



2026 NAADA ANNUAL CONFERENCE

June 15-18 | University of Tennessee-Knoxville | Crowne Plaza Downtown University | Knoxville

Welcome to Rocky Top!

The University of Tennessee is excited to welcome you to Knoxville for the 2026 NAADA Conference!

Located in the heart of downtown, our conference hotel places you just steps from Market Square, Gay Street, local restaurants, live music, and some of Knoxville's most iconic attractions.

Whether you're enjoying a meal at one of our favorite local restaurants, exploring the historic Old City, or treating yourself to ice cream at Cruze Farm, we hope you'll take time to experience all that Knoxville has to offer.

While visiting campus, be sure to stop by some of our favorite landmarks, including the Torchbearer, Ayers Hall, Morgan Hall, and the UT Gardens. And don't forget to see if you can find all 11 Smokey statues scattered across campus!

We're also looking forward to welcoming you to Spirit Night at Neyland Stadium, one of the most iconic venues in college athletics.

We hope you'll experience the warmth of East Tennessee hospitality and the Volunteer spirit throughout your visit. **Thank you for joining us—we can't wait to see you in Knoxville!**

Go Vols!

Kyle and Cassie



2026 CONFERENCE CO-CHAIR
Kyle Hensley
University of Tennessee



2026 CONFERENCE CO-CHAIR
Cassie Johnson
University of Tennessee

The Estimated National Value of a Volunteer Hour

As NAADA prepares to visit Tennessee—known as the Volunteer State—we are reminded of the important role service and engagement play in strengthening communities, campuses, and organizations alike.

A recent report highlighted in **Associations Now** notes that the **estimated national value of a volunteer hour has increased** to \$36.14 in 2025, underscoring the growing impact volunteers provide across the country. For colleges and universities, this serves as an important reminder of the value students, alumni, advisory boards, and community partners contribute through mentorship, service, advocacy, and institutional support. The article also explores how organizations can better recognize and communicate the significance of volunteer engagement and its lasting influence.



The 2026 NAADA Annual Conference is NEXT WEEK!

Make sure to pack the essentials.

Temperatures for the week are forecast for highs in the mid-to high 80's and lows in the 60's.

- If you're attending the Pre-Conference Tour, you'll want to be comfortable, and wear good walking shoes.
- The attire for the bulk of the conference is business casual.
- For Spirit Night, wear your university colors and show your school pride!
- Thursday night is the awards banquet. Dress up to celebrate these outstanding individuals.
- Dress in layers, bring a light jacket or cardigan for the education session rooms - temperatures may vary.
- The educational tours are where we really get our exercise. Bring comfortable shoes!
- NAADA is all about networking! Bring business cards to share with your colleagues and keep in touch.
- Be prepared for possible showers and thunderstorms. Don't forget an umbrella.
- Don't forget to pack charging cords for phones, laptops, and tablets.
- And, of course, you'll want to take notes during the education sessions! Bring a pen and paper or use the notes pages in the on-site printed program. We know you'll leave with lots of ideas to-do lists.



Welcome to our Newest NAADA Members

If you are a new member and not listed, please email info@naada.org.

Eric Andersen, Iowa State University

Lindsey Clem, University of Kentucky

Haily Griggs, Montana State University Alumni Foundation

Jane Hillstrom, University of Wisconsin-Madison College of Agricultural and Life Sciences

Madison Hunt, University of Arkansas

Amy Jo Jones, AgCareers

Brian Koch, University of Wisconsin-Madison College of Agricultural and Life Sciences

Caleb Lingenfelter, Virginia Tech College of Natural Resources and Environment

Jacquelyn Mosley, University of Arkansas

Charlotte Owings, Purdue University College of Agriculture

Grace Taylor, University of Minnesota

CLICK HERE to learn more about NAADA Membership Benefits!



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University of Tennessee-Knoxville Fun Facts



Did You Know ?

UTK's mascot is Smokey, a Bluetick Coonhound. The Smokey tradition includes 11 dogs to date, with the current mascot, Smokey XI, continuing the bloodline of the first Smokey, known as Blue Smokey.

We are so excited to host NAADA 2026! Get ready for a fun, educational, unforgettable time at University of Tennessee-Knoxville!

THANK YOU to our 2026 SPONSORS!

Conference Host



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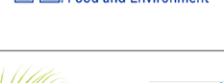
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NAADA Headquarters | 400 E Randolph St | St 3115 | Chicago, IL 60601 | [800] 303-6062