



# 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

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

### Liabilities & Equity

<i>Liabilities</i>			
Accounts Payable	\$99	\$23,578	\$1,401
Deferred Dues	\$22,200	\$17,900	\$10,900
<b>Total Liabilities</b>	<b>\$22,299</b>	<b>\$41,478</b>	<b>\$12,301</b>

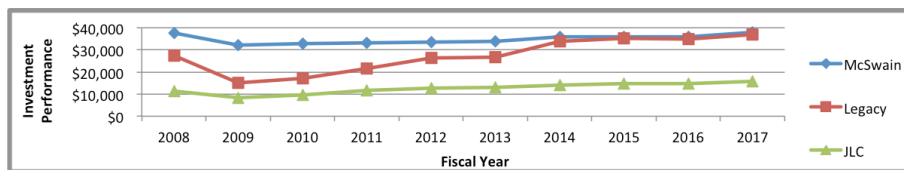
### Equity

Retained Earnings	\$114,347	\$124,035	\$135,396
Net Income	\$7,289	\$(13,187)	\$(11,361)
<b>Total Equity</b>	<b>\$121,636</b>	<b>\$110,847</b>	<b>\$124,035</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$143,935</b>	<b>\$152,325</b>	<b>\$136,336</b>

Previous Year Profit/Loss Comparison	2017	2016	2015
Membership	\$38,625	\$40,300	\$37,100
Sponsorship	\$37,925	\$33,900	\$69,500
Registration	\$81,795	\$95,105	\$72,550
<b>Total Income</b>	<b>\$170,050</b>	<b>\$172,554</b>	<b>\$188,460</b>
Management	\$58,000	\$58,000	\$58,000
Conference	\$96,236	\$108,002	\$109,376
Other	\$23,542	\$22,837	\$25,240
<b>Total Expense</b>	<b>\$177,778</b>	<b>\$188,839</b>	<b>\$195,892</b>
Investment (Gain/Loss)	\$4,949	\$(287)	\$(888)
<b>Net Income</b>	<b>\$(7,728)</b>	<b>\$(13,187)</b>	<b>\$(11,361)</b>

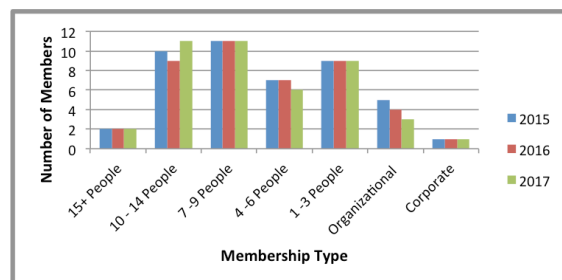
## INVESTMENT FUND PERFORMANCE

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
McSwain	\$37,485	\$32,154	\$32,746	\$33,044	\$33,409	\$33,851	\$35,868	\$36,106	\$35,994	\$38,067
Legacy	\$27,511	\$14,982	\$17,029	\$21,753	\$26,310	\$26,817	\$33,887	\$35,193	\$35,075	\$37,095
JLC	\$11,366	\$8,389	\$9,632	\$11,589	\$12,753	\$12,960	\$14,206	\$14,915	\$14,865	\$15,721



## MEMBERSHIP

	2015	2016	2017
15+	2	2	2
10-14	10	9	11
7-9	11	11	11
4-6	7	7	6
1-3	9	9	9
Organizational	5	4	3
Corporate	1	1	1



## 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

## 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

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

### 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  
Virginia Tech

Vice President  
Renee Keese  
BASF

Secretary  
Jordan Moseley  
Auburn University

Treasurer  
Kevin Brown  
Montana State University

Past President/Nominating Chair  
Keith Barber  
University of Tennessee

### Committee Chairs:

Awards  
Amanda Martin  
Louisiana State University

Education Committee  
Adam Cahill  
The Ohio State University

Communications and Marketing  
Haley Cook  
Iowa State

Membership  
Eric Billings  
University of Idaho

Outreach Education  
Melissa Bean  
Washington State University

Publications & Projects  
Paula Beecher  
Clemson University

Sponsorship  
Jen Root  
University of Idaho

2017 Conference Chair  
Pat Whittington  
The Ohio State University

2018 Conference Chair  
Carly Schoepflin  
University of Idaho

2019 Conference Chair  
Amanda Martin  
Louisiana State University

### Directors at Large:

Director at Large  
Kevin Huesman  
University of Florida

### Track Representatives:

Alumni Track  
Tina Veal  
University of Illinois

Communications Track  
Adam Cahill  
The Ohio State University

Development Track  
Christy Chiarelli  
University of Florida

Student Professional Track  
Tracy Fallon  
University of Minnesota

Volunteer Track  
Peter Pamkowski  
Cornell University