2017 ANNUAL REPORT
Reporting October 1, 2016 - September 30, 2017

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

<table>
<thead>
<tr>
<th>Balance Sheet</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Checking</td>
<td>$18,674</td>
<td>$22,083</td>
<td>$12,539</td>
</tr>
<tr>
<td>Operating Reserve</td>
<td>$34,386</td>
<td>$34,366</td>
<td>$34,347</td>
</tr>
<tr>
<td>Investments</td>
<td>$90,874</td>
<td>$85,926</td>
<td>$86,214</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Prepaid Assets</td>
<td>$0</td>
<td>$9,950</td>
<td>$3,236</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$143,935</td>
<td>$152,325</td>
<td>$136,336</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities &amp; Equity</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>$99</td>
<td>$23,578</td>
<td>$1,401</td>
</tr>
<tr>
<td>Deferred Dues</td>
<td>$22,200</td>
<td>$17,900</td>
<td>$10,900</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>$22,299</td>
<td>$41,478</td>
<td>$12,301</td>
</tr>
</tbody>
</table>

| **Equity** |      |      |      |
| Retained Earnings | $114,347 | $124,035 | $135,396 |
| Net Income        | $7,289 | $(13,187) | $(11,361) |
| **Total Equity**  | $121,636 | $110,847 | $124,035 |

| **Total Liabilities & Equity** | $143,935 | $152,325 | $136,336 |

Previous Year Profit/Loss

<table>
<thead>
<tr>
<th>Comparison</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership</td>
<td>$38,625</td>
<td>$40,300</td>
<td>$37,100</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>$37,925</td>
<td>$33,900</td>
<td>$69,500</td>
</tr>
<tr>
<td>Registration</td>
<td>$81,795</td>
<td>$95,105</td>
<td>$72,550</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>$170,050</td>
<td>$172,554</td>
<td>$188,460</td>
</tr>
</tbody>
</table>

| Management | $58,000 | $58,000 | $58,000 |
| Conference | $96,236 | $108,002 | $109,376 |
| Other | $23,542 | $22,837 | $25,240 |
| **Total Expense** | $177,778 | $188,839 | $195,892 |

| Investment (Gain/Loss) | $4,949 | $(287) | $(888) |

| **Net Income** | $(7,728) | $(13,187) | $(11,361) |

INVESTMENT FUND PERFORMANCE

<table>
<thead>
<tr>
<th>Year</th>
<th>McSwain</th>
<th>Legacy</th>
<th>JLC</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>$37,485</td>
<td>$27,511</td>
<td>$11,366</td>
</tr>
<tr>
<td>2009</td>
<td>$32,154</td>
<td>$14,982</td>
<td>$8,389</td>
</tr>
<tr>
<td>2010</td>
<td>$32,746</td>
<td>$17,029</td>
<td>$9,632</td>
</tr>
<tr>
<td>2011</td>
<td>$33,044</td>
<td>$21,753</td>
<td>$11,589</td>
</tr>
<tr>
<td>2012</td>
<td>$33,409</td>
<td>$26,310</td>
<td>$12,753</td>
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<tr>
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<td>$33,851</td>
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<td>$33,887</td>
<td>$14,206</td>
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<tr>
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<td>$38,067</td>
<td>$37,095</td>
<td>$15,721</td>
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MEMBERSHIP

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<thead>
<tr>
<th>Type</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
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<tbody>
<tr>
<td>15+</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>10-14</td>
<td>10</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>7-9</td>
<td>11</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>4-6</td>
<td>7</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>1-3</td>
<td>9</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Organizational</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Corporate</td>
<td>1</td>
<td>1</td>
<td>1</td>
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FROM THE PRESIDENT

Dear NAADA Family,

On behalf of your Board of Directors, congratulations to NAADA for another outstanding year! The successes of our organization are made possible by the commitments and hard work of our member institutions. From continuing to renew memberships in a timely manner and sponsoring the conference, to supporting the professional development of advancement professionals and volunteers through attendance at the annual conference, to members giving freely of their time to work on committees on behalf of the organization, and at the 2017 conference 59 of our members contributed $2,700 to our endowments. I extend a special thank you to each of you for making a personal investment in our organization. Year after year we are able to look back proudly on all 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 2017 (October 1, 2016- September 30, 2017) a strong financial standing, as well as some key accomplishments of the organization. New this year we have also included a stewardship report for our endowment funds. We strive to provide you with the best professional development opportunities and return on your investment.

We also acknowledge and thank our administrative partner; Ewald Consulting Group, Inc. Ewald’s diligent work enables the board, association, and members to flourish.

Thank you to each of you for serving the agricultural sciences and related programs at your respective institutions. Our profession makes a profound impact on the land-grant mission. You should be proud of the good work you do to make a difference in the lives of students, alumni, and our communities.

On behalf of NAADA,

Jamie Lucero
President

2016-17 SELECTED ACCOMPLISHMENTS

Membership Engagement:
- Developed and planned track specific and broad appeal sessions for the annual conference
- 39 first timers, and 44 buddies participated in the Buddy Program at the annual conference
- Conference, Education, and Executive Committees collaborated to bring in nationally recognized speakers
- Produced recordings of the annual conference; used for membership benefit and conference promotion

Communications:
- Master social media calendar encompassing all committees and tracks was developed and implemented
- Annual Report was created to highlight major accomplishments
- A conference communications plan was established to schedule and combine conference announcements to the membership

Revenue and Finance:
- Almost all Institutional Members renewed – 4 upgraded their membership, 2 new institutional members, 2 did not renew
- Over $38,000 was raised in sponsorship dollars
- The Operational Fund balance has been built to $34,000 after 5 years

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

Recognition:
- 27 Publications & Projects awards, and 9 Individual awards were given out during the conference
- Utilized funds from the Jane Longley-Cook Endowment to support a volunteer 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
- The University of Idaho was approved as the 2018 Conference host

BOARD OF DIRECTORS

Officers:
- President: Jamie Lucero
- Vice President: Renee Keese
- Secretary: Jordan Moseley
- Treasurer: Kevin Brown
- Past President/Nominating Chair: Keith Barber
- Virginia Tech
- BASF
- Auburn University
- University of Tennessee

Committee Chairs:
- Awards: Amanda Martin
- Education Committee: Adam Cahill
- Communications and Marketing: Haley Cook
- Membership: Eric Billings
- Outreach Education: Melissa Bean
- Clemson University
- The Ohio State University
- Iowa State
- University of Idaho
- Washington State University

Publications & Projects: Paula Beecher
- Sponsorship: Jen Root
- 2017 Conference Chair: Pat Whittington
- 2018 Conference Chair: Carly Schoepflin
- 2019 Conference Chair: Amanda Martin
- University of Idaho
- University of Idaho
- Louisiana State University

Track Representatives:
- Alumni Track: Tina Veal
- Communications Track: Adam Cahill
- Development Track: Christy Chiarelli
- Student Professional Track: Tracy Fallon
- Volunteer Track: Peter Pamkowski
- University of Illinois
- The Ohio State University
- University of Florida
- University of Florida
- University of Minnesota

Directors at Large:
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- University of Florida

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