



A LETTER from the PRESIDENT

As promised in my last letter, I'm excited to share a book recommendation with you. This is one I first read years ago and recently picked up again — *The Five Dysfunctions of a Team* by Patrick M. Lencioni. I've found it incredibly valuable for understanding teamwork, navigating conflicts, and, most importantly, working through the challenges of leadership transitions. If you haven't read it yet, I highly recommend it!

I'd also love to hear your book recommendations. If there's a great read you'd like to share, please send it my way at dbusch@clmson.edu, and I'll be happy to pass it along in a future newsletter.

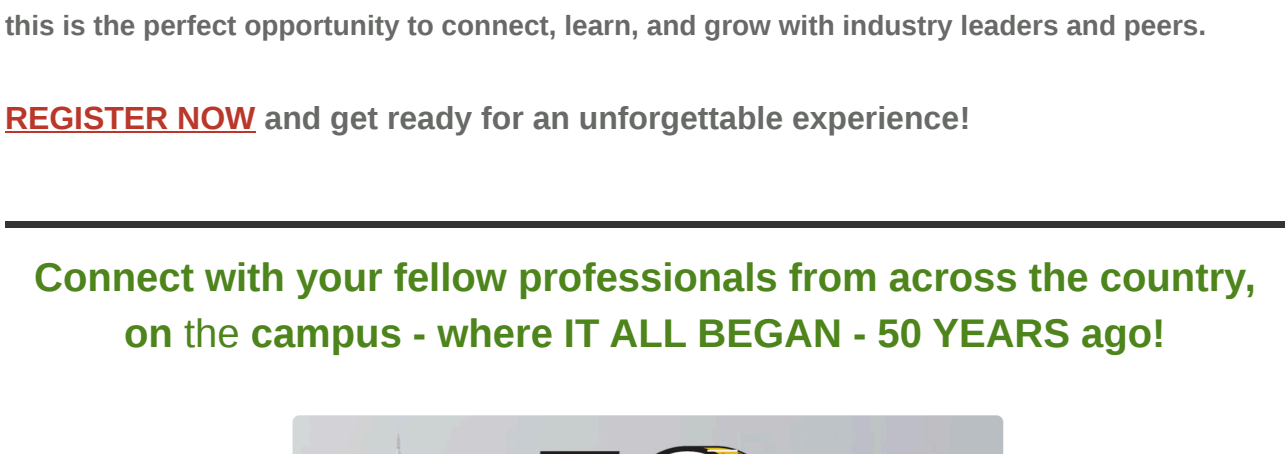
On another note, the Education Committee met this past week to review proposals for our annual conference, and I have to say — I am beyond excited about this year's sessions! We received so many fantastic submissions, and while we unfortunately couldn't fit them all into the schedule, we're exploring opportunities to present some as virtual learning sessions throughout the year. Stay tuned for updates from our Outreach Education Committee on that!

Also, be on the lookout for conference registration details in your inbox soon — registration is now open!

Wishing you all a wonderful week.



Paula Beecher, Clemson University
2024-2025 President, NAADA



Join us for another great NAADA Annual Conference!

Join us at Purdue University for the NAADA 2025 Annual Conference, where innovation, education, and collaboration come together to advance alumni and development efforts in agriculture and related fields. Set for June 16-19, this year's conference will feature dynamic educational sessions, valuable networking opportunities, and exciting outings that showcase Purdue's rich agricultural legacy. Whether you're a first-time attendee or a returning member, this is the perfect opportunity to connect, learn, and grow with industry leaders and peers.

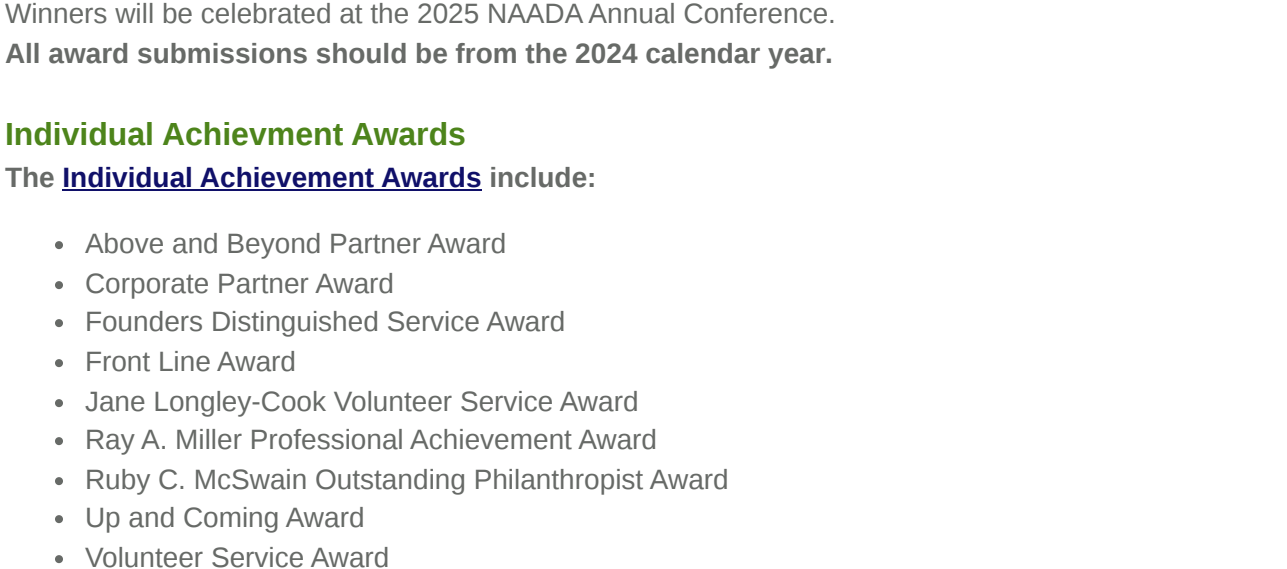
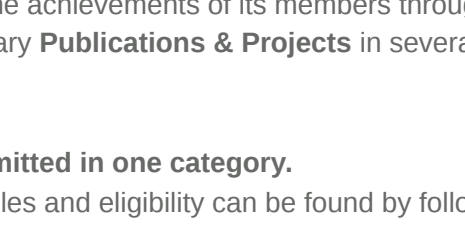
REGISTER NOW and get ready for an unforgettable experience!

Connect with your fellow professionals from across the country,
on the campus - where IT ALL BEGAN - 50 YEARS ago!



Click on the video above to take a tour of the beautiful
Purdue University Campus and many local attractions!

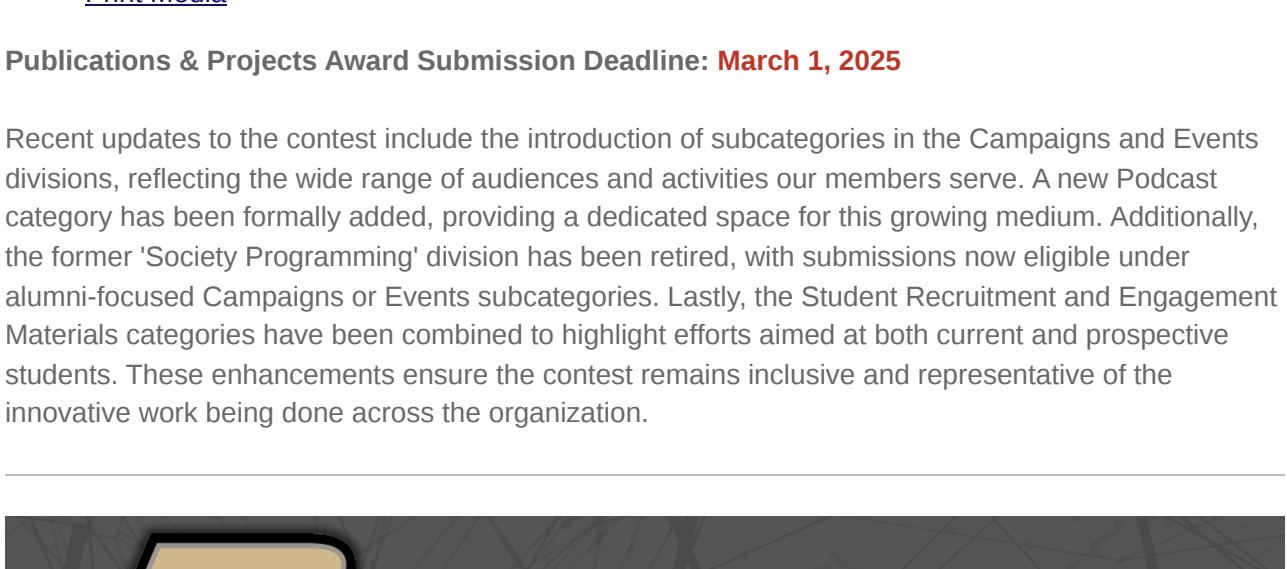
COUNTDOWN TO ANNUAL CONFERENCE 2025!



BECOME AN ANNUAL CONFERENCE SPONSOR TODAY!

Expand your visibility to current and future agricultural professionals around the nation by partnering with NAADA on our upcoming 50th Anniversary Annual Conference! A complete listing of levels and benefits is waiting for you to discover inside the [Sponsorship Prospectus](#)!

CONTACT | Austin O'Neill, Sponsorship Chair | austin.oneill@msuaf.org | 425-346-8891



NAADA AWARD NOMINATIONS Deadline Approaching

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

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.
All award submissions should be from the 2024 calendar year.

Individual Achievement Awards

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

Individual Achievement Award Submission Deadline: **March 1, 2025**

P&P Awards | Publications & Projects Competition Awards

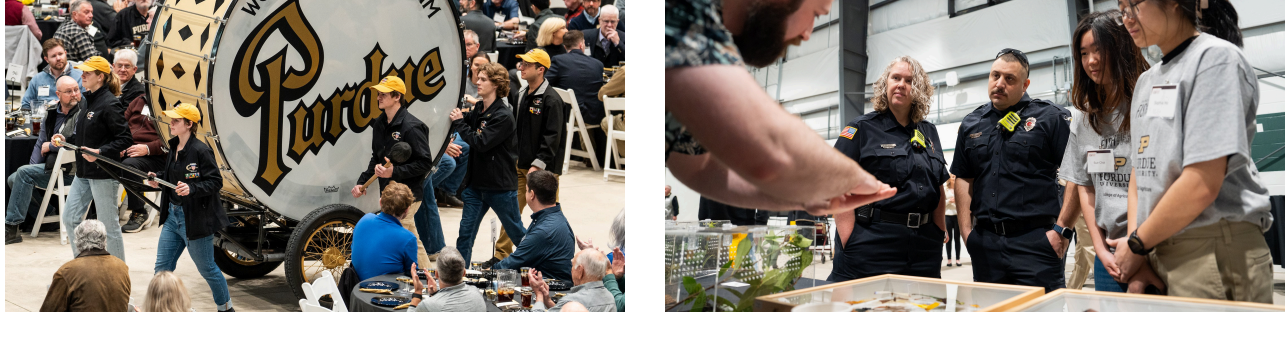
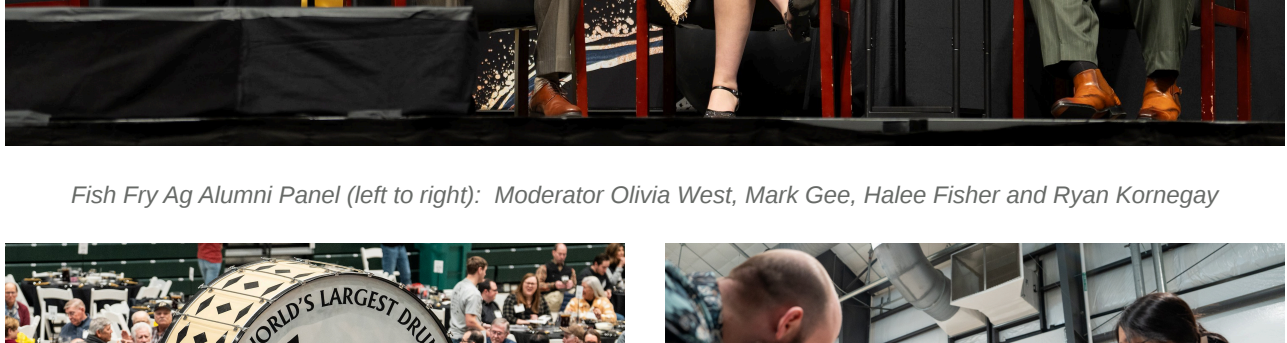
Each year, NAADA recognizes the creativity and impact of its members through the **Annual Publications & Projects Competition**. This prestigious competition celebrates outstanding work in communications, alumni engagement, student outreach, and more, showcasing the diverse contributions of our professionals.

Publications & Projects Categories:

- Events
- Campaigns
- Mass Media
- Print Media

Publications & Projects Award Submission Deadline: **March 1, 2025**

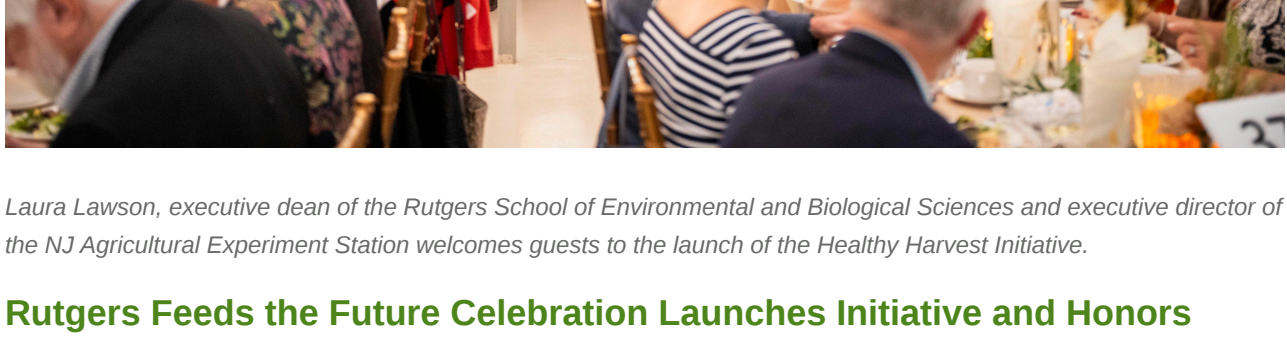
Recent updates to the contest include the introduction of subcategories in the Campaigns and Events divisions, reflecting the wide range of audiences and activities our members serve. A new Podcast category has been formally added, providing a dedicated space for the growing medium. Additionally, the former 'Society Programming' division has been retired, with submissions now eligible under alumni-focused Campaigns or Events subcategories. Lastly, the Student Recruitment and Engagement Materials categories have been combined to highlight efforts aimed at both current and prospective students. These enhancements ensure the contest remains inclusive and representative of the innovative work being done across the organization.



The **Purdue Ag Alumni Fish Fry** is a long-standing tradition hosted by the Purdue Agricultural Alumni Association, bringing together alumni, students, faculty, and friends of the College of Agriculture.

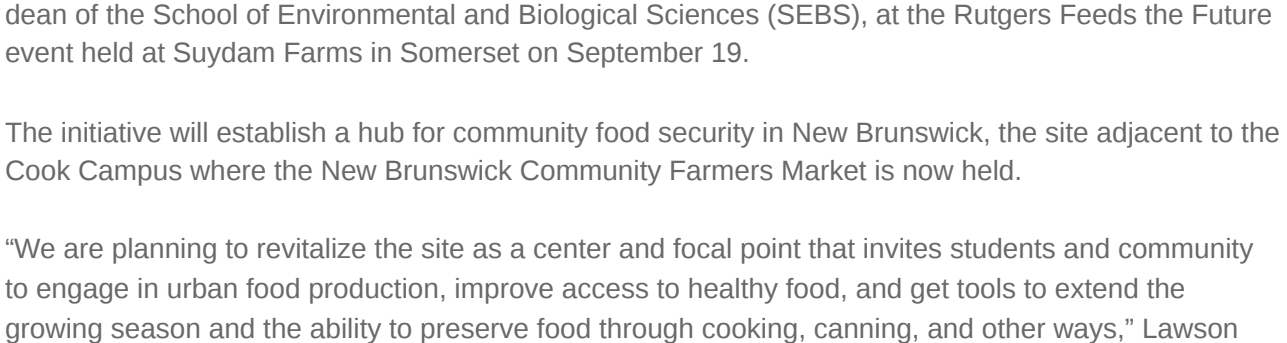
Held annually since 1920, the Fish Fry is much more than just a meal; it's a major event for the agricultural community, celebrating Purdue's leadership in agriculture and the achievements of its alumni. The gathering features a traditional fish lunch, but the highlight is the keynote speaker, often a prominent figure in agriculture, government, or business.

The Fish Fry serves as a platform to discuss important issues facing the agricultural industry and provides an opportunity for networking and reconnecting. The event showcases Purdue's strong ties to the farming community and its commitment to advancing agricultural education and innovation. For many, attending the Fish Fry is a chance to celebrate Purdue's legacy while looking forward to the future of agriculture.

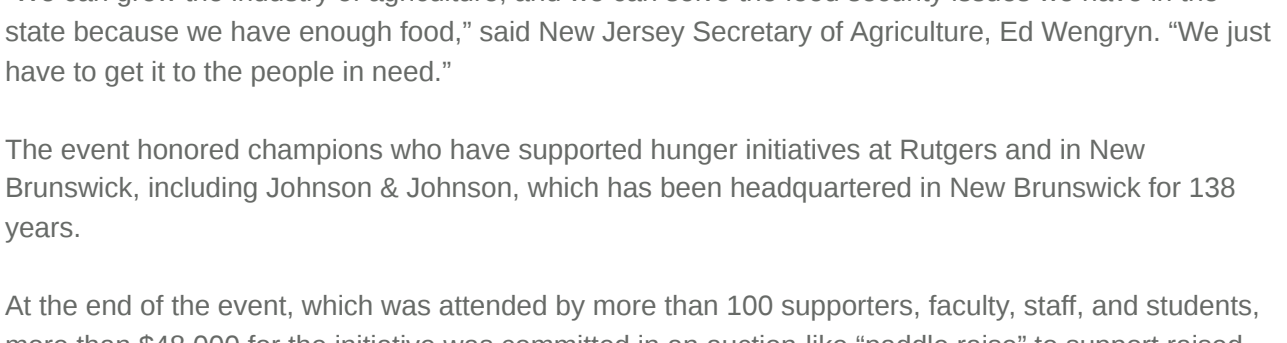


The 2025 **Purdue Ag Alumni Fish Fry** hosted over 1,000 attendees, eight Certificate of Distinction winners, and four young alumni sharing how The People of Purdue Agriculture have shaped their education and careers. NAADA members will get a taste of the famous Fish Fry during the 50th Annual Conference this summer in West Lafayette, Indiana.

by Daniela Kinkpatrick | Purdue University College of Agriculture



Fish Fry Ag Alumni Panel (left to right): Moderator Olivia West, Mark Gee, Halse Fisher and Ryan Kornegay



With a backdrop of red barns bathed in setting sunlight, chickens clucking in their pens, and a windmill softly spinning, Rutgers leaders launched the **Healthy Harvest Initiative** to support student and community food security and honored those who have supported past programs.

"Tonight, we join together as a Rutgers community to support many different programs to address hunger and to unite them in the concept of community food security," said Laura Lawson, executive dean of the School of Environmental and Biological Sciences (SEBS), at the Rutgers Feeds the Future event held at Suydam Farms in Somerset on September 19.

The initiative will establish a hub for community food security in New Brunswick, the site adjacent to the Cook Campus where the New Brunswick Community Farmers Market is now held.

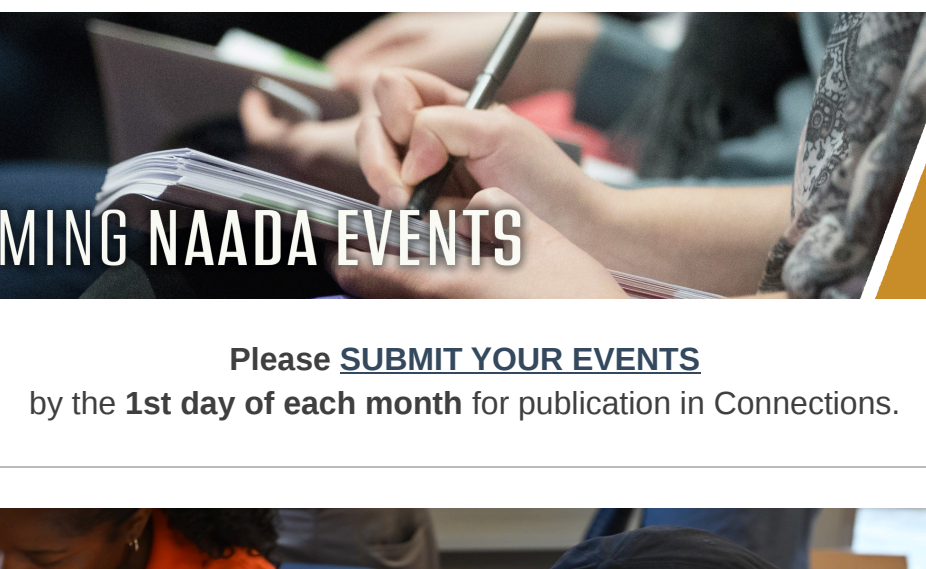
"We are planning to revitalize the site as a center and focal point that invites students and community to engage in urban food production, improve access to healthy food, and get tools to extend the growing season and the ability to preserve food through cooking, canning, and other ways," Lawson said.

"We can grow the industry of agriculture, and we can solve the food security issues we have in the state because we have enough food," said New Jersey Secretary of Agriculture, Eli Weitzgryn. "We just have to get it to the people in need."

The event honored champions who have supported hunger initiatives at Rutgers and in New Brunswick, including Johnson & Johnson, which has been headquartered in New Brunswick for 138 years.

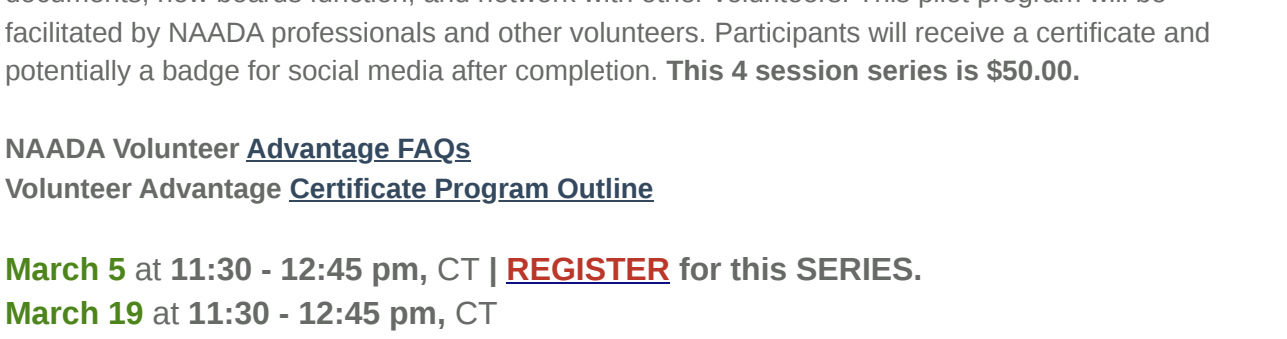
At the end of the event, which was attended by more than 100 supporters, faculty, staff, and students, more than \$48,000 for the initiative was committed in an auction-like "paddle raise" to support raised garden beds, scholarships, and other related needs for the program.

Read the full article [here](#).

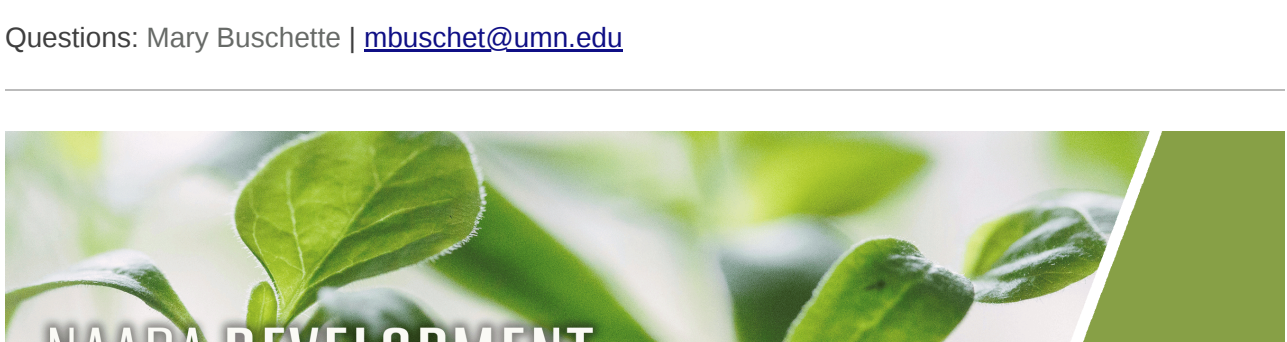


NAADA members in Atlanta attending IPPE 2025 in January.
The International Production & Processing Expo is the world's largest annual poultry, meat and animal food industry event of its kind.

Please submit photos, captions and names of those photographed
by the 1st day of each month for publication in Connections | info@naada.org



Please **SUBMIT YOUR EVENTS**
by the 1st day of each month for publication in Connections.



NAADA Volunteer Advantage, a 4-hour certificate program to get basic training in key documents, how boards function, and network with other volunteers. This pilot program will be facilitated by NAADA professionals and other volunteers. Participants will receive a certificate and potentially a badge for social media after completion. This 4 session series is \$50.00.

NAADA Volunteer Advantage FAQs

Volunteer Advantage Certificate Program Outline

March 5 at 11:30 - 12:45 pm, CT | REGISTER for this SERIES.

March 19 at 11:30 - 12:45 pm, CT

March 26 at 11:30 - 12:45 pm, CT

April 2 at 11:30 - 12:45 pm, CT

Questions: Mary Buschette | mbschett@umt.edu



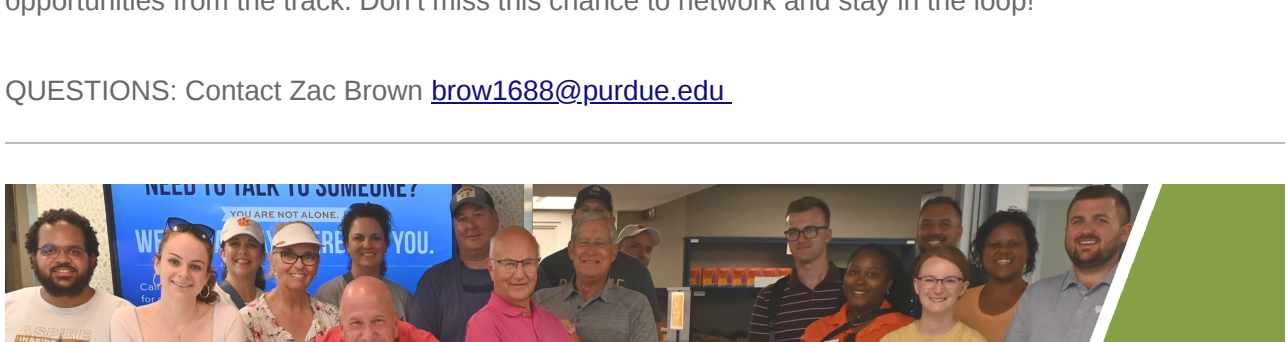
Tips and Tricks for Managing Up

March 26 | 2:00 pm CT | REGISTER

Looking to build a positive and effective working relationship with your boss?

Join us as we invite Chrissy Chiarelli, Director of the Wadsworth Leadership Institute at URIFAS and Certified Executive Coach, to share her insights into making this relationship the best it can be.

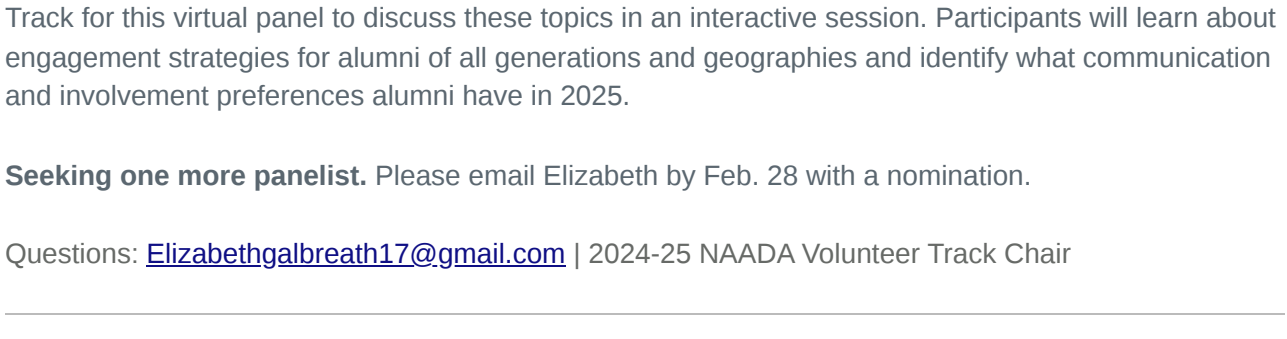
Questions: Julie Conn | jconn@uill.edu



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

March 17 | 11:00 am CT | REGISTER

Questions: Amanda Brown Clougherty | akbrown@umd.edu



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

Increasing Student Engagement

March 26 | 2:00 - 3:00 pm CT | REGISTER

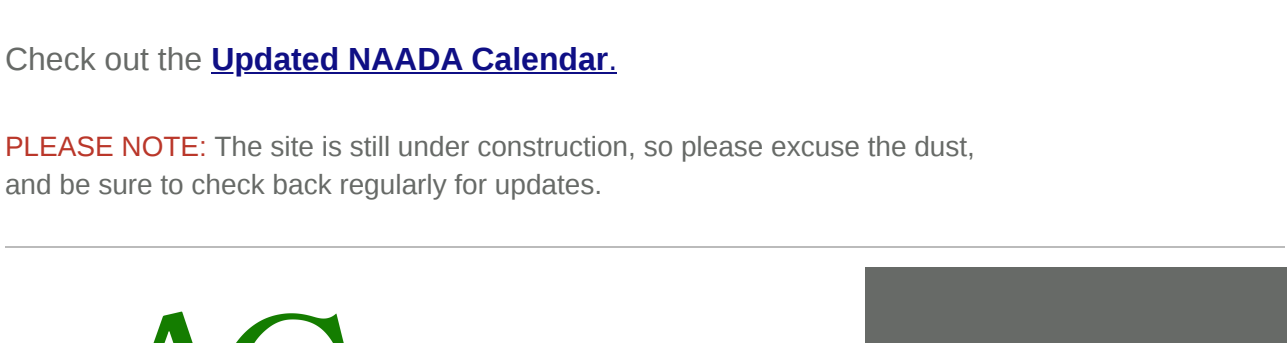
Join the NAADA Student Professionals Track this March for an insightful BBS Session on Increasing Student Engagement! Hear from a panel of experts as they share proven strategies to enhance student involvement in key initiatives such as career fairs, success programs, student organizations, and ambassador groups. Don't miss this opportunity to boost participation and create meaningful experiences for your students!

Student Professionals Networking Hour

April 16 | 11:00 am - 12:00 pm CT | REGISTER

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!

QUESTIONS: Contact Zac Brown brown1688@purdue.edu



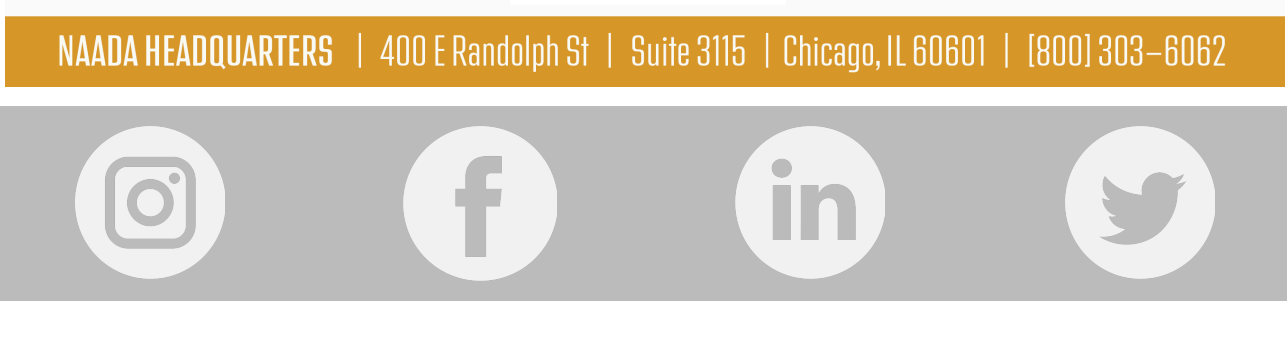
Engaging Generations of Alumni Near & Far

March 27 | 2:00pm CT | REGISTER

Alumni engagement is critical for all aspects of our institutional work, but what role does their location or generation play in how they get or stay involved with their university or college? Join the Volunteer Track for this virtual panel to discuss these topics in an interactive session. Participants will learn about engagement strategies for alumni of all generations and geographies and identify what communication and involvement preferences alumni have in 2025.

Seeking one more panelist. Please email Elizabeth by Feb. 28 with a nomination.

Questions: Elizabethgallbreath17@gmail.com | 2024-25 NAADA Volunteer Track Chair



Communications Track BB&S | Beg, Borrow & Steal Series

APRIL 17 at 2:00-3:00pm CT | REGISTER

topic: AI and how you have been using it at your University.

Questions: Michael Mick | michael@naada.org

The BB&S Series | Beg, Borrow & Steal Series is available to all NAADA members.

You can view recorded BBS Sessions [here](#).

If you need assistance with your login credentials, please contact memberservices@naada.org

We've updated our website!

Now powered by MemberClicks, you'll see added features and more organization.

To log in to your new MemberClicks profile:

Visit the [NAADA website](#). From the homepage, click on the [Member Login](#) button.

You will need to reset your password the first time.

Click the [Reset Password](#) link.

If you get a reset link emailed to you, it could end up in your spam the first time until you tell your device (and each device) to add the sender to the [Safe Senders](#) list.

Check out the [Updated NAADA Calendar](#).

PLEASE NOTE: The site is still under construction, so please excuse the dust, and be sure to check back regularly for updates.

Thank you to AG Careers for
partnering with us as an 2025
Industry Partner.

LEARN MORE ABOUT
2025 Annual & Industry Partner Sponsorship Opportunities & Benefits Now!

NAADA HEADQUARTERS | 400 E Randolph St | Suite 315 | Chicago, IL 60601 | (800) 303-8082

