



## A LETTER from the PRESIDENT

### Happy New Year!

I hope everyone had a wonderful holiday season and a well-deserved break from work responsibilities. As January begins, we're often surrounded by social media posts and emails urging us to set new goals and reflect on the year ahead. One of my personal goals this year is to read more books that contribute to both my professional and personal growth.

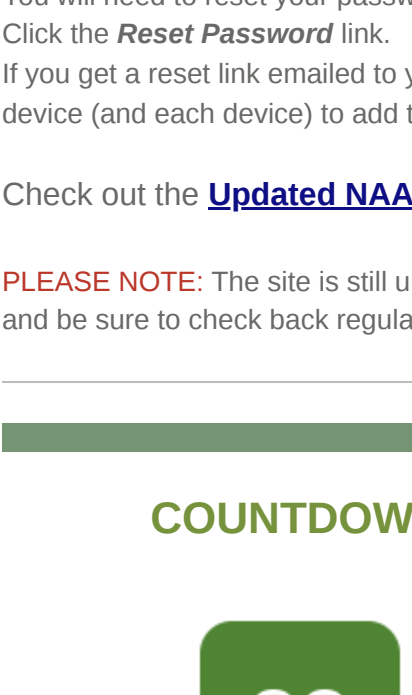
While I consider myself an avid reader, I'll admit that my Kindle has been dominated by fiction over the past year. If you've read any fantastic books—whether for professional development, personal growth, or pure enjoyment—I'd love to hear about them! I'm planning to compile a list of recommendations to share in next month's newsletter, and I can't wait to add these recommendations to my list.

As you reflect on your own goals for the new year, I encourage you to consider becoming more involved with NAADA. It's a fantastic way to expand your professional network, collaborate with peers, and exchange ideas.

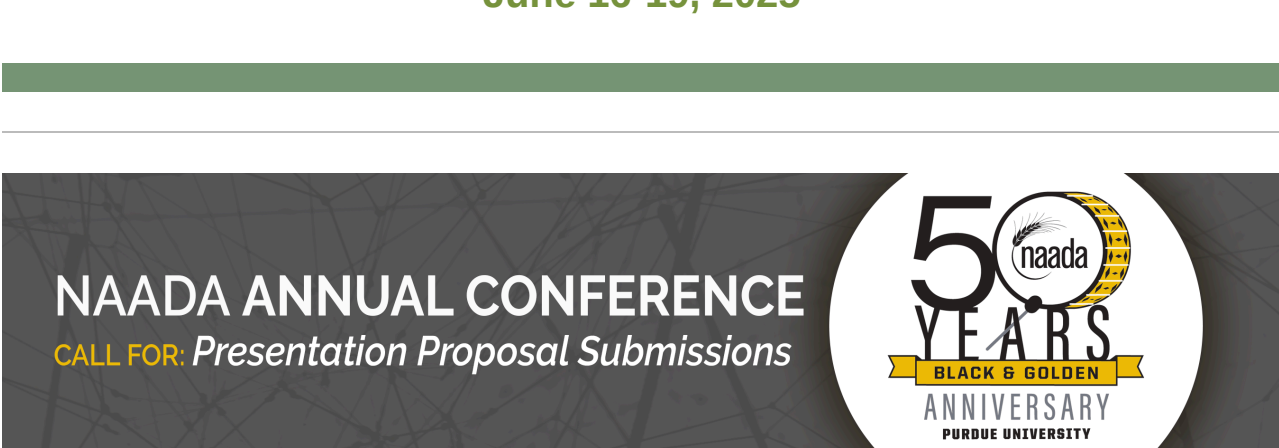
Our listservs are available for members to use! Each track area has a targeted list serve, and we'd love for you to utilize them to connect and communicate with fellow members. Did you know you can join multiple list serves? Log in to your NAADA profile to check which list serve emails you would like to receive. Additionally, we're always looking for enthusiastic volunteers for our committees and board positions. If you're interested in getting involved in this capacity, don't hesitate to reach out—I'd be happy to help you find the right opportunity.

Wishing you all a productive and fulfilling semester ahead!

Best Regards,



Paula Beecher, Clemson University  
2024-2025 President, NAADA



### 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.

## COUNTDOWN to 2025 ANNUAL CONFERENCE

33  
Days

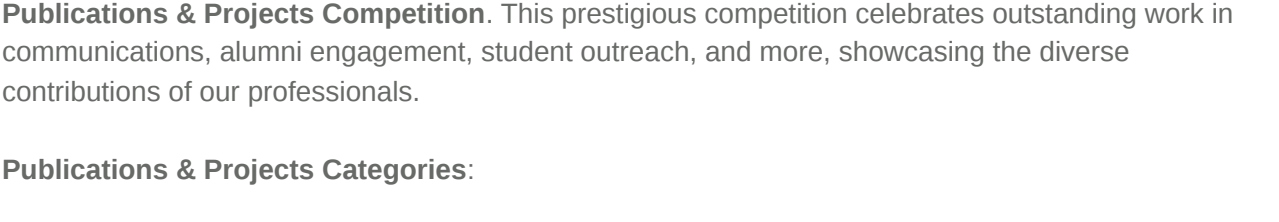
10  
Hours

15  
Minutes

36  
Seconds

Powered by [EmailCountdownTimer.com](#)

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



### PRESENTATION PROPOSAL SUBMISSIONS for 2025 NAADA Annual Conference

The NAADA Education Committee is looking for education session proposals for the Annual Conference. The conference theme is NAADA: 50 Year Anniversary, and it will be held June 16-19, 2025, at Purdue University in West Lafayette, Indiana.

We invite you to submit your presentation proposal today!

The deadline for submissions is **January 27, 2025, 5:00 pm CT**

FOR MORE INFO or, if you have any questions or need further assistance, please contact [Adam Cahill @cahill.71@purdue.edu](mailto:Adam.Cahill@purdue.edu)

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

Submit Your Proposal



### NAADA AWARD NOMINATIONS

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 Langley-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

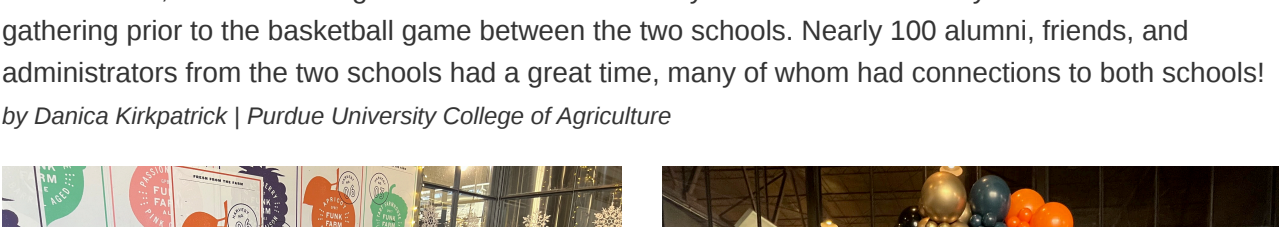
Each year, NAADA recognizes the creativity and impact of its members through the Annual **Publications & Projects Competition**. This prestigious competition celebrates outstanding work in communications, alumni engagement, student outreach, and more, showcasing the diverse contributions of our professionals.

Publications & Projects Categories:

- Events
- Campaigns
- Mixed Media
- Print Media

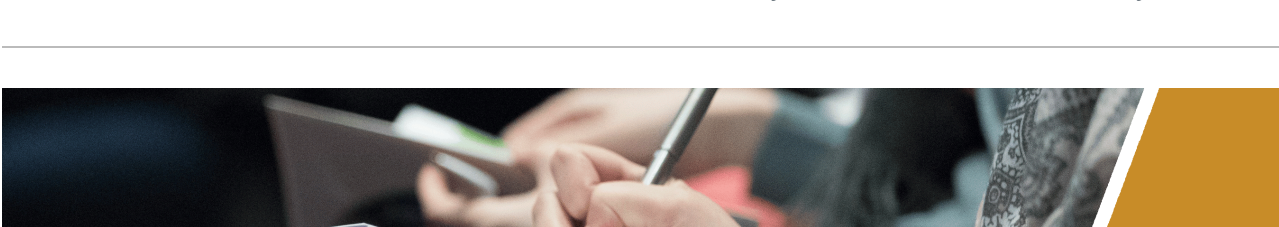
Publications & Projects Award Submission Deadline: **March 1, 2025**

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 Print-and category has been formally added, providing a dedicated space for this 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.



Welcome to Our New Member!

June Roush | Wisconsin Agricultural & Life Sciences Alumni Association | Prospect



Please share your photos as you are out and about meeting with one another!

In October, NAADA members LSU College of Agriculture and the University of Arkansas' Dale Bumpers College of Agricultural, Food and Life Sciences teamed up for the annual Golden Boot Giving Challenge.

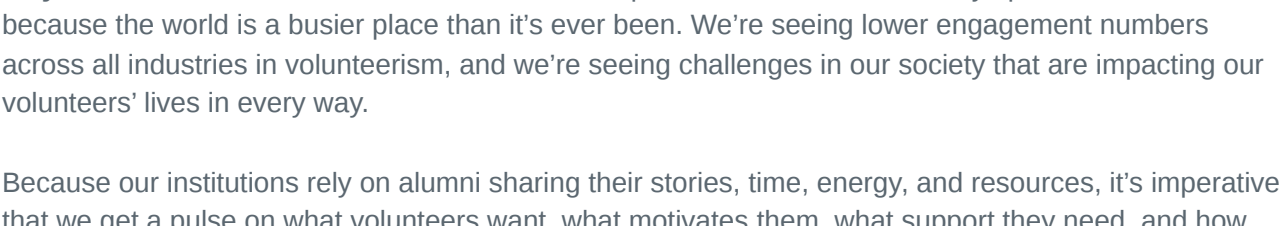
Over the past three years, this week-long crowdfunding campaign has leveraged the schools' on-field rivalry to inspire fans to contribute more than \$21,000 in support of agriculture students.

The winner of the challenge is determined by the number of individual supporters each school garners, adding an extra layer of competition and community engagement to this spirited fundraiser.

by Renee Lerner | LSU AgCenter and College of Agriculture

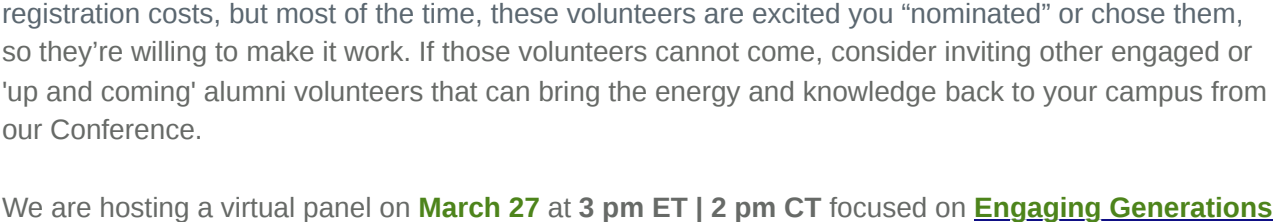


In December, NAADA colleagues from Auburn University and Purdue University hosted an alumni gathering prior to the basketball game between the two schools. Nearly 100 alumni, friends, and administrators from the two schools had a great time, many of whom had connections to both schools! by Danica Kirkpatrick | Purdue University College of Agriculture

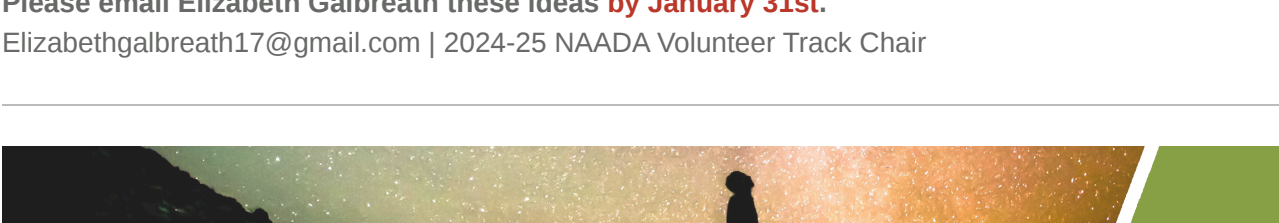


Alumni family and friends with loyalty to both Auburn and Purdue!

L-R Purdue | Danica Kirkpatrick, Dean Burrell, Ergun, Dean Brent Martin, Auburn | Jonathan Patterson, Katie Pollock, Valerie Ruskell & Jordan Monney



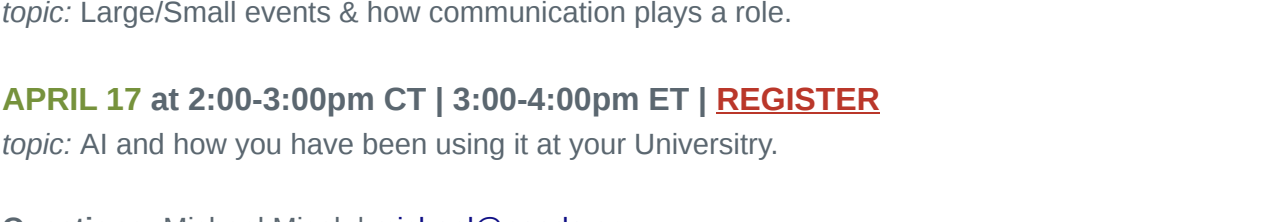
Please SUBMIT YOUR EVENTS by the 1st day of each month for publication in Connections.



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

March 17 at 11:00am CT | 12:00pm ET | [REGISTER](#)

Questions: Amanda Brown Clougherty | [akbrown@umd.edu](mailto:akbrown@umd.edu)



### Engaging Generations of Alumni Near & Far

March 27, 2025 | 2:00pm CT | 3:00pm ET | [REGISTER](#)

Why does volunteer engagement in NAADA matter to the organization?

To your school? It's no secret that volunteers are pickier than ever in how they spend their time because the world is a busier place than it's ever been. We're seeing lower engagement numbers across all industries in volunteerism, and we're seeing challenges in our society that are impacting our volunteers' lives in every way.

Because our institutions rely on alumni sharing their stories, time, energy, and resources, it's imperative that we get a pulse on what volunteers want, what motivates them, what supports their needs, and how our schools can evolve to better meet their interests and needs. Including more volunteers in NAADA Conferences and virtual opportunities will allow us to be on the cutting edge of volunteer and alumni engagement that will set our institutions and colleges apart from others across the nation.

#### How can we elevate the volunteer experience in 2025?

Register your alumni leadership through your institutional membership so they can be included in future communications and sections. If you work for a NAADA Member Institution, you have the ability to register two volunteers as NAADA members for FREE.

If you have volunteers signed up for NAADA membership, consider inviting those volunteers to our Conference to make the most of their membership. You can work with them to cover the travel and registration costs, but most of the time, these volunteers are excited you "nominated" or chose them, so they're willing to make it work. If those volunteers cannot come, consider inviting other engaged or up-and-coming alumni volunteers that can bring the energy and knowledge back to your campus from our Conference.

We are hosting a virtual panel on **March 27 at 3 pm ET | 2 pm CT** focused on **Engaging Generations of Alumni Near and Far**. We'd love your nominations of who would be a great alumnus/alumna to feature who has been engaged with your institution either locally or from a further distance to campus, or from an older or younger generation. All ideas are welcome!

Please email Elizabeth Galbreath these ideas by **January 31st**.

[Elizabethgalbreath7@gmail.com](mailto:Elizabethgalbreath7@gmail.com) | 2024-25 NAADA Volunteer Track Chair



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

**FEBRUARY 18 at 2:00-3:00pm CT | 3:00-4:00pm ET | [REGISTER](#)**

Topic: Large-Small events & how communication plays a role.

**APRIL 17 at 2:00-3:00pm CT | 3:00-4:00pm ET | [REGISTER](#)**

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

Questions: Michael Mickel | [michael@naada.org](mailto:michael@naada.org)

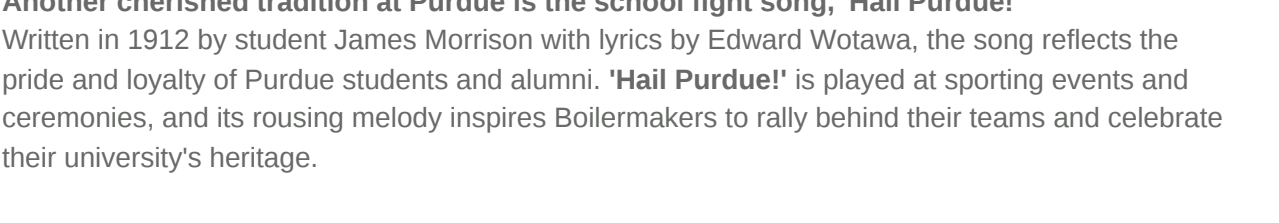


### Student Professionals Track | BB&S | Beg, Borrow & Steal Series

**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!



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

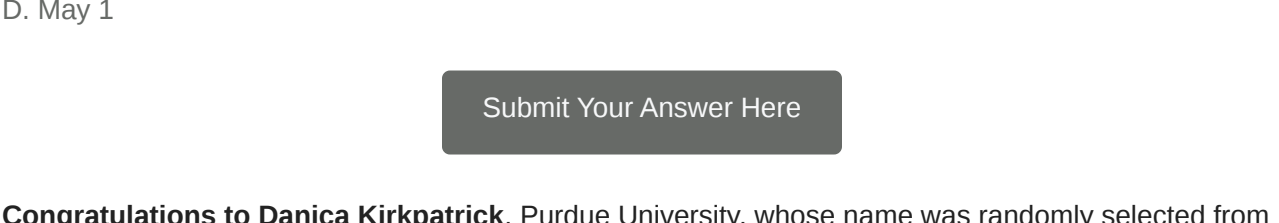
Volunteer Advantage Certificate Program Outline

March 5 at 12:00 - 1:00 pm, CT | [REGISTER NOW](#) for this SERIES.

March 19 at 2:00 - 1:00 pm, CT

March 26 at 2:00 - 1:00 pm, CT

April 2 at 2:00 - 1:00 pm, CT

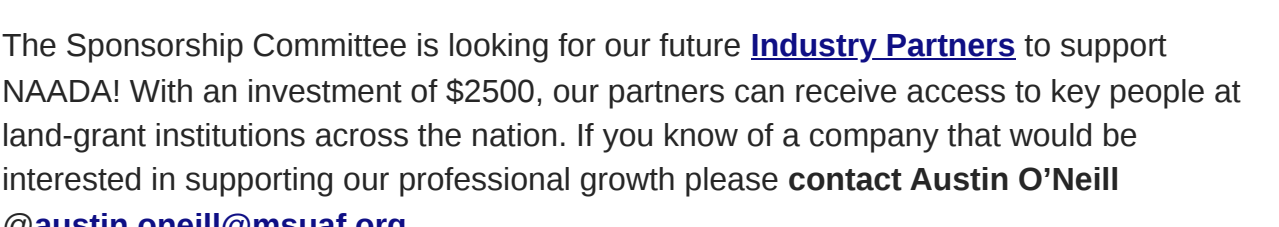


### DEVELOPMENT TRACK SURVEY

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 contact [memberervices@naada.org](mailto:memberervices@naada.org)



Robert Easley Jr  
NAADA Director at Large, DEI  
Invites you to

The 82nd Annual Livestock & Poultry Show

Feb 27-March 1

Southern University  
Agricultural Research  
& Extension Center



The Purdue Big Bass Drum is one of the university's most iconic symbols, often titled as the "World's Largest Drum." Introduced in 1951, this massive percussion instrument has been a centerpiece of Purdue's All-American Marching Band for over a century. The drum is so large that it requires a dedicated crew, known as the "drum crew," to move and play it during football games, parades, and other university events. Its presence on the field is a powerful tradition, symbolizing the strength and unity of the Purdue community.

Another cherished tradition at Purdue is the school fight song, "Hail Purdue!" Written in 1912 by student James Morrison with lyrics by Edward Weiss, the song reflects the pride and loyalty of Purdue students and alumni. "Hail Purdue!" is played at sporting events and ceremonies, and its rousing melody inspires basketball players to rally behind their teams and celebrate their university's heritage.

Together, the Big Bass Drum and "Hail Purdue!" are enduring symbols of school spirit, contributing to the vibrant and enthusiastic atmosphere that defines Purdue University.



SAVE the DATE | Registration Opens Soon



### It's Award Season!

When are the 2025 NAADA Individual Award Nominations due?

- A. January 31  
B. February 15  
C. March 1  
D. May 1

Submit Your Answer Here

Congratulations to **Danica Kirkpatrick**, Purdue University, whose name was randomly selected from the correct answers to the December trivia question. **Answer: B.** Since NAADA was established in 1976, 30 individuals have served as president. [See the list of past presidents.](#)



### Industry Partners Program

The Sponsorship Committee is looking for our future **Industry Partners** to support NAADA! With an investment of \$2500, our partners can 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 @asumtill.com](mailto:Austin.O'Neill@asumtill.com)



Thank you to AG Careers for partnering with us!



NAADA HEADQUARTERS | 400 E. Randolph St. | Suite 315 | Chicago, IL 60601 | (800) 303-4002

