



ALUMNI ASSOCIATION LEADING OUR INITIATIVES



BOARD OF DIRECTORS

JAROLD BOETTCHER '63
Manhattan, Kan., chair

AUDREY MROSS '80
Dallas, Texas, chair-elect

JACKIE HARTMAN '80, '83
Fort Collins, Colo., past chair

AARON AUSTIN '97
San Diego, Calif.

KENT BRADLEY '88
Valley Center, Kan.

JANE BRUNT '77, '80
Timonium, Md.

GAIL BURGESS ANTENEN '80
Ness City, Kan.

MARTHA CORNWELL RIDDELL '75
Georgetown, Ky.

ROGER COULTER '62
Broken Arrow, Okla.

LEANN DIEHL CLARK '69
Hesston, Kan.

LYNN EAGLETON GILLAM '80
Salina, Kan.

MICHELLE ELKINS '87
Lynn Haven, Fla.

JILL FLINT GERLACH '76, '81
Overland Park, Kan.

BERNARD FRANKLIN '76, '96
Kansas City, Kan.

BARBARA HANAE JOHNSON '78
Abilene, Kan.

JIM JOHNSON '84
Colorado Springs, Colo.

TODD JOHNSON '94
Highlands Ranch, Colo.

TERRY MATLACK '78
Shawnee Mission, Kan.

ROGER MCCLELLAN '88
Wichita, Kan.

JASON HEINRICH '00
Chicago, Ill.

BARBARA NELSON BACHMAN '81
Centralia, Kan.

AARON OTTO '98
Roeland Park, Kan.

REGGIE REDETZKE '95, '96
Dubai, United Arab Emirates

STANDING DIRECTORS

KIRK H. SCHULZ
K-State president

AMY BUTTON RENZ '76, '86
Secretary

CHARLES CLAAR JR. '74
Treasurer

DUANE CANTRELL '78
KSU Foundation executive committee chair

JAMIE BALL
Student Alumni Board president

DALTON HENRY
Student body president

ALUMNI STAFF

LYNN BEIER
Senior administrative assistant

ANDREA BRYANT GLADIN '02
Associate director of alumni programs

AMY BUTTON RENZ '76, '86
President and CEO

BILL CECIL
Alumni Center building manager

JESSICA ELMORE '06
Assistant director of multicultural programs

CRYSTAL DANKER (FS)
Information services coordinator

JEANA GIBBS-BURTON
Alumni records assistant

MONTA HARRIS
Alumni Center receptionist

ANGELA HAYES '84, '90
Alumni career services consultant

SHANA JANZEN '01
Assistant director of communications

SARAH JONES '04
Alumni programs secretary

ERIN KELLY '02
Assistant director of communications

JEANINE LAKE
Director of information services

KELLY LAW '01
Associate director of business development

TIM LINDEMUTH '77
Editor, K-Stater magazine

SARAH LITTLE
Alumni records assistant

STEVE LOGBACK '90
Director of alumni communications

JACOB MARINTZER
Network administrator

DARCHELLE MARTIN '05
Associate director of alumni programs

LAUREN MORANO '08
Alumni Center events manager

ASHA NAGARAJA (FS)
Assistant to the senior vice president/accountant

TAMIE REDDING '87
Alumni programs assistant

MORGAN ROESLER '06
Associate director of communications

BOBBI SCHESSER (FS)
Communications assistant

BRAD SIDENER '80
Senior vice president and CFO

MARY STUEVE
Alumni records assistant

DEE TEBBUTT
Information services assistant

CRETA TOOTHAKER
Alumni records assistant

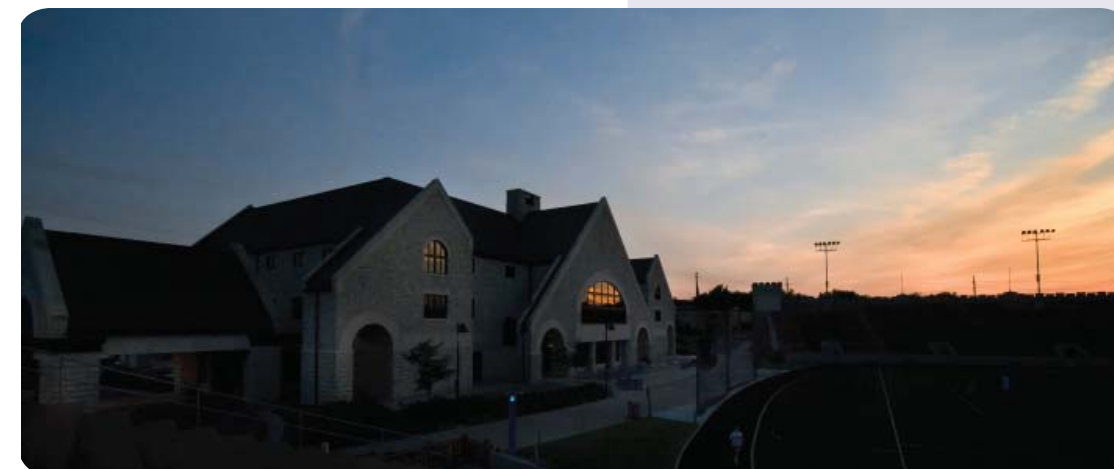
TERIN WALTERS '05
Associate director of administrative programs

JODI WEIBERG '90
Vice president of alumni programs



**ALUMNI
ASSOCIATION**
YOUR LINK FOR LIFE

ANNUAL REPORT 2009-10



ENHANCING OUR KANSAS STATE UNIVERSITY FAMILY THROUGH LIFELONG INVOLVEMENT

YOU MAKE A DIFFERENCE!



Jerry Boettcher '63

The K-State Alumni Association's mission is to "enhance our Kansas State University family through lifelong involvement" and the involvement of the K-State family this past year has been remarkable! The passion for K-State was evident around the country at alumni events, and the new university leadership team continues to generate excitement. Also, the Association is proud to again claim the No. 1 ranking in the Big 12 for the percentage of graduates who are members of their respective alumni association!

Other highlights of the year include the K-State Alumni Association Legacy Scholarship program and the success of the K-State License Plate.

The Association board and staff continue to be concerned with rising tuition costs for students, and this year the Association was proud to start a Legacy Scholarship program. Children and grandchildren of K-State graduates are eligible for the \$1,000 scholarship.

The Legacy Scholarship and many other Association student programs are made possible through funds provided by the K-State License Plates. There are more than 3,500 K-State plates in Kansas, and more than \$1.5 million has been raised since 1998!

As the board and staff look ahead, we are finalizing our new strategic plan that will include four major goals:

- Provide the K-State family a link for life
- Support and enhance the student experience
- Promote and advance K-State
- Provide leadership and financial strength

Success in these four areas will ensure the K-State Alumni Association remains one of the leading associations in the country. Thank you to all of our alumni, friends, students and campus partners for your continued support as we strive to be "your link for life."

With purple pride,

Jerry Boettcher
Jerry Boettcher '63

2009-10 K-State Alumni Association Board of Directors' chair

STRATEGIC INITIATIVES

As of June 30, 2010

INCREASE USE OF ELECTRONIC MEDIA

- 200 percent increase in number of current visits by June 30, 2010
- 2,455,340 visits (Benchmark: 1,900,793)

GROW MEMBERSHIP

- To 30 percent of addressable graduates by June 30, 2010
- 27.94 percent (Benchmark: 25.1 percent)

GROW PARTICIPATION IN EVENT OPPORTUNITIES

- 10 percent by June 30, 2012
- 55,944 participants (Benchmark: 38,493)

GROW ALUMNI ASSOCIATION FUNDRAISING EFFORTS

- Alumni Center endowment commitments to \$5 million by June 30, 2012
- \$2,765,545 committed (Benchmark: \$2,667,977)
- Alumni Association annual fundraising will grow 15 percent per year by June 30, 2012
- \$996,770 raised (Benchmark: \$1,098,053)

PARTNER WITH THE UNIVERSITY TO INCREASE ENROLLMENT

- Student touches grow 10 percent per year by June 30, 2010
- 23,002 student touches (Benchmark: 16,644)

K-STATER LOYALTY STRONGER THAN EVER

What an exciting year for the K-State Alumni Association! We had a 21 percent increase in our event attendance throughout the nation and hosted eight international events. That enthusiasm and excitement was instrumental in reaching more than 55,000 graduates, friends and students. The Alumni Association stands committed to assisting K-State President Kirk H. Schulz in advancing K-State to become one of the top 50 public research institutions in the country.

By supporting the same values in existence since 1863, K-State remains a vibrant and friendly university that continues to be student-centered. We value our heritage and the traditions that are important to all K-Staters. We look forward to continuing to partner with President Schulz, Provost April Mason, Athletics Director John Currie and KSU Foundation President and CEO Fred Cholick to enhance the K-State family through lifelong involvement.

Due to the loyalty of the K-State family, the Alumni Association realized a 10 percent increase in fundraising this year, and we remain committed to being diligent stewards of the revenue generated through programs, services and donations. Once again, our audit reflects that we finished the year on a positive note. That is something our board of directors and staff are very proud of!

As always, we appreciate the ongoing support of our Association members who for the 14th consecutive year have allowed us to remain No. 1 in the Big 12 for membership.

Go 'Cats!

Amy

Amy Button Renz '76, '86
President and CEO
K-State Alumni Association

