



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.

2011 ANNUAL REPORT

PRESIDENT'S LETTER



Dear NAADA Members,

The Board of Directors is proud to present to you the annual report for the National Agricultural Alumni and Development Association (NAADA). Our hope is that this new report will provide a snapshot of the past year and provide you with a greater understanding of the annual activities and highlights as well as the financial status of our organization during the 2010-11 fiscal year.

In 2010-11, NAADA continued to provide our membership with valuable educational and networking opportunities that align with our mission of providing education, support and recognition for individuals dedicated to expanding resources for land-grant and other colleges of agricultural sciences and related programs.

In the fall of 2009, the Board adopted a new annual planning process to determine priorities and a work plan for the year. This effort has helped the Board stay focused on the important work of the organization. I think you'll be impressed with the results of these efforts as you read through this report.

NAADA's success this year is due both to the work and efforts of our dedicated volunteers serving on committees and the Board of Directors as well as the leadership and talents of our NAADA staff. From coordinating Virtual Coffee Breaks to planning the annual conference and everything in between, members are making an impact.

Thank you for your continued involvement in and support of NAADA. It has been my privilege to serve as your president this past year.

Sincerely,
Mary Buschette, President
NAADA

2010-11 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:

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, Abraham Baldwin Agricultural College.

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: Marianne Fivek, Penn State University.

Conference Committee – Oversees all aspects of planning the Annual Conference. Chair: Memory Bennett, Texas Tech University.

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: Chris Cammarene-Wessel, North Carolina State University, Secretary: Renee Keese BASF, Past-President: Scott Cooksey, Texas Tech University and Executive Secretary: Darrin Hubbard, Ewald Consulting.



Back: Darrin Hubbard, Executive Secretary; W. Rhodes Logan, Development Track; Bill McCloskey, Sponsorship Committee; Pat Whittington, Student Professional Track; Keith Barber, Awards Committee; Brice Nelson, iCenter Committee

Middle: Paula Beecher, iCenter Committee; Memory Bennett, 2011 Conference Chair; Lisa Slone Cox, 2012 Conference Chair; H. Charlotte Emerson, Student Programs; Cathy Herren Carr, Alumni Track; Kathryn Reed, Outreach Education Committee; Tina Veal, Membership Committee

Front: Renee Keese, Secretary, Jillian Stevenson, Vice President; Mary Buschette, President; Scott Cooksey, Past President, Chris Cammarene-Wessel, Treasurer

Not pictured: Daniel Kennedy, Volunteer Track; Jill Tyson, Publications & Projects Committee; Carrie Bomgardner, Marketing/Communications Committee and Juli Fields 2010 Conference Chair

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. Carrie Bomgardner, Penn State University.

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. Tina Veal, University of Illinois.

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. Kathryn Reed, Michigan State 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: Bill McCloskey, University of Kentucky.



NAADA Past Presidents: Donya Lester, Scott Cooksey, Marcy Heim, Paul Willis, Bobby Gaffney, Bill Sheets, 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. Jillian Stevenson, Penn 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 through the year. In 2011, NAADA formed the Membership Ad Hoc Committee that was tasked with reviewing the membership categories, dues assessments and definitions of NAADA and other relevant organizations in order to provide a membership proposal for the Board of Directors to review at the June 2011 Board Meeting. Chair: Renee Keese, BASF.

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 2011 Track Reps are as follows:

Alumni: Cathy Herren Carr, University of Florida.

Communications: Jillian Stevenson, Penn State University.

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 2010-11 programming year, the following Virtual Coffee Breaks were held:

September 30, 2010: Volunteer Track Beg Borrow and Steal Continuation

October 19, 2010: How Does Your Social Media Garden Grow?

December 2, 2010: Mobile Apps – What's the Future and How Can You be Involved?

January 12, 2011: Ambassador Programs

February 15, 2011: Best Practices - Working with Administration

March 16, 2011: Volunteer Beg, Borrow and Steal Part 2

April 21, 2011: Helping Faculty Articulate Big Ideas that Can Lead to Big Gifts

August 17, 2011: 45 Technology Tips in 45 Minutes

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 2010 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 2010-2011.
- Update sponsorship brochure and review levels of giving. Work with Ewald to distribute to board members to assist in securing sponsors.
- Develop a strategy to increase institutional and organizational membership.
- Maintain conference sponsorship level of \$22,500.
- Establish process for identifying and approaching potential iCenter sponsorships. Increase number of job postings by national companies. Develop a new "catch" for the iCenter including posters, press releases, post cards, etc.
- Implement a fee for award nominations. Increase number of NAADA members and students using the iCenter.
- Raise \$2,000 for NAADA through the silent auction. Increase number of items for Silent Auction.
- Increase member awareness and contributions to the NAADA endowments and restricted use funds.
- Evaluate and consider structural changes to the membership categories, definitions and fees with the goal of total support of management expense through membership fees.

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 communication 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. In addition, 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 collaboration with National Ag Ambassador Conference.

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.
- Enhance NAADA website to incorporate interactive, engaging opportunities for members that provide reasons to visit the site at least once a month. Ensure homepage is dynamic with fresh content at least once a month, includes directing visitors to other areas of the website with new information or resources.
- 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 communication plan to promote membership and engage members through listservs and social media beginning with Facebook, Twitter, and LinkedIn.

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.

- Formalize 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 development plan to ensure continuity and vitality of organization
- Identify opportunities for strategic changes that will facilitate member involvement.

5. RECOGNITION

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

- Monitor 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.
- Create an awards program that highlights the winning entries during the conference program. Find ways to share copies of winning entries and honorable mentions 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:

- Every institution from last year has renewed membership—exceeded our projected income on membership fees by \$2,975 for a total of \$31,075 collected to date.
- Increased efforts to get sponsorship brochure updated and had the info in the hands of potential sponsors three months earlier than last year. Sponsorships have exceeded goal by \$2,900 for a total of \$25,400.
- Ad Hoc Committee was created to evaluate membership categories, definitions and fees.
- 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 7 Virtual Coffee Breaks covering all track interest areas, with another one planned for August—45 Technology Tips in 45 Minutes with Mike Steger from Michigan State.
- Building on a new orientation format for “first-time” conference attendees, 38 new members were matched with “seasoned” NAADA members.
- Created a social media presence for NAADA—Facebook and Twitter. Improved the Web site design to make it more user friendly (changed buttons and some formatting of the site).
- Added new features to our online newsletter, like the New Member feature.
- Continue to receive a strong number of nominations for all of our awards.
- Processes that have improved (moderator, speaker manual, evaluations, surveys, etc.)

NAADA 2010-11 PROGRAM PRIORITIES

1. Revenue and Finance
2. Membership Engagement
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
2011	\$112,538	\$108,132	(\$239)	\$4,166
2010	\$111,896	\$110,403	\$2,783	\$4,276

2011 marks the second 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 \$75,000, NAADA has 9 months of emergency expenses which is well within the industry standard of 6-12 months.

The 2011 fiscal year concluded with a \$4,166 profit, of which \$2,500 was used to pay back a portion of Legacy Fund Loan. The profit is due largely to income from membership and sponsorship being higher than budgeted. The total expense incurred by NAADA was \$3,900 less than budgeted in 2011. In recent years, NAADA has approved a break-even or slightly positive budget and been able to turn a profit of a few thousand dollars.

Previous Year Balance Sheet Comparison

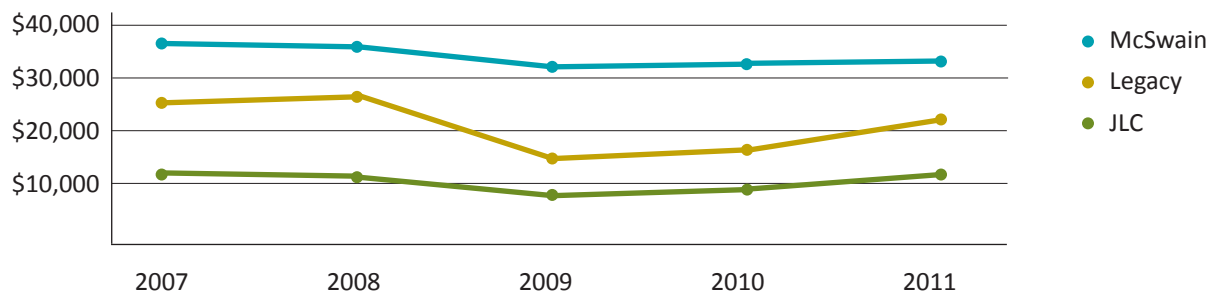
	2011	2010
Assets		
Checking	\$13,490	\$13,941
Investments	\$62,349	\$62,327
Accounts Receivable	\$0	\$1,485
Prepaid Assets	\$970	\$0
Total Assets	\$76,809	\$77,753
Liabilities & Equity		
Liabilities		
Accounts Payable	\$380	\$1,365
Deferred Dues	\$4,350	\$8,475
Total Liabilities	\$4,730	\$9,840
Equity		
Retained Earnings	\$67,913	\$63,637
Net Income	\$4,166	\$4,276
Total Equity	\$72,079	\$67,913
Total Liabilities & Equity	\$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: \$18,675.
- Ruby C. McSwain Enhancement Endowment: established in 2001 by matching \$15,000 contributions from Ruby McSwain and the North Carolina Agricultural Foundation to support the NAADA Annual Conference and Individual Awards Program. Current Balance: \$33,115.20.
- 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: \$10,599.

Investment Fund Performance

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



Key financial activities in 2011:

- agreed to a three-year contract with Ewald Consulting
- formed an ad hoc committee to investigate membership dues models
- met with investment advisor to review current investment vehicles and evaluate opportunities
- revised financial policies in recently approved board policy manual
- paid back 1/3 of funds borrowed from Legacy Fund in 2009; \$5000 balance owed after \$2500 repayment

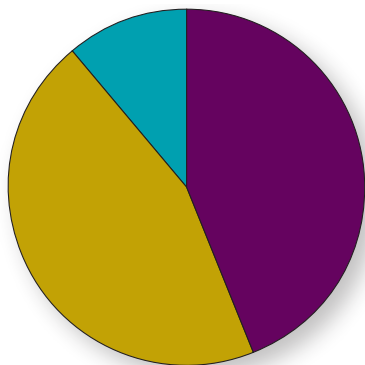
Key initiatives for 2012:

- form investment ad hoc committee to review the restricted funds and make both investment and policy recommendations
- 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.

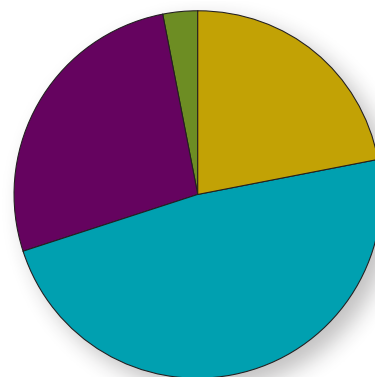
2011 Expenses

- 44% Conference
- 45% Management
- 11% Other Operations



2011 Income

- 22% Sponsorships
- 48% Conference
- 27% Membership
- 3% Other Income



MEMBERSHIP

Membership remained strong in 2010-11. **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
- Kansas State University
- Louisiana State University
- Michigan State University
- Mississippi 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 California, Office of the President
- University of Arizona
- University of Arkansas
- University of Connecticut
- University of Florida
- University of Georgia
- University of Idaho
- 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
- Ag Future of America
- Alpha Gamma Rho
- American Farm Bureau
- Angus Foundation

2011 CONFERENCE RECAP

The 2011 NAADA Annual Conference, hosted by Texas Tech University, was held at the Overton Hotel & Conference Center in Lubbock, TX. The theme for the 36th Annual Conference was “Reach for the Sky”.

The Red Raider planning committee, led by Memory Bennett, went out of its way to make sure attendees got a taste of all that West Texas has to offer. Wyman Meinzer, the official State Photographer of Texas, was the keynote speaker. Having published more than 20 photography books, attendees were wowed by the beauty of Texas that Meinzer has captured during his 28 year career as a professional photographer.

Attendees had the option of one of the following conference tours:

- Get Your Guns Up! A campus driving tour and Jones AT&T Football Stadium
- The West. American Wind Power Center and American Museum of Agriculture
- Pioneer Ranching Days. National Ranching Heritage Center and Museum of Texas Tech University
- Vino! Llano Estacado Winery and McPherson Cellars

In true Texas fashion, everything is bigger. Nowhere was this more evident than at the Taste of Texas Chuckwagon Dinner, hosted by TTU alums Dan and Linda Taylor. The Taylor’s opened up their three barns and to display not only their extensive collection of farming equipment, but also their special “Cotton is King” museum full of antique gin equipment and cotton artifacts. Attendees and guests were treated to an authentic chuckwagon dinner cooked by the 2009 World Champions, Rocking K Wagon and a live Texas Country Band.

The conference concluded with the Happy Trails Banquet and Awards Program held at the newly renovated McKenzie-Merket Alumni Center. Always a highlight of the conference, the annual awards program recognized the following individuals:

Volunteer Service Award: Nick Hamon, North Carolina State University

Front Line Award: Beth Leete, Michigan State University

Professional Achievement Award: Chris Wessel, North Carolina State University

Founders Distinguished Service Award: Scott Cooksey, Texas Tech University

Jane Longley-Cook Volunteer Service: Jacob Schales, Louisiana State University

Ruby C. McSwain Outstanding NAADA Philanthropist Award: Edward and Dinah Gore, North Carolina State University

The 2012 NAADA Annual Conference will be hosted by the University of Kentucky in Lexington, KY on June 17-20 where you can “Make Your Mark” in the best of NAADA.

REACH FOR THE SKY

NAADA 2011 ANNUAL CONFERENCE
JUNE 12 - 15, 2011 • LUBBOCK, TEXAS



TEXAS TECH UNIVERSITY
College of Agricultural Sciences
& Natural Resources



NAADA Attendees at Taste of Texas event at Dan & Linda Taylor’s Barn



2011 Award Winners: Scott Cooksey, Edward & Dinah Gore, Beth Leete, Chris Cammarene-Wessel, Jacob Schales, Nick Hamon

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 2011 sponsors:

Diamond

Bayer CropScience \$10,000

Gold

CHS Foundation \$5,000

Silver

BASF \$2,500

Farm Credit \$2,000

University of Kentucky \$2,000

Bronze

Land O' Lakes \$1,000

General

Alltech \$500

Monsanto \$500

Syngenta \$500

Cap & Compass \$250

Dairy MAX \$250

Mid-Atlantic Dairy Assn \$250

Hotgavel.com \$200

Texas Tech University \$200

Total \$25,150

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: 62,861

Avg Active Jobs: 19.1

Job Views: 37,583

Statistics reported from 06/01/09 – 09/30/11

Diamond



Bayer CropScience

Gold



CHS FOUNDATION

Silver



The Chemical Company



Bronze



growingtogether

General

Alltech
Cap & Compass
Dairy MAX
Hotgavel.com

Monsanto
Mid-Atlantic Dairy Association
Syngenta
Texas Tech University



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