

The Advancement Advantage Presentation
CALS Faculty Spring Meeting
Monday, March 6, 2006 ~ 2:00 p.m. - 4:00 p.m.
Walnut Room, Talley Student Center

Johnny Wynne: “As we look to the future to continue to find new and creative ways of funding and supporting the academic, extension and research programs in our College, it seems to me that we need to better utilize our College Advancement team who helps to support our College in some very interesting and innovative ways.

To help better understand this opportunity, some of our faculty and friends who have already worked with College Advancement will be sharing their experiences with you. Hopefully this will help explain how Advancement can provide assistance to you and your program.

As you may know....the College Advancement Mission is to enhance, promote and support the research, extension and outreach and academic programs of the College of Agriculture and Life Sciences.

As you came in today, you should have received the College Advancement Resource Guide, as well as The Advancement in Action list of activities College Advancement was involved in last year, with many of you, to enhance, promote and support the College and your programs.

I am pleased to ask Dr. Larry Sykes, adjunct faculty member in Biological and Agricultural Engineering and co-chair of the College’s \$275 million Achieve Campaign to come forward and lead us through this presentation. Larry.”

(Larry comes forward)

Larry Sykes: “Thank you, Dean Wynne. As a graduate and volunteer of this great College, I am pleased to be with you today to talk about my experiences with College Advancement and to share some of the benefits various faculty have experienced working with College Advancement.

As you may know, College Advancement includes Development & Foundations, the CALS Alumni & Friends Society and College Relations. For the next few minutes you will hear fellow faculty members talk about their interactions and benefits of working with this team. Again, I encourage you to think about how similar support might enhance your own programs.

First, I would like to introduce Dr. Nancy Creamer, Associate Professor of Horticultural Science and Coordinator for the Center for Environmental Farming Systems. Nancy.”

(Nancy comes forward)

Nancy Creamer Talking Points:

- “At CEFS, we have faculty from nearly every department collaborating on solutions to sustainable ag problems, assisting farmers in alternative ventures and providing hands-on field experiences for students.
- It’s difficult to run ongoing programs on grant funding and that’s why we are working with College Advancement to diversify our funding base.
- Budgets are tighter than they’ve ever been before, and there’s no end to the cuts in sight.
- Private funders are interested in innovative food systems initiatives and alternative agricultural ventures, but we don’t always have the time to research and approach these prospects.
- College Advancement has helped me develop strategies for increasing private support:
 - researching funders and assisting in proposal preparation
 - providing stewardship to donors
 - assisting us in developing a CEFS membership program and creating a board of advisors
- With Advancement’s help, we have raised about \$1 million in private support.
- I hope you’ll think about ways College Advancement can help you raise more money and provide advocacy for your programs.”

LARRY SYKES: “Thank you Nancy for all the great work you and the rest of the team are doing at CEFS. Now, let’s hear from others in the College who have worked with College Advancement.”

(LIGHTS GO DOWN, VIDEO COMES UP)

[CLICK HERE FOR VIDEO.](#)

First Video: Frank and Rachel Thomas

Second Video: T.J. Schneeweis

Third Video: Patrice Gladden

Fourth Video: Todd Klaenhammer

(LIGHTS COME UP LARRY COMES TO PODIUM)

Larry Sykes: “Thank you Frank, Rachel, TJ, Patrice, Todd and Nancy for sharing your experiences and insights. At this time, I would like to introduce you to our final speaker, Dr. Charlie Opperman, a Professor of Genetics and Plant Pathology who focuses on Plant-Parasitic Nematode Genetics and Molecular Crop Protection, he also is the lead investigator on the Tobacco Genome Initiative. Charlie.”

(Charlie comes forward)

Charlie Opperman Talking Points:

- “Brief comment on the Center and its funding
- Tobacco Genome Initiative - \$17.6M project funded by Philip Morris USA
- Goal: mapping tobacco genome and identifying >90% of the genes
- Applications in basic research, genetic engineering of tobacco, development of value added products
- Data freely available to NCSU faculty and other academic labs
- This level of support is in recognition of NC State’s strong expertise in genomics.
- It is also a credit to the strong relationships between NC State faculty and administration with corporate leaders, and NC State’s commitment to public/private partnerships.
- Many of these relationships and partnerships are cultivated through corporate involvement with our Foundation boards.
- The North Carolina Agricultural Foundation made the first commitment to the Genome Research Lab, a \$200,000 start-up grant.
- The record-setting grant from Philip Morris to the University followed soon after.
- At the time, Larry, you said *(turns to Larry Sykes and nods)* “the longstanding relationship between Philip Morris and the NC Tobacco Foundation was key in bringing this \$17.6 million grant to NC State.”
- In fact, as a member of the NC Tobacco Foundation board and then the Director of Agricultural Programs at Philip Morris, Larry was instrumental in bringing this partnership to fruition.
- Thanks, Larry, for the role you played in making this work possible!”

(Larry returns to the podium)

Larry Sykes: “Charlie, thank you for your remarks and the great work you are doing on the Tobacco Genome Initiative.

As a campaign co-chair, on behalf of the campaign committee, I would like to thank all of you for the work you have done to bring in funding for college programs, as well as the personal gifts you’ve made to the College’s family campaign. CALS has the highest giving percentage of any college on campus. That is a tremendous testimony to your dedication and commitment for which we are very grateful.

But as we continue to face decreases in State and Federal resources, we must continue to work together to build support for you and your programs.

Here are a few things that I think will peak your interest. They apply directly to the good works that you do. We are very excited about the creation of the new NC Agricultural and Life Sciences Research Foundation, which will further enhance our abilities to provide private resources and build partnerships to support research in agriculture and the life sciences.

In addition, CALS has launched NC State's first college-based secure online giving system through the Windows of Opportunity website, giving donors the ability to choose ANY area of the college to support.

You should also know that we continue to look for new opportunities across the College. But we can't do this without you. We need your help to identify ways that we can best support you and your programs.

Members of the College Advancement staff are here today. I invite you to talk to them or use your resource guide to make the appropriate contact.

Dean Wynne, thank you for the opportunity to be here today to talk about the Advantage College Advancement can provide to CALS and its programs. That said, from my early days in the classroom I recall some sage advice I got from an old professor of mine. 'Sykes,' he said, 'if a point is worth making it's worth making twice.'

Dean Wynne: "So please look at Advancement for what it is, an office that with your help, can add value to our academic, extension and research programs in agriculture and the life sciences."