

NAADA News



6277 Franconia Rd. Alexandria, VA 22310-2510 (703) 971-1116 NAADAHQ@aol.com

Spring 2006

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

Full Steam Ahead: NAADA Conference is Just Around the Corner!



If you haven't made plans yet to attend the 2006 NAADA conference hosted by Virginia Polytechnic Institute and State University (VPI) College of Agriculture and Life Sciences, now's a great time to do so.

The conference will take place June 17-20 at The Inn at Virginia Tech and Skelton Conference Center-a new

hotel and conference facility located on campus in Blacksburg, VA.

The conference theme of "Full Steam Ahead-Agriculture's Journey to the Future" is an indication of the dynamic educational sessions and social activities planned.

The event begins on Saturday, June 17th with a bus tour of the Blue Ridge Parkway, Mabry Hill and Chateau Morrisette, (optional wine tasting) and ending with a Blue Ridge picnic. More fun activities continue on Sunday with a golf tournament and field trips that include tubing on the New River, hiking, trout fishing, and a trip to the Virginia Transportation Museum and the Hotel Roanoke and Conference Center. [\[more\]](#)

Related Topic: Nominating Committee Recommends Cooksey for NAADA V.P.

NAADA Welcomes Newest Members

Institutional Members

University of Hawaii
University of Nevada-Reno

Associate Members

Marcy Heim
Mitch Binnarr (Dow AgroSciences)

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



Table of Contents

NAADA NOTES

[Click Here for Important Updates from NAADA and Your Colleagues](#)

ARTICLES

Story 1: Message from the NAADA President

Story 2: Determining Professional Development ROI

Story 3: Development Track Preview

Story 4: Communicate with Colleagues Via Listserves

Story 5: New Benefit for Members Only: Professional Resource Database

Employment Opportunities

-Trivia Question-

What is Virginia Tech's Mascot?

Answer for a chance to win NAADA gear.

[NAADA Website](#)
[NAADA Board of Directors](#)
[Calendar of Events](#)
[Past Issues of NAADA News](#)
[NAADA Logo Products](#)

[Submit Updates](#)
[Submit Editorial Comments](#)

Full Steam Ahead: NAADA Conference is Just Around the Corner!

[back to newsletter](#)

If you haven't made plans yet to attend the 2006 NAADA conference hosted by Virginia Tech College of Agriculture and Life Sciences, now's a great time to do so.

The conference will take place June 17-20 at The Inn at Virginia Tech and Skelton Conference Center—a new hotel and conference facility located on campus in Blacksburg, VA. The conference theme of "Full Steam Ahead—Agriculture's Journey to the Future" is an indication of the dynamic educational sessions and social activities planned.

The event begins on Saturday, June 17th with a bus tour of the Blue Ridge Parkway, Mabry Hill and Chateau Morrisette, (optional wine tasting) and ending with a Blue Ridge picnic. More fun activities continue on Sunday with a golf tournament and field trips that include tubing on the New River, hiking, trout fishing, and a trip to the Virginia Transportation Museum and the Hotel Roanoke and Conference Center.

The official welcome will be given on Sunday evening by Virginia Tech's president, the Honorable. Charles W. Steger, Jr. There will be a reception preceding and a BBQ dinner following the welcome.

Monday will begin with the second annual Bickford Lecture, presented this year by Marcella Arline, vice president of Hershey Corp. Educational tracks for Alumni, Development, Student Professionals and Volunteers commence following the Bickford lecture. In addition to the lecture there are some great topics planned, as well as some perennial favorites, including Beg, Borrow, and Steal sessions and the Deans' Panel. New this year is a Dean's Track with seminars all day on Monday and Tuesday.

Three concurrent campus tours will be given on Monday afternoon. It will be a tough choice for many to choose just one. Dr. Sharon S. Quisenberry, dean of CALS at Virginia Tech said that "agriculture is the Commonwealth's number one industry. Our mission is to bring the power of discovery, learning, and engagement to Virginians and Virginia communities to ensure the health of citizens, the environment, and the economy." The tours showcase many of the facilities central to that mission. Choices include visits to: Virginia Tech's Recirculating Aquaculture Center and Dairy Barn; Virginia/Maryland Regional College of Veterinary Medicine and The Edward Via Virginia College of Osteopathic Medicine; and Virginia Tech's athletic facilities and a tour of Virginia's Smart Road facility.

NAADA conferences are well-known for their social activities. In addition to the barbeque dinner on Sunday, the Monday night dinner will be held at Lane Stadium and is "school colors night." The Publications/Projects Competition awards will be presented here. Tuesday night is more formal with the NAADA Awards dinner, presentation, and dessert reception.

For complete information visit the the conference [website](#).

Hotel Accommodations: Rooms are going quickly at The Inn at Virginia Tech. Additional rooms have been reserved across the street at the Holiday Inn-University. Room blocks expire on May 24th, so don't delay.

Nominating Committee Recommends Cooksey for NAADA V.P.



The NAADA Nominating Committee is pleased to recommend Scott Cooksey, director of development and external relations at Texas Tech University, for the position of NAADA Vice-President. Cooksey's

involvement with NAADA in the past six years includes service as the Education Committee Chair, Strategic Planning Committee Chair and his current role as Chair of the Finance and Administration Committee.

President's Message

[Paul Willis](#) , University of Florida

[back to newsletter](#)



Paul Willis, NAADA President

I hope you are planning to join us in Blacksburg next month for the annual NAADA conference. The Virginia Tech team and NAADA's Education Committee have planned a great conference that you will not want to miss.

As my term as NAADA president ends soon, I have begun to reflect over the past two years. It has been a pleasure and an honor to serve NAADA in this role. I am thankful to have had the opportunity to work with a wonderful board and association management staff. The counsel and wisdom from some of our long-time members has been extremely valuable and appreciated.

As we celebrated our 30th year of existence last year it became clear how important and valued this organization is by its members. As we look to the future, we have some challenges. It is imperative that we remain educationally relevant to all NAADA members through our conference and other professional development opportunities we may need to pursue for our members. We also need to continually share the benefits of NAADA membership with each other and those that should become members.

We must continue to seek ways to build a solid financial position for the organization by adding to our current endowments and creatively identifying new funding opportunities from all sectors. The future is replete with opportunities for NAADA to continue to build on its rich history.

Thanks again for the opportunity to serve you these past two years. I look forward to remaining actively involved with NAADA. See you in Virginia!

Determining Professional Development ROI

[Mike Parrish](#) , Virginia Tech

[back to newsletter](#)



Return on investment (ROI) sounds like a term only used in financial circles. However, determining return on investment can help you with both personal and professional decisions, and help you communicate the value of a program or project to your institution's top decision makers.

ROI can be viewed from several perspectives, including financial gain, resource attainment, as well as your own career development. We will apply this idea to determining the ROI for professional development conferences.

The formula for ROI is as follows:

$$\text{ROI (\%)} = (\text{meeting benefits} - \text{meeting costs}) / \text{meeting costs} \times 100$$

In other words, earnings or net income divided by the investment. For example, if you determine the value of a meeting is \$5,000 and the meeting costs \$2,000 to attend, your ROI would be 150 percent.

The challenge of ROI is to find the true value of attending and stating that in monetary form. This requires some subjectivity as to your assessed value of factors such as key skills learned, time saving ideas, information gathered, etc. It is not an exact science, but it is simply a decision making tool. Once the value is assessed, the costs are pretty straight forward. Common costs include airfare, hotel, meals, conference registration fees, time away from work, etc., which are all easily measured.

Many of you are currently determining what professional development opportunities you will take advantage of this year. You may be considering events such as interagency meetings, educational lectures and professional association conferences. In an ideal world most of us should make our selection based on our professional interests and critical needs. The next question becomes "Can I fit this into my schedule?" But, the bottom line is often how the cost of the event fits in with your department's budget.

This is where ROI comes into play. I know from my personal experience that determining the ROI on attending the 2005 NAADA conference was key to the College of Agriculture and Life Sciences' willingness to send me to the conference. In my proposal to attend the conference, I included key ROI factors such as preparation for the 2006 NAADA Conference at Virginia Tech, improved work processes to assist with alumni relation activities, and networking with employees and volunteers from land grant universities with similar concerns and interests.

ROI will help you determine if a conference or program is worth your investment in personal time and funding. The simple act of investigating ROI will help you narrow down your selection and justify your use of resources. When you determine your ROI for attending the 2006 NAADA Conference at Virginia Tech, consider the following factors:

- Gains to professional development
- Improved work processes
- Learning critical skills
- Networking and sharing ideas, interests and concerns with other land grant universities
- The ability to gather key information and then return to your University to share this knowledge with colleagues and staff
- The opportunity to visit a beautiful campus
- The opportunity to meet some really great people

Once you take a close look at the ROI for the 2006 NAADA Conference you will see that you can't afford to stay home. The wide offering of educational sessions, tours, and entertainment are well worth the investment!

Conference Development Track Preview

**Mark Power, Director of Development, University of Arkansas & NAADA
Development Track Rep.**

[back to newsletter](#)



I am looking forward to joining everyone for the 2006 NAADA Conference in Blacksburg, Virginia this year. As always, it should be an exciting time. I thought I would take a minute and highlight the development tracks sessions planned for this year.

Up first will be Dr. Steve Halbrook, Vice President for the Farm Foundation. Dr. Halbrook will present an interesting look at the current state and future of development activities in the agricultural community.

The second session will feature Dr. Phyllis Lepke, retired Iowa State Foundation executive. Phyllis will teach us how to strike a balance between public accountability and donor privacy to support successful fundraising. This session will thoughtfully assess today's climate and help us develop a useful approach to these challenging issues, so that we maintain a trusting relationship with prospects and donors, while confidently responding to inquiries.

Our third session on Monday will be Steve Watt, Director of Planned Giving for the College of Agriculture and Life Sciences at North Carolina State. Steve's session entitled "When Opportunity Knocks-How Do You Answer?" is an intriguing case study looking at the unique opportunities that the 2004 tobacco buyout legislation provided for fund raising and relationship building and how NC State University's College of Agriculture and Life Sciences responded.

Don't forget we will have a combined track session this year featuring Kirby Player from Clemson who will talk about the Advancement Circle of Life!

Please join me and other colleagues for the 2006 NAADA Conference in beautiful Blacksburg, Virginia. Virginia Tech will be hosting a very spirited and informative conference. Make your plans now!

NAADA to Offer New Online Resource for Members Only *Professional Resource Database*

NAADA is excited to announce a new online Resource Database, which will be unveiled at the national conference in June. The database was developed by the Membership Committee to provide a fresh, meaningful and continuous professional development benefit for NAADA members.

The database is made up of NAADA members serving as resources in all professional areas affecting alumni, development, student, career services, and communications professionals. For example, a member who has experience in mentoring programs would sign up for that interest area and provide any supporting documents to the database online for review by other members. Any member with an interest in learning more about mentoring programs would access any supporting documents (e.g., mentoring program guidelines, mentoring applications, sample training agendas, etc.) and make contact with the resource person or people listed for additional information, if needed.

"What excites us most about this database is that it will facilitate communication and networking between the national conferences," says Mary Buschette, chair of the Membership Committee. "As we continue to build and grow the database, we're counting on support and participation from all members."

NAADA looks forward to your participation! We hope to continue to build and grow the database, starting at the national conference, and we're counting on support and participation from all members.

To access the database and sign up as a resource:

- 1) Visit <http://alumni.coafes.umn.edu/naada1> then click on NAADA Member Resources
- 2) When asked for a password type: morrill
- 3) Then click on Resource Volunteer Form

Communicate with Colleagues via Track Listserves

[newsletter](#)

[back to](#)

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: <mailto:naada-ap@mail.coafes.umn.edu>

Student professionals: <mailto:naada-ap@mail.coafes.umn.edu>

Volunteers: <mailto:naada-ap@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>

NAADA NOTES

[Submit Your Updates](#)

[back to newsletter](#)

Comings and Goings

Bryan Rowland accepted a position as Assistant Vice Chancellor for Development with Washington University in St. Louis.

Paul Willis has assumed a new role as Executive Assistant to the Senior Vice President for Agriculture and Natural Resources at the University of Florida. In his new role, Paul will serve as a senior administrative staff member in UF's Institute of Food and Agricultural Sciences (IFAS). The position, which has a broad and complex set of assignments, includes working with the vice president to develop, implement and manage operations in the office; serving as liaison and communicating with IFAS deans, department chairs, center directors, extension directors and other key university officials.

Congratulations

Kelly Koren, Coordinator of Admissions for the College of Food, Agricultural, and Environmental Sciences at The Ohio State University, received the college's Outstanding Service to Students Award and was named the university's Outstanding Organizational Advisor.

NAADA Announcements

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.

Watch Your E-mail For the NAADA Membership Survey Coming Soon! This is your opportunity to share your thoughts and ideas about the NAADA organization. The Membership Committee invites you to complete a survey about the value and benefits of NAADA. The survey should take no more than 15 minutes to complete and will be an excellent opportunity to let us know what we're doing well and what we could be doing better. Results will be shared at the annual conference in June. Look for the survey arriving to you by email soon.

NAADA 30-Year History Book Now Available

Get your copy of the NAADA history book commemorating the 30th anniversary of the organizations. Longtime NAADA historian, Mauri Williamson, wrote and provided many of the early photos used in this book. Mauri was one of the founders of NAADA and, though retired from Purdue, still attends the annual conference.

This hardbound book makes a perfect addition to any College of Agriculture or personal library. The cost is just \$25 plus \$3 postage and handling. Order yours now via our secure Verisign service or [download the order form and fax or mail in with your payment.](#) 

