



# 2015 ANNUAL REPORT

Reporting October 1, 2014–September 21, 2015

## 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.

## FINANCIAL STATUS

Balance Sheet	2015	2014	2013
<i>Assets</i>			
Checking	\$12,539	\$36,109	\$45,806
Operating Reserve	\$34,347	\$21,943	---
Investments	\$86,214	\$83,962	\$73,627
Accounts Receivable	\$0	\$0	\$0
Prepaid Assets	\$3,236	\$2,046	\$175
<b>Total Assets</b>	<b>\$136,336</b>	<b>\$144,060</b>	<b>\$119,607</b>

### Liabilities & Equity

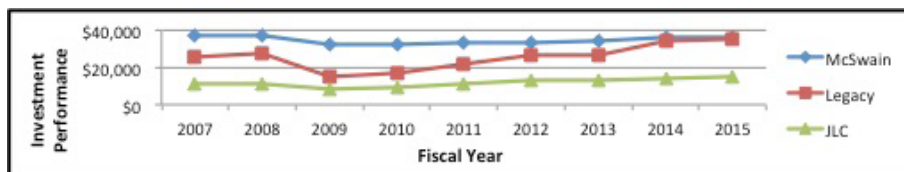
<i>Liabilities</i>			
Accounts Payable	\$1,401	\$198	\$0
Deferred Dues	\$10,900	\$8,050	\$0
<b>Total Liabilities</b>	<b>\$12,301</b>	<b>\$8,248</b>	<b>\$0</b>

<i>Equity</i>			
Retained Earnings	\$135,396	\$119,192	\$90,350
Net Income	(\$11,361)	\$16,620	\$29,257
<b>Total Equity</b>	<b>\$124,035</b>	<b>\$135,812</b>	<b>\$119,607</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$136,336</b>	<b>\$144,060</b>	<b>\$119,607</b>

Previous Year Profit/Loss Comparison	2015	2014	2013
Membership	\$37,100	\$38,800	\$37,325
Sponsorship	\$69,500	\$37,000	\$43,500
Registration	\$72,550	\$86,717	\$102,725
<b>Total Income</b>	<b>\$188,460</b>	<b>\$169,371</b>	<b>\$188,515</b>
Management	\$58,000	\$53,458	\$51,500
Conference	\$109,376	\$83,014	\$94,255
Other	\$25,240	\$17,569	\$14,305
<b>Expense</b>	<b>\$194,568</b>	<b>\$154,305</b>	<b>\$160,061</b>
Investment (Gain/Loss)	\$-5,253.85	\$1,554	\$804
<b>Net Income</b>	<b>(\$11,361)</b>	<b>\$16,620</b>	<b>\$29,257</b>

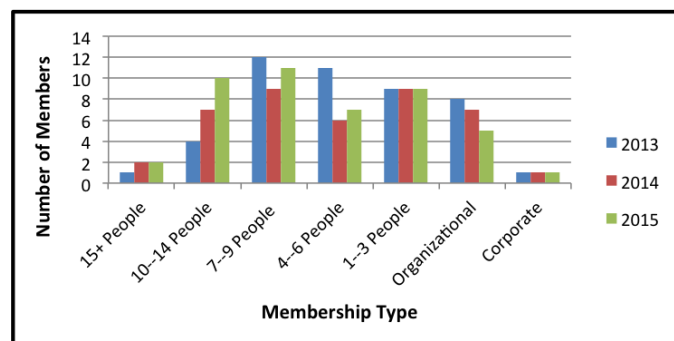
## INVESTMENT FUND PERFORMANCE

	2007	2008	2009	2010	2011	2012	2013	2014	2015
McSwain	\$37,640	\$37,485	\$32,154	\$32,746	\$33,044	\$33,409	\$33,851	\$35,868	\$36,106
Legacy	\$25,589	\$27,511	\$14,982	\$17,029	\$21,753	\$26,310	\$26,817	\$33,887	\$35,193
JLC	\$11,647	\$11,366	\$8,389	\$9,632	\$11,589	\$12,753	\$12,960	\$14,206	\$14,915



## MEMBERSHIP

	2013	2014	2015
15+	1	2	2
10-14	4	7	10
7-9	12	9	11
4-6	11	6	7
1-3	9	9	9
Organizational	8	7	5
Corporate	1	1	1
<b>Total</b>	<b>46</b>	<b>41</b>	<b>45</b>



## FROM THE PRESIDENT

Dear NAADA Family,

On behalf of your Board of Directors, congratulations to NAADA for another outstanding year! 2015 was a particularly special year as we celebrated our 40th anniversary. The board expresses its deepest appreciation to each NAADA member institution and to the individual advancement professionals who serve agricultural sciences and related programs throughout the country. It is NAADA's continued desire to support these professionals and thereby advance the understanding, opportunities, and obligations associated with agriculture around the globe. We do make a difference.



We also acknowledge and thank our administrative partner; Ewald Consulting Group, Inc. Ewald's diligent work enables the board,

## SELECTED ACCOMPLISHMENTS

### Membership Engagement:

- Developed and planned track specific and broad appeal sessions for the conference
- Formalized the process for introductions of track reps. to membership
- Successfully worked with the Poynter Institute to bring in professional level outside speakers for the conference
- 41 first timers, and 42 buddies participated in the program at the annual conference

### Communications:

- Developed a new logo and style guide; the website and communications were updated with the new branding elements
- A conference communications plan was established to schedule and combine conference announcements to the membership

### Revenue and Finance:

- Over \$70,000 was raised in sponsorship dollars;

association, and members to flourish.

This report represents our status, highlights several key accomplishments, and details our organizational structure for our fiscal year 2015 (October 1, 2014 – September 30, 2015). I hope this information is helpful both as a guide and inspiration for each member of the NAADA Family.

On behalf of NAADA,

Keith Barber  
President

exceeding the budget by \$30,000

- The Operational Fund balance has been built to \$34,000 after only 3 years
- Almost \$3,000 was raised in contributions for the endowment funds

### Volunteer Engagement and Development:

- The revised Board Orientation process was continued where the new Board Members receive information on NAADA via PowerPoint and then a more specific committee/track orientation was held individually
- Several institutions now have representation on the Board, including Montana State, University of Georgia, University of Idaho, University of Minnesota, and Auburn University

### Recognition:

- The Above and Beyond Partner Award was introduced and two individuals were honored
- The Ohio State was approved as the 2017 Conference host

## BOARD OF DIRECTORS

### Officers:

President  
Keith Barber  
University of Tennessee

Vice President  
Jamie Lucero  
Virginia Tech

Secretary  
Jennifer Shike  
University of Illinois

Treasurer  
Catherine Maxwell  
North Carolina State University

Past President/Nominating Chair  
Jillian Stevenson  
Penn State University

### Committee Chairs:

Awards  
Jordan Moseley  
Auburn University

Communications/Marketing  
Kara Luedtke  
University of Wisconsin

Education Committee  
Mary Ann Parsons  
University of Georgia

Membership  
Kim O'Neill  
University of Idaho

Outreach Education  
Naomi Knaub  
Penn State University

Publications & Projects  
Christi Chadwell  
Texas Tech University

Sponsorship  
Margaret Owens  
Clemson University

2017 Conference Chair  
Pat Whittington  
The Ohio State University

2015 Conference Chair  
Darin Paine  
Texas A&M University

2016 Conference Co-Chair  
Sennah Honea  
Clemson University

2016 Conference Co-Chair  
Kathy Kennel  
North Carolina State University

**Directors at Large:**  
Director at Large  
Kevin Brown  
Montana State University

Director at Large  
Renee Keese  
BASF

Track Representatives:  
Alumni Track  
Jill Brown  
University of Nebraska - Lincoln

Communications Track  
Michelle Hall  
University of Missouri

Development Track  
Heidi Griswold  
Oklahoma State University

Student Professional Track  
Tracy Fallon  
University of Minnesota

Volunteer Track  
Tara Anderson  
University of Illinois