

NAADA December Connections



A LETTER from the PRESIDENT

Dear NAADA Members,

I hope you all had a wonderful Thanksgiving! December is such a special time of year—I love seeing the festive decorations around town and embracing the many traditions that make this season so magical.

I'm excited to share that the Education Committee has issued the call for proposals! If you have a creative idea for a session or a successful event or program you'd like to showcase at our June conference, I encourage you to submit a proposal. It's a fantastic opportunity to share your expertise and inspire fellow members.

As we approach the end of the semester, it's also a great time to introduce NAADA to colleagues who may not yet be involved. Adding new members to your university account is simple, and we'd love to welcome more of your team to the NAADA community.

Wishing you a joyful holiday season, filled with hope, happiness, and celebration—however you choose to enjoy it!

Best regards,



Paula Beecher, Clemson University

2024-2025 President, NAADA

COUNTDOWN to 2025 ANNUAL CONFERENCE



SAVE the DATE | Purdue University
June 16-19, 2025

NAADA ANNUAL CONFERENCE

CALL FOR: *Presentation Proposal Submissions*



PRESENTATION PROPOSAL SUBMISSIONS for 2025 NAADA Annual Conference

We invite engaging and educational presentation proposals focused on topics relevant to alumni relations, development, student engagement,

and more within the agricultural industry.

The deadline for submissions is **January 27, 2025**.

If you have any questions or need further assistance, please contact us at info@naada.org.

We look forward to reviewing your proposals and creating an impactful educational program!

Submit Your Proposal

NAADA AWARD NOMINATIONS

NAADA AWARD NOMINATIONS | **Open January 6, 2025**

Each year, NAADA celebrates the achievements of its members through **Individual Achievement Awards** and awards for exemplary **Publications & Projects** in several divisions.

Award Submission Deadline: March 1, 2025

The **Individual Achievement Awards** include:

- * Above and Beyond Partner Award
- * Corporate Partner Award
- * Founders Distinguished Service Award
- * Front Line Award
- * Jane Longley-Cook Volunteer Service Award
- * Ray A. Miller Professional Achievement Award
- * Ruby C. McSwain Outstanding Philanthropist Award
- * Up and Coming Award
- * Volunteer Service Award

Be on the lookout for a separate email explaining the **Publication & Project [P&P] Awards**, and deadlines. Coming soon!

PLEASE NOTE: *Each project can only be submitted in one category.*

Extended award descriptions, rules and eligibility can be found by following the above links. Winners will be celebrated at the 2025 NAADA Annual Conference.

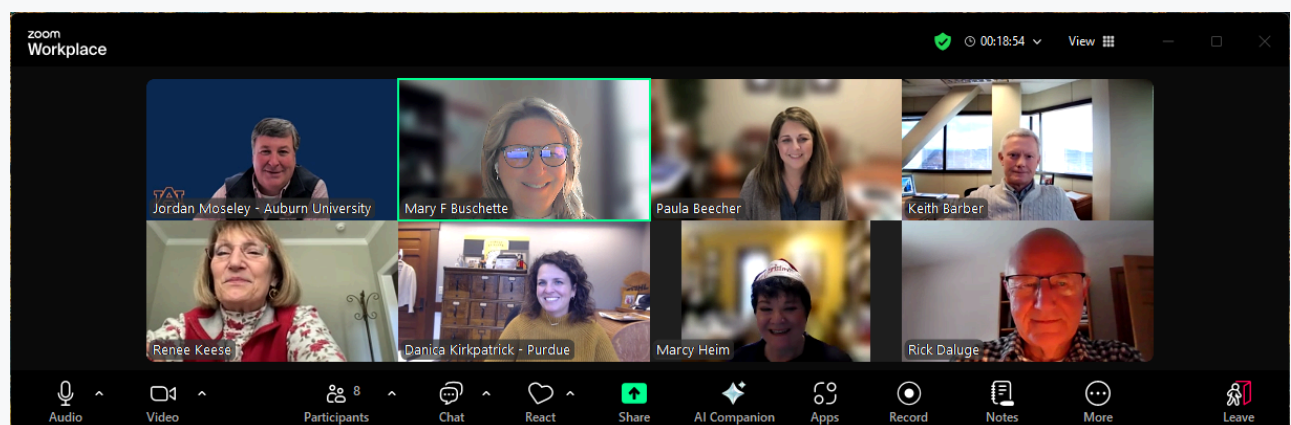


Welcome to Our New Members!

Trevor White | University of Idaho | Student Professional

Anna Worch | Virginia Tech College | Alumni

Ashley Ewbank | Oklahoma State University | Development



Above: **Past President's Zoom Catch Up.**

Not pictured: Jillian Stevenson



VT CALS Student Organization



Anna Worch, Paula Beecher & Margaret Owens

Land-Grant Family Tailgate

On Saturday, November 9, we teamed up with Clemson for our annual land-grant football tailgate. Historically, homecoming was hosted by each college within our university individually, leading our CALS alumni to refer to our land-grant tailgate as “homecoming.”

Over the summer, at the annual NAADA conference at Auburn, our director of alumni and constituent relations, Robyn Stuart, ran into Clemson’s Director of CAFLS Alumni, Career Services and Employer Relations, Paula Beecher, and a new idea was born.

Paula explained that Clemson’s larger alumni board is used to doing a “Family Tailgate” at away games and was running into logistical issues planning one at Virginia Tech. Since we usually have a joint tailgate when playing a land-grant team at home, we said, “The more the merrier!” and invited their entire alumni base to join.

We titled the tailgate “Land-grant Family Tailgate” to co-brand our universities’ experiences. This weekend also served as “AG weekend” overall for the game, with our Virginia Cooperative Extension having a presence in the kid-friendly tailgate village as well as other AG sponsors. We tried to tie in the ways our college is unique to the tailgate, while honoring our land-grant mission and university values.

Ut Prosim, so that I may serve, is something we try to embody in everything we do.

Opening our doors to our Clemson neighbors when they couldn’t find a tailgate felt like a wonderful embodiment of the Ut Prosim spirit. We sourced blue catfish for the tailgate menu, honoring our land-grant mission. (Blue catfish is an invasive species here in Virginia, which we are working to combat through work in our Virginia Seafood AREC-agricultural research experiment station.) We also served ice cream and beer developed through

our work in our Food Science and Technology department- what other college can accomplish such tasty science?!

Overall, we loved the chance to collaborate with fellow NAADA members to accomplish something exceptional. Hopefully, it was an event our alumni enjoyed and will remember for a lifetime! | *By Anna Worch*



Please [submit your events](#) by the 1st day of each month for publication in Connections.



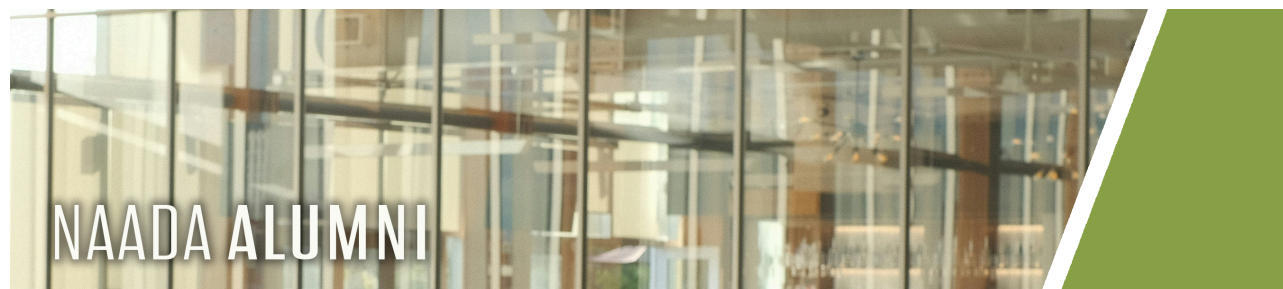
Student Professionals Track | BB&S | Beg, Borrow & Steal Series

JAN 15 at **2:00-3:00pm CT | 3:00-4:00pm ET** | **REGISTER**

BBS Session – “Event Planning”: Join the NAADA Student Professionals Track this January for an engaging BBS Session on Event Planning! Discover best practices from a panel of seasoned experts who will share strategies to plan and execute premier events with confidence. Gain insights on how to ensure success, reduce stress, and enhance participant satisfaction. Don't miss this opportunity to elevate your event planning skills!

FEB 19 at **11:00am-12:00pm CT | 12:00-1:00pm ET** | **REGISTER**

Student Professionals Networking Hour: Reconnect and recharge with the NAADA Student Professionals during this quick power hour! Catch up with friends and colleagues while staying informed about important updates and upcoming opportunities from the track. Don't miss this chance to network and stay in the loop!



Alumni Track Meeting | BB&S | Beg, Borrow & Steal Series

January 21 at **11:00am CT | 12:00pm ET** | **REGISTER**

March 17 at **11:00am CT | 12:00pm ET** | **REGISTER**

Join our **Zoom Meeting**: ID: 860 6686 0145 | Passcode: 697528

Please direct questions to: [Amanda Brown Clougherty](#)

Engaging Generations of Alumni Near & Far

March 27, 2025 | **2:00pm CT | 3:00pm ET** | **REGISTER**



DEVELOPMENT TRACK Survey

Help determine the topics and interests we dig into.

Take the **DEVELOPMENT SURVEY** Now!

The BB&S Series | Beg, Borrow & Steal Series is available to all NAADA members. If you need assistance with your login credentials, please



Purdue University has a variety of December traditions that bring students, faculty, and the community together as the semester comes to an end and the holiday season approaches. **One of the most cherished events is the Purdue Christmas Show, an annual performance by the Purdue Musical Organizations**, featuring holiday music and festive performances (bottom left) that have been a part of the university's culture for decades.

The show attracts thousands of attendees, showcasing the talents of students in a heartwarming display of seasonal spirit. In addition, the campus is often adorned with festive lights and decorations, including a large Christmas tree (bottom right) in our Student Union creating a cheerful atmosphere. Students also participate in events like holiday-themed study breaks, giving them a chance to relax before finals. Many enjoy the traditional winter break, spending time with family and reflecting on the semester's achievements. These traditions help foster a sense of community and joy as the year comes to a close.



NOMINATE a FARMER!

Executive Farm Management Program

This program is offered in partnership by NC State, Clemson, and UGA designed for large, family-owned operations across the Southeast. Program curriculum focuses on the management aspects of the operation which is adaptable for all operations of any size, scale and commodity focus.

Course topics include: Strategic Planning, Human Resource Management, Labor

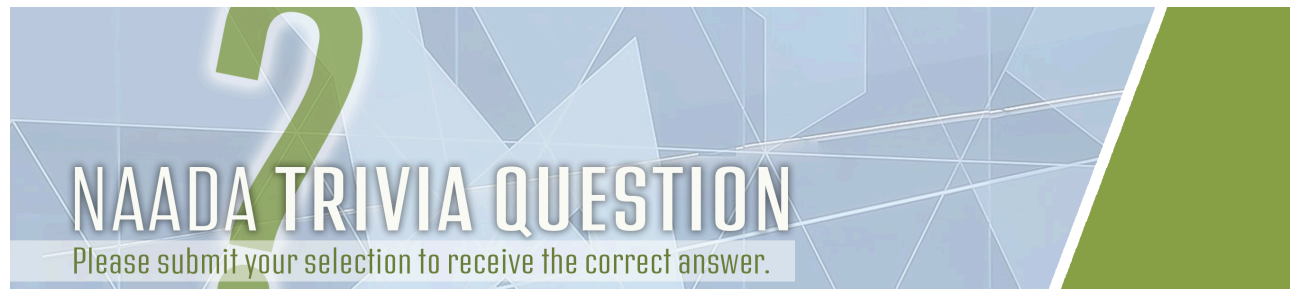
Management, Financial Management, Risk Management, Family Business Issues, Assessing Markets, Supply Chain Management, Brand Management and Marketing, Assessing and Building Key Partnerships and Strengthening an Operation's Value Proposition, among others.

Contact [Mandy Queen](#) for more info || Registration is \$4900

JAN 12-15, 2025 in Savannah, GA

FEB 2-6, 2025 in Raleigh, NC

FEB 16-19, 2025 in Charleston, SC



Since NAADA was established in 1976, how many individuals have served as president, including current president Paula Beecher?

- A. 21
- B. 30
- C. 43
- D. 50

Submit Your Answer Here

Congratulations to Barbara Palmer, UConn whose name was randomly selected from the correct answers to the November Trivia Question.

Answer: D. University of Florida. Gatorade was invented at the University of Florida College of Medicine in 1965. [Learn more!](#)



Industry Partners Program

The Sponsorship Committee is looking for our future **Industry Partners** to support NAADA! Our partners would receive access to key people at land-grant institutions across the nation. If you know of a company that would be interested in supporting our professional growth please contact Austin O'Neill (austin.oneill@msuaf.org)



NAADA HEADQUARTERS | 400 E Randolph St | Suite 3115 | Chicago, IL 60601 | (800) 303-6062



This email was sent to kate@chicagoassociation.com by info@naada.org

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