

2018 ANNUAL REPORT

Reporting October 1, 2017- September 30, 2018



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.

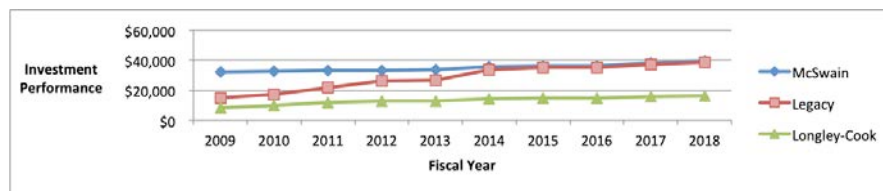
FINANCIAL STATUS

Balance Sheet	2018	2017	2016
<i>Assets</i>			
Checking	\$16,031	\$18,674	\$22,083
Operating Reserve	\$33,650	\$34,386	\$34,366
Investments	\$94,321	\$90,874	\$85,926
Accounts Receivable	\$0	\$0	\$0
Prepaid Assets	\$0	\$0	\$9,950
Total Assets	\$148,233	\$143,935	\$152,325
<i>Liabilities & Equity</i>			
<i>Liabilities</i>			
Accounts Payable	\$13,572	\$99	\$23,578
Deferred Dues	\$20,300	\$22,200	\$17,900
Total Liabilities	\$33,872	\$22,299	\$41,478
<i>Equity</i>			
Retained Earnings	\$108,376	\$114,347	\$124,035
Net Income	\$5,985	\$7,289	\$(13,187)
Total Equity	\$114,361	\$121,636	\$110,847
Total Liabilities & Equity	\$148,233	\$143,935	\$152,325

Previous Year Profit/Loss Comparison	2018	2017	2016
Membership	\$39,000	\$38,625	\$40,300
Sponsorship	\$45,500	\$37,925	\$33,900
Registration	\$77,041	\$81,795	\$95,105
Total Income	\$167,026	\$170,050	\$172,554
Management	\$59,740	\$58,000	\$58,000
Conference	\$71,940	\$96,236	\$108,002
Other	\$25,398	\$23,542	\$22,837
Total Expense	\$157,078	\$177,778	\$188,839
Investment (Gain/Loss)		\$4,949	\$(287)
Net Income	\$5,985	\$(7,728)	\$(13,187)

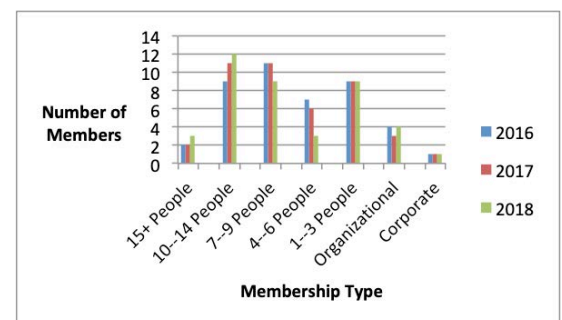
INVESTMENT FUND PERFORMANCE

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
McSwain	\$32,154	\$32,746	\$33,044	\$33,409	\$33,851	\$35,868	\$36,106	\$35,994	\$38,067	\$39,511
Legacy	\$14,982	\$17,029	\$21,753	\$26,310	\$26,817	\$33,887	\$35,193	\$35,075	\$37,095	\$38,502
JLC	\$8,389	\$9,632	\$11,589	\$12,753	\$12,960	\$14,206	\$14,915	\$14,865	\$15,721	\$16,318



MEMBERSHIP

	2016	2017	2018
15+	2	2	3
10-14	9	11	12
7-9	11	11	9
4-6	7	6	3
1-3	9	9	9
Organizational	4	3	4



FROM THE PRESIDENT

Dear NAADA Family,



On behalf of your Board of Directors, congratulations to NAADA for another outstanding year! Success is only possible due to the commitments and hard work of our member institutions. From timely renewal of memberships, to conference sponsorships, and supporting the professional development of advancement professionals and volunteers through attendance at the annual conference. NAADA is built on members giving freely of their time to work on committees on behalf of the organization. We also acknowledge and thank our administrative partner, Ewald Consulting Group, Inc. Ewald's diligent work enables the board, association, and members to flourish. We should proudly look back over the years to see what we have accomplished together.

The NAADA Board of Directors takes great care in stewarding the investments your institutions and you make in NAADA through dues, sponsorships, and donations. You will note in the report of our fiscal year 2018 (October 1,

2017 - September 30, 2018) a strong financial standing, as well as some key accomplishments of the organization. The accomplishments listed below are due to the Board under the direction of President Jamie Lucero. We have again included the stewardship report for our endowment funds. We strive to provide you with the best professional development opportunities and return on your investment.

Thank you to each of you for serving the agricultural sciences and related programs at your respective institutions. You make a difference – and our professions make a profound impact on the land-grant mission. The NAADA family should take pride in the good work you do to make a difference in the lives of students, alumni, and our communities.

On behalf of NAADA,

Renee Keese
President

2017-18 SELECTED ACCOMPLISHMENTS

Membership Engagement:

- Developed and planned track specific and broad appeal sessions for the annual conference
- 28 first timers, and 39 buddies participated in the Buddy Program at the annual conference
- Conference, Education, and Executive Committees collaborated to bring in nationally recognized speakers

Communications:

- Master social media calendar encompassing all committees and tracks was developed and implemented
- Annual Report was developed to highlight major accomplishments
- Stewardship Report was created to communicate endowment fund activity
- A conference communications plan was established to schedule and combine conference announcements to the membership
- Increased social media presence

Revenue and Finance:

- Almost all Institutional Members renewed – 3 upgraded their membership, 3 did not renew
- \$46,000 was raised in sponsorship dollars
- The Operational Fund balance is healthy at \$33,650

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
- Institutions from all across the country have representation on the board
- Incorporated a Service Project to the Idaho Food Bank into the annual conference

Recognition:

- 28 Publications & Projects awards, and 9 Individual awards were given out during the conference
- Utilized funds from the Jane Longley-Cook Endowment to support two volunteers in attending the annual conference
- Louisiana State University was approved as the 2019 Conference host
- Michigan State University was approved as the 2020 Conference host

BOARD OF DIRECTORS

Officers:

President

Renee Keese
BASF

Vice President

Pat Whittington
The Ohio State University

Secretary

Jordan Moseley
Auburn University

Treasurer

Paula Beecher
Clemson University

Past President/Nominating Chair

Jamie Lucero
Virginia Tech

Committee Chairs:

Awards

Sennah Honea
Clemson University

Education Committee

Adam Cahill
The Ohio State University

Membership

Carly Schoepflin
University of Idaho

Outreach Education

Meg Kester
University of Nebraska - Lincoln

Publications & Projects

Amy Calabretta
University of Idaho

Sponsorship

Lindsey Fussell
Louisiana State University

Lindsey Kelly

Louisiana State University

2018 Conference Chair

Carly Schoepflin
University of Idaho

2019 Conference Chair

Amanda Martin
Louisiana State University

2020 Conference Chair

Kathryn Reed
Michigan State University

Directors at Large:

Director at Large

Kevin Huesman
University of Florida

Kyle Bymaster
Purdue University

Track Representatives:

Alumni Track

Tina Veal
University of Illinois

Communications Track

Dana Edwards
University of Florida

Development Track

Christy Chiarelli
University of Florida

Student Professional Track

Amanda Saha
University of Kentucky

Volunteer Track

Peter Pamkowski
Cornell University