

NAADA News

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Fall 2006

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Dear NAADA Member: Welcome to the Fall 2006 edition of NAADA News, providing timely information for NAADA members across the nation.

Virginia Tech Hosts 2006 Conference

Over 170 NAADA members, speakers and students participated in the 2006 conference, held this year

on the beautiful Virginia Tech campus in Blacksburg, VA. The Inn at Virginia Tech and Skelton Conference Center facilities proved ideal. Conference host Kris Peter and his team, including Lynn Young and Max Bales, were wonderful hosts and were always around seeing to details.

For those lucky enough to come in on Saturday, the event began with a trip to the nearby Blue Ridge Parkway that included stops at an old mill and the Chateau Morrisette winery. This was followed by a delightful picnic dinner at a nearby picnic area. Sunday morning offered diverse activities – golf tournament (won by Vic Saunders’ team), hiking, fishing, and floating down the New River on in inner tube.

Sunday night was the official kick-off for the conference. Attendees gathered at the **Alphin-Stuart Livestock Arena**.

After the official welcome by **Dean Sharron Quisenberry**, attendees who wished participated in the “first annual” livestock open.



Sheep and chickens were the two categories. And the winner was Linda Miller, wife of Historian Ray Miller.. [\[more\]](#)

New Officers Elected

At the annual meeting held during the annual conference at Virginia Tech, Bill Sheets was elected president and Scott Cooksey was elected vice president. Paul Willis becomes immediate past president. Paula Beecher, secretary, and Chris Cammarene-Wessel, treasurer, continue in their respective positions.

NAADA joins Consortium

NAADA has joined the Consortium of Collegiate Agricultural Organizations, whose mission is to maximize collaboration of collegiate agricultural organizations and industry partners to enhance the personal, organizational, career and community education of future leaders. Paul Willis has been designated the NAADA representative and was elected to the position of vice president-finance.

Link to their website: <http://agconsortium.org/index.html>



Have an idea for a story you would like to see in the next edition of NAADA News? Contact [NAADA HQ](#)

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Barbeque with all the fixings was on the menu and people had their choice of eating in an air-conditioned room or in bleachers in the arena. Later there was a band for listening (and dancing) pleasure.



Monday morning’s keynote speaker was none other than former NAADA member **Marcella Davidson Arline**, now Chief People Person for Hershey Corporation. Not only was she a wonderful speaker, but she tossed Hershey products to members of the audience who could correctly answer her questions! Formerly with Virginia Tech, she postponed joining her family on vacation to be with her friends from NAADA.



The educational sessions were capped off with Kirby Player’s “Advancement Circle of Life” that got everyone moving with enthusiasm. He certainly made it clear to all that there is an interdependence among alumni, development and student professionals.





Monday evening's dinner was celebrated as "School Colors Night" and held at Lane Stadium, the site of the VT Hokies gridiron successes.

Tables were set up for each NAADA member institution – but there was plenty of camaraderie as schools with many folks in attendance made sure that no one was eating

alone.



Capping the evening was **Publications/Projects Competition** chair **Rosalee Swartz** distributing the publications/projects awards. And the winning submissions were available for perusal just off the break area throughout the week.

This year's silent auction had over 40 items available – and bidding was hot and heavy throughout the week. Auction chair Judy Mellor tabulated the results and payments were collected both before and after the banquet. Thanks to all the bidders – NAADA netted almost \$1,800.

2006 NAADA Awards Presented at Annual Convention

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One of the long-standing traditions at a NAADA conference is the annual awards ceremony.



Mary Ann Parsons from the University of Georgia led the presentation event on behalf of the Committee. These awards were announced following the wrap-up banquet at the arboretum and a dessert reception in the conference center.

Mary Ann recognized all of NAADA's past presidents and award recipients.

The first awards were the **Volunteer Service Awards**. There were two recipients of the Volunteer Service Award, presented to individuals who have given freely of their time to further the goals of their institution.

The first Volunteer Service Award was presented to **Mr. Charles Hall**. His commitment and loyalty to the University of Georgia College of Agricultural and Environmental Sciences began when he enrolled at UGA in 1970. He received Bachelor (1972) and Masters (1974) degrees in Horticulture. Since graduating, his extraordinary career accomplishments and his unwavering volunteer service had exemplified his commitment to the university, the college, the CAES Alumni Association and Georgia agriculture.

While serving on the Board of Directors of the CAES Alumni Association, Charles has secured sponsorship funding for several of the Association's student and alumni events. He has increased financial participation among the Association volunteers and has written personal "thank you" letters to financial sponsors, legislators and other volunteers.



Charles also serves as a member of the University of Georgia, College of Agricultural and Environmental Sciences Alumni Association's Public Affairs Committee. The committee develops and maintains external partnerships with government and agricultural agencies and organizations. Juli Fields accepted the award in Mr. Hall's absence.

The second Volunteer Service Award was presented to **Mr. Roger Scarborough** of the University of Florida, where he received his B.S. in Food and Resource Economics from the College of Agricultural and Life Sciences (CALs). Mr. Scarborough was unable to be to attend.

He is the president of the CALS Alumni and Friends Association and has been a board member since 2000. He has strived to help the alumni association evolve into a more dynamic organization that serves both traditional and nontraditional alumni.

Roger's impact of service to CALS alumni and friends, the college, and the Institute of Food and Agricultural Sciences in which it is housed, has been tremendous. He has led the organization that helps the college communicate with more than 20,000 alumni while also helping the college achieve new levels of alumni relations.

Dean R. Kirby Barrick wrote, "Roger is a strong advocate for the college and university. Recognizing the importance of alumni relations to the college, he has led an effort to secure a full-time executive director and additional resources for the organization. As a graduate of the Institute of Food and Agricultural Sciences (IFAS) Leadership Institute, he has further committed to advocating the importance of the land-grant mission and IFAS to legislators and industry members." Accepting on his behalf was Jerry Southwell.

The next award category was the **Front Line Award**. This award is given 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.

The Award was presented to **Ms. Ronnie Jean "RJ" McDaniel** who began her career in development at Virginia Tech's College of Agriculture and Life Sciences in the early 1990s and has now worked with five development officers and two deans. She is currently the Executive Assistant to the development director for the College of Agriculture and Life Sciences at Virginia Tech.

RJ is known for her institutional knowledge and her ability to keep accurate records of donor transactions, for the development of an effective stewardship program, for her mentoring of student workers and volunteers, and last but not least for helping the college grow each year in the number of prospects visited and the dollars raised.



Dean Quisenberry wrote, "RJ ensures that every donor to the college receives an appreciative letter thanking them for their gift and reaffirms that their donation is directed to their selected areas. Her attention to detail has helped the college increase the popularity of the scholarship banquet, making it one of the best-attending events hosted by the college."

The Jane Longley-Cook Volunteer Service Award was created in recognition of Jane's long time support of

NAADA as a volunteer and representing her alma mater, 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.

Mr. Kevin Huesman, an alumnus of the University of Florida College of Agricultural and Life Sciences, was this year's recipient.

Kevin holds the position at Purina Mills-Land O'Lakes as a Dealer Development Manager. His family includes his wife, Jill and two sons, Heath and Matt.

Kevin is a pillar for the University of Florida College of Agriculture and Life Sciences Alumni and Friends organization. He has participated in various volunteer positions including serving as president of the organization, acting as co-leader of the college's first alumni trip, and working as chair of the alumni scholarship golf tournament as well as the alumni programming committee. Kevin has remained a strong influence in the success of the CALS Alumni and Friends organization and has lent tremendous support to the executive director. His can-do attitude keeps the other UF volunteers and staff he works with on their toes.

Kevin is always ready and willing to help NAADA further its goals while participating on the Board of Directors as the alumni volunteer track representative. NAADA President, Paul Willis, has said that "since attending his first NAADA conference, Kevin has become an active volunteer for the organization. As a NAADA volunteer, Kevin has provided a needed industry perspective for our education programming and board functions." Kevin brings a good sense of humor, dedication, optimism, and a good spirit to his NAADA assignment.

It's been said that Kevin has multi-colored blood – he bleeds orange and blue for the Gators, blue and gold for FFA and checkerboard for Purina Mills, his employer, and we can add for his commitment to NAADA - he also bleeds green. Kevin is as loyal and dedicated as volunteers come. His level of service and commitment to both the University of Florida and NAADA is outstanding.

Our next award is the **Ruby C. McSwain NAADA Outstanding Philanthropist Award**. This award recognizes an individual or individuals with a record of sustained giving to support agriculture, agricultural higher education, Cooperative Extension and /or land grant universities. Secondly, their role as an advocate for agriculture. Thirdly, their philanthropy in community organizations, religious institutions, art, environment and social services. This year awards were presented to two families.

The first award recipients were **Mr. Robert E. Burton and Mrs. Maxine H. Burton**, both graduates of the University of Georgia. The Burtons are extraordinary people who have dedicated their time and resources to furthering the land-grant mission over many years. As a college student, Bob became a counselor at the Tybee 4-H Center where he continues to give of his time to inspire and motivate youth and serve the University of Georgia College of Agricultural and Environmental Sciences and Cooperative Extension.



Bob and Maxine are owners of Burton & Burton, Inc., the nation's leading supplier of balloons and coordinating gift products. Since 1982, Maxine, founder and president has established her company as a leader in the balloon and gift industry. Based on her idea that a balloon could be a greeting card, Maxine was instrumental in the development of balloon use throughout the floral industry. The company has become the largest supplier of balloons and related gift items in the United States, employing over 350 individuals,

with customers nationwide and in over 90 countries.

Maxine and Bob are true believers in the mission of the land-grant university. Through their support of the University of Georgia 4-H Program a tremendous impact has been realized for the 4-H program, the college, and the university. As a result of their support of the 4-H program, great strides have been made at the Tybee Island 4-H Center. Most recently, the Burtons donated backpacks for each child attending camp as a memento of their week during the summer at the 4-H Center.

To further their support of education, the Burtons also sponsor an undergraduate education student from the University of Georgia as the recipient of the Hubbard-Burton Scholarship every year to offset costs of education.

The second **Ruby C. McSwain NAADA Outstanding Philanthropist of the Year award** is presented to **Mr. William C. and Mrs. Elizabeth H. Latham.**

William C. "Bill" and Elizabeth H. "Betty" Latham have shown tremendous support for outreach efforts at Virginia Tech. Bill Latham began his service to Virginia Tech early by serving as president of the student body and president of the Canterbury Club. Following graduation in 1955 with a degree in general agriculture and a minor in business, Bill returned to Haymarket, Virginia to operate the Waterloo farm, a 700-acre dairy and general farm. Bill and Betty raised four children there. The Latham's generosity has touched almost every facet of Virginia Tech with recent gifts designated for the College of Veterinary Medicine, Agriculture and Life Sciences, Business, Intercollegiate Athletics, the Alumni Association, and the Center for Civil War Studies.

Most recently they announced a gift of \$5 million to support a five-story 85,000 square feet research Ag/NR facility (Latham Hall), which will provide an enduring contribution to cutting-edge research and training programs at Virginia Tech.



Thanks to a significant leadership gift by the Latham's, Virginia Tech's new hotel and conference center opened in July 2005 and serves as the focal point of the university's growing commitment to its community, the region, and the state. The 2006 NAADA Awards presentation took place in the center's 9,000 square-foot Latham Ballroom. The Latham's have also provided financial support and time to create the Northern Virginia 4-H Center that serves nearly 3,000 4-H members annually. They have also played vital roles in the construction of the Alphin-Stuart Livestock Teaching Arena as well as funding for a resident scholar.

The **Professional Achievement Award** recipients are recognized 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.

Rich Bundy has been successful in the development/fundraising arena at Pennsylvania State University, Michigan State University and his current position with Iowa State University Foundation. He joined the Iowa State University Foundation in 2000 as the executive director of development. In 2005 he was promoted to be the first Assistant Vice President for Development at the Iowa State University Foundation with responsibility for development programs in the College of Agriculture, the College of Veterinary Medicine and the Plant Sciences Institute.



During his time at the university, Rich has developed a sound base of alumni contacts that have led to continued, steady growth in charitable gifts to the college. With his guidance, the number of donors to the College of Agriculture at Iowa State University has doubled since 2002. Moreover, gifts to the college have increased substantially and progressively each year, from \$5.1 million during the 2001 fiscal year to \$19 million during the 2005 fiscal year, which is the second-best fundraising year in the college's

history.

It is said that Rich has demonstrated a unique ability to effectively synchronize both specific and general funding themes and opportunities and has an ability to interact with corporate executives, alumni, and college-educated friends in a professional manner that instills confidence in both the university and the college's programs. When fundraising at Iowa State University took on an international dimension, Rich expanded his experience base by visiting South Africa, Malawi, and Uganda. He met with the poorest of the poor and is now fully versed in the philosophy, terminology, and challenges of improving life for the poor.

Faculty and administrators in the college strongly endorse Rich for this award. Dr. Ramesh Kanwar, Department of Agricultural & Biosystems engineering chair, said that Rich is an inspiring fundraiser that every department would dream to hire for their pet projects. He is humble, sincere, honest, dedicated and caring.

The Founders' 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 NAADA 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.

This year the award was presented to **Keith Oakley** as an individual who exemplifies the service to NAADA that the Founders and previous recipients have demonstrated since the association's beginning. Keith has been an active National Agricultural Alumni and Development Association member for more than 15 years, helping the association to evolve into a valuable professional organization for those who have made their careers in land-grant institutional advancement and for the volunteers who serve those universities.



Keith serves as the Executive Director for College Advancement at the North Carolina State University's College of Agriculture and Life Sciences. In addition, he manages the Alumni and Friends Society personnel and the Office of College Relations.

Keith served as marketing committee chair from 1999 to 2000, creating a new look for the NAADA newsletter and set a standard for membership recruitment materials. Keith has spent time advising NAADA presidents and board members on membership, marketing, investment, planning issues and working toward establishing the first endowment, which was created through his fundraising efforts in 2001.

He led the NC State University advancement team through the planning and execution of a highly successful NAADA Annual Conference in 2001. Keith also secured significant in-state funding for the conference. In the fall of 2005, his office hosted the NAADA Board Meeting and strategic Planning Committee Meeting saving the association from paying for hotel meeting space. He also encouraged NC State University CALS Administration's participation in NAADA 2004 and 2005, and has invited campus leadership to attend this year's conference, as well.

With the help of Keith and the NC Agricultural Foundation, Inc., the Ruby C. McSwain endowment was established, raising \$15,000 to create the Ruby C. McSwain Outstanding Philanthropist award and benefit the awards program.



2006 NAADA Awards Committee Members:

Carol Knowles, University of Arizona, Chair
Rick Daluge, University of Wisconsin;
Charlie Edgington, University of Kentucky;
Mary Ann Parsons, University of Georgia;
Mollie Pulver, Cornell University;
Louann Waldner, formerly with Oklahoma State University,

PUBLICATIONS AND PROJECTS COMPETITION

2006 Award Recipients

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Combined Track Publications/Projects Campaign/Series

First: University of Idaho - The Right Fit for You

Second: North Carolina State University - North Carolina 4-H Helpful Hands, Healing Hearts

Third: Michigan State University - Biosystems and Agricultural Engineering Centennial Bookmark Series

Alumni Publication/Projects

Event and Promotional Materials

First: Purdue University - Distinguished Agricultural Alumni Award and Event

Second: University of Arkansas - The Bumpers College Centennial Gala Publications and Favors

Third: Michigan State University - AutumnFest Brochure

Event Program

First: University of Nebraska – Salute to Graduates

Second: Michigan State University – AutumnFest

Third: Washington State University – A Celebration of Washington Wines

Multimedia

First: Iowa State University – College of Agriculture: The Legacy of Mentors

Print Media - Annual Report

First: University of Minnesota – Putting Priorities into Action

Second: University of Minnesota - Department of Food Science and Nutrition Annual Report

Print Media - Four-Color College/Organizational Newsletter

First: Texas Tech University – Landmarks

Second: University of Arkansas - The Graduate--Spring/Summer and Fall/Winter 2005

Third: University of Georgia – Southscapes Magazine

Print Media - Four-Color Department/Unit Newsletter

First: Iowa State University - Agricultural and Biosystems Engineering

Second: Iowa State University - Agronomy Alumni Newsletter

Third: Iowa State University – FSHN News

Print Media - Three-Color Newsletter (College/Organization/Department/Unit)

First: Kansas State University – Ag Report/Ag Alumni News

Second: The Ohio State University – College Alumni Newsletter

Other

First: University of Florida – CALS Alumni and Friends Brochure

Development Publications/Projects

Event and Promotional Materials

First: Purdue University - Purdue Extension: Celebrating the Past, Growing the Future

Second: Washington State University - A Celebration of Washington Wines

Third: Iowa State University - The Legacy of Mentors 2005 Donor Appreciation Event Exhibit

Event Program

First: North Carolina State University - NC 4-H Lifetime Achievement Awards Gala

Second: Texas Tech University - Pig Roast

Third: University of Arkansas - Center of Excellence for Poultry Science-Department of Poultry Science

Multimedia

First: Michigan State University - School of Planning, Design and Construction

Second: North Carolina State University - Advancement Advantage Internal Marketing Campaign

Print Media - Annual Report

First: University of Wisconsin - CALS Science Report

Second: University of Arkansas - Building a Better Future-Division of Agriculture, Annual Report 2005

Iowa State University - Sustainable Rural Livelihoods, Annual Report 2004- 2005

Third: University of Arkansas - Having the Pieces in Place to Succeed - Poultry Science Annual Report

Print Media - Four-Color Newsletter (College/Organization/Department/Unit)

First: University of Arkansas - Partners Newsletter - UA Poultry Science Departmental Newsletter

Second: Colorado State University - Ag Family

Third: Angus Foundation - Foundations for the Future: 2006 Spring Angus Foundation Newsletter

Print Media - Solicitation Materials

First: Angus Foundation - The Power of One Gift - 2005 Angus Foundation Annual Fund Solicitation

Second: University of Georgia - Georgia 4-H: Support the Future...Invest in Today

Print Media - Stewardship Materials

First: Iowa State University - Following the Path to the Future

Second: North Carolina State University - Landscapes of Opportunity Foundation Stewardship

Print Media - Strategic Plan

First: University of Arkansas - Arkansas Land and Life - Spring/Summer and Fall/Winter 2005

Second: University of Arkansas - Division of Agriculture Research Brochure/Poster

Student Programs Publication/Projects

Event and Promotional Materials

First: Colorado State University - Legends of Ranching Performance Horse Sale Catalog

Second: University of Nebraska – CASNR T-Shirts

Third: Iowa State University – Road to Success Banner

Event Program

First: Colorado State University – Scholarship Breakfast

Second: Clemson University - South Carolina Commissioner's School for Agriculture

Multimedia

First: Iowa State University – College of Agriculture Recruitment DVD

Second: Penn State University – CAS Internship, Research and Employment Opportunities Website

Print Media - Annual Report

First: The Ohio State University – CFAES Career Services Executive Summary

Print Media - Four-Color Newsletter (College/Organization)

First: Kansas State University - Kansas State Agriculturalist, Spring 2006

Second: Michigan State University – Impacts

Third: Kansas State University - Kansas State Agriculturalist, Fall 2005

Print Media – Recruitment Materials

First: University of Nebraska – Department of Agricultural Economics Postcards

Second: Penn State University – PENN STATE Science for Your Life

Wisconsin to Host 2007 Conference

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"Bringing New Ideas to Life" is the theme of the 2007 NAADA Conference. Plan to attend the 2007 conference in Madison, WI to be held **June 16-19, 2007**. The pre-conference tours and special committee and board meetings will take place on Saturday June 16, followed by the NAADA golf outing on Sunday June 17th or a Sunday

Brunch boat tour of Lake Mendota and Madison followed by the late afternoon opening reception and short evening program. Monday kicks off the educational sessions. The Robert Bickford Keynote address will be given by Hugh "Pat" Richter, recently retired athletic director at Wisconsin. The afternoon will be devoted to choices of tours that include a Wisconsin dairy farm and cheese plant, the International Crane Foundation (learn how they raise money), the Madison area Biotechnology industry, and a campus walking tour. Monday evening is the traditional alumni night and picnic.

Tuesday's highlight will be the annual awards banquet as well as educational sessions throughout the day. Topics being proposed as of now include "Branding your Institution," "Involving Students with Alumni and Development Programs," "Personal Ethics," "Accountability as a Fundraiser," "Navigating Difficult Donor Questions," "Student Leadership Programs," and several other topics. Tuesday morning's breakfast will feature the publication awards followed by the NAADA annual meeting. The Tuesday lunch will be the traditional invitation lunch by the 2008 conference host.

We hope you'll plan to come early and stay late at this year's conference as the Dane County Saturday morning Farmer's Market – one of the largest in the country – is held a block from your hotel. Wednesday evening after the conference, the weekly "Concert on the Square" is held, attended by more than 30,000 people seated on grass around the Capitol. Madison is served by Delta, Northwest, American, United, and Continental airlines. Lodging will be at the Concourse Hotel located a block from the Capitol and just 6-7 blocks from the campus. Watch for more details and registration information on the NAADA website in April and in the next NAADA newsletter.

Why Wisconsin in 2007?

See America's Dairyland up close and personal.
Enjoy Madison, situated on an isthmus between two lakes.
Network with your colleagues.
View cutting edge biotechnology companies.
Learn more about your profession.
Experience Beer, Cheese, and Brats!