



NAADA at 30

Tribute and Dedication to David C. Pfendler

Since receiving his Bachelor of Science Degree in Agriculture from Purdue in 1932, David C. Pfendler has devoted his energies and talents to the service of American agriculture. In 1939 earned his Master of Science degree and joined the office of Resident Instruction in Agriculture at Purdue. From 1968 until his retirement in 1974, he was Associate Dean of Agriculture and Associate Director of Resident Instruction. He received an Honorary Doctor of Agriculture in 1975.

Throughout these years, he was a vigorous educational innovator. Under Dean Pfendler's leadership, Purdue pioneered in strengthening the general educational aspects of the professional agricultural curricula. The "core" concept of Purdue agricultural training, emphasizing a strong input of mathematics, science and communication was a model widely copied throughout the Land-Grant system. The present size and excellence of the Purdue School of Agriculture are in no small way due to the farsighted leadership of David Pfendler.

His interest in agriculture and rural Indiana ranged far beyond his beloved school. He was an agricultural scholar. His advice and counsel have been sought by governors, secretaries of agriculture, and federal and state legislators. He has served many agricultural organizations in leadership capacities. In 1972, David Pfendler was named the first recipient of the Frederick L. Hovde Award for Excellence in Educational Service to Rural People of Indiana.

If Dean Pfendler were asked what his primary interest and concern had been in his long career, he would unhesitatingly answer "students". He untiringly gave aid, counsel and leadership to their many organizations. He was academic and personal counselor to hundreds of Indiana men and women. By all means possible, he persuaded and pushed young people to reach their highest potential.

David C. Pfendler probably means "Purdue Agriculture" to more people than any one person in that school's long and proud history.

This history of the first thirty years of the National Agricultural Alumni and Development Association is dedication to Dr. David Pfendler for it was at his insistence that we organize a body to collectively recruit and prepare the youth of our country for careers in professional agriculture. Even he would be amazed that his embryonic nudge would result in an organization of national stature that operates on such a broad spectrum to enhance educations so effectively within his beloved agriculture.

As long as health permitted, Dave attended every annual conference to watch over progress of his favorite professional society.

A Personal Note from Mauri Williamson

When it was suggested that I might be the one to write the history of the first thirty years of the National Agricultural Alumni and Development Association, I accepted the responsibility with a great deal of glee. You see, I was in on the gestation and birth of the organization from the very beginning. It would be easy, I thought. However, I found the task to be a great deal more difficult. Melding the serious goals and intentions with the unbridled enthusiasm of the membership with the curious ambience of the group as a whole was not easy. I must be careful, I felt, not to subjugate the seriousness of purpose, with the rather unique social qualities of the members.

As you will quickly find, I made no positive scholarly pomposity in my reports on the Conferences. Rather, I attempted to deal more intimately with the people who make NAADA so successful. They are open-minded, progressive, and thirsty for new ways of doing things. They are extremely loyal to the agricultural profession, and to the people who work in that business.

Often times, I have dealt rather lightly with methodology although their technologies are, to say the least, carefully implemented.

It's far more rewarding, in this case, to talk about the folks who devise and activate techniques to recruit and educate students, raise notable funds for useful purposes, and to ferret out and honor professionals who are the trademark of American agriculture.

It has been an especial privilege to reacquaint myself with those who have made the National Agricultural Alumni and Development Association the sterling organization in those fertile fields and they will lead their society into a productive future.

Thank you for asking me.

Mauri Williamson
Historian

NAADA at 30

“From a Meeting of Friends Came a National Organization”

Before I begin this treatise, I must tell you that I make no guarantee as to the accuracy of every detail. In the beginning, written details are sketchy. Printed programs were non-existent. We had little in the way of written records. The simple fact is apparent, however, that the movement was strong and they strode ahead by the strength of their resolve, not as a result of any remembrance of the past.

In actuality, National Agricultural Alumni and Development Association (NAADA) was conceived at a University of Kentucky football game where Dave Pfendler and Mauri Williamson were made Kentucky Colonels, an odd citation for a couple of Hoosiers. Conversation led to one thing and another, and they finally decided that we needed to get together more often-and invite some others, too. Consequently a passel of Deans and Ag Administrators met that next January where talk turned into action and some sort of informal organization was on its way.

January 15 to 17, 1976 West Lafayette, Indiana Mauri Williamson, organizer

A few Land Grant agriculture schools with interests in trading information on ag alumni affairs were invited to Purdue to attend their famous (or is it infamous) Fish Fry and to talk shop. Rick Daluge (just a boy then), Wisconsin, Bob LaPrad, Michigan State, Chuck Lindley, Mississippi State, Paul Appel, Kentucky, and Mauri Williamson from Purdue attended.

Informal discussions were sufficiently productive to warrant doing it again.

Mauri Williamson was chosen to organize the meeting for the next year, a practice that prevailed for several years. Rick Daluge, Bob LaPrad, Chuck Lindley, Paul Appel, and Mauri Williamson were designated the organizers of the Session for the next year, and are considered to be the founders of the movement.

Dean Dave Pfendler was not at the first meeting but his major power permeated the meeting. Any of you who ever had Dave as your counselor and had every organ of your body shredded by his vitreous analysis of your indolent study habits can well appreciate the power that he held over these students who were his responsibility. I did.

Even at this early point, a singularity of purpose bonded the group. They all were fervent believers in the Land Grant system which provided a firm platform on which a structure for future activities of this group could be built.

The pioneer strength that was forged by our forefathers heavily influenced the Land Grant movement, and the earthy determination of early leaders in the Schools of Agriculture to be the true husbandmen of the land and of our young people establishing their goals. The goals for our organization and this small group of pioneers were already written. All we had to do was harness a structure that would effectively produce constructive results. Here's a prediction. Success lies at our feet, and we will accept the challenge.

One program was instituted at the first meeting that continues to this day. “Beg, Borrow, and Steal” was as useful then as it is for us today.

The die was cast. With warm greetings and hearty handshakes, those fine, new-found friends resolved to meet again next year...same time and same place. A wonderful nameless venture was born!

January 14 and 15, 1977 The Second Ag Alumni Seminar

**Lafayette, Indiana
Purdue University
Mauri Williamson, chairman**

It's cold in Indiana in January, but here they came, from north and south, east and west. Records of those who attended have quietly vanished into history, but the fact remains that there was a genuine desire to unselfishly trade ideas, and dive into the mounds of work to be done. There was a delegation from Mississippi State, Ken Reisch from Ohio State joined us, Poet Laureate Duke Regnier from Illinois lent refinement to the group. Bob LaPrad from Michigan State brought some kind of contraption that visually showed his work there.

And this year, Dean Dave Pfendler, spiritual leader to us all, was there to lend credence to the whole affair.

Aside from the idea exchange by the group, positive steps were taken to perpetuate the movement. This annual gathering would be called a "Seminar."

The host for succeeding sessions would be designated "chairman."

Dean Pfendler would prepare "Articles of Intent" to be used to govern the group. To quote Dave, "We don't need anything as complicated and bureaucratic as a constitution and by-laws. Keep it simple." (My, how things have changed.)

The Purdue Ag Fish Fry was as good as ever.

**February 17 and 18, 1978
Louisville, Kentucky
University of Kentucky
Paul Appel, chairman**

The records remain sparse and incomplete but the trip to beautiful Kentucky was significant. Under Paul Appel's thorough leadership (he's Purdue grad, you know) the seminar was filled with meaningful exchanges of ideas. Mississippi State brought some John Deere dealer who gave a long and philosophical dissertation on the elements of effective leadership in agriculture. (I wish I had been intelligent enough to understand it all!)

It was inevitable, sooner or later, Dave Pfendler would give a speech. I found a wrinkled copy of his speech notes. The wisdom of this great leader is just as applicable to our organization today, as it was back then. (Speech notes in Appendix•••)

We spent the evening at the famous National Tractor Pull in Freedom Hall as guests of the University of Kentucky. It was horrendously noisy, smoky, and dangerous, but it was wonderful, too. Fifteen thousand farmers in seed corn hats and overalls are a sight to behold.

The National Farm Machinery Show consumed the second day. The products of modern technology in agriculture are an amazing tribute to the ambition and ingenuity of American agriculture. I just wish that I could afford all those exotic machines!

**February 15 and 16, 1979
Louisville, Kentucky
University of Kentucky
Paul Appel, chairman**

The second seminar at Kentucky was significant for several reasons. First, several new colleges were represented—Kansas State, Nebraska, Hawaii, and others. Dean Dave Mugler, of Kansas State, took page after page of notes. He was going right back to Kansas and get an Ag Alumni Association going. We tried to get Hawaii to host the next session. (Didn't work.)

A dark and mysterious person appeared on the scene who talked about death and wills and taxes and stuff like that. Bill Messina, of Florida, was the first development professional to attend. Despite the fears of the Ag Alumni people, he was one of our best. He was the first of many development folks to follow.

WE GOT A NAME! We are now the National Agricultural Alumni and Development Association. NAADA, a familiar moniker throughout the country—despite the fact that it



means “nothing” in Spanish.

We now have a motto, “Where Academia and Reality meet.” We established annual dues at fifty dollars per institution. And we had our first outside speaker—a public relations official from the Ford Motor Company. I have our checkbook for 1980. On February 14, we had a balance of \$431.09.

We changed the annual event from a “seminar” to a “conference.”

The beginnings are over. Mauri Williamson and Paul Appel have done their jobs. Location of future conferences were determined by invitation, years in advance. The programs were a splendid combination of education, commitment and sociability. Whatever happened to that little old meeting in a dark room in back of that tavern on the banks of Wabash?

**March 6 and 7, 1980
Biloxi, Mississippi
Mississippi State University
Dean Chuck Lindley, chairman**

These folks down south sure know how to put on a Conference! If the administration back home knew how much fun we were having, they might have put a stop to it all. That would have been a mistake. Great food and sociability are very compatible with comprehensive brainstorming sessions, meaningful panels and illustrious speakers. Here, we began to hold specialized seminars for particular interests.

Mike Richey, just out of college and a phenomenal fund raiser for the Kentucky School of Agriculture was memorable with his illustrated dissertation on effective development techniques.

Dr. Ashby Green, Extension Veterinarian at Mississippi State University and later an executive with Monsanto was a big time benefactor of NAADA. The useful things that he did for us are remembered to this day.

We ate crawdads and fished the Gulf, but we also learned a lot.

**May 17 to 20, 1981
Lincoln, Nebraska
University of Nebraska**

Lee Messersmith and Earl Ellington, co-chairmen

This conference, in the pattern of the University of Nebraska, was down to business. The sessions were extremely productive. For the first time, the colleges brought students to the conference and special sessions were held for them. For the first time we met Marcy Heim, a student from the University of Wisconsin. She later became a high ranking member of the Wisconsin development program and is a very active member of the NAADA leadership to this day. Cornell University, under the leadership of Glenn MacMillan, bought a team of leaders in the development business. Laing Kennedy was their team leader.

Committed dedication to comprehensive learning was the signature of the Nebraska Conference. Assistant Dean of Resident Instruction, Earl Ellington was at the helm. Earl and Norma Ellington still regularly attend our conferences.

The *NAADA News*, our annual newsletter was inaugurated. The prestigious Distinguished Service Award for exemplary contributions to the profession was inaugurated in 1981. The obvious choice for the first recipient was Dean David Pfenner, Purdue, father of NAADA.

**June 27 to 29, 1982
Ithaca, New York
Cornell University
Glenn MacMillan, chairman**

This Cornell conference very well could be tagged the first of the truly professional events. One statistic of note is the fact that a rough count of delegates attending the event were: 21 universities, with 10 development professionals, 8 alumni professionals, 12

agricultural alumni, 10 deans and administrators, and 2 ag associated fraternities. A spectacular increase in participation over those half dozen or so years of activity is encouraging.

The Cornell group were generous in their hospitality, with great barbecues, fine dinners, proud tours of the lakes of New York, a visit to awinery (with samples) and more. They were versatile though. They would quickly turn to comprehensive discussion on the act of writing fund raising letters, development techniques, wills and estates, alumni involvement, and student activities.

John Sterling and his large staff truly are professionals.

Mauri Williamson received the Distinguished Service Award.

This was the last conference where the host served as the president of NAADA. Hereafter, the officers and director are chosen by election.

**October 5 to 8, 1983
Madison, Wisconsin
University of Wisconsin**

Bob LaPrad, president; Rick Daluge, conference chair

This was probably the largest conference to date. Four affiliated agricultural societies (Alpha Gamma Rho, Farmhouse, Alpha Zeta, and FFA Foundation) 27 states with 74 delegates and 12 sponsors attended. Hawaii is the newest member. The founders were very much in evidence. Rick Daluge was Conference Program Chairman, Bob LaPrad, Michigan State was president, Mauri Williamson, Purdue was vice president, and Paul Appel, Kentucky, received the Distinguished Service Award. And, of course, Dave Pfendler, godfather of the whole association, was, as always, in attendance.

We need your help! Somewhere about here, we began publishing proceedings of each conference, and prepared them for several years until the program materials got so massive they discontinued the work and depended on the publication of printed materials at the meetings to get the information out to our members. Sadly, my collection is far from complete, and I would like to have one copy, of each, for our archives. Do you have copies that you would donate for history? Please send them to Mauri Williamson, 4000 Morehouse Rd., West Lafayette, IN 47906-5411. Thank you in advance.

The Program at Wisconsin offered a broad spectrum of speeches, panels, and discussions that covered alumni involvement, development programs, student support, and cooperation with school administration.

Wisconsin is a state that knows how to have fun, Beer, ice cream, cheese, brats, and barbecue was everywhere. (Being from Indiana, anything that looks good, tastes good, or feels good is a sin, so I missed out on the beer!)

This was the first year for the thunderous alumni reunions of each participating Ag school, and the one at Kaltenberg Seed Farms was an appropriate beginning for the tradition.

**September 19 to 21, 1984
Columbus, Ohio
The Ohio State University**

Bob LaPrad, president; Bob Groves, conference chair

The much anticipated unveiling of the spectacular multimedia show on student recruitment produced with loving care by Bob LaPrad of Michigan State opened the conference. Unfortunately, the darned thing blew up. Oh well, another day. Visits to the famous Ohio Farm Science Review and a gracious evening at Bill and Grace Richard's farm capped off a wonderful conference, filled with fun and learning.

Molly Caren, donor of the farm site now used by Ohio State for research and the home of the Farm Science Review was our distinguished guest. Her memorable quote "When you get a big salmon on the line, and it's light tackle, believe me, you had better keep a tight line" can very well be the guideline for every development professional.

Rick Daluge was the recipient of the Distinguished Service Award. The "Articles of



Intent” were finally adopted. Dues are still fifty dollars per institution and we have \$2412.30 in the treasury. Nearly 100 delegates attended this conference.

**July 10 to 12, 1985
Davis, California
University of California, Davis**

Mauri Williamson, president; Jim Clawson, conference chair

My wife, June, and I cleaned up our rough riding GMC pickup truck, (no air conditioning), loaded on the camper and headed out for California. We achieved our goal of rarely traveling on an Interstate, except when absolutely necessary.

California! What a beautiful place for a conference, the state is beautiful, the agriculture is spectacular, and the people so warm and friendly.

A distinguished docket of speakers established the theme of this gathering—Dean Charles Hess (formerly from Purdue) and his careful insights, Bob Sandberg, Nebraska, and his folksy band of development professionals, Louis Wise of Mississippi State, and Jane Coulter of USDA each could headline almost any meeting.

Leadership development seemed to be the overriding theme of panels and discussion groups.

We had a wonderful alumni night that was unique in that the cops closed us down. The music and people were too noisy for the neighbors!

The formal banquet could only happen in one place—Mondavi Winery in Napa Valley. We had a special wine for each course of the meal. I don’t remember much about the last half of the evening.

Thanks California. It was one fine time.

Bob LaPrad richly earned the Distinguished Service Award.

**July 8 to 11, 1986
Champaign-Urbana, Illinois
University of Illinois**

David Mugler, president; Lynette Marshall, conference chair

Illinois is a land of rich prairie soils, progressive agricultural towns, and influential business and industry to match the great farms and families. And they have the University of Illinois College of Agriculture to match. They have been an early and active part in the formation of NAADA. Now, here’s a development that I like! This conference was the first to hold the wonderful, “Ice Cream Walk.” Some of us left education behind and walked to the nearest ice cream parlor and ate them out of house and home.

Lynette Fournes Marshall first appeared on the NAADA scene at the California Conference as a student, then joined the Illinois Ag Development staff and steadily advanced up the administrative faculty.

The Illinois conference was absolutely filled with excellent discussions, panels, and speeches the likes of which we rarely exceeded.

Glenn MacMillan of Cornell richly deserved his Distinguished Service Award.

Sadly, this was the first conference to be missed by Dean David Pfindler.

A new tradition began when President David Mugler of Kansas presented the hand crafted President’s Gavel, made from a mulberry tree from the Mugler farm to incoming president, Rick Daluge.

**July 7 to 10, 1987
Blacksburg, Virginia
Virginia Polytechnic Institute**

Rick Daluge, president; Marcella Davidson, Conference Chair

The Ice Cream Walk continued amid the Appalachian setting of this great conference!

Virginia Tech, beautifully set in the high pastures, verdant valleys, and an agriculture built around cattle and timber, is a university guided by the principles of the Land-Grant system and it prides itself on the attention it gives to its students and their education. This conference is evidence of that fact with the sessions emphasizing faculty, student, and

alumni cooperation in programs that are concerned with a good education.

Dr. Wayne Purcell, Dr. John Sally, and their Agricultural Tech program surely prove their attention to modern technology. Their relationship with their alumni is a close and useful one. They are proud of THEIR school.

The evening banquet at the remote Mountain Valley Resort, the setting for, “Dirty Dancing”, offered Distinguished Professor Burt Robertson, Civil War scholar. In my opinion, this was the best speaker we have ever had at NAADA.

This is a good time to recognize Marcella Davidson, Hershey Foods Executive and a VPI alumnae for her yeomen service as NAADA treasurer.

John Huftalin, Illinois hog farmer, accepted the Meritorious Service Award.

Thanks Virginia Tech, you are great hosts!

**April 12 to 15, 1988
Athens, Georgia
University of Georgia**

Bill Alverson, president; J. B. Amos, conference chair

Attendance 90 delegates from 34 states!

Dues paid by 53 state institutions or organizations.

As I made my way to the big banquet for the NAADA Conference in Atlanta at the Underground, there I noticed a rather despondent character, in a wrinkled shirt, wash pants, and floppy shoes hanging around our reveling delegates. I thought, “Must be a poor homeless person, looking for a handout.” I was wrong. It was Dean Bill Flatt, of Georgia College of Agriculture! He was the speaker for the evening. And what a hilarious show he put on. Deans have to be versatile nowadays.

I did some figuring on this particular conference. Thirty-eight distinguished panelists, notables, speakers, and consultants from twenty-two colleges or universities, shared their expertise with the attending delegates. Now, you know why a majority of the Land-Grant Colleges of Agriculture have representatives there. Now, you know why the wife of the President of the University of Georgia hosted our spouses in her home. Now, you know why Ag Colleges stand in line to host a conference.

If you ever have the power to decide when a future meeting of any kind will be, choose the University of Georgia in April! The flowers are magnificent and the warm breezes of spring are already there. What an exhilarating experience for us northerners!

As NAADA evolves the format is rather standard -alumni, students, development and community, but the quality of the material steadfastly improves and enthusiasm of the delegates increases by the year. Georgia certainly added to that trend. Thank you dawgs, for a great show.

The Distinguished Service Award was presented to David Mugler, of Kansas State.

**July 18 to 21, 1989
Fort Collins, Colorado
Colorado State University**

Ashby Green, president; Merle Neihaus, conference chair

NAADA has never been afraid of change, and this conference was no exception. We decided to hold a joint conference with the Deans and Directors of Resident Instruction. The general sessions were attended by both groups, then each group went their separate ways for their specialized sessions. This idea was a good one, but probably won't continue on a regular basis. Schedules are about impossible to coincide. This year NAADA educational sessions were pretty well divided by alumni and development interest. Banquet and special events were attended by all. The evening banquet speaker was William Coors, of the Coors Brewing Company of Denver. By no stretch of the imagination could he be called a flaming liberal!

The Chuck Wagon Dinner up in the mountains was a great success.

NEWSFLASH #1—Dean John Brand of Connecticut and Bob LaPrad of Michigan



State got lost in the small town of Fort Collins. However, to the dismay of some, they found their way back!

NEWS FLASH #2Somebody stole the big NAADA banner, it was not found -probably hanging in some student's room.

Patty Clark, Rick Swantz, and Mauri & June Williamson journeyed all the way to Bozeman to help Montana State organize an Ag Alumni Association -one of our outreach programs.

Ashby Green was the recipient of our Distinguished Service Award.

**May 22 to 25, 1990
Manhattan, Kansas
Kansas State University**

Mike Richey, president; Patty Clark, conference chair

It's corn planting time in Kansas, but a lot of it will have to wait until we get this great meeting over with. The atmosphere here is defiantly, "Middle America" with their big dinners, old fashioned barbecues, bus drives through the sparkling Flint Hills, and good country speakers, Mark Mayfield and SamBrownback.

The joint sessions were exemplary in their content and presentation.

The building of a corps of Student Ambassadors is gaining momentum. From the beginning of the student program at Auburn University, to the present day, the growth has been steady. The use of our best students to represent our colleges certainly is a prudent activity.

This was Mauri Williamson's last conference as the Purdue Ag Alumni Association Executive Secretary. He certainly appreciated the magnificent silver tray presented by David Mugler on behalf of the association. He likewise loved the chocolate plaque presented by Marcella Davidson of the Hershey Chocolate Company even though it melted on the way back to Indiana!

Distinguished Service Award went to Earl Ellington.

**May 29 to June 1, 1991
Lexington, Kentucky
University of Kentucky**

Earl Ellington, president; Grace Gorrell, conference chair

There's just something about Kentucky! Oh sure, we make fun of them up in Indiana, but give them a job to do, and they will do it with flair and with enthusiasm. The Kentucky Ag Alumni is a well established group, genuinely dedicated to performing an enduring and constructive service to their university and to the agriculture of their state. Paul Appel got it all going, back in 1976 and a parade of powerful leaders follows him in advancing this good work. Grace Gorrell, Mike Richey, John Robertson, Bobby Gaffney, Susannah Denomme and many more are intensely loyal workers. The key to their success, however, has been their constant focus on goals that are useful to their constituency. They are an example for all to follow.

And they know how to make life enjoyable -barbecues, horse races, farming, Kentucky basketball are all elements that form a base for their continued activities. And I suppose a little Kentucky bourbon whiskey makes the jobs easier, too.

If you forced me to pick the best Ag Alumni organization over the years, it might be Kentucky, but don't hold me to it.

Mike Richey and John Robertson were co-winners of the Distinguished Service Award.

The decade of the 90's was the setting for a substantial expansion in NAADA projects and organizational structures.

1. Finally, a comprehensive set of By-Laws were adopted to replace the old Articles of Intent. (What a change!)
2. Students were adopted to the conferences, with a separate chairman and program.
3. A reception for college students attending the National Agricultural

Career Show in conjunction with the FFA National Convention is sponsored by NAADA.

4. Regional training sessions for Ag Alumni Associations in selected locations around the country are held to help groups when travel funds are limited.
5. Institutional dues were established to reflect number of ag alumni and development professionals at each school. (1-3 professionals, \$350, 4-6, \$500, 7-9, \$750, and over 10, \$1500.)
6. A broad spectrum of awards were developed to honor individuals in several different categories and to reward excellence in projects and publication. (Descriptions of these activities can be seen in Appendix•••.)
7. We now actively pursue grants for service projects. Rick Foster of the Kellogg Foundation is one who presently works closely with us.

**August 5 to 8, 1992
Corvallis, Oregon
Oregon State University**

John Brand, president; Betty Brose, conference chair

One hundred fifty years ago, well over 150,000 immigrants traveled the Oregon Trail, most of them to the Willamette Valley in Oregon, to seek a better life in agriculture. In 1992, another migration of sorts took place as agricultural alumni from all over the country plodded to the same valley to learn how to make agriculture better. The countryside was different, but the Oregonians were the same—kind, friendly, and dedicated to a better life. John Brand of Connecticut is not only a proficient dean and educator, he is a genuinely friendly fellow. He guided this NAADA conference with great skill and good humor. He made what some would call drudgery into an exciting adventure in scholarly improvement.

The educational sessions were well organized and productive. The interest groups were: alumni, volunteers, students, and development. Even though we were in a far corner of the USA, attendance was at a record level. Forty-one Land-Grant Universities were represented.

The highlight of the entire conference, however, was not education, it was the appearance of Orville Redenbacher, the famous popcorn icon. Orville, a Purdue Ag and former county extension agent became one of us. He loved us just as much as we loved having him a part of our conference.

The Oregon countryside was different to most of us. We enjoyed an 8,000 acre Christmas tree farm, an Oregon winery, Karla Chamber's (a former development officer at Oregon State) pumpkin pie factory, and magnificent scenery.

Thanks to Betty Brose, for a great conference.

Marcella Davidson received the Distinguished Service Award.

**July 11 to 14, 1993
State College, Pennsylvania
Penn State University**

Lynette Marshall, president; Barbara Wallner, conference chair

This seems to be an appropriate place to recall a few of those venerable loyalists who attend NAADA, year after year without any regard to their own personal benefit. They just love the work that we do. Of course, there stands Dave Pfenkler of Purdue, head and shoulders above the rest. Then there are John and Jo Anne Huftalin, Illinois hog farmers, Jake Schales of LSU, Earl and Norma Ellington of Nebraska, of course Bob Bickford and Lee from Vermont, Bobby Gaffney and family, Kentucky, John Sterling and Nancy from Cornell, and Lynn Wells our official photographer from Ohio. By all means, we should always remember Jane Longley-Cook of Cornell. She lent Grace to every conference she attended. That's just a few of those good people who believe in what we do. We must remember them all.



The popular, “Beg, Borrow, and Steal” sessions at Penn State, once again reinforced everyone’s willingness to share their successes.

The wide array of speakers selected by Barbara Wallner and her committee were top quality.

Things to remember from Penn State:

1. The ice cream parlor and Joe Paterno Peach flavor cones.
2. The agricultural museum.
3. The huge elms on campus.
4. Marcy Heim still sings a mean song.
5. Jim Sanders, delegate from Australia.

Distinguished Service Award was presented to Bill Alverson.

**May 24 to 28, 1994
Baton Rouge, Louisiana
Louisiana State University**

Lynette Marshall, president; Julia Bolton Falgout, conference chair

When all is said and done, I feel that the Conference planned and executed by Louisiana State University and Julia was the best of them all. It was a graceful combination of comprehensive discussions, wonderful speakers, exuberant sociability, and a great look at Louisiana.

Here’s why I judged them, “champions.”

1. Wonderful Cajun food.
2. The great food of Chef Paul Prudhomme.
3. Loren Kruse, Editor, Successful Farming.
4. Names like Falgout and Thibodeaux.
5. Alligators, catfish, and crawdads.
6. Russell Howes, “Planned Giving” by guitar.

The printed materials were excellent. The program content gave something for everyone. The fun was “really” fun. Louisiana didn’t miss a lick!

John Brand richly deserved the Distinguished Service Award.

**June 25 to 20, 1995
East Lansing, Michigan
Michigan State University**

Donya Lester, president; Bob LaPrad, conference chair

NAADA may be maturing, but it is not aging in the least. One hundred and twenty-two delegates from coast to coast journeyed to the northland to share experiences and knowledge with their friends.

Program content was incomparable with the captivating titles like, “You make me feel like a million bucks”, “The effective volunteer”, “The Kellogg Vision of Agriculture”, “New strategies for getting it done”, “Abolishing the Sacred Cow System” and much more to spellbind the delegates. Distinguished guest speakers and NAADA mentors inspired delegates to loftier futures.

Ebullient Conference Chairman Bob LaPrad and his committee were at the height of their glory in producing this extravaganza.

The splendid pinnacle of the entire conference was the “Twentieth Anniversary Presidents Banquet.” Honoring all the previous presidents of NAADA by presenting them with a mulberry gavel, a replica of the original, made by Dean David Mugler of Kansas State. It was a fitting climax to a glorious conference.

Lynette Marshall received the Distinguished Service Award.

**June 16 to 20, 1996
Charleston, South Carolina
Clemson University**

Donya Lester, president; Tom Skelton & Kirby Player, co-chairs

“GROWING MISSIONS with GRACIOUS TRADITIONS” was an appropriate

theme for this conference. Combining the powers and strength with progressive growth is imperative in an organization such as ours. Now and again you need to get back to where you started, to see where you are now. "NAADA BASIC CAMP" was available to those who want to take an unembellished look. I liked Joe Erwin's, "The Creativity Process" and Cornell's John Sterling talking about the professional-volunteer relationship. And how about "Ag Education 20/20"? I like that! We all have tremendous potential, if we keep the goals closely in sight.

Appropriately, our conference was in the Southern Colonial Mills House, right in the middle of magnificent homes and discreet living -or is it magnificent living and discreet homes? Oh, well.

The instructions we received at Charleston were right on target.

Thank you, Tom and Kirby. (I sure would like to have some of that South Carolina tea right soon.)

Betty Brose, Oregon State, received Distinguished Service Award.

**June 18 to 21, 1997
Tucson, Arizona
University of Arizona**

Bobby Gaffney, president; Margie Edsen & John Engen, co-chairs

Back in Indiana, a nice hog farm is about the best we can do for sightseeing, but down in Arizona, natural beauty is everywhere and the Ag Alumni certainly took advantage of every bit!

The setting of the Western LaPaloma Resort in Tucson was ideal to foster camaraderie for delegates and some respite from the scurry of the daily grind for their families. While that may not be on any register or part of anyone's official procedures, it certainly provided the setting for relaxed exploration into more imaginative ways to do our business.

It's interesting to note that, as NAADA matures, it relies more and more on its own membership as a reservoir of information. The format at Arizona consisted of most sessions built around panels of three or more authorities (most of them our own) discussing the assigned topics. Sprinkled among those sessions were inspirational messages by skilled presenters. Examples are Marshall Bassoff on "Volunteers", Successful Farming Editor Loren Kruse and colorful former Arizona Congressman Kiki de la Garza.

The Arizona conference can well be used as a model on how to pack the most information into a limited number of days. The key is to have capable moderators.

The delegate body was refreshed by visits to historical and natural spots, hilarious shows, and great food.

You would do well to look at the Arizona event as a model.

Tom Skelton received the Distinguished Service Award.

**June 14 to 17, 1998
Orlando, Florida
University of Florida**

Bobby Gaffney, president; Debbie Lancaster & Paul Willis, co-chairs

Being somewhat of a pioneer myself, I decided that my real lifestyle was to live in a log cabin, on my own land, and, as much as possible, build it myself.

Well, everything went well. I hired a crew to put up the basic shell and weatherproof it so that I could finish it myself and have a lifetime testimony of my own personality.

Everything went well, that is, until I fell off the durned ladder and broke my ankle. My pride was destroyed and my schedule for the whole summer was obliterated. I missed my first NAADA conference! Consequently, my account of the Florida Conference is a bit sketchy, and, in places, approaches being fiction rather than fact. I'll do the best I can, depending mostly on my friends for the details.

Considering the fact that the conference was held at the Grosvenor Hotel, just down the road from Disney World, you would think that it would be well nigh impossible to get

a bunch of NAADA delegates to settle down to three days of good productive hard work. But they did it, and very well, too. The agenda was packed with panels, group discussions, and authoritative speakers. It all productively addressed the theme, “The Magic of NAADA, You’ll never outgrow it.” As I reviewed the program, I am impressed with the fact that most of the participants were “our own.” Surely, we have become leaders in the alumni and development business. I see the names of Melissa Lester, LuAnn Walder, Lynette Marshall, George Cawthon, Keith Barber, and many more. All veterans of the NAADA business.

I also see that you took a tour of Epcot, my favorite place, had a great golf tournament, and time for touring that beautiful place. I’m sad that I missed it all.

Bobby Gaffney earned his Meritorious Service Award.

**July 7 to 10, 1999
Ithaca, New York
Cornell University**

Marcy Heim, president; Dick Church & Jean Scabadi, co-chairs

As one might well expect, the conference at Cornell was absolutely outstanding. Not one thing particularly emphasized formality and meaningless entertainment, it was packed with pertinent and useful information, well prepared and presented by skilled orators.

Rather than rambling through the description of each days activities, I am merely listing the best of their conference for your recall.

1. Ken Blanchard, “Leadership in the 21st Century”
 2. Stephen McCurley, “Differences in the Volunteer Behavior”
 3. John Miller, “The Question Behind the Question, a Tool For Leaders”
 4. John Sterling, “Who Joins, Who Leads, Who Owns, and Why”
 5. David Dunlap, “Fund Raising-Picking and Farming”
 6. Bill Messina, “Top Ten Mistakes of a Campaign”
 7. Rick Foster, “The Land Grant University in Transition”
 8. Grace Gorrell, “Getting Ahead and Letting Go”
 9. Brian Earle, “Personal and Professional Growth”
- and many more.

Add to that, the social graces as only Cornell can do it and you have the makings of a tremendous experience. Only John Sterling, Dick Church, Jean Scabadi, and their Cornell people can do it so well.

Kirby Player richly deserved the Distinguished Service Award.

**June 25 to 28, 2000
West Lafayette, Indiana
Purdue University**

Marcy Heim, president; Myron David & June Lang, co-chairs

The old saying, “What goes around, comes around again.” certainly applies to NAADA. Twenty-five years ago, the National Agricultural Alumni and Development Association was founded at an informal session at Purdue University. Here we are, back on the site of our birth to honor those who had the vision of this prestigious nationally recognized professional society, and to pay our respects to those who built the foundation for our success.

Purdue was a logical place for this movement to begin. The School of Agriculture here is deeply committed to basic agriculture at all levels. They are close to the farmers of the state, and the production aspects of undergraduate training is popular with students. Research in agriculture at Purdue, while at the very forefront of science, has never lost sight of that commitment given to them by the Land Grant Act back in 1864.

The things that you saw and heard at the 25th NAADA conference reflected that continuing dedication to the basic tenets of American agriculture still exists.

Now, don’t get me wrong. Purdue people know how to have a good time. Our best teachers like entomologist Tom Turpin weave delight for the land and its provender into

their teaching. (You met him at our big barbecue at the Agronomy Farm.) Great human beings like economist Bob Taylor are idolized for their great teaching.

Indiana is a great state. It doesn't hurry much, and it values the good things that have come our way. Even Purdue astronaut Jerry Ross is as comfortable talking to a NAADA conference or 4-H club as he is in space.

We are real glad that you came to Purdue in 1976 and 2000. Come back, anytime.
Russ Wilson received the Distinguished Service Award.

June 19 to 24, 2001
Cary, North Carolina
North Carolina State University
Ray Miller, president; Keith Oakley, chair

The NAADA conference at North Carolina State was all about people. Keith Oakley, Sharon Ramsey, Chris Wessel, and their large corps of professionals and volunteers executed a comprehensive educational agenda without peer. And speaking of people, this conference was one of the largest, but that's nothing new. Everyone of them attracts a nationwide audience anymore. (Ed, there's just something extra special about agriculture folks.) NC State gets the trophy for holding the rowdiest dance. That Carolina Beach Party was downright dangerous! A guy or gal could get mauled to death in there. However, 2001 was a sad time for NAADA. We lost one of our favorite volunteers, Jane Longley-Cook after a long bout with cancer. She is still here in spirit. A Jane Longley-Cook Endowment Fund for NAADA was established. All donations are matched by Bob Bickford of Vermont, another fixture at NAADA. This fund had \$10,000 in gifts after this year. Lynn Wells, Ohio State, and our photographer, won the first Longley-Cook award.

The Student Ambassador section of the conference is growing and effectively promotes leadership for the next generation.

NAADA hired Jack Pitzer as its first Executive Director.

Philanthropist Ruby McSwain donated her home and farm to establish the McSwain Extension Education and Agriculture Center. At the conference, she donated \$15,000 to the NAADA Endowment Program. The Kellogg Foundation and Rick Foster funds program for the 1890 schools.

The 1890 schools are regular attendees of NAADA, thanks to our continued efforts on their behalf.

Grace Gorrell deserved the Distinguished Service Award.

June 15 to 19, 2002
Park City, Utah
Utah State University
Ray Miller, president; Vic Saunders, chair

Talk about variety. From the flat rich farmlands of North Carolina to the spectacular Wasatch Mountains of Utah, the contrasts of the natural surroundings were symbols of the variety of the delegates. All of us flatlanders stood in wonderment as we arrived at the Grand Summit Resort Hotel (one of the sites of the 2002 Winter Olympics.) We seemed to pale in comparison to the magnificence of the mountains around us.

The content of the conference program was difference, too. Just like the openness and freedom of its surroundings, the gathering was unadorned in its format, imaginative in its content, and enthusiastic in its attention to the structural goals of NAADA.

Vic Saunders and his Utah State Ags richly earned our praise for the thorough manner in which they managed the program. Maybe it was the commitment of Brigham Young who said, "This is the place" that set the tone for the whole event.

It matters not whether we are Mormon, Methodist, Catholic or, "our own thing" just to sit in that magnificent Mormon Tabernacle and listen to that wonderful organist is an inspirational experience. We all need to sit back once in awhile and ponder our own role in a needful society. (I always wanted to sing in the Mormon Tabernacle Choir, but it was



too far to go to practice.)

Reviewing the lofty geographic site for this conference, and the heights to which program content has risen, this seems an appropriate place to list a few folks who have made an indelible impression on all of us who have attended NAADA conferences, from the beginning. In no way is this computation complete. I know that I have missed many, but these few are symbolic of the leadership that has been involved in this history, in one way or another.

Dr. David Pfendler, Purdue, his strong, and sometimes obstinate personality provided the “steel” that forged the way to our success. He never held an office, but he surely was the one who led from the very beginning.

Rick Daluge, Wisconsin, is quiet yet directional. Merely by just being there, he exerted a continuous force in our growth. (He’s a darned good piano player, too.)

Bob Bickford, Cornell, Vermont, North Carolina, is the ultimate “Volunteer.” Retirement was only the beginning for him. He has unselfishly shared his experiences and his resources with all of us at NAADA.

Earl Ellington, Nebraska, in his quiet way Earl graded out the low spots as he went. You always can count on him when you really need help. He loves agriculture, the land, the people, the antique tractors, and all.

Lynette Marshall, Illinois, from the first time she appeared on the NAADA scene as a shy student to her present position as Assistant Chancellor of Development at the University of Illinois, she has seriously dedicated her life to her profession and ours.

David Mugler, Kansas State, when Dave gave that great acceptance speech upon his election as president of NAADA in 1987, I suddenly realized that we had ceased being just a reunion and became a powerful force for good.

Grace Gorrell, Kentucky, she brings her extension background to effective leadership.

Ray Miller, The Ohio State, always enthusiastic and always successful.

John Sterling, Cornell, a strange combination of cryptic motivator and keen organizer, he’ll match wits with you at every opportunity.

Marcy Heim, Wisconsin, attended first as a student and has been a leader ever since. A productive persistent fund raiser.

Keith Oakley, North Carolina State, leader of the “New Professional” and there are many more.

Marcy Heim received the Distinguished Service Award.

**June 22 to 25, 2003
Columbus, Ohio
The Ohio State University**

Milford Jenkins, president; Ray Miller, chairman

Rumor has it that Ray Miller put off his retirement for a year so that he could be the host for the NAADA conference of 2003! Be that as it may, we all were mighty glad that Ray was there and in charge. He put on a great event, charged with innovative planning and skilled execution. The Ohio State has a great potential in facilities, staff, alumni and a broad base in agriculture. Thanks to all of you for pitching in, it was great!

As I scanned the program, it became evident that our greatest resource for expertise came from the very people that we trained over the years. Professionals like Sharon Ramsey, Rich Bundy, Milford Jenkins, Grace Gorrell, Warren Evans, Marry Bushelle, Chris Cammarene-Wessel, Barry Delks, Charlie Edgington, Donya Lester, Keith Oakley, Kirby Player, Bill Sheets, Paula Beecher, LuAnn Waldner, Lynn Wells, and Paul Willis were just kids a year or so ago. Now, they are our leaders! We dare not forget old timers like Bob Bickford, Jake Schales, Jane Longley-Cook, and Dick Ward who are or were dedicated volunteers and never miss a conference. And we all must pay proper homage to professionals like Earl Ellington, John Sterling, Ray Miller, Dave Mugler, Marcy Heim, Rick Daluge, and Lynnette Marshall who supplied the glue to hold the whole thing together, good years and bad.

I did a substantial study on the long range growth of NAADA. In 1976, the first session at Purdue, we had around six institution representatives present with a couple of deans, four ag alumni workers of one kind or another, a stray ag professor and around two hundred dollars in the treasury. Dues were fifty dollars per institution.

In 2003, at The Ohio State Conference, thirty-two agricultural Colleges were in attendance, designated as follows:

- 35 Ag Alumni Professionals
- 2 School Administrators
- 57 Development Professionals
- 13 Student Professionals
- 26 Ag Alumni Volunteers
- 17 Guests
- 18 Students
- 168 Total.

Forty-nine land grant institutions are dues paying members with 32 of those attending this conference. Dues are \$350 to \$1050 per year, depending on the number of staff. Net assets of the Association are over \$60,000.

Jack Pitzer continues as our Executive Director.

Ray Miller was awarded the Distinguished Service Award.

Back in 1976, not one of those who gathered in the little room in the back of that tavern in West Lafayette would have even dared to dream that we would ever reach the present level of national reputation. From a little session to a nationally recognized professional society that effectively reaches every Land Grant Institution, we did it!

Who would have even dreamed that the moniker NAADA would mean, “nothing” in Spanish, and to NAADA, one of agricultures most effective voices for professional education progress?

What a glorious surprise!

It has been a personal thrill to be asked to write this anthology of the National Agriculture Alumni and Development Association. Participation with a bunch of dedicated individuals has been the thrill of my life.

Mauri Williamson
Purdue University

Milestones of the National Agricultural Alumni and Development Association

With the enactment of the Land Grant College Act in 1864, each state in the union (and those to follow) were given large allotments of public lands, usually in undeveloped western areas, to be sold or otherwise used to establish colleges to teach agriculture and the mechanic arts, which meant practical emphasis on production agriculture and the development of applied programs in engineering.

The nineteenth century was primarily an agrarian economy with associated service activities to support the actual production of food and fiber. Over the next few decades, almost every organized state established a Land Grant university with emphasis on the legislated objectives. Later, special systems with the same objectives were established for African Americans and Native Americans.

MILESTONE: 1864—Land Grant Colleges Established

Other than the few landed gentry who chose to send their children to classical liberal arts institutions, higher education was sparse. The young generation of that time learned the art of farming by following in the footsteps of their father. “Book larnin” was not a very popular endeavor with hard working farmers in those days. The daughters dreamed of a good life by marrying strong young men from a good farm family in the neighborhood.

Even as colleges of agriculture became a prominent part of each state university, the need for recruitment of students was very important. Nearly half of the state’s residents were farmers and the base for new college ag students was boundless. The word “alumni” didn’t even exist. There were enough progressive farmers who wanted their sons (not daughters) to become good husbandmen and leaders to easily fill the college roles.

As we entered the twentieth century, however, the agricultural profession entered a new age of scientific production. Widespread education through Cooperative Extension and high school vocational agricultural education generated curiosity in learning even more about the world around them. Off farm opportunities in scientific seed and feed production, and the growing need for advanced mechanical systems offered a plethora of employment position. Ag schools found their viable role in the training of well prepared producers, scientists, teachers and affiliated professionals in agriculture.

No longer were colleges of agriculture, an aggregation of rural romantics, determined to preserve the traditions of a glorious past. There was work to be done!

But still, there was little action at colleges in the cultivations of the public sector, the recruitment of students, or even in fund raising for that matter. Oh, a few ag schools had a “field man” who visited high schools, spoke at Farm Bureau Banquets, and looked for good students for their college. Purdue had it’s Brick Mills, who made an indelible impact on the rural people of Indiana.

Generally speaking, however, there was little organized activity in those vital areas until the World War II veterans had been educated and out of the way.

MILESTONE: January 15 -17, 1976—First informal meeting of alumni professionals.

The evening before the Famous Purdue Ag Fish Fry, Rick Daluge of Wisconsin, Bob LaPrad of Michigan State, Paul Appel of Kentucky and Mauri Williamson of Purdue met in a small room in back of a tavern (appropriate) in West Lafayette, Indiana to exchange tales and information about their work with agricultural alumni. Right off, they struck a symbiotic relationship that set the enthusiastic mode of operation for years to come. Their first touch with reality was the sobering fact that there was only one full time person in the entire country working with ag alumni, and precious few who spent only a little bit of their time fostering alumni constructive activity.

Associate Dean of Resident Instruction David Pfindler did not attend, but we felt his

(continued on page 28)

powerful presence. He was a one man dynamo in student relations at Purdue, and (for decades to come) he played the role of “godfather” of our fledgling organization. Without him we probably would not have succeeded.

We ate well, had a lot of laughs, and came away from the humble place with a myriad of great ideas. We should meet again the next year - and invite lots of ag colleges to join us.

In order to placate our superiors, we named this our National Agricultural Alumni Association and called our next meeting a “seminar”. We even hid the beer!

From here on, I will not give you a year by year accounting of the meetings (you can read about those in the Chronology). I will describe in a detail our activities there.

Now, let’s spend the rest of this treatise itemizing significant events that made us what we are today.

MILESTONE: 1979—Articles of Intent Adopted

For the next several years, the seminars were just that. We met to discuss programs and projects. We exchanged ideas on student recruitment. We talked about organizing alumni into effective work forces. WE invited speakers for advice. But we still were only a listening group, not an action body, and we did not have a structure that would perpetuate us.

Dean Pfindler was always a staunch opponent of bureaucracy, and honestly felt that a complicated constitution for our organization has no place, at least not for now. His Articles of Intent was a masterpiece of simplicity and it served us well for many years.

MILESTONE: 1979—First development professional appears on the scene.

We weren’t used to that at all. This mysterious character from the University of Florida was there, talkin’ about wills and estates and gifts and stuff like that. Our folks were acting like chickens with a snake in their pen. He was Bill Messina, our first development professional. He was the first of many fine folks to follow. The inclusion of this whole new aspect of work certainly broadened our responsibilities.

MILESTONE: And now, our motto: “Where Academia and Reality Meet”

Do you think that was too much?

MILESTONE: 1981 - First college students attended conference.

Wisconsin brought a carload of ag students and that began a whole new emphasis for NAADA. Bill Alverson told us about his Ambassador program at Auburn. Since that time, we have carried on very productive youth sections at every conference. Many colleges have taken what they learned at NAADA and built it into productive programs on each campus.

MILESTONE: The 1980’s were a time of refining organizational modes, membership, and direction.

The heady days of the beginning of NAADA were past. We needed orderly means of development of leaders. We needed fixation on our objectives, and we needed to decide exactly who our clientele would be. A constitution and by-laws were written (and have been revised several times since), and a mission statement was drafted. Our membership was determined to be Land Grant Universities who had a college of agriculture as defined by NASULGG, plus Southern Illinois and Texas Tech Universities. Professional organizations such as Alpha Zeta, FarmHouse, Alpha Gamma Rho, and others may join as associate members.

Dues are still fifty dollars per institution.

You will find copies of the Articles of Intent, the Constitution and By-Laws and the Mission Statement in the appendix.

MILESTONE: Glenn MacMillan designs the NAADA logo 1993



The dynamic green and white banner with its rich golden spikes of wheat adorns every room, every program, and nearly all our printed materials. It surely is a symbol of the basic philosophy of our organization.

MILESTONE: Beg, Borrow, and Steal

This popular sharing of ideas is the one conference feature that has been a major part of every event, from the very beginning to the present (and probably on into the future)

MILESTONE: Printing the Proceedings

In 1981, we began printing the annual conference. Mauri Williamson recorded all the sessions, and his faithful secretary, Caroline Sherer, edited and published the comprehensive report. Sadly, the task became insurmountable as the conferences expanded in content and the project was abandoned in around 1988. Too bad! It was a very useful reference.

MILESTONE: The beginning of a comprehensive awards program

In 1981, the first Distinguished Service Award was presented, logically, to Dean Dave Pfendler of Purdue. It remains our highest citation. The awards program has expanded to recognize our individuals for their good work. We now give a Volunteer Service Award, a Professional Achievement Award, a Front Line Award, the Jane Longley-Cook Award for Volunteers, and the Ruby McSwain Philanthropist Award. In addition, there is a fierce competition for the citations for excellence in several areas of promotional material. See the appendix •••.

MILESTONE: First issue of "NAADA Notes" in 1983. Replaced by "Connection" in 1997.

MILESTONE: 1986, Dave Pflender missed his first conference.

MILESTONE: Began missionary programs with colleges wishing to organize an Ag Alumni Association.

Started area training sessions.

MILESTONE: Sponsor reception at FFA National Convention.

MILESTONE: Grant programs

We now have continuing programs with Rick Foster of the Kellogg Foundation, and have worked closely with Jane Coulter at the USDA, and Ashby Green at Monsanto.

MILESTONE: NAADA enters the professional age

After decades of valiant effort by a host of volunteers and generous professionals through limited budgets and programming by their members, it became obvious that NAADA must now take the brave step upward, or remain a comfortable group that has carried on so well.

We were at the pinnacle of growth. We made the decision to accept the challenge. We materially increased dues, based on the number of professionals at each institution.

To complete our transition to the modern world, we hired Jack Pitzer as our Executive Secretary. His vision and his professional countenance has substantially increased our reputation in today's educational climate.

Looking backward to the very beginning, as I can do, I am amazed at our progress and our growth in the world of higher education. Truly, we are a national power. Now, people listen to us.

Mauri Williamson

WHY AN AG ALUMNI ASSOCIATION?

*Remarks by Professor David Pfendler
Louisville, KY, February, 1978*

1. An Ag Alumni Association represents the one thread that requires constant weaving to bring about continuity and togetherness of professional agriculturalists. This, “thread” cuts across and weaves together all commodity group interests and all farm organization interests.
2. This Association is the only organization that can cement all agricultural industry and needs under one objective.
3. As agriculture professionals, we need to intimidate others to either lead, follow, or get out of the way.
4. We must not become overconfident, selfish, or arrogant.
5. We must guide and then support the college and its programs.
6. We must not forget that faculty, other colleges on campus, and university administration. We must consider all in order to grow, progress, and survive. They all, likewise, need their ag alumni association.
7. We need to inform and educate all consumers and taxpayers. We must show and tell them that they are getting their money’s worth from ag education, research, and extension programs from Land Grant institutions.
8. We must aid our institutions to procure the needed funds for support of programs, equipment, and buildings.
9. The consumer/taxpayer can control all programs and investments. Our job is to help them make intelligent decisions by supplying them with the facts.

Past Presidents

1976
Mauri Williamson

1977
Mauri Williamson

1978
Paul Appel

1979
Paul Appel

1980
Chuck Lindley

1981
Rex Messersmith

1982
Glenn MacMillan

1983
Paul Appel

1984
Bob LaPrad

1985
Mauri Williamson

1986
Dave Mugler

1987
Rick Daluge

1988
Bill Alverson

1989
Ashby Green

1991

1991
Earl Ellington

1992
John Brand

1993
Lynette Marshall

1994
Lynette Marshall

1995
Donya Lester

1996
Donya Lester

1997
Bobby Gaffney

1998
Bobby Gaffney

1999
Marcy Heim

2000
Marcy Heim

2001
Ray Miller

2002
Ray Miller

2003
Milford Jenkins

2004
Milford Jenkins

Appendices III

NAADA Conferences

- June 13-16, 2004** Mobile, AL
29th Annual NAADA - Host - Auburn University
- June 22-25, 2003** University Plaza Hotel, Columbus, OH
28th Annual NAADA - Host - The Ohio State University
- June 15-19, 2002** Grand Summit Hotel, Park City, UT
27th Annual NAADA - Host - Utah State University
- June 19-24, 2001** Embassy Suites, Cary, NC
26th Annual NAADA - Host - North Carolina State University
- June, 2000** West Lafayette, IN 25th Anniversary Celebration - Host - Purdue University
- July, 1999** Ithaca, NY 24th Annual NAADA - Host - Cornell University
- February, 1998** Orlando, FL 23rd Annual NAADA - Host - University of Florida
- June, 1997** Tucson, AZ 22nd Annual NAADA - Host - University of Arizona
- June, 1996** Charleston, SC 21st Annual NAADA - Host - Clemson University
- June, 1995** East Lansing, MI 20th Annual NAADA - Host - Michigan State University
- 1994** Baton Rouge, LA 19th Annual NAADA - Host - Louisiana State University
- 1993** College Station, PA 18th Annual NAADA - Host - Penn State University
- 1992** Corvallis, Oregon 17th Annual NAADA - Host - Oregon State University
- 1991** Lexington, KY 16th Annual NAADA - Host - University of Kentucky
- 1990** Kansas 15th Annual NAADA - Host - Kansas State
- 1989** Colorado 14th Annual NAADA - Host - Colorado State
- April, 1988** Athens, Georgia 13th Annual National Convention of the NAADA
- July, 1987** Blacksburg, Virginia 12th Annual National Convention of the NAADA
- July, 1986** Champaign, Illinois 11th Annual National Convention of the NAADA
- July, 1985** Davis, California 10th Annual National Convention of the NAADA
(At this meeting the first Articles of Intent were adopted)
- September, 1984** Columbus, Ohio 9th Annual National Convention of the NAADA
- October, 1983** Madison, Wisconsin 8th Annual National Convention of the NAADA
- June, 1982** Ithaca, New York 7th Annual National Convention of the NAADA
- May, 1981** Lincoln, Nebraska 6th Annual Seminar of the NAADA
- March, 1980** Biloxi, Mississippi 5th Annual Seminar of the NAADA
- February, 1979** Louisville, Kentucky Fourth Annual Seminar of the National Agricultural Alumni and Development Association
- February, 1978** Louisville, Kentucky Third Annual Seminar of Ag Alumni Associations
- January, 1977** Purdue, Indiana Second Annual Seminar of Ag Alumni Associations
- January, 1976** Purdue, Indiana Seminar of Agricultural Alumni Associations

LIST OF NAADA AWARD WINNERS

VOLUNTEER SERVICE AWARD

To agricultural alumni who work tirelessly and productively over the years for their college, their university, and the agricultural profession in general.

Past Recipients

- 1992 Jim Mahan, University of Kentucky
- 1992 JoAnne Huftalin, University of Illinois
- 1992 John Huftalin, University of Illinois
- 1992 Patty Clark, Kansas State University
- 1993 John Rundquist, University of Illinois
- 1993 William Latham, Virginia Polytechnic Institute & State University
- 1993 Jane Longley-Cook, Cornell University
- 1994 John Spence, Auburn University
- 1994 Richard Ward, Purdue University
- 1995 John Oakley, Michigan State University
- 1995 Robert Bickford, Cornell University, University of Vermont & North Carolina State University
- 1995 Orville and Erna Thompson, University of California, Davis
- 1996 Bobby Gaffney, University of Kentucky
- 1996 Fred Hoppin, University of Illinois
- 1996 Donald Villwock, Purdue University
- 1997 Chuck Banks, Kansas State University
- 1997 Roy Dye, Texas A&M University
- 1997 Helen Goetz, University of Arizona
- 1997 E. Douglas Rigney, Auburn University
- 1998 Esther Schiff Bondareff, Cornell University
- 1998 Bruce Christmas, Sr., University of Florida
- 1998 Larry Fisher, University of Illinois
- 1998 William (Bob) Jenkins, North Carolina State University
- 1998 Laura Meadows, University of Georgia
- 1999 Robert Bitz, Cornell University
- 1999 Laurie Lawson, Clemson University
- 1999 Ron Schuler, University of California, Davis
- 1999 David Tetor, Cornell University
- 2000 Will Carpenter, Mississippi State University
- 2000 Robert McLandress, University of California
- 2000 Julia Mellor, University of Arizona
- 2000 Henry (Jack) Perkins, University of Georgia
- 2000 George Pickhardt, University of Florida
- 2001 Lance Mullock, Louisiana State University
- 2001 Jimmy Ropolo, Texas A & M University
- 2001 William Smith, University of Kentucky
- 2001 Larry Wooten, North Carolina State University
- 2002 Polly Elson, University of Arizona
- 2002 Kevin Huesman, University of Florida
- 2002 Neva Foster Nolen, Louisiana State University
- 2002 Richard Smith, North Carolina State University
- 2003 Lois G. Britt, North Carolina State University
- 2003 Morris Burger, University of Missouri
- 2004 Dr. M.K. "Curly" Cook, University of Georgia
- 2004 Scott Emerson, University of Florida

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FRONT LINE AWARD

Awarded to those dedicated people who carry on the myriad of service functions that implement the many projects and programs in alumni, development and student service at our colleges of agriculture.

Past Recipients

1998	Lois Wood, University of Illinois
1999	Donna Pearce, North Carolina State University
2000	Linda Forbes, University of Kentucky
2000	Carol Knowles, University of Arizona
2001	Claudia Thornton, Texas Tech University
2002	Senna Honea, Clemson University
2003	Linda Berry, University of Kentucky
2004	Amy M. Williams, University of Georgia

PROFESSIONAL ACHIEVEMENT AWARD

Recognizes exemplary achievement by college professionals in alumni, development and student areas of work.

Past Recipients

1992	Clancy Beguiler, The Ohio State University
1992	John Sterling, Cornell University
1993	Bill Sheets, Purdue University
1994	Raymond Miller, The Ohio State University
1995	William Bennett, Texas Tech University
1995	Grace Gorrell, University of Kentucky
1996	Marcy Schultz Heim, University of Wisconsin
1997	Bartley Cardon, University of Arizona
1997	Keith Oakley, North Carolina State University
1998	Mike Campbell, University of California, Davis
1999	Dick Church, Cornell University
1999	Mark Fleming, North Carolina State University
2000	Paul Willis, University of Florida
2000	Julia Wetstein, Southern Illinois University
2001	Sharon Ramsey, North Carolina State University
2002	Melissa Lockard Lester, University of Arkansas
2003	Richard Daluge, University of Wisconsin
2004	Scotty W. Cooksey, Texas Tech University
2004	Louann C. Waldner, Oklahoma State University

DISTINGUISHED SERVICE AWARD

Purpose is to recognize outstanding service and dedication to NAADA, Inc.

Past Recipients

1981	David Pfindler, Purdue University
1982	Maurice Williamson, Purdue University
1983	Paul Apple, University of Kentucky
1984	Rick Daluge, University of Wisconsin
1985	Bob LaPrad, Michigan State University
1986	Glenn MacMillen, Cornell University
1987	John Huftalin, University of Illinois
1988	David Mugler, Kansas State University
1989	Ashby Green, Mississippi State University
1990	Earl Ellington, University of Nebraska
1991	Mike Richey, University of Kentucky
1992	Marcella Davidson, Virginia Polytechnic Institute & State University
1993	Bill Alverson, Auburn University
1994	John Brand, University of Connecticut
1995	Lynette Marshall, University of Illinois
1996	Betty Brose, Oregon State University
1997	Tom Skelton, Clemson University
1998	Bobby Gaffney, University of Kentucky
1999	Kirby Player, Clemson University
2000	Russ Wilson, Iowa State University
2001	Grace Gorrell, University of Kentucky
2002	Marcy Heim, University of Wisconsin
2003	Raymond Miller, The Ohio State University
2004	William M. Sheets, University of Kentucky

JANE LONGLEY-COOK VOLUNTEER SERVICE AWARD

Given to those alumni volunteers who best emulate the generosity, dedication, and example of our late distinguished alumnus from the Cornell College of Agriculture.

Past Recipients

2001	Lynn Wells, The Ohio State University
2002	Bobby Gaffney, University of Kentucky
2003	Robert L. Bickford, University of Vermont
2004	Julia H. Mellor, University of Arizona

RUBY C. MCSWAIN OUTSTANDING NAADA PHILANTHROPIST AWARD

This recognition goes to those people who have been fortunate in their professions, and who willingly and generously share their resources with their college, its alumni, and its programs.

Past Recipients

2001	Ruby C. McSwain, North Carolina State University
2002	Edward & Howard Kruse, Texas A & M University
2003	(declined recognition)
2004	Dr. Robert G.F. Spitze & Dr. Hazel Taylor Spitze, University of Arkansas



**Mission Statement
of the
National Agricultural Alumni and
Development Association**

The National Agricultural and Development Association, Inc., is a non-profit, professional association which provides education and support in alumni relations, development, communications and student services for professionals, volunteers, and student leaders who are dedicated to expanding the human resources and financial support for Land-Grant colleges of agricultural science and related programs.