

NAADA News



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Fall 2005

Dear NAADA Member: Welcome to the Fall 2005 edition of NAADA News, providing timely information for NAADA members across the nation.

President's Message

Paul Willis, NAADA President



Paul Willis, NAADA President

Thirty years! As we celebrated the first 30 years of NAADA this year, I am more pleased than ever to be a part of this wonderful organization. The history and traditions of NAADA are why this organization is so special and beloved by so many.

The 30th annual conference, hosted by Iowa State University in Des Moines, was outstanding! Rich Bundy and his team did a wonderful job and were very gracious hosts. The conference provided excellent educational programming, lots of networking and of course some great fun.

In 2004, a goal was set to raise \$30,000 by the 30th for the NAADA Legacy Fund. [More](#)

Read and React: Newsletter Companion -Editorial Message Board

Read something in this newsletter and want to react? Have additional resources to share with your colleagues that correspond with one of the articles?

If so, post your comments! In an effort to facilitate communication between NAADA members, and provide the continued sharing of ideas, each NAADA News will have a companion editorial website that can be accessed by visiting the [NAADA](#) website.

To get started, simply submit your [comment form](#).

NAADA Conference Highlights

Rich Bundy, Iowa State University, Conference Chair



substance.

Iowa State University welcomed NAADA to Des Moines for our 30th anniversary with gusto this summer! Featuring truly outstanding educational programs and fun-filled, elegant networking opportunities, this year's NAADA Conference, "Sowing a New Field of Dreams: the Past Present and Future of Agriculture in the Land Grant Tradition," marked the organization's anniversary

Ambassador Quinn with style and

The formal conference began on Sunday afternoon, when more than 250 guests representing 37 states were welcomed to Iowa by ISU's Dean of Agriculture, Dr. Catherine Woteki. Dean Woteki offered a history behind the land grant movement for the conference participants that was followed by a stirring presentation of our state flags as the names of all the nation's land grant colleges and universities were read aloud. [more](#)

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Answer for a chance to win NAADA gear.

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President's Message

[Paul Willis](#), University of Florida

Thirty years! As we celebrated the first 30 years of NAADA this year, I am more pleased than ever to be a part of this wonderful organization. The history and traditions of NAADA are why this organization is so special and beloved by so many.

The 30th annual conference, hosted by Iowa State University in Des Moines, was outstanding! Rich Bundy and his team did a wonderful job and were very gracious hosts. The conference provided excellent educational programming, lots of networking and of course some great fun.

In 2004, a goal was set to raise \$30,000 by the 30th for the NAADA Legacy Fund. Bob and Lee Bickford, longtime affiliates of NAADA, challenged the organization with a lead gift and with additional gifts from members, friends, and the Bickford's, our goal was met. Earnings from this endowment will help support the educational function of our annual conference as we attempt to improve programming and remain educationally relevant to all of our members. In honor of the Bickford's dedication to NAADA, the Bob and Lee Bickford Lecture will now be part of our annual conference. Contributions may still be made to the [NAADA Legacy Fund](#) by visiting the web.

As we move into our 31st year, we look forward to maintaining the rich history of our first 30 years while adapting to our ever changing professions. You will see several "new" things for 2006. This newsletter is one. As you see, we are publishing our first electronic newsletter. This new delivery platform offers us great flexibility, efficiency and timely delivery of information to our members. Emily Sperling, Marketing Committee Chair, has done a great job in moving us to this new delivery system. Emily's team is also addressing ways to make certain that our members are receiving value from their membership. In addition, our Membership Committee, chaired by Mary Buschette, is working diligently in the area of new member recruitment and retention. Mary and her team have some exciting ideas and tools that will make membership even more valuable.

NAADA's strategic planning committee continues to look for "big ideas" for NAADA. Peg Armstrong-Gustafson, one of the conference speakers, challenged us in this area. The Strategic Planning Committee (SPC) chaired by Keith Barber has some great ideas. They are a dedicated team looking for opportunities for us to enhance ourselves individually as professionals and collectively as an organization.

If you haven't found a place to "plug" yourself into, and want to become more involved with NAADA, please contact me. There are always opportunities for individuals to volunteer for [committees](#) and other assignments. Just as each of us depends on local volunteers, NAADA depends on you to help us continue moving the organization forward. Membership renewal letters should have been received by your institutions by now. Please help us keep our costs to a minimum by promptly processing your renewal payments by November 10.

Finally, I encourage you to mark your calendar now for the 2006 conference to be held June 18-21 At Virginia Tech in Blacksburg. Our meeting will be at the brand new Inn at Virginia Tech and promises to be another great conference. Thanks again for the opportunity to serve you. If I can be of assistance, please let me know.

New Membership Benefit: Track Listserves

Mary Buschette, Membership Committee

Do you have a question you would love to run by NAADA colleagues in your track? Now you can with the newly created track listserv system, which is a valuable membership benefit.

Each list is currently populated with the email addresses from the track with which you are affiliated with in the NAADA organization (to check your affiliation, visit the [membership directory](#)). To use the list, send a message to the respective list address:

Alumni professionals: naada-ap@mail.coafes.umn.edu

Development professionals: naada-dp@mail.coafes.umn.edu

Student professionals: naada-sp@mail.coafes.umn.edu

Volunteers: naada-vol@mail.coafes.umn.edu

Does your job have broader responsibilities? Would you like to be included in another track as well? No problem! Just complete a subscription request at the following links.

Alumni professionals: <http://mailman.coafes.umn.edu/mailman/listinfo/naada-ap>

Development professionals: <http://mailman.coafes.umn.edu/mailman/listinfo/naada-dp>

Student Professionals: <http://mailman.coafes.umn.edu/mailman/listinfo/naada-sp>

Volunteers: <http://mailman.coafes.umn.edu/mailman/listinfo/naada-vol>

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Representing Colleges of Agriculture to the Millennial Generation

Kelly Koren, Ohio State University



During the 2005 NAADA Annual Conference, members of the Student Professionals Track came to consensus that it is increasingly difficult to visually represent our diverse colleges in brochures and advertisements and on displays and websites. Pictures of production agriculture do not appeal to the growing diversity of students entering colleges of agriculture, nor do they accurately represent the breadth of opportunities our degrees offer. How do we balance respect for our roots and traditional students with the need for our colleges to appeal to a wider audience?

The answer to our problem is not simple. We could appeal to just one audience and scare the other away. We could print two versions of every PR piece we send out. We could collectively organize into a world-wide campaign for agricultural appreciation (like Coca-Cola's attempt at teaching the world to sing/chill- *depending on your generation*). This is a complex problem.

Because the millennial students (also known as "millennials"), born in the 1980s and 1990s, are so outcome driven, our best tactic is to focus on careers to which our majors lead. For instance, instead of representing the swine industry with a picture of a sow in a farrowing crate, why not include a picture of a student in scientific dress performing an ultra-sound on the sow. Better yet, include several students and a faculty member; millennials are more group oriented than previous generations.

Publication pieces, including websites, should also list a wide array of career options that will lead a student to open his or her mind to diverse careers. Even if a student went to high school in an urban area, they can be close-minded about career options in the agricultural industry. The University of Georgia College of Agricultural and Environmental Sciences offers an example of a website that helps students realize opportunities:

<http://www.uga.edu/discover/careers/step1.html>.

Other examples of initiatives aimed at opening students' minds to agricultural study and careers were discussed at the student track of the NAADA conference. At the University of Nebraska, Rosalee Schwartz has used radio advertisements in urban centers with creative scripts. For instance, a radio spot about food science started with the sound of crunching potato chips and a student commenting about how great it would be to have a job eating them. The Ohio State University has produced periodic table posters decorated with pictures representing non-traditional agriculture and listing various careers.

We all realize that the work of encouraging students to accept our open door to agriculture is going to take more than throwing a lab coat on every picture of students that we take. We need to look at our college's vision, determine our needs for the future and build the student experience around that vision. If we do that well, opportunities for representative pictures, lists of diverse career options, quality of student visits and public perception will follow ...in time.

Resources for Understanding and Marketing to the Millennial Generation:

[Serving the Millennial Generation-NACADA](#)

[The Echo Boom](#)

[Millennials Rising](#)

[Reading List of Articles About the Millennial Generation](#)

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Beg, Borrow and Steal Spotlight: Executive-in-Residence Program

[Kristen Smarr](#), Director of External Relations, University of Missouri



The College of Agriculture, Food and Natural Resources at the University of Missouri has a number of programs designed to reconnect alumni with campus. One of the most prominent programs is the Robert O. Reich Executive-in-Residence program. The goal of the program is to bring successful alumni back to the college to interact with students and faculty. A schedule may have the executive presenting in lecture courses, interacting with students in small group settings, dining with the dean, faculty and outstanding students, and meeting with professors from the executive's academic area. The itinerary is tailored to the executive's interests and preferences. The executives are selected by the Executive-in-Residence Advisory Board, made up of students and faculty, from nominations made by college faculty. The college typically hosts two executives per semester. Thanks to a generous endowment from the Robert O. Reich Family, the college is able to underwrite all expenses related to the program including travel reimbursement, meals, etc. Feedback from executives has been very positive and a number of them continue to be active with the college since their program. Students and faculty enjoy the "real world" perspective that the executives bring. If you would like to know more about the Missouri executive-in-residence program, or are considering starting a program at your university, please contact [Kristen Smarr](#), Director of External Relations, University of Missouri.

[Executive-in-Residence brochure](#)

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Participate in your Organization Through Service on a NAADA Committee

Looking for a way to get more involved in NAADA? Hoping to learn more about the organization while working to enhance colleges of agriculture and the development, alumni and student development professions? If so, consider joining one of NAADA's nine committees.

Contact the chair associated with the committee you are interested in:



Awards	Carol Knowles
Education	Kim Erwin
Finance	Scott Cooksey
Marketing/Communications	Emily Sperling
Membership	Mary Buschette
Outreach Education	Bryan Rowland
Publications/Projects	Rosalee Swartz
Strategic Planning	Keith Barber
Student Programs	Angie Burkes

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30th Anniversary Conference a Huge Success Rich Bundy, Iowa State University, Conference Chair

Iowa State University welcomed NAADA to Des Moines for our 30th anniversary with gusto this summer! Featuring truly outstanding educational programs and fun-filled, elegant networking opportunities, this year's NAADA Conference, "Sowing a New Field of Dreams: the Past Present and Future of Agriculture in the Land Grant Tradition," marked the organization's anniversary with style and substance.



Dean Woteki provides opening remarks to kick-off the conference.

The formal conference began on Sunday afternoon, when more than 250 guests representing 37 states were welcomed to Iowa by ISU's Dean of Agriculture, Dr. Catherine Woteki. Dean Woteki offered a history behind the land grant movement for the conference participants that was followed by a stirring presentation of our state flags as the names of all the nation's land grant colleges and universities were read aloud.

Following Dean Woteki's remarks, Dr. Richard Foster, vice president of the W.K. Kellogg Foundation, moderated a panel

discussion featuring three university presidents, including Dr. Gregory Geoffroy from ISU, Dr. James Oblinger from North Carolina State University, and Dr. Duane Acker from Kansas State University (retired), that offered their thought provoking perspective on the importance of maintaining the ideals of the traditional land grant institution in an increasingly modern world.

Not even a sudden thunderstorm could dampen the enthusiasm of NAADA participants who enjoyed dessert at the Terrace Hill Mansion, the home of Iowa's Governor.

Peg Armstrong-Gustafson, a former vice president with Pioneer Hi-Bred International and former president and CEO of the ISU Foundation, opened the

Monday session of the conference with an inspiring address that asked the question "Who Among You?" as she challenged the NAADA participants to take on the hard leadership roles that modern agriculture and higher education will require in the future.



Peg Amrstrong-Gustafson challenges NAADA participants to lead their institutions into the future.

Over the lunch hour, Jeff Stroburg, president and CEO of West Central Cooperative, gave an informative presentation about the important work being done in Iowa by high-tech agribusinesses like West Central Coop., which explores ways to add value to members' crops by transforming them into products that are worth more in the world marketplace.

Sunday's keynote speakers were capped off with a truly outstanding presentation by Ambassador Kenneth Quinn, the president of the World Food Prize, who spoke at length about the impact that America's land grant colleges of agriculture have had on the fight to address poverty and hunger in the developing world.

In between these keynote sessions, guests were treated to an educational program that was second to none. With topics ranging from "Women in Philanthropy" and "Technology in Alumni Relations" to "An Employer's Perspective on Understanding and Recruiting the Millennial Generation," the education committee and the respective track representatives assembled a top-notch slate of speakers to provide professional development opportunities that will help each member of NAADA achieve even greater success in their daily work. In addition to the traditional track sessions for alumni, development, volunteers and student professionals, this year's conference also featured a first-ever track session for deans that featured high-level facilitators discussing broad topics related to agriculture advancement programs.



Our student participants joined in the overall NAADA program through lunch on Monday, but that afternoon they left Des Moines for an overnight visit to Ames that included visits to ISU's one-of-a-kind student managed farm, a tour of Jack Trice stadium to learn about ISU's turfgrass program, and a presentation by representatives of Cargill, Inc., about what employers look for in their new hires. Cargill, Inc., provided generous funding to support this outstanding student program, which this year was organized entirely by Iowa State students and was specifically focused on the academic and career development of current undergraduates.

Tuesday's session began with the annual business meeting and publications awards program, during which time changes to the NAADA bylaws were approved, officers were elected, and the new board of directors was installed. Following another tradition-the Beg Borrow and Steal Session-Virginia Tech University extended a rousing invitation to NAADA to reconvene in Blacksburg, Virginia for the 31st annual conference in June, 2006.

Following Tuesday's lunch, guests split up into three tours of Iowa agriculture, including a biotechnology focused tour of Pioneer Hi-Bred International's

global headquarters in Johnston, IA; the 600-acre open-air museum known as Living History Farms in West Des Moines, IA; and the Pioneer Livestock Nutrition Center in Sheldahl, IA, for a demonstration of Pioneer's integrated research approach to addressing animal nutrition.



Mauri Williamson chatting with a tour guide.

The closing activity this year was an elegant and memorable awards program and dinner at the State Historical Society building in Des Moines. NAADA's awards program was highlighted with the surprise presentation of the Jane Longley-Cook Volunteer Service Award to the awards program coordinator, Dr. Renee Keese.



Participants enjoy a roof-top dinner overlooking the state capital.

Following the awards program, guests were treated to an *al fresco* meal with a stunning view of the Iowa State Capital and the downtown skyline at night, as well as a special parting gift; a 25-year history of NAADA penned by one of the organization's founders, Mauri Williamson, who was on hand to sign copies of the book.

The 30th annual NAADA conference was a rousing success, and it reaffirmed that professional development and networking opportunities that are geared specifically to the alumni relations, student development, fundraising and

volunteer staff who work in our nation's colleges of agriculture continues to be as necessary now as it was thirty years ago. NAADA and Iowa State University want to thank everyone who attended this year's conference for helping to make it such a special celebration of our great past and exciting future, and we hope you will make plans soon to attend the 2006 conference in Blacksburg, Virginia.

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Regional Philanthropy Award Winners Recognized

Renee Keese , Awards Committee Chair

In the fall of 2004, NAADA announced the creation of two new awards: the NAADA Regional Volunteer Award and the NAADA Regional Philanthropy Award. These are to be used by individual institutions to recognize their supporters, and then the nominees are also eligible for the national awards chosen by NAADA and presented at the conference. NAADA is pleased to introduce its first two recipients.

Harris Smith



Harris Smith is recognized by Clemson University for his contributions to the university. Although not an alumnus, he has had a major impact on Clemson and their students. Mr. Smith grew up in Atlanta and attended college in the Atlanta region. He served in the military for nearly four-years and fought in the Vietnam War. In 1971 he joined the family-owned, Atlanta based rigid packaging business, Smith Container Corporation. In 1977, at the age of 30, he became the Chairman, President and CEO of Smith Container Corporation, and grew a multi-million dollar business. In 2004, the business was divested after being owned by the family for 97 years.

Smith is a Packaging Science Industry Advisory Board member at Clemson. The university became aware of Smith because he was hiring their packaging science graduates. Not only has he contributed a \$10 million gift to the Packaging Science Department, but he also gives his time, expertise and knowledge in the area to help bring the department to number one in the nation.

Marvin H. Walter



Marvin H. Walter, a 1962 and 1964 graduate of Iowa State University. He has been involved with the Foundation Board of Governors, and as a director of the ISU Research Foundation. For the last 40 years, he has also been very active with the Alpha Gamma Rho chapter at Iowa State by serving on their alumni board, providing funds for their Education Foundation Scholarship and providing fundraising expertise for two major campaigns. He also is currently assisting with a \$1 million volunteer-driven campaign to create an endowment for the Animal Science Judging Teams program. Walter's financial and service-oriented philanthropy extends beyond the ISU campus to benefit children and families in need. College of Agriculture Dean Catherine Woteki feels that "Marv has become a living

testimony to the value of engaged alumni who use their financial support and talents to assist their educational institution."

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NAADA Recognizes Volunteers, Contributors and Professionals at Conference

Renee Keese , Awards Committee Chair

The annual awards banquet took on a different look this year as the attendees gathered in a theatre-style room for the awards ceremony and then adjourned to the beautiful terrace at the State Historical Society Building in Des Moines for dinner and dancing overlooking the Iowa State Capitol and the downtown skyline. Dr. Renee Keese, awards committee chair, served as Mistress of Ceremonies.

On behalf of the NAADA Board, Keese extended a warm welcome to the NAADA past presidents: Mauri Williamson, Paul Appel, Chuck Lindley, Rex Messersmith, Glenn MacMillan, Paul Appel, Bob LaPrad, Mauri Williamson, Rick Daluge, Dave Mugler, Bill Alverson, Ashby Green, Mike Richey, Earl Ellington, John Brand, Lynette Marshall, Donya Lester, Bobby Gaffney, Marcy Heim, Ray Miller, and Milford Jenkins. She also recognized and thanked those serving on the awards committee: Rick Daluge, University of Wisconsin; Carol Knowles, University of Arizona, Mollie Pulver, Cornell University, and Louann Waldner, formerly of Oklahoma State University.

The following awards were presented that evening:

Volunteer Service Award

The Volunteer Service Award is presented to an individual who has given freely of their time to further the goals of their institution, has demonstrated leadership and organizational skills to inspire and encourage others to further the success of their alma mater's agriculture and alumni programs. In 2005, NAADA recognized three recipients of the NAADA Volunteer Service

Award.

S. Lawrence Davenport



S. Lawrence Davenport resides on the outskirts of Greenville, NC and represents the fourth generation of his family to farm in Pitt County. His great-grandfather settled there after walking to the area from Appomattox, where he was among the Confederate troops who surrendered with General Robert E. Lee. Davenport earned a bachelor's degree at North Carolina State and then returned home to farm. He grew a 300-acre farm to what is now over 3,000 acres of wheat, corn, cotton, soybeans, peanuts and tobacco.

Davenport is a founding member of the North Carolina State University Board of Visitors and a member of the University's Lifetime Giving Societies and the Chancellor's Circle Giving Club. He has served on many boards in the state and his home county. Davenport is also a member of the board of directors and a former board chair of Golden LEAF, which stands for Long-Term Economic Advancement Foundation. This Board is a non-profit foundation set up by the state legislature to invest and disburse half the funds from the national tobacco settlement to improve North Carolina's economy and create jobs in the rural areas hardest hit by the decline in tobacco income. The Foundation and NC State have benefited from over 40-million dollars in grants over the last several years.

Davenport took part in a 50-day agricultural leadership development program and was elected the leader of his class because he has the character, tenacity and dedication to favorably influence others. Upon completion of the program he excelled in service to both agriculture and NC State University compared to all the other participants.

Dean Johnny Wynne said, "Mr. Davenport's volunteerism and advocacy have been noted with the College of Agriculture and Life Sciences' Distinguished Alumnus Award and the NC State Watauga Medal. The highest non-academic award given here, the Watauga Medal, honors significant contributions to the advancement of the University."

Ray Hilburn



The Volunteer Service Award was also presented to Ray Hilburn. Hilburn is a 1978 graduate of Auburn University's Poultry Science degree program and has long been a great example of "volunteer service." Ray likes to say he can never repay Auburn for what it meant and continues to mean to him. The Auburn folks think Ray comes close to being the perfect volunteer. Ray has had numerous leadership roles, including serving on their Agricultural Alumni Association Board as vice president and then president. He attended his first two NAADA conferences at Michigan State in East Lansing

and then in Charleston, SC, hosted by Clemson University. He has served Auburn Ag Alumni Association on numerous committees volunteering untold hours of time. Last year Hilburn volunteered five days to assist with the NAADA conference held in Mobile, AL.

Hilburn's impact of service includes serving on the College of Agriculture Dean's Advising Council. He is also a strong supporter of the Department of Poultry Science. According to the Dr. Don Conner, head of the department, "Ray has helped raise scholarship money, and was involved with the establishment of the Henry Hilburn Scholarship for Poultry Science, named in honor of his late father, plus he is a good recruiter for students in our major. Ray can always be counted on to help with organizing and conducting the annual Poultry Scholarship Fundraising BBQ; he was one of the original organizers of the event".

Hilburn was awarded the College of Agriculture Alumni Association's recognition for his

meticulous leadership as President for 1997-98. Last year, he received the first Auburn University College of Agriculture Dean's Workhorse Award for his countless hours as a volunteer who has not "burned out."

Cynthia Tidwell-Shelton



The final Volunteer Service Award was presented to Cynthia Tidwell-Shelton. Tidwell-Shelton is an alumnus of the University of Arizona and has been a tireless volunteer. She has served the Arizona Hereford Association, been a trustee for the Arizona 4-H Foundation, been involved with the University of Arizona College of Agriculture Alumni Board, the NAADA convention chair for the Tucson conference in 1997, just to name a few. Cindy stays very busy. She has been involved with the Alumni Association's National Board of Directors since 1999 and has been involved in many roles in the organization including chairing the University of Arizona Homecoming for two consecutive years. Tidwell-Shelton understands legislative advocacy and has served on public policy committees, chaired committees and participated in numerous planning sessions. She is without fail a consensus builder through her efforts and follow-up.

Vice Provost and Dean Eugene Sander said, "the University of Arizona College of Agriculture and Life Sciences is very fortunate to be able to count on Mrs. Cindy Tidwell-Shelton as an alumnae, a volunteer, but most importantly, as a friend of the college. Cindy is an energetic ambassador and has given selflessly in support of not only the college alumni but also the university as a whole."

NAADA Frontline Award

The Front Line Award is presented to a person who is a program assistant or serves in a clerical support staff role in a NAADA member college's alumni, development or student services office. The award recognizes an individual's initiative, teamwork and ability to work effectively with the public, has advanced the programs or relationships within the college or unit and strengthened their college's relationships with alumni, friends, donors and supporters.

Trina Beebe



As the office associate for the College of Food, Agricultural and Environmental Sciences at the Ohio State University, Trina Beebe supports three positions in this time of budgetary constraints. She supports the Coordinator of Admission, the Coordinator of Multicultural Affairs and the Assistant Dean for Organizational Development. Beebe has an ability to read the minds of people who know that they need something, but not quite what that something is. She cares for students with a mother's instinct because she has two college-age sons. Beebe has hosted or co-hosted an ambassador Christmas party every year she has worked at Ohio State.

Cara Lawson, an Ambassador and co-chair of the Student Recognition Program, said "Trina Beebe is a person who I feel privileged and honored to know and work with. She dedicates herself selflessly to the betterment of the college, students, and any other things she is involved in. She always puts her best effort forward and doesn't stop when things are 'ok', but continues until things are the best they can possibly be."

The NAADA Founders' Distinguished Service Award

The Distinguished Service Award recognizes outstanding service and dedication to the NAADA organization. The eligibility criteria are: Any person who is employed by a NAADA member institution at the time of nomination and has been actively participating in the NAADA organization by taking a leadership role such as but not limited to serving on the Board of

directors, chairing a committee or hosting the annual conference. Last November, the NAADA Board voted to change the name of this award.

The new award is called The NAADA Founders' Distinguished Service Award. On the 30th anniversary of NAADA, it was appropriate to honor not just one person, but all those who had the foresight to begin this organization: Rick Daluge, Bob LaPrad, Chuck Lindley, Paul Appel and Mauri Williamson.

The Jane Longley-Cook Volunteer Service Award

The Jane Longley-Cook Volunteer Service Award was created in recognition of Longley-Cook's long time support of NAADA as a volunteer and representing her alma mater, Cornell University. She volunteered her time and efforts to further the goals of NAADA on a national basis, served in leadership roles, was an officer in our organization and was an effective spokesperson for NAADA. She also did all these things for Cornell University. Recipients of the Jane Longley-Cook Volunteer Service Award are NAADA volunteers and are not employed by a member institution. They are recognized for their service to NAADA.

Renee Keese



A surprise presentation of the Jane Longley-Cook Volunteer Service Award was made to the awards program coordinator, Dr. Renee Keese. Keese, a longtime volunteer for NAADA, was very moved by the honor. "Renee has been a model volunteer for NAADA and many other organizations. For many years she has served NAADA as a valuable and faithful volunteer helping to advance the mission of our organization. Volunteers like Renee deserve the type of recognition that was presented at this year's awards ceremony," said Paul Willis,

NAADA president.

The Ruby C. McSwain NAADA Outstanding Philanthropist Award

The Ruby C. McSwain NAADA Outstanding Philanthropist Award recognizes individuals with records of sustained giving to support agriculture, agricultural higher education, Cooperative Extension and /or land grant universities, advocating for agriculture, and involvement in philanthropy in community organizations, religious institutions, art, environment and social services.

Gerald and Karen Kolschowsky



Gerald and Karen Kolschowsky, who are generous donors to agricultural higher education at Iowa State University and international causes, were selected as recipients. Jerry has given years of service as well, to the Iowa State University Foundation. The Kolschowskys engaged faculty and staff in the College of Agriculture about their interest in establishing a program to address issues of global hunger by using some of their personal resources to improve food security for people living in rural communities in developing nations. The

Sustainable Rural Livelihoods program, was established in 2003 to provide leadership and support collaborative efforts in rural communities of developing countries with a goal of increasing local food security, strengthening sustainable natural resource use, increasing sources and levels of income, increasing household ability to cope with various shocks and improve household and community well-being.

Iowa State President Gregory Geoffroy said, "Iowa State University has many alumni who have achieved significant success in their business and professional lives, and Jerry Kolschowsky is certainly among them. However, what he and his wife have chosen to do with the fruits of their success places them at the highest level of our esteem and appreciation." He also said their

magnanimous gift provided the resources for this program to become an immediate, effective and powerful force in addressing hunger problems.

The Professional Achievement Award

The Professional Achievement Award recognizes individuals for their significant career activities and accomplishments, leadership activities in professional and community organizations, other awards and recognitions. They also must be employed by a NAADA member institution with responsibilities for agricultural alumni, development or student service programs.

Lawrence H. "Larry" Erpelding



Dr. Lawrence H. "Larry" Erpelding has been employed by both The Ohio State University and Kansas State University. He has won awards for his teaching and for being an outstanding adviser. His national activities include the National Association of Colleges and Teachers of Agriculture, Academic Programs committee on Policy and previously serving NAADA on the board and as the awards committee chair.

Dr. Erpelding is the associate dean for academic programs at Kansas State University. He served in this role since June of 1998 and retired at the end of June. Dr. Erpelding has been involved with the Kansas FFA Alumni Association for eight years and served as their executive director. He has also held offices in the Kansas Association of Colleges and Teachers of Agriculture, and has been involved in Phi Kappa Phi, and Gamma Sigma Delta. In 1977, he was instrumental in developing the Kansas State University Agricultural Alumni Association, and has been the liaison to the Association since 1998.

Ray Miller, who first knew Dr. Erpelding back at Ohio State, wrote "Larry is a professional's professional. He has served his universities, both Ohio State and Kansas State, with sincerity and professionalism. For over 35 years he has given freely of his time and ability to provide the best educational programs for the students at his place of employment."

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NAADA NOTES

[Submit your updates](#)

Comings and Goings

William "Bill" Sheets has moved to Colorado State University in Fort Collins to work as the Assistant Vice President of Development.

Marcy Heim, University of Wisconsin, will retire on November 15th after 22 years of service to the UW Foundation on behalf of the College of Agricultural and Life Sciences. She will continue her connection with the UW Foundation for the next year as a consultant. Please join NAADA in wishing Marcy much happiness in her new endeavors.

NAADA Announcements

Call for 2006 Conference Educational Session Proposals

The NAADA Education Committee invites education session proposals for the annual conference of alumni, development, and student professional staff members and alumni volunteers of land grant universities. This year's conference, hosted by Virginia Polytechnic Institute and State University will be held June 17 - 21, 2005 in Blacksburg, VA. Please address any questions directly to Kim Erwin at (864) 656-5727 or kerwn@clermson.edu.

The deadline to submit proposals is December 9, 2005. [more](#)

Auction Items for the 2006 Conference in Virginia

Be thinking of some unusual items to bring to the auction and have a good time bidding against each other! All the proceeds will benefit NAADA. If you have questions, or would like to donate an item, please contact [Judy Mellor](#), University of Arizona.

NAADA Fall Board Meeting

The Fall board meeting will be held on the campus of North Carolina State University in Raleigh, NC on Monday, November 7th, and Tuesday, November 8th, 2005. The Executive, Strategic Planning and Education Committees will also meet during this time.

Track Reps Selected for Next Year

The following NAADA members, who will take office following the 2006 conference, were selected to be the next track representatives:

Alumni: Jillian Stevenson, Pennsylvania State University
Development: Raymond Klein, Iowa State University
Student Programs: Julie Baker, Louisiana State University
Volunteer: Whitney Stith, University of Kentucky

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