

## K-State Alumni Staff

List current as of June 30, 2005

- Lynn Beier**  
Senior Administrative Assistant
- Kristin Boyd Kemerling '00**  
Assistant Director of Communications
- Carol L. Bredezen**  
Alumni Programs Assistant
- Andrea Bryant '02**  
Associate Director of Alumni Programs
- Amy Button Renz '76, '86**  
President
- Bill Cecil**  
Alumni Center Building Manager
- Brandon Clark**  
Multicultural Alumni Programs Coordinator
- Crystal Danker**  
Alumni Center Reservations Coordinator
- Lorinda Duch Sultz '81**  
Assistant Director of Communications, Graphic Design
- Jeana Gibbs**  
Data Entry Operator I
- Shannon Hartenstein Krueger '03**  
Assistant Director of Communications
- Samantha Howard '05**  
Data Entry Operator I
- Dee Ann Johnson**  
Data Entry Operator I
- Jeanine Lake**  
Director of Information Services
- Tim Lindemuth '77**  
Editor, *K-Stater* magazine
- Steve Logback '90**  
Director of Alumni Communications and Executive Editor, *K-Stater* magazine
- Jodi McGatlin Weiberg '90**  
Director of Alumni Programs
- Asha Nagaraja (fs '83)**  
Assistant to the V.P. and Accountant
- Jenny Payne**  
Information Services Coordinator
- Tom Roesler '99, '04**  
Associate Director of Alumni Programs
- Bobbi Schesser (fs '69)**  
Receptionist and Office Assistant
- Angie Sell Porter '97**  
Alumni Programs Assistant
- Brad Sidener '80**  
Vice President for Finance and Administration
- Marcia Stitt**  
Data Entry Operator I
- Mary Stueve**  
Data Entry Operator III
- Dee Tebbutt (fs '69)**  
Membership Clerk
- Creta Toothaker**  
Data Entry Operator III
- Shannon Wilson**  
Network Administrator
- Jana Wyatt (fs '80)**  
Assistant to the President and Director of Travel

## The K-State Alumni Center

Our second year of growth in the Alumni Center

### First Floor

Tointon Great Room is an open, comfortable seating area, highlighted by the Frasier Family limestone fireplace.

The Banquet Room can accommodate up to 750 people for a reception, or 400 people banquet style.

Barrett Wildcat Den is a casual, open seating area including a large-screen television and the Schuler saltwater reef aquarium. The Den is ideal as a reception space for events taking place in the Banquet Room.

North and South outside terraces may be used for reception space and other social gatherings.

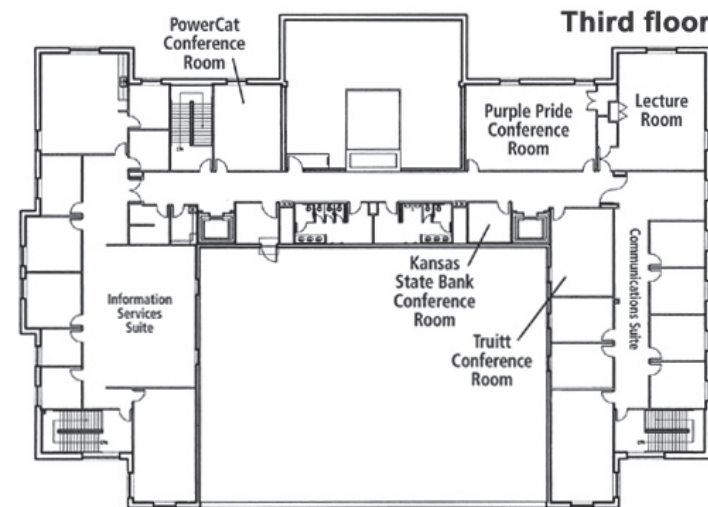
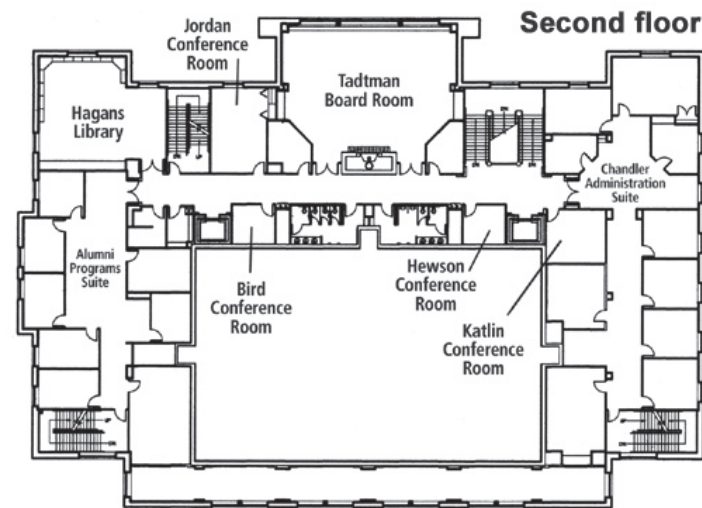
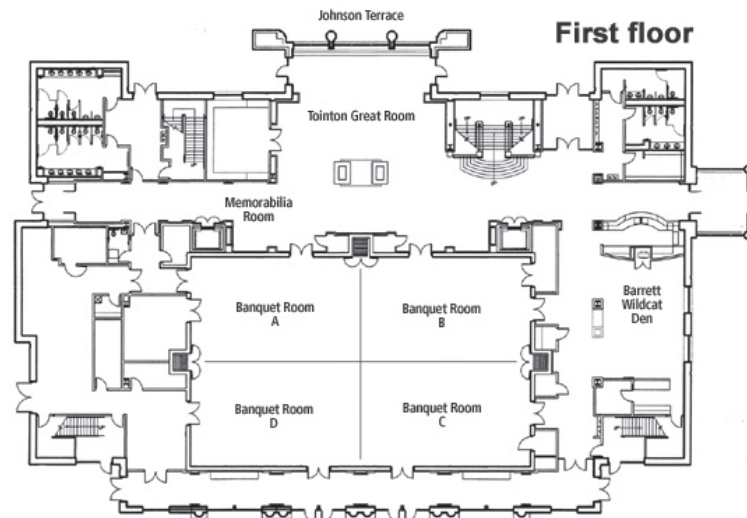
### Second Floor

Tadtman Board Room overlooks Memorial Stadium. The room can accommodate 40 people in conference-style seating or 72 people in dinner-style seating.

Four additional conference rooms are available on the second floor. The Bird and Hewson Rooms each seat four people. The Katlin Room can seat eight people and the Jordan Room seats 12 people.

### Third Floor

The third floor features two specialty conference rooms. The Purple Pride Room can be set up in a variety of styles to accommodate 15 to 50 people. The Lecture Room is permanently set up in theater-style seating with data and telephone capabilities for 30 people. In addition, the PowerCat and Truitt Rooms seat 12 people and the Kansas State Bank Room seats four.



## K-State Alumni Association Annual Report 2004-05

Continued success — leading the Big 12

### Achieving excellence

The achievements and program improvements during 2004-2005 continue to position the K-State Alumni Association as a leader in the Big 12.

K-State has the highest percentage of graduates who join their alumni association. It is a record the K-State Alumni Association has held for nine consecutive years, and the margin became even wider with the addition of 4,000 new members this year. The Association has 41,413 members, the largest total in history.



Charles Claar Jr. '74

The addressability of our alumni records also is No. 1 in the Big 12 with 95 percent accuracy for all alumni and 97 percent for Alumni Association members.

Some historic events we witnessed this past year include the successful completion of fund-raising for the K-State Alumni Center building campaign and publication of the first ever all-university alumni directory.

Our Web site, [www.K-State.com](http://www.K-State.com), was totally redesigned to give it a fresher look graphically and more user-friendly navigation features.



Amy Button Renz '76, '86

We made great strides in the usage of the Alumni Center. Since its opening in 2002, a total of 120,000 individuals have utilized and visited the building and 1,566 events have been held in the center. Our campus home for alumni has become a valuable asset to the Association and the university.

Whenever you come back to campus, we encourage you to stop by to visit us and tour the Alumni Center.

Charles Claar Jr. '74  
2004-05 Chairman of the Board

Amy Button Renz '76, '86  
Alumni Association President

### Board of Directors 2004-05



2004-05 K-State Alumni Association board of directors gather on the Stolzer Grand Staircase inside the K-State Alumni Center.

### K-State Alumni Association Board of Directors

The K-State Alumni Association board of directors provides the foundation from which Alumni Association activities develop. It is the Association's policy-making body and authorizes Association programs.

The board of directors consists of the national chairman, chairman-elect, immediate past chairman, 16 elected members and six standing directors: university president, student body president, Student Alumni Board president, treasurer, a KSU Foundation representative and the Alumni Association president.

#### 2004-05 Board of Directors

<b>Charles Claar Jr. '74</b> Garden City, Kan., chairman	<b>Jo Eva Hinkhouse McClellan '52</b> Palco, Kan.	<b>Jack Taylor '93</b> Manhattan, Kan.
<b>Tara Hanchett Cupps '78, '82</b> Wichita, Kan., chairman-elect	<b>Randy Rathbun '75</b> Wichita, Kan.	<b>Randy Anderes '80</b> Manhattan, Kan.
<b>Shelly Chenoweth '86</b> Wichita, Kan., immediate past chairman	<b>G. Rhea Serpan '60</b> Danville, Calif.	<b>Jerry Boettcher '63</b> Beloit, Kan.
<b>Mike Beck '83</b> Fairway, Kan.	<b>Rebecca Floyd '83</b> Ozawkie, Kan.	<b>Deborah Hollis Avery '96</b> Indianapolis, Ind.
<b>Vickie Mumma James '76</b> Dighton, Kan.	<b>Jackie Hartman '80, '83</b> Fort Collins, Colo.	<b>F. Lynn Markel '62</b> Rogers, Ark.
	<b>Ron Iman '62, '70, '73</b> Albuquerque, N.M.	<b>Patsy McClenahan Garner '59</b> Eureka, Kan.
	<b>Daran Neuschafer '89</b> Salina, Kan.	

#### Standing directors

<b>Jon Wefald</b> Manhattan, Kan., K-State president	<b>John Graham '67</b> Manhattan, Kan., treasurer	<b>Kristy Tredway</b> Longton, Kan., president Student Alumni Board
<b>Amy Button Renz '76, '86</b> Manhattan, Kan., secretary	<b>Lyle Pishny '73</b> Stilwell, Kan., chairman KSU Foundation executive committee	<b>Haley Urkevich</b> Overland Park, Kan., student body president

## To sum it up

### Who belongs to the K-State Alumni Association?

July 1, 2004-June 30, 2005

#### Membership affiliation

Alumni	37,240
Students	763
Non-alumni friends	3,410
Total member affiliation	41,413

#### Members by location

Kansas	23,398
Out of state	17,760
International	129
No addresses available	126

#### Members by decades of first graduation

1910s	1
1920s	22
1930s	393
1940s	1,841
1950s	3,904
1960s	5,086
1970s	7,798
1980s	5,909
1990s	5,992
2000s	6,239
No class year listed	4,228

#### Members by college/school

Agriculture	5,697
Architecture, Planning and Design	963
Arts & Sciences	9,028
Business	5,553
Education	3,860
Engineering	5,619
Human Ecology	4,457
Technology and Aviation, Salina	356
Veterinary Medicine	1,693
No college affiliation	4,187

#### All living alumni

Living alumni and friends in Kansas	86,170
Living alumni and friends out of state	83,475
Living alumni and friends abroad	3,907
Total living alumni	173,552

#### K-State Alumni Association

1720 Alumni Center  
Manhattan, KS 66506-6600  
1-800-600-ALUM (2586)  
785-532-6260  
Web site: www.K-State.com

This 2004-2005 summary of K-State Alumni Association activities from the current annual report is categorized by the strategic initiatives set by the board of directors. Information was current as of June 30, 2005.

#### Member Services

To create value for members, continually increase membership and operate profitable and unique affinity programs.

- Membership totaled 41,413.
- Remained ranked No. 1 in the Big 12 for percentage of members to graduates for the ninth consecutive year.
- Wildcats Forever membership reached 525 in its third year.
- All nine colleges participated in the college membership gift program.
- The affinity card program had more than 18,000 participants.
- The Tradition Founders Fund raised \$265,209.
- Insurance programs raised \$8,351.
- Sale of other merchandise totaled \$78,065.
- Nelnet, a consolidated student loan program, generated \$33,900 in its second year.

#### Communications

Serve as a link between alumni, friends and the university by providing clear information through high quality publications, supporting and promoting Association programs. Establish effective two-way communication with alumni and friends.

- Produced more than 250 publications and sent more than

- 100 news releases for Association events.
- Produced four issues of the *K-Stater* magazine.
- Logged more than 450,000 user visits on the Association's Web site.
- E-mailed @K-State electronic newsletter to 29,000 households each month.

#### Information Services

Provide support for Alumni Association and university programming and fund-raising efforts by maintaining information about alumni and friends, as well as corporations and business organizations.

- Managed more than 223,000 records on the database.
- Added more than 9,000 new records to the database.
- Maintained 37,300 e-mail addresses in the Association's database.
- Processed 579 list/label requests for university departments and in-house Association programs.

#### Programs

Identify and incorporate programs which build and maintain relationships that link K-Staters with the university.

- Recruitment activities reached 2,472 prospective K-State students.

- Constituent events and Alumni Clubs reached 10,348 K-Staters.
- Athletic events sponsored by the Association and Catbacker events brought together 10,581 alumni and friends at 304 events.
- Student programming and multicultural events reached 11,456 current K-State students.
- 351 K-Staters traveled with the Traveling Wildcats Program through 24 trips.
- Provided \$140,000 in University student scholarships.

#### Enterprise Management

Provide financial direction, strategic planning and support for Association staff and programs through guidance and development of new and existing relationships.

- Sent more than 3,200 cards, letters and gifts through the public relations program.
- The Association president served on the Nelnet, NEATrust and Intrav advisory boards.
- More than 58,000 alumni, students and friends attended 628 events held in the Alumni Center.
- The Association staff continued to be recognized professionally through speaking engagements and awards.
- The vice president was selected as a Forman Fellow through the Council of Alumni Association Executives.



## By the numbers

Membership, Tradition Founders and non-affinity revenues continued to grow as a result of increased participation from our members and friends. The Association continued to receive contributions and pledges restricted to complete payments on pledges for the Alumni Center. A copy of the audit report is available on request.

### Statement of Activities

	2005	2004
<b>CHANGES IN UNRESTRICTED NET ASSETS REVENUE AND SUPPORT</b>		
Annual dues	\$ 443,808	\$ 374,540
Life dues	215,389	223,996
Tradition Founders	265,209	253,420
Affinity royalties	412,925	419,578
Merchandising and service programs	307,974	263,542
Net investment revenue (loss)	32,586	65,986
Foundation support	50,000	90,000
University support	502,444	486,516
Alumni Center rental/fees	221,273	191,753
Other	140	245
<b>Total Revenue and Support</b>	<b>\$2,451,748</b>	<b>\$2,369,576</b>
<b>EXPENSES</b>		
Alumni Programs	\$ 108,863	\$ 122,826
Communications/publications	353,356	395,218
Information systems and records	203,054	202,307
K-Stater magazine	112,313	73,259
Membership retention/solicitation	192,725	185,023
Alumni and constituent events	45,237	76,215
Tradition Founders/fund-raising	56,633	70,354
Board of directors	83,731	75,046
Student recruitment activities	160,607	140,706
Merchandising and service programs	73,913	93,224
Athletic events/activities	67,326	43,056
External relations	136,169	144,493
Awards and scholarships		
<b>Alumni Center Expenses</b>	<b>\$ 750,839</b>	<b>\$ 768,434</b>
<b>General and Administrative Expenses</b>	<b>\$ 341,798</b>	<b>\$ 282,893</b>
<b>TOTAL EXPENSES</b>	<b>\$2,686,564</b>	<b>\$2,673,054</b>
<b>Transfer from Restricted Assets</b>	<b>\$ 161,552</b>	<b>\$ 455,693</b>
<b>Prior year special projects appropriation</b>	<b>\$ &lt;15,000&gt;</b>	<b>-----</b>
<b>INCREASE (DECREASE) IN UNRESTRICTED NET ASSETS</b>	<b>\$ &lt;88,264&gt;</b>	<b>\$ 152,215</b>
<b>CHANGES IN RESTRICTED NET ASSETS</b>		
Alumni Center contributions	\$ 161,552	\$ 455,693
Transfer to Alumni Center designation	\$ <161,552>	\$ <455,693>
Bone Marrow earnings/(expenses)	\$ -----	\$ <2,696>
<b>INCREASE (DECREASE) IN TEMPORARILY RESTRICTED ASSETS</b>	<b>\$ -----</b>	<b>\$ &lt;2,696&gt;</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$ &lt;88,264&gt;</b>	<b>\$ 149,519</b>
<b>NET ASSETS – BEGINNING OF YEAR</b>	<b>\$ 12,694,857</b>	<b>\$12,545,338</b>
<b>NET ASSETS – END OF YEAR</b>	<b>\$12,606,593</b>	<b>\$12,694,857</b>

### Comparable Balance Sheets

	2005	2004
<b>ASSETS</b>		
Current assets		
Cash and cash equivalents	\$ 192,558	\$ 408,721
Investments	759,573	729,314
Reimbursable expenses	28,667	18,436
Inventories	16,899	7,541
Campaign receivables	258,311	301,679
Other receivables	37,269	29,385
Prepaid expenses	14,710	18,831
<b>Total current assets</b>	<b>\$ 1,307,987</b>	<b>\$ 1,513,907</b>
Non-current assets		
Campaign receivables	\$ 128,265	\$ 324,044
FF&E – net of depreciation	505,237	518,859
Vehicles – net of depreciation	165,531	132,496
Building real estate – net of depreciation	11,095,461	11,344,908
Land real estate	283,524	283,524
<b>Total non-current assets</b>	<b>\$ 12,178,018</b>	<b>\$ 12,603,831</b>
<b>Total assets</b>	<b>\$ 13,486,005</b>	<b>\$ 14,117,738</b>
<b>LIABILITIES</b>		
Current liabilities		
Accounts payable	\$ 135,001	\$ 91,029
Deferred revenue	34,999	41,998
Funds deposited for others	58,489	52,652
Accrued expenses	50,698	90,452
Notes payable	455,235	952,687
<b>Total current liabilities</b>	<b>\$ 734,422</b>	<b>\$ 1,228,818</b>
Non-current liabilities		
Compensated absences	\$ 56,826	\$ 50,813
Notes payable	88,164	143,250
<b>Total non-current liabilities</b>	<b>\$ 144,990</b>	<b>\$ 194,063</b>
<b>Total liabilities</b>	<b>\$ 879,412</b>	<b>\$ 1,422,881</b>
<b>NET ASSETS</b>		
Undesignated	\$ 152,976	\$ 68,298
Life membership appropriation	615,000	595,000
Bone marrow drive – restricted	11,430	11,430
Scholarships – restricted	63,587	63,587
Alumni Center fund appropriation	11,758,600	11,956,542
Special projects appropriation	\$ 5,000	-----
<b>Total net assets</b>	<b>\$ 12,606,593</b>	<b>\$ 12,694,857</b>
<b>Total liabilities and net assets</b>	<b>\$ 13,486,005</b>	<b>\$ 14,117,738</b>