



## NAADD | CORNER

### MEMBERS — NAADD NEEDS MORE OF YOU!

Great teaching can be found in plenty of places, but in particular, the NAADD Convention serves as one of the best classrooms for an athletics development education.

Have you thought about the benefits of working side-by-side with leading development professionals? Do you want to stay on top of current trends in our profession? Are you interested in learning more about best practices in fundraising?

If you answered “yes” to any of the above questions — and I think everyone will — then strongly consider a NAADD membership, because there is absolutely no better way to become a more effective development officer and a leader in the field on your campus.

As stewards of athletics programs across this country, we are all responsible for leaving our institutions better than we found them. A part of this responsibility is to ensure the top professionals are working at the highest, most efficient levels possible for their respective institutions. Making sure the next great wave of athletics development officers is equipped with the proper tools, knowledge and skills is the lifeblood of our industry.

As we near the 2010 NAADD Convention, the benefits of membership should be on all of our minds, and we should be readily available to share those benefits with those in our profession. Speaking to colleagues around the country quickly reminded me of the impact of a NAADD membership.



Allen Greene

“When I began working in athletics development, several of my established colleagues suggested that I join NAADD to become better acquainted with my peers and others who have experience in development and intercollegiate athletics,” said **Allen Greene**, major gifts officer at the University of Mississippi. “They also mentioned that as I became more familiar with my role and the intricacies of development, I would get more out of the sessions and round tables.”

**Jeremy Wang**, director of development at the University of Idaho, sees great relationship building opportunities from being a member.



Jeremy Wang

“I joined NAADD to be a part of the leading professional organization in our field,” Wang said. “The membership allows me to seek the input of other development professionals on best practices and industry trends. I also anticipate the professional networking opportunities will be invaluable.”

The economy we are living in today has made the work we do even more critical to the success of our institutions. The NAADD experience enhances all of our practical experiences, and it can help expedite the learning curve for our new members.



Markus Jennings

“What I am hoping to gain from my experience in NAADD is to continue to acquire best practices in athletics fundraising,” said **Markus Jennings**, development director at Valparaiso University. “I also hope to increase my network of mentors across the country of talented development officers.”

Above and beyond networking, NAADD affords its new members the intangible opportunity to build meaningful professional relationships with peers around the country. One of the great characteristics of our industry is the willingness of many to mentor and teach fellow athletics colleagues on all levels. Great mentoring comes from a vast array of people who are willing to pay forward in our industry.

As all of our athletics departments become more agile and lean in these economic times, the tangible return on investment is immediate for newer NAADD members.

“My return on investment has greatly exceeded my expectations being a member of the NAADD,” Jennings said. “Colleagues are always open to be of assistance and to answer any questions I've ever had.”

“Already, the camaraderie and advice I've received by just using the NAADD e-mail listserv has helped me make informed decisions and recommendations in respect to challenges I have faced in my position,” Wang agreed.

One of the best components of NAADD is that it serves as a catalyst for new members to idea share with colleagues from across the country.

“The information I've gained and relationships I've built are well worth the investment,” said Greene. “The motto, ‘you get out what you put in’ is very relevant when discussing participation in NAADD and the Convention. In many cases, the institutions I've worked for have directly benefitted from the ideas others have shared while at the NAADD Convention. I recommend participation for those who are serious about their careers and institutional advancement.”

We are all students of this great business of college athletics. If you know individuals or development officers in our industry who are not members of NAADD, please reaffirm to them the important opportunities membership offers, and that it is also a great value.

To our newest members: We thank you for investing in the future of our industry. As you will soon realize, we all benefit from your membership and we look forward to connecting with you at this summer's Convention.

Thanks for this article to **Pat Chun**, senior associate athletics director at The Ohio State University and member of the NAADD Executive Committee.

