



naada
**national agricultural alumni
and development association**

VISION STATEMENT

The National Agricultural Alumni and Development Association, Inc. (NAADA) will be the premier organization providing enhancement opportunities for advancement professionals in institutions of higher education associated with agricultural sciences and their related programs.

MISSION STATEMENT

NAADA provides education, support and recognition for individuals dedicated to expanding resources for land-grant and other colleges of agricultural sciences and related programs.

2012 ANNUAL REPORT

PRESIDENT'S LETTER



Dear NAADA Members,

On behalf of the Board of Directors, I am proud to present the annual report of the National Agricultural Alumni and Development Association (NAADA). This report spans two presidential terms – mine and now past-president Mary Buschette's. She has had a significant impact on the activities and accomplishments in this report, and I thank her for her outstanding leadership.

In my December message to the membership, I talked about the value of a NAADA membership and the importance of your involvement to help make NAADA the best it can be. How proud we should all be of the amazing accomplishments outlined in these next few pages. And we could not have done this without the collective talent, energy, and engagement of our NAADA members and volunteers. Thank you for demonstrating your commitment through your continued membership, and to those who give of your time and talent, an added thanks!

NAADA has had a productive and solid financial year, and we are on track in the 2012-2013 year for continued success. Contributing to our achievements is our management company Ewald Consulting. Their management of the many processes it takes to run an organization (e.g., membership solicitation, sponsorship and donor relations, conference and meeting planning, promotional assistance, budget and investment activities, etc.) allows the board and committee members to focus on strategy and implementation. Our not-so-past presidents have shared with us the days when they ran the management of NAADA from their offices—shuffling boxes of NAADA history and documentation from one president to the next. As NAADA grew, it became apparent that we would have to make an investment in a management company. Now in year five, we have honed our working relationship, and throughout this report, you will see the results of that partnership—increased membership, financial stability, and a strong planning process that helps the organization get to the next great level.

It has been an honor serving as your president, and I look forward to what we will accomplish together in the next year!

Sincerely,
Jillian Stevenson, President, 2012-2014
NAADA

2011-12 NAADA BOARD OF DIRECTORS

The leadership of NAADA is comprised of Committee Chairs, Track Representatives and Board Officers.

NAADA Committees play a vital role in the activities that NAADA is involved with annually. Our valued volunteers are responsible for many of the accomplishments outlined in the annual work plan. The following committees played a key role in NAADA's successes in 2011-2012:

Awards Committee – Solicits nominations for and selects recipients of NAADA Individual awards (Frontline Award, Volunteer Service Award, Jane Longley-Cook Volunteer Service Award, Ruby C. McSwain Outstanding Philanthropist Award, Professional Achievement Award and Founders Distinguished Service Award). In addition, the committee prepares the award presentation at the NAADA Conference Awards Banquet. Chair: Keith Barber, University of Tennessee.

Education Committee – Develops the educational portion of the NAADA Conference by working with the Track Reps to identify and solicit topics, speakers and session moderators. Chair: Tina Veal, University of Illinois

Conference Committee – Oversees all aspects of planning the Annual Conference. Chair: Lisa Cox, University of Kentucky.

Executive Committee – Is empowered by the Board to conduct business between Board Meetings. This committee is chaired by the President and is comprised of the Vice President, Treasurer, Secretary, Past President and the Executive Secretary which is an ex-officio member. President: Mary Buschette, University of Minnesota; Vice President: Jillian Stevenson, Penn State University; Treasurer: Renee J. Keese, BASF Corp.; Secretary: Pat Whittington, The Ohio State University; Past-President: Scott Cooksey, Texas Tech University and Executive Secretary: Darrin Hubbard, Ewald Consulting.



2011-12 NAADA Board of Directors

Members of the 2011-12 Board of Directors pictured.

iCenter Committee – Develops strategies and provides guidance to increase the awareness and usage of the NAADA iCenter on-line job and internship database. Chairs: Paula Beecher, Clemson University and Brice Nelson, University of Georgia.

Marketing/Communications Committee – Responsible for overall marketing of organization, social media efforts and the electronic newsletter.

Membership Committee – Responsible for developing strategies to retain current members and exploring opportunities to solicit additional NAADA members. Review, update and launch the membership survey biennially. In addition, the committee oversees the first-timer buddy sessions at the NAADA Conference. Chair: Trina Holman, University of Arkansas.

Nominating Committee – Solicits and evaluates candidates for Executive Officer roles and proposes slate of candidates before membership for vote at annual meeting. Chair: Scott Cooksey, Texas Tech University.

Outreach Education Committee – Responsible for developing Virtual Coffee Break programming throughout the year. In addition, the committee plans the pre/post conference workshop. Chair: Monica Delisa, Texas A & M University.

Publication/Project Competition Committee – Solicits and evaluates nominations submitted for the NAADA publication/project competition. The Committee also coordinates the awards breakfast at the NAADA Conference. Chair: Jill Tyson, Ohio State University.

Sponsorship Committee – Responsible for identifying and soliciting sponsorships for the NAADA Conference and organization. The committee collaborates with the host institution to approach local sponsors as well. Responsible for overseeing the revision the sponsorship prospectus annually. Chair: Mollie Pulver, NBT Bank (Cornell University).



NAADA Past Presidents: Bobby Gaffney, Bill Sheets, Mary Buschette (president), Mike Richey, Maury Williamson, Marcy Heim, Paul Willis, Ray Miller, Milford Jenkins

Strategic Planning Committee – Responsible for implementing the approved annual work plan. The committee reviews and evaluates the objectives and activities for each committee as written in the work plan. Chair: Kathryn Reed, Michigan State University.

Student Programs Committee – Assures full and active involvement of student groups in NAADA programming. Chair: H. Charlotte Emerson, University of Florida.

In addition to the standing committees listed above, Ad Hoc Committees are formed to take on specific tasks or objectives that come up during the year. In 2012, NAADA brought together an Financial Oversight Committee that acted as a resource for the Board of Directors and Treasurer. The Financial Oversight Committee exists to provide guidance and support in matters relating to financial decisions including investment strategy. The group meets on an as needed basis. Chair: Renee Keese, BASF (Clemson University).

The NAADA membership is categorized according to job functions, or tracks. NAADA has five official tracks. Each track elects a representative who organizes the track programming at the Annual Conference and advocates for their track on the Board of Directors. The 2012 Track Reps are as follows:

Alumni: Cathy Herren Carr, University of Florida.

Communications: Jason Headrick, University of Kentucky.

Development: W. Rhodes Logan, University of Tennessee.

Student Professional: Pat Whittington, The Ohio State University.

Volunteer: Daniel Kennedy, Solae (University of Minnesota).

TAKE A VIRTUAL COFFEE BREAK

Miss interacting with your NAADA colleagues between conferences? NAADA offers a valuable resource through a series of member-only conference calls entitled "Virtual Coffee Breaks." These Virtual Coffee Breaks are an opportunity for you to network with your colleagues across the country to discuss issues of specific importance to NAADA members. During the 2011-12 programming year, the following Virtual Coffee Breaks were held:

- 45 Technology Tips in 45 Minutes on August 17, 2011
- Beg, Borrow and Steal on October 28, 2011
- Beyond the Discipline: Skills Employers are Looking for in New Graduates on February 8, 2012
- Study Aboard Trips on March 27, 2012
- Using QR Codes on April 10, 2012

NAADA ANNUAL PLANNING PROCESS

In October 2009, the NAADA Board of Directors adopted an annual planning process. The steps involved in an annual cycle ensure that each part of the organization's structure does its job—the Board sets objectives and priorities, the committees plan activities and implement them within those Board-approved objectives and according to the priorities determined by the board, the Board approves activities and the supporting budget, staff implement activities and monitor the financial management throughout the year, and the Board reviews the success of the organization's activities. The completion of an annual work plan gives the organization a sense of direction for the year, and assures that activities can be adequately financed. The staff and committees then assume responsibility for the implementation of the work plan as outlined, with the budget as approved by the Board. Below is the current work plan, in priority order, as established by the board at its June 2011 meeting.

1. REVENUE AND FINANCE

Purpose: To initiate and organize revenue generating activities, ensure long-term financial stability and provide fiduciary guidance.

- Collect 100 percent membership renewals for 2011-2012 and gain one new organizational member.
- Increase conference sponsorship level to \$25,000.
- Update sponsorship brochure and review levels of giving. Work with Ewald to distribute to board members to assist in securing sponsors.
- Develop written sponsor stewardship plan
- Establish process for identify and approaching potential iCenter sponsorships.
- Increase the number of job postings by National Companies and the number of our NAADA members and students using the iCenter.
- Increase profit from silent auction and raffle at annual conference to \$4,000.
- Evaluate and consider structural changes to the membership categories, definitions and fees with the goal of total support of management expense through membership fees.
- Increase the number of donations to the endowments and restricted funds (Legacy Fund, McSwain Endowment and Jane Longley-Cook Endowment).
- Investigate and create at least one revenue generating program/project either in connection with annual conference or through a regional event throughout the year.

2. MEMBERSHIP ENGAGEMENT

Purpose: To ensure that the expectations and needs of current members are met; identify and facilitate the recruitment of new members; and engage members so as to develop new leaders and provide opportunities for networking and interaction with colleagues.

- Provide professional development through an annual conference offering sessions for alumni, development, student, and communications professionals and alumni volunteers.

- In support of member professional development, provide five Virtual Coffee Breaks per year focusing on all professional areas of NAADA—alumni, development, student professionals, communications, and volunteers. Record and/or post Powerpoint presentation and notes on NAADA web site.
- Coordinate and schedule topic(s) and speaker(s) for pre and/or post conference sessions.
- Provide mentors to conference newcomers through the NAADA Buddies program.
- Explore options for developing leadership development opportunities for Ag students.
- Expand engagement to all areas of the Student Professionals track (recruitment, career development and advising, donor stewardship, etc.)
- Better engage the membership through the track listservs.
- Continually engage past presidents in NAADA to maintain that important network and contributions.
- Develop and nurture relationship with new members.
- Confirm annual conference locations at least three years out.

3. COMMUNICATIONS

Purpose: To promote the value and opportunities of the organization to various stakeholders including current members, prospective members, College administrators, sponsors, and the general public.

- Publish monthly online newsletters with at least three articles that provide an update on the organization's activities/accomplishments and at least one article that serves as a resource and/or learning opportunity for members. Increase readership of online newsletter by 10 percent.
- Develop a new "catch" for the iCenter including new posters, press releases, post cards, and other communication pieces.
- Ensure website content is up-to-date, comprehensive, and organized in a manner that allows visitors to easily navigate and find what they need.
- Develop a creative, strategic, and coordinated communication plan to promote the annual conference and associated activities (award nominations, registration, pre-conference speaker surveys, etc.)
- Conduct one membership survey and one conference survey per year reviewing results and incorporating suggestions for improvements into annual planning process.
- Develop a creative, strategic, and coordinated communications plan to promote membership and engage members through listservs and social media beginning with Facebook, Twitter, and LinkedIn, in addition to face to face meetings and phone contacts.
- Better promote VCBs to membership (before and after) as an ongoing membership benefit.
- Annually report to the membership on NAADA's accomplishments.

4. VOLUNTEER ENGAGEMENT AND DEVELOPMENT

Purpose: To ensure active participation and service to the organization from its membership that is beneficial to NAADA and volunteers.

- Continue formalized the nominations for board and committee positions.
- Create and host an annual orientation program for new board members and track representatives. Maintain organization documentation such as SOPs, position descriptions, etc. and make available on NAADA web site.
- Create leadership succession plan to ensure continuity and vitality of organization.
- Increase engagement of member institutions in NAADA by 25 percent to 33 institutions through committees, tracks, board, and other volunteer activities.

5. RECOGNITION

Purpose: Recognize exemplary achievement that advances NAADA’s mission and enhances standards and effectiveness of NAADA and its individual members.

- Monitor individual award nominations and engage board members to help solicit nominations if numbers are low or non-existent for a particular award category.
- Create a memorable and meaningful awards program that highlights the winners and the invaluable ways they’ve contributed to NAADA and their institutions.
- Benchmark publications and awards program with other professional organizations to ensure clarity and relevance of award categories.
- Create a publications and projects awards program that highlights the winning entries during the conference program and beyond via Web.
- Find ways to share copies of winning entries of the publications and awards with NAADA member institutions throughout the conference.
- Develop a conference-specific award that can be used to reinforce the conference theme throughout the conference and that encourages best practice recognition and sharing of NAADA members.

Highlights to date:

- Exceeded our projected income on membership fees by \$2,404 due to several new organizational members for a total of \$30,505 collected to date.
- Developed written Sponsor Stewardship Plan. Sponsorships have exceeded goal by \$10,500 for a total of \$35,500.
- Connected sponsors with the iCenter to be certain they are aware of this service/benefit of membership/sponsorship. Increased membership awareness of the iCenter and its benefits.
- Developed marketing campaign for all NAADA funds— Legacy Fund, Ruby C. McSwain Enhancement Endowment, Jane Longley-Cook Awards Endowment
- Held 5 Virtual Coffee Breaks covering all track interest areas
- Invested in an enhanced website platform, including a redesign of the homepage interface
- Building on a new orientation format for “first-time” conference attendees, 30 new members were matched with “seasoned” NAADA members.
- Created a social media presence for NAADA—Facebook, LinkedIn and Twitter.
- Continue to receive a strong number of nominations for all of our awards.
- Revamped process for soliciting nominations for Board, Committee and other volunteer roles
- Board Policy Manual created to track policy level decisions approved by the Board of Directors

NAADA 2011-12 PROGRAM PRIORITIES

1. Membership Engagement
2. Revenue and Finance
3. Communications
4. Volunteer Engagement and Development
5. Recognition

TREASURER’S REPORT

Previous Year Profit/Loss Comparison

Year	Income	Expense	Investment (Gain/Loss)	Net Income
2012	\$164,618	\$152,100	\$5,753	\$18,271
2011	\$112,538	\$108,132	(\$239)	\$4,166
2010	\$111,896	\$110,403	\$2,783	\$4,276

2012 marks the third full year that NAADA has operated under the accrual method of accounting with a fiscal year of October 1 – September 30. The organization continues to be financially stable due to close monitoring of budgets by volunteer leaders and staff. With reserves of \$90,000, NAADA has 9 months of emergency expenses which is well within the industry standard of 6-12 months.

The 2012 fiscal year concluded with a \$18,271 profit. NAADA typically approves a break-even or slightly positive budget and has been able to turn a profit of a few thousand dollars. Profit this year is due largely to a highly successful conference and sponsorship surpassing the budgeted amount by more than \$10,000. The total expense of \$152,100 was \$35,120 over budget and was offset by \$164,618 in total income which was \$47,493 over budget. Higher than projected attendance at the annual conference caused the increased spending.

Previous Year Balance Sheet Comparison

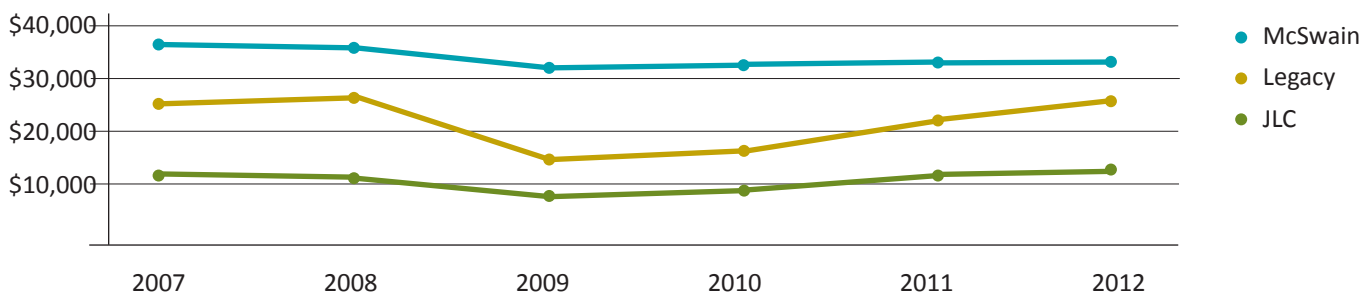
	2012	2011	2010
Assets			
Checking	\$17,751	\$13,490	\$13,941
Investments	\$72,472	\$62,349	\$62,327
Accounts Receivable	\$0	\$0	\$1,485
Prepaid Assets	\$152	\$970	\$0
Total Assets	\$90,375	\$76,809	\$77,753
Liabilities & Equity			
Liabilities			
Accounts Payable	\$0	\$380	\$1,365
Deferred Dues	\$25	\$4,350	\$8,475
Total Liabilities	\$25	\$4,730	\$9,840
Equity			
Retained Earnings	\$72,079	\$67,913	\$63,637
Net Income	\$18,291	\$4,166	\$4,276
Total Equity	\$90,350	\$72,079	\$67,913
Total Liabilities & Equity	\$90,375	\$76,809	\$77,753

NAADA currently has several endowment and pseudo-endowment funds that support the activities of the organization, including:

- NAADA Legacy Fund: restricted fund was established in 2004 to support NAADA's educational programs. Current Balance: \$26,310.
- Ruby C. McSwain Enhancement Endowment: established in 2001 by a \$15,000 contribution from Ruby McSwain and the North Carolina Agricultural Foundation to support the NAADA Annual Conference and Individual Awards Program. Current Balance: \$33,409.
- Jane Longley-Cook Awards Endowment: established in Jane Longley-Cook's honor with matching support from NAADA and Bob Bickford in order to recognize volunteer contributions to the organization. Current Balance: \$12,753.

Investment Fund Performance

	2007	2008	2009	2010	2011	2012
McSwain	\$37,640	\$37,485	\$32,154	\$32,746	\$33,044	\$33,409
Legacy	\$25,589	\$27,511	\$14,982	\$17,029	\$21,753	\$26,310
JLC	\$11,647	\$11,366	\$8,389	\$9,632	\$11,589	\$12,753



Key financial activities in 2012:

- paid back balance of loan borrowed from the Legacy Fund in 2009; \$5,000 balance repaid, \$0 outstanding
- formed an Financial Oversight Committee to aid the Board and Treasurer in matters relating to financial decisions including investment strategy
- transitioned investment advisor from Ameriprise to Wells Fargo
- updated financial policies to accurately reflect current operating procedures including payment processing, month- and year-end reporting, budgeting process and endowment/pseudo-endowment fund spending.

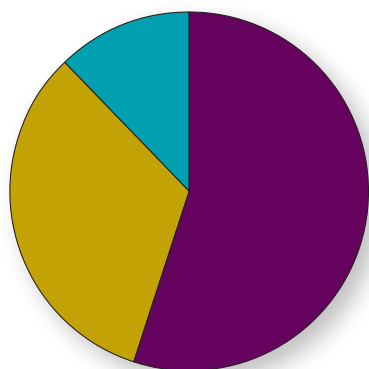
Key initiatives for 2013:

- grow current revenue streams to support new activities that will increase member value
- maintain adequate reserves
- increase contributions to restricted funds

Looking forward, NAADA plans to focus on increasing the awareness of current member benefits, investing in new initiatives to grow membership and continuing to control expenses.

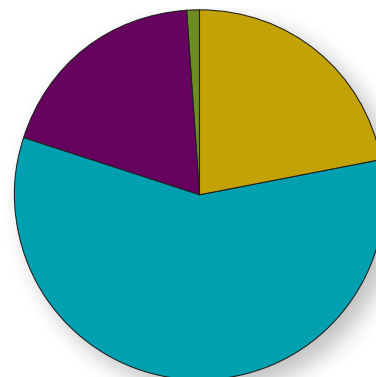
2012 Expenses

- 55% Conference
- 33% Management
- 12% Other Operations



2012 Income

- 22% Sponsorships
- 58% Conference
- 19% Membership
- 1% Other Income



MEMBERSHIP

Membership remained strong in 2011-12. **Membership retention was 98% and two new organizational members joined NAADA.**

The following organizations are current NAADA members:

Corporate:

BASF

Institutional:

Auburn University
 Clemson University
 Colorado State University
 Cornell University
 Iowa State University
 Louisiana State University
 Michigan State University
 Mississippi State University
 Montana State University
 New Mexico State University
 North Carolina State University
 North Dakota State University
 Oklahoma State University
 Oregon State University
 Pennsylvania State University
 Purdue University
 Southern Illinois University
 Texas A & M University
 Texas Tech University
 The Ohio State University
 University of CA Office of the President

University of Arizona
 University of Arkansas
 University of Connecticut
 University of Florida
 University of Georgia
 University of Illinois
 University of Kentucky
 University of Minnesota
 University of Missouri
 University of Nebraska-Lincoln
 University of Tennessee
 University of Vermont
 University of Wisconsin
 Virginia Polytechnic Institute & State University
 Washington State University

Organizational:

Abraham Baldwin Agricultural College
 Alpha Gamma Rho
 American Farm Bureau
 Angus Foundation
 National FFA Organization/Foundation
 Ivy Tech Foundation
 OFA - Association of Horticulture Professionals

2012 CONFERENCE RECAP

The 2012 NAADA Annual Conference, hosted by the University of Kentucky College of Agriculture, was held at the Hilton Hotel in downtown Lexington, Kentucky. The theme for the 37th annual conference was “Make Your Mark”.

The Kentucky planning committee, led by Lisa Cox, rolled out the “Big Blue” carpet and welcomed more than 200 NAADA members and guests to the Bluegrass State for a conference packed with motivational speakers, inspirational education sessions and a lot of exciting extras to showcase our state and the rich agriculture tradition that we live with every day.

The pre-conference event was a trip to Churchill Downs for an Evening at the Races – a first for many! Our guests were treated to a tasty buffet and finish line seats on Millionaires Row! Many followed the Derby tradition of wearing hats to the races, and all had a wonderful time – a few may have even cashed in some winning tickets!



The conference kicked off with a Big Blue Welcome for every institution in attendance by the official Voice of the Kentucky Wildcats, Patrick Whitmer. John Thelin, noted historian on the

Land Grant System, served as the keynote speaker and spoke of the importance of the Land Grant system, with special recognition of the 150th anniversary of the signing of the Morrill Act – birthday cake and all.

Jon Carloftis, award winning garden designer, garden writer, author and television guest, was the Bob Bickford Lecture speaker. Jon shared amazing photographs from a few of his garden books, photos from his family home/country store in Rockcastle County, and shared some of his experiences creating rooftop gardens in New York City. Jon also attended the Spirit Night dinner for a little one-on-one with our guests.

Attendees had several tour options that highlighted all Kentucky has to offer from Louisville Slugger Bats to various distilleries, local wineries, famous thoroughbred horse farms, Keeneland Racetrack and more:

- The Made in Kentucky Tour
- The Born & Bred Tour
- The Big Business in Kentucky Tour
- The See Blue Tour

Spirit Night was hosted at the UK College of Agriculture Horticulture Farm. The sun was shining bright that evening on our old Kentucky home and the farm was absolutely gorgeous. The farm



is more than 80 acres of research fields, sustainable vegetables and fruits and produces some of the best peppers, bean tomatoes and berries. A Kentucky Proud dinner was served, using many of these products in the dishes that highlighted the tastes of local products that Kentucky is so very proud of. The evening included some bourbon and wine tasting and some Motown music from a local band made up of employees from the University of Kentucky. By the end of the evening, everyone was Kentucky Proud!



The conference concluded with the Make Your Mark Awards Banquet. Always a perfect way to end a conference, the annual awards program recognized the following individuals:

Volunteer Service Award: Chip Blalock, University of Georgia; James Clark, Jr., North Carolina State University; Nelson Loftus, Penn State University

Front Line Award: Jody Bissett, Louisiana State University

Professional Achievement Award: Paula Beecher, Clemson University

Founders Distinguished Service Award: Mary Buschette, University of Minnesota

Jane Longley-Cook Volunteer Service Award: Bill McCloskey, University of Kentucky

Ruby C. McSwain Outstanding NAADA Philanthropist Award: Dale Bone, North Carolina State University

The 2013 NAADA Annual Conference “Shaping the Future... Facing the Challenges and Leading the Change” will be held in Washington, D.C., June 16-19, 2013.

SPONSORSHIP

The quality programming and educational opportunities that NAADA provides would not be possible without the support of the annual sponsors. NAADA would like to extend a special thank you to the 2012 sponsors:

Gold

CHS Foundation	\$5,000
Farm Credit	\$5,000
UK Ag & HES Alumni Association	\$5,000
University of Kentucky	\$5,000

Silver

BASF	\$2,500
KY Department of Agriculture – KY Proud	\$2,500
Whayne Supply	\$2,500

Bronze

KY Corn Growers	\$1,000
Land O' Lakes	\$1,000
Bayer CropScience	\$1,000
Akey	\$1,000
Pomegranate Collegiate	\$1,000

General

OFA – The Association of Horticulture Professionals	\$500
General Mills	\$500
Purdue University Cooperative Extension Services	\$500
KY Association of Electric Cooperatives	\$500
Lexington CVB	\$500

Total **\$35,500**

NAADA iCENTER

The NAADA iCenter was launched in June 2009 as a resource for Agricultural, Natural Resources, Environmental and Life Sciences job and internship opportunities. This resource is FREE for anyone to post internships and members/sponsors can post full-time positions at no charge. The iCenter is the best resource for qualified candidates in related professions as NAADA members represent 102,000 students annually. Since the launch in June 2009, here are some statistics for the iCenter:

Total Visits: 112,859
Job Views: 75,583

Statistics reported from 06/01/09 – 09/30/12

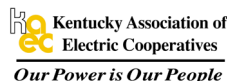
Gold



Silver



Bronze



General

General Mills
Kentucky Corn Growers' Association
Lexington CVB

OFA – The Association of Horticulture Professionals
Purdue University Cooperative Extension Services
Touchstone Energy



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