAADA Board Meeting PMU 263AB
12:00 PM - 5:00 PM	Registration South Ballroom
1:00 PM - 1:30 PM	First-Timers Meeting North Ballroom
1:30 PM - 3:00 PM	Conference Kickoff & Celebration of the 50th NAADA Annual Conference North Ballroom
3:00 PM - 4:15 PM	Networking Sessions

East Faculty Lounge	Alumni
Anniversary Drawing Room	Communications
West Faculty Lounge	Development
Director's Room	Student Professionals
263AB	Volunteers

4:15 PM - 5:30 PM	Break Drinks available in South Ballroom
5:30 PM	Walkers (<i>to Mini Fish Fry</i>): Meet in South Ballroom
5:30 PM	Van Riders (<i>to Mini Fish Fry</i>): Meet at Union Club Hotel entrance
5:30 PM - 6:30 PM	Opening Reception Cocktail Hour Land O'Lakes Pavilion
6:30 PM - 8:00 PM	Mini Fish Fry <i>Keynote by Amy Jo Jones</i> Land O'Lakes Pavilion 270 S Russell St, West Lafayette, IN 47907

WEDNESDAY, JUNE 18

8:00 AM - 9:00 AM	Breakfast <i>Keynote by Matt Painter</i> North Ballroom
9:00 AM - 9:15 AM	Break Drinks available in South Ballroom
9:15 AM - 10:15 AM	Educational Session 1

West Faculty Lounge	<i>Managing the Tough Stuff: Strategies for Navigating Organizational Challenges</i> Julie Conn
Director's Room	<i>Strategic Imperative: Good Governance and Preventing Mission Drift</i> Seth Harden, Phil Anderson
East Faculty Lounge	<i>Stewarding Transformational Gifts: Insights from the UK Martin-Gatton College of Agriculture, Food and Environment</i> Tressa Neal, Derrick Meads
Anniversary Drawing Room	<i>Creating Cohesion from Chaos: Using Websites as Your Digital Front Door</i> Jarred Shellhouse, Genevieve Howard, Michelle Enger

10:15 AM - 10:30 AM	Break Drinks available in South Ballroom
10:30 AM - 11:30 AM	Educational Session 2

West Faculty Lounge	<i>Building Against the Odds: A Capital Campaign During Challenging Times</i> Mary Ann Parsons, Ariel Waldeck
East Faculty Lounge	<i>Direction Determines Destination: Creating a Clear Alumni Relations Strategy</i> Laura Bayne
Anniversary Drawing Room	<i>Crafting a Winning Communications Strategy for Student Recruitment and Yield</i> Nyssa Lilovich
Director's Room	<i>The Gen Z ERA: Interpreting Your Students Collegiate/Career Needs</i> Sarah Williams, Caitlin Conrad

11:45 AM - 1:00 PM	Reveal Luncheon <i>hosted by University of Tennessee</i> North Ballroom
1:30 PM - 1:45 PM	Board Buses Athletics and Research Tours: Meet in South Ballroom
	All other Tours: Board Buses on Grant Street

2025 CONFERENCE SCHEDULE

WEDNESDAY, JUNE 18 continued

1:45 PM - 4:45 PM	Educational Tours <ul style="list-style-type: none"> ■ Purdue Athletics Tour ■ Ag Alumni Seed ■ Purdue Research Tour & Phenotyping at ACRE ■ Student Farm & Celery Bog ■ Columbia Park Zoo & Peoples
5:00 PM - 8:30 PM	Spirit Night Beck Agricultural Center
7:00 PM	First Buses Depart Spirit Night
9:00 PM	Last Buses Depart Spirit Night

THURSDAY, JUNE 19

7:30 AM - 7:00 PM	Registration
8:00 AM - 9:30 AM	Breakfast and Annual Meeting North Ballroom
9:30 AM - 10:30 AM	Educational Session 3
West Faculty Lounge	<i>Baby 7, A Shy Clinician, and a Social Media Influencer: How We Harnessed a Perfect Storm</i> Laura Zimbrick, Megan Bips
East Faculty Lounge	<i>Publications and Projects: Behind the Scenes</i> Emily Wickham
Anniversary Drawing Room	<i>Never Too Early: Embedding Alumni Networking Into Freshman Orientation Courses</i> James Krotz
Director's Room	<i>The Value to Volunteers</i> Annie Storey
10:30 AM - 10:45 AM	Break Drinks available in South Ballroom
10:45 AM - 11:45 AM	Educational Session 4
West Faculty Lounge	<i>Building Culture through Metrics - The Art of Creating a Successful Fundraising Operation</i> George Keegan
East Faculty Lounge	<i>Cross Campus Collaboration to Capitalize on Corporate Philanthropy</i> Kyle Hensley, Stephanie Eastman Vozar
Anniversary Drawing Room	<i>Golden Opportunities for Alumni</i> Joel Hartman
Director's Room	<i>Pocket Power: Using Your Smartphone to Capture Impactful Moments for Students, Alumni, and Donors</i> John Rice
12:00 PM - 1:30 PM	Lunch Bickford Lecture Keynote by Jay Akridge North Ballroom
1:30 PM - 1:45 PM	Break
1:45 PM - 2:45 PM	Educational Session 5
West Faculty Lounge	<i>Mastering the Art of Development</i> Julie Conn, Bailey Allison, Cody Helmer, Sara Olson, Ben Conner
Director's Room	<i>Visual Storytelling: Modern Tooling for Traditional Methods</i> Seth Harden, Ben Massie
Anniversary Drawing Room	<i>Seeds of Success: Cultivating Future Leaders and Bridging Agriculture, Academia, and Industry through Mentorship</i> Julie Obermeyer, Meg Kester, Justin Swanson
East Faculty Lounge	<i>Deans' Perspectives on Development and Alumni Relations</i> Kelly Delp
2:45 PM - 3:00 PM	Break Drinks available in South Ballroom
3:00 PM - 4:30 PM	Beg, Borrow, and Steal Session
East Faculty Lounge	Alumni
Director's Room	Communications
North Ballroom	Development
Anniversary Drawing Room	Student Professionals
263AB	Volunteers
4:30 PM - 5:30 PM	Break
5:30 PM - 6:30 PM	Awards Cocktail Hour Reception South Ballroom
6:30 PM - 9:00 PM	Dinner and Awards Program North Ballroom

CONFERENCE TIPS

Welcome to the 2025 NAADA Conference

hosted by **Purdue University, West Lafayette, IN**

With over 150 colleagues to network with more than 44 institutions and organizations, now is the time to immerse yourself into the networking and learning opportunities.

We are looking forward to a wonderful conference and as the old saying goes,
'The more you put into it, the more you will get out of it.'

TIPS TO MAKE YOUR CONFERENCE EXPERIENCE MEMORABLE.

TRACK INVOLVEMENT

During the conference get to know the attendees in your tracks. NAADA's membership includes professional tracks for:

- Alumni Relations
- Communications
- Development
- Student Professionals
- Volunteers



GET INVOLVED in NAADA

COMMITTEES

EDUCATION SESSIONS

The Education Committee has worked diligently to select sessions that cross-tracks to encourage the advancement community to work together and build partnerships across our institutions. *If a topic interests you, we encourage you to attend!*

Don't forget to provide feedback on the session evaluations and provide input for additional topics for next year's education committee to consider. **A full conference evaluation will be sent out immediately following the conference, we encourage you to fill it out!**

Your ideas matter to us for future programming with NAADA.

NAADA ANNUAL BUSINESS MEETING

Learn what your association is about and how you can become more involved with NAADA. There are many opportunities to engage with NAADA throughout the year on committees, track listservs, Virtual Learning Sessions and much more! Board officers will be elected at this meeting and the 2024-2025 Annual and Stewardship Reports will be presented as well.

WE NEED YOUR INPUT

Volunteer to serve on a committee today. NAADA Committees include: Awards, Education, Outreach Education, Publications & Projects, Marketing/Communications, Membership, and Sponsorship. A call for volunteers will follow after the conference.

PUBLICATIONS & PROJECTS COMPETITION

Join us throughout the conference in celebrating the 2025 NAADA Projects & Publications Finalists. Announcements of the finalists and winners will be made throughout the conference during mealtimes. This is a great time to see examples of unique websites, exciting printed brochures, intriguing newsletters, and high caliber work from our NAADA members.

THURSDAY, JUNE 19 | DEAN'S Track Schedule

7:45 AM

Meet near campus model in Union Atrium near staircase to walk to breakfast

8:00 AM - 9:30 AM

Dean's Breakfast | Welcome and College Overview | Ag Administration

9:30 AM - 11:30 AM

Purdue Ag Facilities Tour

12:00 PM - 1:30 PM

Lunch | Bickford Lecture | *Keynote by Jay Akridge* | North Ballroom

1:45 PM - 2:45 PM

Join one of the four Educational Sessions below:

West Faculty Lounge

Mastering the Art of Development | Julie Conn, Bailey Allison, Cody Helmer, Sara Olson, Ben Conner

Director's Room

Visual Storytelling: Modern Tooling for Traditional Methods | Seth Harden, Ben Massie

Anniversary Drawing Room

Seeds of Success: Cultivating Future Leaders and Bridging Agriculture, Academia, and Industry through Mentorship |

Julie Obermeyer, Meg Kester, Justin Swanson

East Faculty Lounge

Deans' Perspectives on Development and Alumni Relations | Kelly Delp

3:00 PM - 4:30 PM

Informal discussion groups | Purdue Memorial Union West Lounge, 1st Floor

4:30 PM - 5:30 PM

Break

5:30 PM - 6:30 PM

Awards Cocktail Hour | South Ballroom

6:30 PM - 9:00 PM

Dinner and Awards Program | North Ballroom

KEYNOTE SPEAKERS



Amy Jo Jones | Tuesday, June 17 | Mini Fish Fry Speaker

Amy Jo Jones is a dairy farmer's daughter turned growth strategist, known for bringing honesty, humor, and heart to everything she does. A proud Purdue Boilermaker (twice over), Amy holds degrees in Landscape Horticulture and Agriculture/Extension Education. Her career kicked off with a decade at Purdue, shaping future ag leaders through 4-H, plant sciences recruitment, and as an Assistant Director of Academic Programs - overseeing Undergraduate Recruitment for the College of Agriculture. From there, she jumped into the ag tech startup world, helping scale a company 3x over—building teams, developing people, and keeping culture front and center along the way. Today, she leads The Growth Movement, a company rooted in the belief that growth is personal, and the journey is shared.



Coach Matt Painter | Wednesday, June 18 | Breakfast Speaker

Matt Painter, the L. Dick Buell Men's Basketball Head Coach at Purdue, is recognized as one of the premier coaches in college basketball. Since taking over in 2005, he has led the Boilermakers to 15 NCAA Tournament appearances, including seven Sweet 16s and a national championship game. Under his leadership, Purdue has claimed five Big Ten regular-season titles and two Big Ten Tournament championships. Over the last eight tournament appearances, Purdue is one of only two programs to earn a top-5 seed each time. Painter has compiled a 447-198 record, ranking second in all-time wins at Purdue. A former player under Gene Keady, Painter has built a consistent winner and helped reestablish Purdue as a national contender with a reputation for discipline, toughness, and player development.



Jay T. Akridge | Thursday, June 19 | Bickford Lecture Speaker

Dr. Jay Akridge is the Trustee Chair in Teaching and Learning Excellence and a professor of agricultural economics at Purdue University. Over a 38-year career at Purdue, he has held key leadership roles, including Provost and Executive Vice President for Academic Affairs and Diversity (2017–2022) and Glenn W. Sample Dean of Agriculture (2008–2017). As provost, he led initiatives that increased undergraduate enrollment and advanced diversity and inclusion efforts. As dean, he oversaw the launch of the Purdue Plant Sciences Institute and major facility upgrades. Akridge also directed the Center for Food and Agricultural Business and co-founded the MS-MBA in Food and Agribusiness Management program. His teaching excellence has earned him honors such as the Charles Murphy Award and induction into Purdue's Book of Great Teachers. In 2024, he received the Frederick L. Hovde Award for his service to rural Indiana communities.

CONFERENCE TOURS

Pre-Conference Tour

Monday, June 16 | 7:30 AM - 5:30 PM

INDIANAPOLIS MOTOR SPEEDWAY MUSEUM, BOTTLEWORKS DISTRICT and BECK'S HYBRIDS

The NAADA Pre-Conference Tour will be an exciting day exploring Indianapolis! Starting with a visit to the legendary Indianapolis Motor Speedway Museum, where we dive into the rich history of motorsports. We will enjoy lunch at the vibrant Bottleworks District, known for its unique dining and entertainment scene. We'll conclude the tour with an insightful visit to Beck's Hybrids in Atlanta, IN, learning about cutting-edge agricultural innovations. Don't miss this opportunity to experience Indiana's racing heritage, local flavors, and ag industry excellence!

Educational Conference Tours

Wednesday, June 18 | 1:45 PM - 4:45 PM

PURDUE ATHLETICS FACILITIES TOUR *(Please Note: Some walking involved. Please wear appropriate footwear.)*

Get an insider's look at Purdue's top-tier athletic facilities! Explore iconic venues like Ross-Ade Stadium, Mackey Arena, and state-of-the-art training centers. Learn about the history, achievements, and behind-the-scenes operations that fuel Boilermaker athletics. A must-see for sports fans and Purdue enthusiasts!

PURDUE RESEARCH TOUR *(Please Note: All Walking Tour. Please wear appropriate footwear.)*

Discover Purdue's hidden gems and innovative spaces on this guided tour of research spaces across campus. Explore cutting-edge research labs, state-of-the-art facilities, and unique student hubs that showcase the university's commitment to discovery and innovation. Perfect for curious minds and Boilermaker enthusiasts!

AG ALUMNI SEED - POPCORN COMPANY TOUR

Discover the science and innovation behind premium seed development at Ag Alumni Seed Company. Specializing in popcorn hybrids (Butterfly, Mushroom, and White), oat varieties (Spring Oats), and wheat varieties (Soft Red Winter), this tour offers a behind-the-scenes look at custom seed production, conditioning, treating, and bagging. Ideal for agriculture enthusiasts, researchers, and industry professionals!

PURDUE STUDENT FARM & CELERY BOG TOUR

Experience the natural beauty of Celery Bog Nature Area, a serene wetland habitat perfect for birdwatching and nature walks. Then, visit the Purdue Student Farm, where sustainable agriculture comes to life through hands-on learning and innovative farming practices. A great tour for nature lovers and ag enthusiasts alike!

COLUMBIA PARK ZOO & PEOPLE'S BREWING COMPANY TOUR

Enjoy a fun-filled afternoon exploring the Columbia Park Zoo, home to exotic animals, interactive exhibits, and beautiful natural habitats. Then, unwind with a visit to People's Brewery, where you can tour the facility, learn about the brewing process, and sample locally crafted beers in a relaxed atmosphere. Perfect for animal lovers and craft beer enthusiasts alike!

2026 NAADA Conference
June 15-18, 2026

hosted by **University of Tennessee**

SAVE THE DATE

2026 CONFERENCE INFORMATION



EDUCATIONAL SESSIONS

SESSION 1 | WEDNESDAY, JUNE 18 | 9:15-10:15 AM

Managing the Tough Stuff: Strategies for Navigating Organizational Challenges | Julie Conn

Overcoming obstacles such as disengaged, challenging, or disconnected faculty and organizational leaders can hinder individual and team progress. This presentation aims to provide strategies and tactics, with a particular focus on managing up, to effectively conquer these challenges.

Strategic Imperative: Good Governance and Preventing Mission Drift | Seth Harden, Phil Anderson

This session will provide insight and define the imperative for not only thinking strategically, but documenting and measuring impact of strategic initiatives. Phil Anderson, founder of ReThink!, and Seth Harden, immediate past president and Strategic Planning Committee Chair of the Purdue Ag Alumni Association, will present in a conversational style why and how a 5-Year Strategic Planning Process should be approached and designed for Ag Alumni Associations of all types. Seth and Phil will provide an extra degree of value by discussing governance and mission-drift, two common bottlenecks for organizations trying to serve diverse stakeholders. Examples will include the Purdue Ag Alumni Association's recently completed 5-Year Strategic plan and a "look under the hood" of how that experience informed and calibrated the association's new plan.

Phil Anderson pulls from nearly 3 decades of experience leading and advising agriculture non-profits and Seth, along with his own professional experience in non-profits, holds a MPA with a concentration in Non-Profit Management. This combination provides for a unique blend of insight and knowledge that will provide the audience with actionable take-aways.

Stewarding Transformational Gifts: Insights from the UK Martin-Gatton College of Agriculture, Food and Environment | Tressa Neal, Derrick Meads

In 2023, the University of Kentucky's College of Agriculture, Food and Environment received a \$100 million transformational gift from the Bill Gatton Foundation. While securing this gift required significant effort, it marked the beginning of a larger journey. This session will offer insights into how we are honoring the donor's vision through strategic stewardship efforts at the Martin-Gatton College of Agriculture, Food and Environment. We'll explore the collaborative roles of philanthropy, student success, and marketing and communications units in delivering meaningful impact and aligning with donor expectation.

Creating Cohesion from Chaos: Using Websites as Your Digital Front Door

Jarred Shellhouse, Genevieve Howard, Michelle Enger

Your website is more than a digital front door - it's an opportunity to tell your story and invite your audience inside. Join us as we explore the challenges and triumphs of aligning university-wide branding with college-specific needs. Discover why website redesigns are fundamentally change management projects. Learn how to balance leadership goals with web design recommendations while you build consensus and manage expectations. Drawing from our own redesign experiences at the University of Missouri and the University of Florida, we'll share insights and strategies to help make your next website project a success!



EDUCATIONAL SESSIONS

SESSION 2 | WEDNESDAY, JUNE 18 | 10:30-11:30 AM

Building Against the Odds: A Capital Campaign During Challenging Times | Mary Ann Parsons, Ariel Waldeck

Ever feel like a building campaign is a pipe dream? This session offers practical insights into navigating the complexities of a capital campaign in challenging times. Using the recent opening of the UGA CAES Poultry Science Building (October 2024) as a case study, this session offers a candid look at the journey. We will explore the development and stewardship strategies that made it possible along with an opportunity to learn from our experiences – the successes, setbacks, and unexpected twists – to inform your own efforts.

Direction Determines Destination: Creating a Clear Alumni Relations Strategy | Laura Bayne

What do you think of when you hear alumni relations strategy? Do you picture a melting pot of all the ways you can connect with alumni and new ideas to try? What if developing a strategy looked a lot more like a step-by-step process for alumni to lead alumni through deeper levels of engagement and more meaningful involvement? In this session I will share how a leadership talk on “Direction Determines Destination” led me to question goals of events, articulate next steps, and create systems to ensure we were intentionally moving towards our goals. At the end of the talk I will share our alumni relations strategy graphic for internal stakeholders and alumni engagement handout that was produced from this strategy development process.

Crafting a Winning Communications Strategy for Student Recruitment and Yield | Nyssa Lilovich, Andrea Lutz

This session will explore innovative approaches to designing and executing an effective communications strategy for student recruitment and yield. Attendees will learn how to craft compelling messages, leverage diverse communication channels and engage students in meaningful ways. Using real-world examples, the presentation will highlight strategies Purdue Ag has implemented. Perfect for professionals looking to boost enrollment or yield, and strengthen their outreach efforts.

The Gen Z ERA: Interpreting Your Students Collegiate/Career Needs | Sarah Williams, Caitlin Conrad

Let’s take a TOUR, exploring steps to engage Gen Z students in their college experience. In this session we will discuss strategies to foster connections around student success and career preparation during a student’s first year and beyond. This includes tactics to combine career readiness and student engagement programming. Take this opportunity to think of the work you do with students as a Blank Space. Shake off all the things you have already tried and use this time to brainstorm ways to build and Taylor a new and Swift engagement program for your students. Join us in this interactive session that will challenge you to think outside of the box with Style.

SESSION 3 | THURSDAY, JUNE 19 | 9:30-10:30 AM

Baby 7, A Shy Clinician, and a Social Media Influencer: How We Harnessed a Perfect Storm

Laura Zimbrick, Megan Bips

Baby Seven, a premature horse that came to UTCVM in July 2024, had the good fortune of a spunky spirit and a social media influencer mom. The horse’s significant social media presence prompted weekly updates from our clinician, who casually mentioned where the followers could donate to help other horses in need. By the next morning, we had over \$10,000 in individual gifts from all over the country. What we did to support our clinician, steward those new donors and encourage them to give again, and build a relationship beyond the young horse could prove helpful to those wanting to seize opportunities that come and work with their faculty and staff to open doors to new donors.

Publications and Projects: Behind the Scenes | Emily Wickham

Learn about the projects and publications that were selected to be finalists for 2025. We’ll discuss projects from start to finish, what worked well, what hiccups occurred and share any details that can be helpful to our colleagues.



EDUCATIONAL SESSIONS

SPEAKER BIOS

EDUCATIONAL SESSIONS

Never Too Early: Embedding Alumni Networking Into Freshman Orientation Courses | James Krotz

Do your students express anxiety at the prospect of attending your university/college career fair? Do your alumni express an interest in mentoring undergraduate students, but you don't have an efficient way to connect them? We hope to help with that. In Purdue Animal Sciences (ANSC), our curriculum requires freshman to take ANSC 181: Professional Development and Exploration in ANSC. While the vast majority (over 80% by our data) of students aspire to attend veterinary school, this course and our department place an emphasis on parallel planning, pursuing multiple career paths simultaneously. We validate this by inviting over 50 Animal Sciences alumni and friends to attend classes. While it would be simpler to have these guests give a 5 minute presentation on their company and tell their story, we've moved to a "breakout session" style, where students have the opportunity to rotate around the large room and listen to the speakers they are most interested in. This has improved student attention span, career critical thinking, and networking skills, thus preparing them to attend the career fair and beginning their parallel planning. It has the added benefit of connecting ANSC alumni to current students, helping them track coming talent and fostering meaningful connections back to the department. We hope to share this format, both from an instructor, student, and alumni perspective, on how this course has improved student satisfaction and alumni relations.

The Value to Volunteers | Annie Storey

Volunteers are the center of our organizations. Yet, volunteer management and best practices are often overlooked in organizations. In this session we will review the latest research and trends in volunteer management and share how you can implement key strategies and structure to provide a great experience to our volunteers. We all gain value from our volunteers, let's create systems that provide value to our volunteers to ensure they have great experiences with us.

SESSION 4 | THURSDAY, JUNE 19 | 10:45-11:45 AM

Building Culture through Metrics - The Art of Creating a Successful Fundraising Operation | George Keegan

There are 3 things that leaders can do to build cultures that will support fundraising growth. Growth shown by great fundraising metrics. They happen to all begin with C - Clarity, Community and Consistency. In this session, we will dive deeply into each component that will make your organization a cultural and fundraising.

Cross Campus Collaboration to Capitalize on Corporate Philanthropy | Kyle Hensley, Stephanie Eastman Vozar

Corporate philanthropy is an ever-changing sector in development that requires a specific and modern approach. The UTIA Office of Advancement recently restructured and created a corporate specific role to better serve our industry partners and maximize our efficiency in that space. While the position is new, we've already found success in large part due to collaboration with colleagues across campus and the system. Join Kyle Hensley, Director of Corporate and Foundation Relations for UTIA and Stephanie Eastman Vozar, Director of Corporate Philanthropy for the UT Knoxville campus, for a discussion on our approach to corporate relations. We'll talk specifics about our roles, how our positions fit within a major giving team, address challenges related to cross campus collaboration working with colleges, units, departments, and faculty and, how we've been able to maximize our impact by collaborating together and system wide.

Golden Opportunities for Alumni | Joel Hartman

Facilitating collaboration across college level alumni relations between campus partners. In this session, participants will learn about the interwoven culture Purdue practices to coordinate activities and collaborate together to bolster alumni engagement on a macro scale. We will share practical applications that are more important than ever in our integrated organizational and metric-based frameworks.



EDUCATIONAL SESSIONS

Pocket Power: Using Your Smartphone to Capture Impactful Moments for Students, Alumni, and Donors | John Rice

Discover how the power of visuals can help strengthen connections with alumni and donors, fostering engagement and support through compelling storytelling. In this engaging session, learn how to elevate your smartphone photography and video skills with practical techniques designed for non-professionals. Explore the fundamentals of composition, lighting, and framing to capture stunning photos and videos effortlessly. Uncover tips and tricks for improving sound quality, stabilizing footage, and using built-in features to maximize results. Whether documenting everyday moments or creating content for social media, this session equips you with essential knowledge and creative insights to achieve polished, professional-looking results. No prior experience is needed—just bring your smartphone and an eagerness to learn and create!

SESSION 5 | THURSDAY, JUNE 19 | 1:45-2:45 PM

Mastering the Art of Development | Julie Conn, Bailey Allison, Cody Helmer, Sara Olson, Ben Conner

Navigating donor prospecting and major gift fundraising comes with unique challenges, especially when facing difficult circumstances or starting out as a new development officer. In this panel, fundraising professionals from different career stages will share their experiences, lessons learned through trial and error, and practical strategies for identifying and cultivating major donors. Attendees will gain valuable insights into building meaningful donor relationships, overcoming fundraising obstacles, and setting a strong foundation for long-term success in development.

Visual Storytelling: Modern Tooling for Traditional Methods | Seth Harden, Ben Massie

Video, both concise and long-form have quickly become the primary method for reaching audiences of all ages. Social media requires brief, but impactful content. Long-form video requires extensive planning, coordination, and a degree of investment sometimes out of reach for non-profits. Agriculture alumni offer a rich opportunity for authentic storytelling and insightful content. This session will showcase multiple mid-length video projects, including one completed for the Purdue Ag Alumni Association, and how these projects were conceptualized. The session will include: 1) What your videographer will want to know 2) Leveraging video narrative and footage to inspire action 3) How to build timeless video projects that are multi-purpose. Session attendees will walk away with a working knowledge of how to best utilize video to achieve goals, capture action, and drive success.

Seeds of Success: Cultivating Future Leaders and Bridging Agriculture, Academia, and Industry through Mentorship | Julie Obermeyer, Meg Kester, Justin Swanson

This pilot mentorship program, born from a strategic partnership between agricultural industry leaders, a University development team, and college leadership, offers students a unique opportunity to connect with C-suite alumni, executives, and recent hires in the agriculture sector. Led by the college's Career Center and Alumni Relations professionals, the program provides students with valuable insights into the industry through personalized mentorship, exclusive organizational tours, and career advice directly from those shaping the field. Designed for professionals in student services, alumni engagement, and anyone interested in fostering deeper partnerships between academia and industry, this program bridges the gap between education and career, preparing the next generation of agricultural leaders for success.

Deans' Perspectives on Development and Alumni Relations | Kelly Delp

Deans play a pivotal role in shaping the vision and priorities of their institutions, and their perspectives on development and alumni relations are key to fostering meaningful engagement and sustainable growth. In this dynamic panel discussion, deans from our NAADA Dean's Track will share their insights on the evolving landscape of fundraising, donor engagement, and alumni connections.

The conversation will explore how deans collaborate with development professionals, align fundraising efforts with institutional priorities, and cultivate relationships with alumni and donors. Panelists will also discuss challenges, best practices, and innovative approaches to advancing their schools' missions through philanthropy and engagement. Join us for this candid discussion to gain valuable insights into how academic leaders view and approach development and alumni relations—and how you can partner with them to drive success.

NAADA AWARDS BANQUET

On Thursday evening, June 19, please join us as we announce the 2025 NAADA Awards.

The following awards are presented to NAADA members and affiliates whose contribution to Agricultural & Life Sciences, Alumni Relations & Volunteer Service is a model to our profession.

5:30 PM - 6:30 PM | Cocktail Hour Reception | South Ballroom
6:30 PM - 9:00 PM | Dinner and Awards Program | North Ballroom

ABOVE AND BEYOND PARTNER AWARD

The Above and Beyond Partner Award will be presented to a faculty and/or staff member from a NAADA member institution who has given freely of their time, working outside the realm of their official responsibilities, to further the goals of their institution's alumni, communications, development or student services programs, and has demonstrated leadership and organizational skills to inspire others to further the success of these programs and the institution.

CORPORATE PARTNER AWARD

This award recognizes any company or private entity who has had a record of contributions and have through their gifts (financial, in-kind, and/or time) made a major contribution to research, teaching, and/or extension programs to one or more NAADA member institutions. A representative of the company or private entity is encouraged to be present at the national conference to receive the award.

FOUNDERS DISTINGUISHED SERVICE AWARD

The Founders Distinguished Service Award recognizes outstanding service and dedication to the NAADA organization. This award is presented to an individual who is employed by a NAADA member institution at the time of nomination and has been actively participating in NAADA by taking a leadership role such as serving on the Board of Directors, chairing a committee, or hosting the annual conference.

FRONT LINE AWARD

This award is given to a person who is a program assistant or serves in a clerical support staff role in a NAADA member's alumni, communications, development or student services office. The award recognizes an individual's initiative, teamwork and ability to work effectively with the public, how they have advanced the programs or relationships within the college or unit, and strengthened his or her college's relationships with alumni, friends, donors and/or students.

JANE LONGLEY-COOK VOLUNTEER SERVICE AWARD

The Jane Longley-Cook Volunteer Service Award was created in recognition of Jane's long-time support of NAADA as a volunteer and representing her alma mater, Cornell University. She volunteered her time and efforts to further the goals of NAADA on a national basis, served in leadership roles, was an officer in our organization and was an effective spokesperson for NAADA. Recipients are recognized for their service to NAADA.

RAY A. MILLER PROFESSIONAL ACHIEVEMENT AWARD

The Ray A. Miller Professional Achievement Award is given to recognize individuals for significant career activities and accomplishments, leadership activities in professional and community organizations, and other awards and recognitions. Individuals must be employed by a NAADA member institution with responsibilities for agricultural alumni, communications, development or student services. This award is in honor of Ray Miller. Ray was a beloved member of the NAADA family, having served a term as President, Conference Host and Historian. Ray was recognized for his work at The Ohio State University and NAADA in receiving the Professional Achievement Award (1994) and the Founder's Distinguished Service Award (2003).

RUBY C. McSWAIN

OUTSTANDING PHILANTHROPIST AWARD

This award recognizes an individual or individuals with a record of sustained giving to support agriculture, agricultural higher education, Cooperative Extension, and/or land grant universities. It also recognizes the individual(s) role as an advocate for agriculture and natural resources and for their philanthropy in community organizations, religious institutions, art, environment and social services.

UP AND COMING AWARD

The Up and Coming Award honors individuals with 2 to 5 years of experience in the agricultural advancement professions of alumni relations, communications, development or student services. This award seeks to recognize the accomplishments of those whose early success is promising for future leadership and contributions to the member institution and/or NAADA.

VOLUNTEER SERVICE AWARD

The Volunteer Service Award is presented to an individual who has given freely of his or her time to further the goals of a NAADA member institution, and has demonstrated leadership and organizational skills that inspire and encourage others to further the success of the institution's agriculture program as it relates to alumni relations, communications, development or student services.



2024 NAADA ANNUAL REPORT

Dear NAADA Family,

What an honor it is to serve as your NAADA President—especially in such a landmark year as we celebrate NAADA's 50th Anniversary.

I still remember attending my very first NAADA conference in Arizona in 1997 as a brand-new professional at LSU—fresh out of college and unsure of what I was doing. I'm forever grateful to my mentors at LSU for sending me to that first conference. It was there I began building the network that continues to support and inspire me today at Clemson. I feel especially fortunate to have known founding and historical leaders like Maury Williamson, Bob Bickford, Ray Miller and so many others who helped shape NAADA into what it is today. One of our founding members, Rick Daluge, is still active as an associate member and sponsor. If you haven't had the chance to meet him, I encourage you to do so—he has a wealth of stories and wisdom to share.

This past year has been both productive and energizing for our organization. In May, we welcomed CAM as our new association management firm, and with their help, we've made significant updates to our website and membership system. Like any transition, we've had a few kinks to work through, but we're optimistic these improvements will serve us well as we look toward the next 50 years.

Member engagement has been especially strong this year. We're proud to have 16 unique institutions represented on our Board of Directors and 56 members actively serving on committees. Your dedication and involvement are what make NAADA truly special.

Time and again, our surveys confirm that networking remains the number one benefit of membership—and that's a direct result of the relationships built through your efforts.

This year we also re-branded our NAADA "BBS" sessions as NAADA Virtual Learning, with the goal of offering meaningful professional development throughout the year—not just at our annual conference. While our conference remains our signature event, we hope these monthly sessions create more accessible professional development opportunities for members who may not be able to travel. And don't worry—we're continuing our track catch-up sessions and look forward to expanding and strengthening them in the year ahead. Thank you to our track chairs for keeping those connections strong all year long!

Looking ahead, I'm filled with excitement and hope. If the past 50 years are any indication, the future of NAADA is bright. I hope to connect with many of you during this week's conference, and if we haven't met yet, please come say hello—I'd love the chance to get to know you.

As always, I welcome your ideas, feedback, and conversation. Please don't hesitate to reach out—our best ideas come from our members.



With gratitude,

Paula Beecher
NAADA President 2024-26

2023-2024 SELECTED ACCOMPLISHMENTS

COMMUNICATIONS

- Completed transfer of website and membership data to new platform, Memberclicks
- Master social media calendar encompassing all committees and tracks continues to be utilized in an ongoing basis
- Launched a new marketing and branding initiative across social media, newsletters, and digital assets. Newsletter content is published monthly, and we have added a new member-submitted content section

MEMBERSHIP ENGAGEMENT

- Reached 147 participants through the 2024 Annual Conference
- Held multiple Virtual Learning and Virtual Networking events throughout the year reaching 101 Members and 8 Non-members

RECOGNITION

- Eight Individual Awards were given out during the 2024 Annual Conference
- A stand-alone Publications & Projects program was held to recognize 29 recipients at the 2024 Annual Conference

REVENUE AND FINANCE

- 94% of Institutional members renewed
- \$42,000 was raised in sponsorship dollars
- Implemented more accurate financial reporting practices and introduced more realistic budgeting measures during the planning process
- Key Executive Committee members were granted full access to banking, investments, and accounting platforms, enhancing oversight and governance
- Transferred investment accounts to an external investment firm with the goal of achieving stronger returns and increasing annual payouts

VOLUNTEER ENGAGEMENT AND DEVELOPMENT

- Proud to have 16 unique institutions represented on our Board of Directors and 56 members actively serving on committees
- **Volunteer Advantage Certificate Program:** Successfully launched and completed the second cohort, awarding certificates to six professionals representing five institutions.

2024 NAADA ANNUAL REPORT

INVESTMENT FUND PERFORMANCE

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
McSwain	36,106	35,994	38,067	39,511	40,468	42,080	46,190	40,034		48,988
Legacy	35,193	35,075	37,095	38,502	39,435	41,005	45,011	39,012		44,118
JLC	14,865	14,865	15,721	16,318	16,713	17,378	19,076	16,534		23,324
Total	86,164	85,934	90,883	94,331	96,616	100,465	110,277	95,580	108,894	116,430

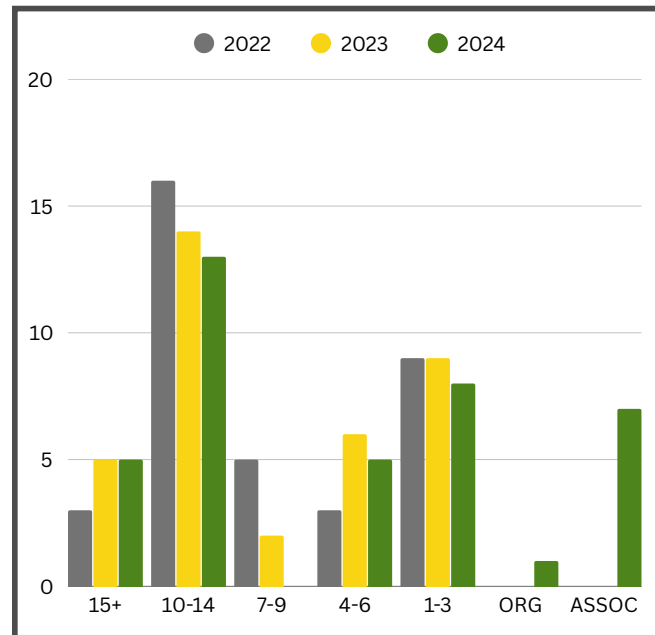
FINANCIAL STATUS

Balance Sheet	2024	2023	2022
Assets			
Checking	\$70,109.34	\$25,711.67	\$46,450.36
Operating Reserve	\$40,000.00	\$28,732.46	\$28,694.79
Investments	\$116,430.00	\$101,733.79	\$95,569.60
Accounts Receivable	\$0	\$6,745.00	\$6,350
Prepaid Assets	\$0	\$0	
Total Assets	\$226,539.34	\$162,922.92	\$185,729.59
Liabilities			
Accounts Payable	\$91,734.87	\$27.72	\$18.20
Deferred Dues	\$8,800	\$26,485.00	\$32,200
Total Liabilities	\$91,734.87	\$26,512.72	\$32,218.20
Equity			
Retained Earnings	\$136,410.20	\$153,511.39	\$146,794.86
Net Income	(\$1,611.18)	\$17,101.19	\$6,716.53
Total Equity	\$134,799.02	\$136,410.20	\$153,511.39
Total Liabilities & Equity	\$226,533.89	\$162,922.92	\$185,729.59

Previous Year Profit/Loss	2024	2023	2022
Comparison			
Membership	\$50,012.00	\$45,575	\$37,675
Sponsorship	\$35,800	\$28,750	\$86,500
Registration	\$82,540	\$97,905	\$74,290
Total Income	\$185,668.94	\$181,029.07	\$209,139.61
Management	\$73,381	\$63,228.60	\$62,448
Conference	\$116,755	\$138,152.99	\$91,075
Other	\$9,987	\$0	\$31,181
Total Expense	\$200,118	\$201,381.59	\$184,704
Investment (Gain/Loss)	\$14,695.76	(\$3,251.33)	(\$17,719.18)
Net Income	(\$14,450)	(\$17,101.19)	\$6,716.53

Financial Reporting October 1, 2023- September 30, 2024

MEMBERSHIP



MEMBERSHIP	2024	2023	2022
15+	5	5	3
10 - 14	13	14	16
7 - 9	0	2	5
4 - 6	5	6	3
1 - 3	8	9	9
ORGANIZATIONAL	1	0	0
ASSOCIATE	7		

2024 NAADA STEWARDSHIP REPORT

NAADA maintains three funds: the NAADA Legacy Fund, the Ruby C. McSwain Enhancement Endowment and the Jane Longley-Cook Awards Endowment. For a number of years NAADA program and education activities were supported through the operating fund in order to allow the three funds to recover following the recession in the late 2000's. With each of the funds now in strong financial position, the Board of Directors has overseen the use of these resources on appropriate activities in accordance with the use policies.

NAADA LEGACY FUND

The Legacy Fund was established to support the association's educational programs. The spendable earnings from the Legacy Fund:

- Promote and sustain excellence in educational programming at NAADA's Annual Conference, especially the Bob Bickford Lecture Series
- Assist NAADA in achieving geographic and institutional diversity for future conference locations
- Provide resources for outreach programs

In June of 2004 Bob Bickford made a leadership gift of \$5,000 and later pledged an additional \$5,000 for a total of \$10,000. As an organization, since 2004 we have raised over \$20,000 to support this programming.

These funds have been continuously utilized to support keynote and speaker fees for the annual conference and educational events.

RUBY C. McSWAIN ENHANCEMENT ENDOWMENT

The NAADA Annual Conference Enhancement Endowment and Ruby C. McSwain Outstanding NAADA Philanthropist Award was established in 2001 by a gift of \$15,000 from the North Carolina Agricultural Foundation, Inc. made in honor of Mrs. Ruby McSwain, an influential and dedicated North Carolina philanthropist. Mrs. McSwain personally provided an additional \$15,000 to the endowment after being so impressed by the NAADA organization, its members and mission.

Earnings from the endowment are to be used to provide flexible support for the NAADA Annual Conference, especially the achievement awards program.

This endowment has most recently be used to fund a portion of keynote speaker fees and educational expenses.

JANE LONGLEY-COOK AWARDS ENDOWMENT

On March 11, 2001 we lost a dear member of our NAADA family, Jane B. Longley-Cook, after a brief struggle with cancer. Jane gave many hours of dedicated, cheerful service to NAADA, serving on the Board of Directors and playing a lead role in establishing the NAADA awards program. With matching support from Bob Bickford, the NAADA Awards Program Endowment was established by the members of the organization.

In honor of Jane's important role with NAADA and her years of service, the NAADA Board of Directors established the Jane Longley-Cook NAADA Volunteer Service Award, given to individuals who have provided outstanding volunteer service to both their home institution and NAADA, as Jane did. In 2015 the Board of Directors established the Jane Longley-Cook Fellowship Award to provide an opportunity for alumni volunteers to attend and participate at the NAADA conference. This award is wholly funded by the Jane Longley-Cook Endowment.

Since its formation the Jane Longley-Cook Fellowship Award has provided funding support to the following volunteers for the NAADA Annual Conference:

2015:
Kevin Huesman, University of Florida
Lindsey Huesman, Kansas State University
Peter Pamkowski, Cornell University
Bruce Christmas, University of Florida

2016:
Larry Thomas, University of Minnesota
Aaron Wood, Clemson University
Normand Adams, Virginia Tech

2017:
Betty Crocker, Clemson University
2018:
Luke Laborde, Louisiana State University
Dixie Dalton, Virginia Tech

2019:
Rylee Ahnen, University of Minnesota
Alexis Horton, Michigan State University

2022:
Dave Pascoe, University of Minnesota
Sennah Honea, Clemson University

2023:
Seth Harden, Purdue University
Elizabeth Galbreath, Virginia Tech

2024 NAADA GIVE DAY

NAADA raised \$1,308 in donations from our membership during the 2024 Give Day held during the NAADA 2024 Annual Conference.



NAADA LEADERSHIP

2024–25 NAADA | BOARD OF DIRECTORS

PRESIDENT
Paula Beecher
Clemson University

VICE PRESIDENT
Danica Kirkpatrick
Purdue University

SECRETARY
Julie Obermeyer
University of Nebraska-Lincoln

TREASURER
Eric Billings
Associate Member

2025 CONFERENCE CHAIR
Kelly Delp
Purdue University

DIRECTOR AT LARGE
Ben Conner
University of Kentucky

DIRECTOR AT LARGE
Robert Easley
Associate Member

PAST PRESIDENT
Jordan Moseley
Auburn University

HISTORIAN
Mary Buschette
University of Minnesota

2026 CONFERENCE CO-CHAIRS
Kyle Hensley
Cassie Johnson
University of Tennessee

PAST CONFERENCE CO-CHAIRS
Kristin Bowman
Jess Ramspeck Douglas
Auburn University

2024–25 NAADA | COMMITTEE CHAIRS

AWARDS
Tom Looney
University of Tennessee

COMMUNICATIONS AND MARKETING
Tracee Murph
Texas Tech University

EDUCATION
Adam Cahill
The Ohio State University

MEMBERSHIP
Meg Kester
University of Nebraska-Lincoln

NOMINATING
Jordan Moseley
Auburn University

OUTREACH EDUCATION
James Ambrose
Oklahoma State University

PUBLICATIONS & PROJECTS
Emily Wickham
The Ohio State University

SPONSORSHIP
Austin O'Neill
Montana State University

2024–25 NAADA | TRACK REPRESENTATIVES

ALUMNI
Amanda Clougherty
University of Maryland

COMMUNICATIONS
Caitlin Conrad
The Ohio State University

DEVELOPMENT
Julie Conn
University of Florida

STUDENT PROFESSIONALS
Zachary Brown
Purdue University

VOLUNTEER
Elizabeth Galbreath
Associate Member



NAADA HEADQUARTERS | Michael Micek, Executive Director | 400 E Randolph St, St 3115 | Chicago, IL 60601 | www.naada.org

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NAADA HISTORY

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2025 CONFERENCE PARTICIPANT LIST



NOTES

Branch Out with Ohio State CFAES

The Career Development Office at The Ohio State University College of Food, Agricultural, and Environmental Sciences (CFAES) is a place where students can talk through every part of their career journey, all the way from career exploration to salary negotiation and beyond. Our hope is that by the time students graduate, they feel prepared to go into the workforce. We would love to chat with you about what we do and learn about your wonderful work.

Come chat with us about:

- Career Development Courses
- Career Fairs
- Engaging with Student Organizations and Judging Teams
- Employer Relations
- Student Career Ambassadors
- Embedding Careers into the Classroom
- Internship Course Management



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