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.

2013 ANNUAL REPORT

REPORTING OCTOBER 1, 2012 – SEPTEMBER 20, 2013

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). As you read through this document, you should have a solid sense of the stability of our organization. From the amazing accomplishments to the strong financial reports—NAADA is a very healthy organization!

A major component in the stability and growth of NAADA is the annual planning process implemented by the board five years ago.

This process was initiated to 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 current annual plan is featured beginning on page 4 of this report, with highlights of accomplishments following on page 5. Probably the most significant accomplishment over the last two years (and there are many!) would be our financial stability. Last year saw a profit of $29,257—an increase of more than $10,000 from the previous year. This is due to close monitoring of the budgets by the board and staff, increase sponsorship, conference attendance and membership fees. This stability gives our organization more flexibility to enhance member benefits through innovative programming—more on that in the coming year.

It's an exciting time to be part of NAADA, and I thank each and every member for your support. As I complete my term as president, I fill confident that I am passing along a vibrant, engaging, and financially stable organization to our next president.

Thank you to the Ewald staff and our volunteers for your contributions and leadership. It does indeed take a team to build and grow such a successful organization.

Sincerely,
Jillian Stevenson, President, 2012-2014
NAADA

2012-13 NAADA BOARD OF DIRECTORS

The leadership of NAADA is comprised of Committee Chairs, Track Representatives, Board Officers, and At-large Members.

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 2012-2013:

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: Sharon Detzer, Cornell University.

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.
2012 Chair: Lisa Cox, University of Kentucky.
2013 Chair: Paul Willis, Abraham Baldwin Agricultural College.
2014 Chair: Naomi Knaub, Penn State University and Marianne Fivek, Penn State 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: Jillian Stevenson, Penn State University; Treasurer: Renee J. Keese, BASF Corp.; Secretary: Pat Whittington, The Ohio State University; Past-President: Mary Buschette, University of Minnesota and Executive Secretary: Darrin Hubbard, Ewald Consulting.

2012-13 NAADA Board of Directors
Back Row: Paula Beecher, Jill Brown, Jason Headrick, Derek Mulhern, Tara Anderson, Keith Barber, Darrin Hubbard; Middle Row: Tina Veal, Jill Tyson, Trina Holman, Mary Buschette, Jennifer Shike, Katie Black, Monica Delisa, Jamie Lucero; Front Row: Renee Keese, Jillian Stevenson, Sharon Detzer, Kathryn Reed, Naomi Knaub, Pat Whittington

iCenter Committee – Develops strategies and provides guidance to increase the awareness and usage of the NAADA iCenter online job and internship database. Chair: Paula Beecher, Clemson University.

Marketing/Communications Committee – Responsible for overall marketing of organization, social media efforts and the electronic newsletter. Chair: Jason Headrick, University of Kentucky.

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: Andy Zehr, Iowa 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).

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: Jill Tyson, The Ohio State University.

At Large Members – The NAADA President can annually appoint up to three at large members to serve on the Board of Directors. Derek Mulhern from Agriculture Future of America was appointed to this position in 2012-13.

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 2013 Track Reps are as follows:

Alumni: Jamie Lucero, Virginia Tech.
Communications: Jennifer Shike, University of Illinois.
Development: Jill Brown, University of Nebraska – Lincoln.
Student Professional: Katie Black, Clemson University.
Volunteer: Tara Anderson, University of Illinois.

NAADA Past Presidents Rick Daluge and Paul Willis.

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 2012-13 programming year, the following Virtual Coffee Breaks were held:

- Engaging Young Alumni, November 20, 2012
- Award Willing NAADA Nominations, February 4, 2013
- BB&S – Ambassador Enrichment & Retention of Students, February 20, 2013
- Engaged Students to Engaged Alumni - How Motivated Students Become Active Alum, March 27, 2013
- Farmer's Fight - Student Advocacy that we can all stand for! May 14, 2013

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 2012 meeting.

1. 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.)
- Continually engage past presidents in NAADA to maintain that important network and contributions.
- Develop and nurture relationship with new members.

2. 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 2012-2013 and gain one new organizational member.
- Increase conference sponsorship level to $30,000.
- Update sponsorship brochure and review levels of giving.

Work with Staff to distribute to board members to assist in securing sponsors.
- Maintain ongoing relationship with conference sponsors to steward future gifts and support.
- Establish process for identifying 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. Investigate possibility of hosting the silent auction, posters from Pubs and Projects Awards, university displays and coffee breaks in one room.
- 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.

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. Investigate possibility of developing and publishing more scholarly pieces in the newsletter.
- Continue marketing efforts with 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.
- Conduct one conference survey every year and one membership survey every other year, reviewing results and incorporating suggestions for improvements into annual planning process.
- Create Task Force to develop process to review, maintain and market Knowledge Center on website.
- 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. Engage board members to help with posts and tweets.
- 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 nominations process for board and committee positions.
- Create and host an annual orientation program for new board members and track representatives. Maintain or-

ganization 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 FROM 2012-13

MEMBERSHIP ENGAGEMENT

a. Education Committee developed and planned track specific and broad appeal sessions for conference. The group formalized process for introductions of the track reps to the membership.
b. Outreach Education held 4 VCBs during the year and averaged 5 more attendees compared to 2011-12.
c. The Board approved the Mulberry Honor Society to engage past award winners and Presidents. The Society will launch in recognition of NAADA's 40th anniversary in 2015.
d. Sample communications from the Buddy Program at the conference were archived and passed along to incoming leaders to help formalize the process.
e. Student Programs analyzed the current membership and found several institutions where student professionals were not active. Wisconsin and Idaho now have student professionals on the membership roster.

REVENUE AND FINANCE

a. Membership Committee worked to get all but two institution renewals from 2012-13. Kansas State and Idaho returned to NAADA as members and Rutgers joined as a new member. Organizational membership continues to grow.
b. The Board worked with the Sponsorship Committee and $41,500 was collected in sponsorships, exceeding the goal of $27,500 by $14,000. Alumni Societies were invited to sponsor and the effort raised $10,000.
c. Proposal was brought forth and approved at the Fall Board Meeting for a Beginner Development Professionals Training Program.
d. Investment Advisor was moved from Ameriprise to Wells Fargo and a new reporting structure was implemented. The Treasurer has a quarterly conference call with the advisor to review the investment account that contains the endowment funds.
e. The outstanding balance of the Legacy Fund Loan ($5,000) was repaid in full based on the success of the 2011-12 Fiscal Year where NAADA had a $21,000 profit. Based on the successful work of the Board, the organization will finish the 2012-13 year with a $29,000 surplus.

COMMUNICATIONS

a. Monthly newsletters included human interest pieces from the Board.
b. The NAADA website was upgraded and launched in the enhanced YourMembership.com platform.
c. The 2011-12 Annual Report was presented to the membership at the Annual Business Meeting at the Conference.

VOLUNTEER ENGAGEMENT AND DEVELOPMENT

a. The formal process for soliciting volunteers and executive officers was continued. Membership approved Sharon Detzer as Treasurer and re-elected Pat Whittington as Secretary at the Annual Business Meeting.
b. A new Board Orientation process was implemented where the new Board Members receive information on NAADA via PowerPoint and then a more specific committee/track orientation was held individually.

RECOGNITION

a. Individual Awards implemented a new process where nominees or a designee of the nominee presented the award at the annual awards banquet.
b. Submissions for the Publications and Projects Competition were up 36% from 2011-12. The committee also expanded the categories to allow for websites to be submitted.
c. Texas A&M was approved as the 2015 Conference Host.

NAADA 2012-13 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
2013	$188,515	$160, 061	$804	$29,257
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

2013 marks the fourth 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 total assets of $120,000, NAADA has 9 months of emergency expenses which is well within the industry standard of 6-12 months.

NAADA typically approves a break-even or slightly positive budget and has been able to turn a profit of a few thousand dollars in previous years. In 2013, the fiscal year concluded with a $29,257 profit. The total annual expense of $160,610 was offset by $188,515 in total income. The Annual Conference was held in Washington DC and had near-record attendance and the Sponsorship program exceeded their revenue target by more than $15,000. At the Fall Board Meeting a resolution was passed to use a portion of that profit to create an Operational Reserve Fund to invest in activities that enhance member value.

Previous Year Balance Sheet Comparison

|	2013	2012	2011	2010
Assets				
Checking	$45,806	$17,751	$13,490	$13,941
Investments	$73,627	$72,472	$62,349	$62,327
Accounts Receivable	$0	$0	$0	$1,485
Prepaid Assets	$175	$152	$970	$0
Total Assets	**$119,607**	**$90,375**	**$76,809**	**$77,753**
Liabilities & Equity				
Liabilities				
Accounts Payable	$0	$0	$380	$1,365
Deferred Dues	$0	$25	$4,350	$8,475
Total Liabilities	**$0**	**$25**	**$4,730**	**$9,840**
Equity				
Retained Earnings	$90, 350	$72,079	$67,913	$63,637
Net Income	$29, 257	$18,291	$4,166	$4,276
Total Equity		**$90,350**	**$72,079**	**$67,913**
Total Liabilities & Equity	**$119,607**	**$90,375**	**$76,809**	**$77,753**

In FY 2012-13 NAADA made the decision to move the endowment and restricted funds to Wells Fargo Advisors to better manage the funds. The funds are now being invested as a lump sum to both gain additional exposure to new fund classes and reduce overall risk. While the funds are invested together, the balances are being tracked so they can be dispersed in accordance with each donor agreement.

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: $26,817.
- 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: $33,851.
- 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: $12,960.

Investment Fund Performance

	2007	2008	2009	2010	2011	2012	2013
McSwain	$37,640	$37,485	$32,154	$32,746	$33,044	$33,409	$33,851
Legacy	$25,589	$27,511	$14,982	$17,029	$21,753	$26,310	$26,817
JLC	$11,647	$11,366	$8,389	$9,632	$11,589	$12,753	$12,960
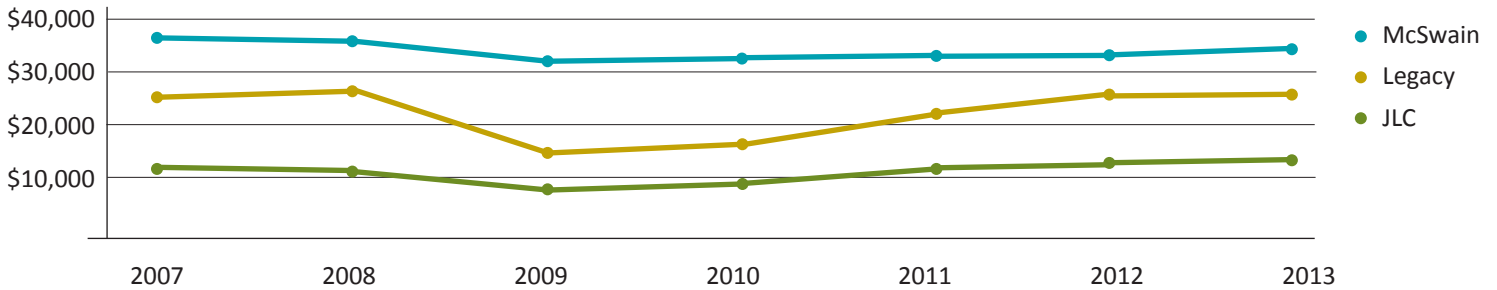
Key initiatives for 2014:
- grow current revenue streams to support new activities that will increase member value
- maintain adequate reserves
- increase contributions to restricted funds

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.
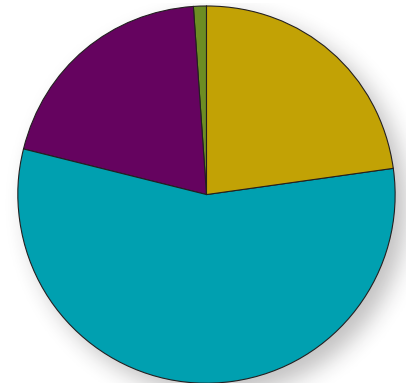
2013 Expenses
- 59% Conference
- 32% Management
- 9% Other Operations
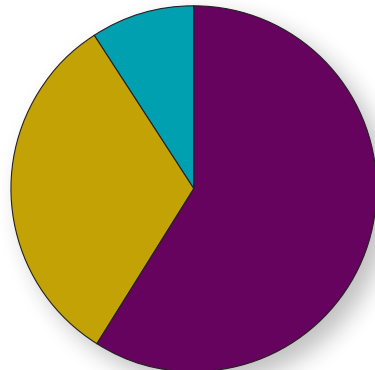
2013 Income
- 23% Sponsorships
- 56% Conference
- 20% Membership
- 1% Other Income

MEMBERSHIP

Membership remained strong in 2012-13. **Membership retention was 95% and one new institutional members joined, two lapsed institutional and lapsed organizational members rejoined 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
Rutgers University
Texas A & M University
Texas Tech University
The Ohio State University
University of California
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 Tech
Washington State University

Organizational:
Abraham Baldwin Agricultural College
Agriculture Future of America
Alpha Gamma Rho
American Farm Bureau
Angus Foundation
FarmHouse Fraternity
National FFA Organization/Foundation
OFA – Association of Horticulture Profs

2013 CONFERENCE RECAP

[SHAPING THE FUTURE]
…Facing the Challenges and Leading the Change

The 2013 NAADA Annual Conference, was held at the Crowne Plaza Old Towne in Alexandria, VA on the doorstep of the nation's capital. The theme for the 38th annual conference was "Shaping the Future…Facing the Challenges and Leading the Change"

The planning committee, led by Paul Willis, welcomed more than 200 NAADA members and guests for a conference that leveraged the connections and resources available in the Washington DC area. The group collaborated to develop a program packed with inspiring speakers, motivating educational sessions and interesting, educational– and just plain fun – tours.

The pre-conference event was a tour of the major sites of Washington DC. The tour included stops at the White House, Library of Congress, several war memorials, the Arlington National Cemetary and more.

The conference kicked off with keynote speaker Mike Martin, Chancellor at Colorado State University. David Weerts, Associate Professor and Director, Jandris Center for Innovative Higher Education, Department of Organizational Leadership, Policy, and Development, University of Minnesota – Twin Cities was the Bob Bickford Lecture speaker. David shared state his research on the impact of financing of higher education, university-community engagement, and alumni giving and volunteerism.

Attendees had several tour options that were lead by alumni from member institutions working in the DC area:
• Smithsonian National Zoo Tour
• National Gallery of Art Sculpture Garden and Greenhouse Tour
• U.S. Botanic Garden Tour
• Urban Forestry Tour

Spirit Night featured a private dinner and tour of George Wash-

ington's plantation at the Mount Vernon Estate on the banks of the Potomac River. Clemson alumnus and longtime horticulturalist at Mount Vernon, Dean Norton gave the attendees a history lesson of the grounds and led all on a tour of the Washington Gardens. The evening concluded with a special showing of primitive firearms and picture opportunities on the banks of the river. A good time was had by all!

NAADA Attendees at Mt. Vernon

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

Front Line Award
Kay Ellingson, University of Minnesota

Founders Distinguished Service Award
Renee Keese

Professional Achievement Award
Arlette Rodrigue, Louisiana State University

Ruby C. McSwain Outstanding Philanthropist Award
Goz and Pat Segars, Clemson University
Jim and Janet Johnson, Virginia Tech
Waymon Hickman, University of Tennessee

Volunteer Service Award
Terry Crofoot, Texas Tech and Colorado State University
Kathy Grace, Michigan State University
Kendall Hill, North Carolina State University

Penn State Planning Committee prepares for the Invitational Lunch.

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, here are some statistics for the iCenter:

Total Visits: 290,836
Job Views: 150,857

Statistics reported from 06/01/09 – 09/30/13

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 2013 sponsors:

Platinum
CHS Foundation	$7,500

Gold
American Farm Bureau	$5,000
Big Ten Network	$5,000
Farm Credit	$5,000

Silver
BASF	$2,500
Penn State Ag Alumni Society	$2,500
IHG	$2,500

Bronze
Dow AgriSciences	$1,000
OFA - The Assn of Horticulture Professionals	$1,000
UK Ag & HES Alumni Assn	$1,000
University of Georgia	$1,000
Abraham Baldwin Ag College	$1,000
Lousiana State University	$1,000
University of Minnesota	$1,000
Viginia Tech CALS Alumni Board	$1,000
Monsanto	$1,000
Land O' Lakes	$1,000
Ohio State CFAES	$1,000

General
| Cornell CALS | $500 |

Total **$41,500**

Platinum

Gold

Silver

Bronze

General
Cornell University

naada

national agricultural alumni
and development association

1000 Westgate Drive, Suite 252
St. Paul, MN 55114
Phone: 651-203-7246
Fax: 651-290-2266
www.naada.org