

# NAADA News



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

## Spring 2007

Dear NAADA Member: Welcome to the Spring 2007 edition of NAADA News, providing timely information for NAADA members across the nation.

### NAADA Conference is Just Around the Corner!



If you haven't made plans yet to attend the 2007 NAADA conference hosted by the Univ. of Wisconsin-Madison College of Agriculture & Life Sciences, now is the time to do so. Click here to [registration online!](#)

The conference will take place June 16 - 19 at the Concourse Hotel in Madison.

The 2007 conference theme "Bringing New Ideas to Life" reflects the dynamic educational sessions and social activities scheduled.

Pre-conference events begin on Saturday, June 16th with a Tour of the "House on the Rock" in Spring Green followed by a Wine Tasting Tour and Dinner at Botham Winery in Barneveld, or a Madison Mallards Baseball Game and Tailgate Party in Warner Park, Madison. [\[more\]](#)

For a PDF copy of the NAADA Spring Newsletter [click here.](#) 

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

### It's Budget Time Again



Don't forget to leave room for your [NAADA dues!](#)

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## NAADA Conference is Just Around the Corner!

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If you haven't made plans yet to attend the 2007 NAADA conference hosted by the Univ. of Wisconsin-Madison College of Agriculture & Life Sciences, now is the time to do so.

The conference will take place June 16 - 19 at the Concourse Hotel in Madison. The 2007 conference theme "Bringing New Ideas to Life" reflects the dynamic educational sessions and social activities scheduled.

Arrive early as there are lots of things to see and do in Madison. On Saturday, June 16, discover the State Capitol Square Farmer's Market. Pre-conference events begin on Saturday with a Tour of the "House on the Rock" in Spring Green followed by a Wine Tasting Tour and Dinner at Botham Winery in Barneveld, or a Madison Mallards Baseball Game and Tailgate Party in Warner Park, Madison. More fun activities continue on Sunday with a golf tournament and field trips that include a brunch cruise on the "Betty Lou" and free tours of the famous Mansion Hill Bed and Breakfast.

Sunday evening will include an Opening Reception and Welcome by Co-Chairs Jessica Agnew and Jennifer Vincent.

Monday will begin with a "Wisconsin Welcome" Breakfast and Welcomes by Jogn Wiley, UW-Madison Chancellor and Andrew "Sandy" Wilcox, UW Foundation President and Midwest Poultry Consortium (sponsor)

You'll hear an inspiring talk on "Building" a Team from the Wisconsin Basketball Coach Bo Ryan and a keynote address from recently retired athletic director Pat Richter. Richter earned his undergraduate degree in landscape architecture at Wisconsin and worked for Kraft/Oscar Mayer as a vice-president of human resources for several years. He has a unique perspective on alumni and development activities as they relate to athletics, as well as other parts of the university.

We will have outstanding track educational sessions on a variety of topics such as improving boards, fundraising accountability, recruiting diverse populations into our colleges, branding our colleges, developing student leadership programs, positioning your dean and many other topics. We will also hear unique perspectives on volunteering and philanthropy that can only be obtained from alumni and donors themselves at the Sunday evening opening session.

As always NAADA will recognize excellence within our own organization, as well as outstanding individuals who have assisted our member institutions in philanthropy, volunteering, leadership, and service at our annual awards banquet and publications awards breakfast.

This year's tours during the conference will include an opportunity to travel to a cheese factory to meet a dairy farm family who ventured into "on the farm" cheese production five years ago, explore and learn about fundraising efforts of the non-profit International Crane Foundation, and visit a growing Madison area biotechnology firm to discover how important this segment of our colleges is becoming. We will also offer a Madison campus tour. A school colors night and area alumni picnic will be held on Monday evening of the conference and will feature those famous Wisconsin "brats and beer."

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

Wisconsin welcomes you to America's "Dairyland" and to one of the great Big Ten College towns! The 2007 NAADA conference is a superb value since the conference fee is the same price as last year, and room rates are an affordable \$98/night at the Concourse Hotel, only one block from the State Capitol and less than a mile from the University.

Register early, but certainly before May 15th, when the room block is released and the

conference fees increase. Also space is limited on the tours and will be filled as registrations are received. Bring your new ideas to life at this year's NAADA Conference in Madison, Wisconsin.

## President's Message

**Bill Sheets, Colorado State University**  
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Bill Sheets, NAADA President

In just five weeks we all will be together for the annual conference at the University of Wisconsin, Madison. I'm looking forward to seeing you there and I encourage you to register quickly if you've not already done so. Our University of Wisconsin colleagues have planned an outstanding conference that I'm sure you will not want to miss.

I know the education committee has worked hard to have great track sessions so come and learn something new from your colleagues and our presenters. Mary Ann Parsons and her awards committee have been very busy this year going through the many great submissions for NAADA recognition and as a result we will be recognizing many outstanding individuals at this year's awards banquet.

During this past year three of our board members — Vic Saunders, Chris Vitelli, and Mark Power — have made career changes necessitating their stepping down from our Board of Directors. While it's always great to see people advance in their careers, we will miss their participation on the Board of Directors. I wish them the very best in their new work and want to extend a big thank you for their great work while serving on the board.

With the departure of these three gentlemen we have board openings and I would like to encourage anyone who may have an interest to serve on our board to contact me. Please feel free to give me a call (970) 491-4679 office, (970) 689-2075 mobile, (970) 223-4076 home or e-mail me at [Bill.Sheets@Colostate.edu](mailto:Bill.Sheets@Colostate.edu). I look forward to discussing your interests and how your talents may be shared on our board.

See you all in Madison! Bill

## Conference Track Preview

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### Alumni Track

We are very excited about the Alumni Track programming this year! Your feedback from the programming survey I sent in November was extremely helpful, and the program is designed around your interests. You talked, and we listened!

The 2007 Conference sessions will cover how best to communicate with alumni; branding your College in the new age of Ag to communicate its strengths and successes to various audiences (alumni, donors, current and prospective students, legislators, volunteers and the general public); involving students in your organization before they become alumni; and giving your alumni board a "tune up" by asking some basic questions and using those answers to maximum advantage.

We also have some wonderful presenters lined up, including a consultant from Boardwalk Consulting in Atlanta, GA. A huge thanks to those of you who volunteered to serve as presenters and moderators; we couldn't do this without you.

I look forward to seeing you in Madison for a strong and meaningful professional development experience.

Jillian Stevenson

Alumni Track Rep

Director of Alumni Relations

Penn State College of Agricultural Sciences

### Student Track Report

This conference is packed with speakers on topics that I am sure you will enjoy. The student

professional track is filled with speakers that will provide insight on topics that you can take back to your universities and put to use immediately. The list of topics and speakers for our professional track is listed below:

**How to Recruit, Service, and Incorporate Diverse Populations of Students into your Agriculture College**

Valerie Maurice, University of Wisconsin Cooperative Extension

**Student Commitment to Leadership Development- A Case Study on a Current Cooperative Program**

University of Wisconsin/ University of Illinois Group Presentation

**Branding in the Corporate World- Why we do it and Why it Works!**

Krista Knigge, Brand Communications for Case New Holland

**Branding in the Golden Age of Agriculture**

Kristen Smarr, University of Missouri

Marianne Fivek and Denise Connely, Penn State University

Robin Kistler, LSU

Kathryn Reed, Michigan State University

I am sure that you will enjoy all of these presentations along with the ever-popular Beg, Barrow, and Steal session that allows us to share ideas and changes that are occurring within our own Colleges. Be sure to check out the information on the web and register SOON!

**NAADA LISTSERVS Now Available for all Tracks**

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Our thanks go to membership committee chair Mary Buschette, University of Minnesota, for setting up listservs for the four tracks. This will allow for an open exchange of ideas among all track participants. The addresses are:

**Alumni:** [naada-alumniprofessionals@lists.umn.edu](mailto:naada-alumniprofessionals@lists.umn.edu)

**Development:** [naada-developmentprofessionals@lists.umn.edu](mailto:naada-developmentprofessionals@lists.umn.edu)

**Student Program:** [naada-studentprofessionals@lists.umn.edu](mailto:naada-studentprofessionals@lists.umn.edu)

**Volunteers:** [naada-volunteers@lists.umn.edu](mailto:naada-volunteers@lists.umn.edu)

These listservs are for NAADA members and are not moderated if email is sent from your member address. Please note that if you post from an address other than the one listed in the online membership directory, your message will be sent to the moderators for approval prior to going out.

**NAADA 2008 Annual Conference Location Announced**

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NAADA president Bill Sheets announced that the board has selected the "big island" of Hawaii as the site of the 2008 annual conference. Past president Paul Willis will serve as the conference coordinator. The University of Hawaii will be assisting us with agricultural tours, local speakers, etc.

So mark your calendar now for June 16-18, 2008, at the Sheraton Keauhou Bay Resort & Spa, 78-128 Ehukai Street I Kailua-Kona, Hawaii 96740, telephone 808-930-4876, facsimile 808-930-4870 [www.sheratonkona.com](http://www.sheratonkona.com), for what promises to be a wonderful time.

**NAADA Eternal**

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### **NAADA Eternal**

NAADA lost one of its great leaders this past January. Robert L. Bickford passed away following a stroke in late 2006. Bob had served NAADA in many ways, as a committee member, board member, and track representative. He and his wife Lee were regular attendees of the annual conference.