

## K-STATE ALUMNI STAFF

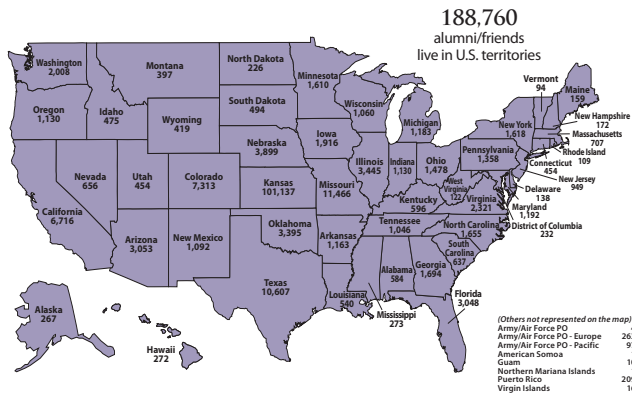
List current as of June 30, 2009

- BEIER, Lynn**  
Senior administrative assistant
- BRYANT GLADIN, Andrea '02**  
Associate director of alumni programs
- BUTTON RENZ, Amy '76, '86**  
President and CEO
- CECIL, Bill**  
Alumni Center building manager
- CLARK, Brandon**  
Assistant director of multicultural programs
- DANKER, Crystal (fs)**  
Information services coordinator
- HANSON, Morgan '06**  
Associate director of communications
- HARDESTY, Jeana**  
Alumni records assistant
- HARRIS, Monta**  
Alumni Center receptionist
- HAYES, Angela '84, '90**  
Alumni career services consultant
- JANZEN, Shana '01**  
Assistant director of communications
- JESCHKE, Erin '02**  
Assistant director of communications
- LAKE, Jeanine**  
Director of information services
- LAW, Kelly '01**  
Associate director of business development
- LINDEMUTH, Tim '77**  
Editor, K-States magazine
- LITTLE, Sarah**  
Alumni records assistant
- LOGBACK, Steve '90**  
Director of alumni communications
- MARINTZER, Jacob**  
Information services specialist
- MARTIN, Darchelle '05**  
Alumni programs secretary
- MORANO, Lauren '08**  
Alumni Center events manager
- NAGARAJA, Asha (fs)**  
Assistant to the senior vice president/accountant
- REDDING, Tamie '87**  
Alumni programs assistant
- ROESLER, Tom '99, '04**  
Associate director of alumni programs
- SCHESLER, Bobbi (fs)**  
Communications assistant
- SIDENER, Brad '80**  
Senior vice president and CFO
- STUEVE, Mary**  
Alumni records assistant
- TEBBUTT, Dee**  
Information services assistant
- TOOTHAKER, Creta**  
Alumni records assistant
- WALTERS, Terin '05**  
Associate director of administrative programs
- WEIBERG, Jodi '90**  
Vice president of alumni programs



## K-STATE ALUMNI ASSOCIATION BY THE NUMBERS

### K-STATE ALUMNI/FRIENDS IN U.S. TERRITORIES



### INTERNATIONAL K-STATE ALUMNI/FRIENDS

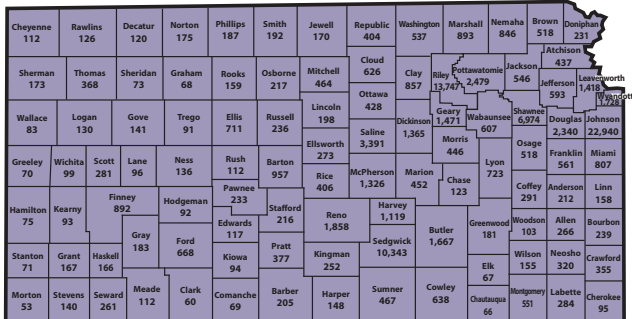


4,229 alumni/friends live abroad

|              |     |                                  |    |            |     |             |     |                  |    |                      |     |
|--------------|-----|----------------------------------|----|------------|-----|-------------|-----|------------------|----|----------------------|-----|
| Alghanistan  | 2   | Central African Republic         | 2  | Georgia    | 1   | Kyrgyzstan  | 2   | Pakistan         | 87 | Swaziland            | 5   |
| Algeria      | 4   | Chile                            | 9  | Germany    | 154 | Lebanon     | 13  | Panama           | 19 | Sweden               | 15  |
| Argentina    | 24  | China                            | 9  | Ghana      | 7   | Lesotho     | 4   | Papua New Guinea | 2  | Switzerland          | 37  |
| Australia    | 75  | Colombia                         | 39 | Greece     | 91  | Liberia     | 6   | Peru             | 40 | Taiwan               | 242 |
| Austria      | 2   | Costa Rica                       | 69 | Guatemala  | 12  | Lithuania   | 1   | Paraguay         | 15 | Tanzania             | 23  |
| Azerbaijan   | 2   | Cote d'Ivoire                    | 7  | Guinea     | 3   | Madagascar  | 1   | Philippines      | 75 | Thailand             | 120 |
| Bahamas      | 2   | Cuba                             | 1  | Honduras   | 41  | Malawi      | 2   | Poland           | 1  | Togo                 | 4   |
| Bahrain      | 4   | Cyprus                           | 10 | Hong Kong  | 28  | Malaysia    | 102 | Portugal         | 6  | Trinidad and Tobago  | 3   |
| Barbados     | 14  | Czech Republic                   | 18 | Hungary    | 12  | Mali        | 10  | Qatar            | 5  | Tunisia              | 8   |
| Belgium      | 2   | Democratic Republic of the Congo | 2  | India      | 2   | Mauritius   | 2   | Romania          | 5  | Turkey               | 42  |
| Belize       | 3   | Ecuador                          | 30 | Indonesia  | 54  | Moldova     | 1   | Russia           | 9  | Uganda               | 12  |
| Benin        | 2   | Denmark                          | 6  | Iran       | 46  | Morocco     | 17  | Saudi Arabia     | 1  | Ukraine              | 6   |
| Bermuda      | 4   | Dominican Republic               | 3  | Iraq       | 43  | Mozambique  | 2   | Samoa            | 1  | United Arab Emirates | 24  |
| Bolivia      | 30  | Egypt                            | 61 | Israel     | 28  | Nepal       | 99  | Senegal          | 5  | Uzbekistan           | 131 |
| Bosswana     | 2   | El Salvador                      | 2  | Italy      | 5   | Netherlands | 17  | Serbia           | 2  | Uruguay              | 4   |
| Brazil       | 40  | Estonia                          | 1  | Japan      | 135 | Netherlands | 17  | Seychelles       | 2  | Venezuela            | 41  |
| Bulgaria     | 3   | Ethiopia                         | 1  | Jordan     | 58  | New Zealand | 30  | Sierra Leone     | 2  | Viet Nam             | 4   |
| Burkina Faso | 1   | Finland                          | 6  | Kazakhstan | 1   | Nicaragua   | 6   | Singapore        | 32 | West Bank            | 2   |
| Burundi      | 3   | France                           | 64 | Korea      | 183 | Niger       | 8   | Slovenia         | 1  | Yemen                | 15  |
| Cameron      | 3   | France                           | 64 | Korea      | 183 | Nigeria     | 276 | South Africa     | 31 | Zambia               | 5   |
| Canada       | 316 | Gaza Strip                       | 1  | Kuwait     | 28  | Oman        | 19  | Sri Lanka        | 13 | Zimbabwe             | 7   |

### K-STATE ALUMNI/FRIENDS IN KANSAS

101,137 alumni/friends live in Kansas



## K-STATE ALUMNI ASSOCIATION ANNUAL REPORT 2008-09

### 2008-09 BOARD OF DIRECTORS

- Jackie L. Hartman '80, '83**  
Fort Collins, Colo., chair
- Michelle Elkins '87**  
Lynn Haven, Fla.
- Cheryl McAfee-Mitchell '79**  
Fayetteville, Ga.
- Jill Flint Gerlach '76, '81**  
Overland Park, Kan.
- Larry Metheny '76, '78**  
Phoenix, Ariz.
- Randy Rathbun '75**  
Wichita, Kan., past chair
- Barbara Hanae Johnson '78**  
Abilene, Kan.
- Audrey Mross '80**  
Dallas, Texas
- Aaron Austin '97**  
San Diego, Calif.
- Jim Johnson '84**  
Colorado Springs, Colo.
- Barbara Nelson Bachman '81**  
Centralia, Kan.
- Ian Bautista '94, '97**  
Milwaukee, Wis.
- Todd Johnson '94**  
Topeka, Kan.
- Aaron Otto '98**  
Roeland Park, Kan.
- Kent Bradley '88**  
Valley Center, Kan.
- Terry Matlack '78**  
Shawnee, Kan.
- Reggie Redetzke '95, '96**  
Dubai, United Arab Emirates
- Gail Burgess Antenen '80**  
Ness City, Kan.
- Gib Compton '80**  
Wichita, Kan.
- Martha Cornwell Riddell '75**  
Georgetown, Ky.
- Roger Coulter '62**  
Broken Arrow, Okla.
- LeAnn Diehl Clark '69**  
Hesston, Kan.

### 2008-09 STANDING DIRECTORS

- Jon Wefald**  
K-State president
- Amy Button Renz '76, '86**  
Secretary
- Charles Claar Jr. '74**  
Treasurer
- Lee Harris '75**  
KSU Foundation executive committee chair
- Jamie Ball**  
Student Alumni Board president
- Lydia Peele**  
Student body president

### YOUR K-STATE ALUMNI ASSOCIATION

As alumni and friends, we all share a sense of pride when it comes to K-State. One source of continuing pride is that our K-State Alumni Association ranks No. 1 in the Big 12 for membership for the 13th consecutive year.

The Association offers the types of programs and benefits that connect our alumni and friends. This year, your board of directors and staff focused on branding the Association. As part of this initiative, graduates and friends were asked to share the image they have of the Association, as well as weigh in on the programs and benefits offered. The Association's goal is to be "Your Link for Life" to K-State, and it is vital that we review our organization from our constituents' perspective to make sure we provide the

programs and opportunities that will maintain that link.

Family, connection, pride and information were the common themes of feedback received when we asked what one word would describe the Association. The Association staff is using this information to shape our programs and messages in an effort to ensure we remain your link for life.

As we focus on continuing to enhance the Association, we are reminded that we would not be where we are today if it were not for you, the members of our organization.

Thank you to all alumni, friends, students and campus partners who participated in

our focus groups and surveys. Also, thank you to the members of the board and staff of the Association for your involvement throughout our study. It is this collaboration that will ensure the Association continues to be one of the elite alumni associations in the country.

With purple pride,  
*Jackie L. Hartman*  
**Jackie L. Hartman '80, '83**  
 2008-09 K-State Alumni Association  
 Board of Directors, chair



WHO BELONGS TO THE K-STATE ALUMNI ASSOCIATION?

| MEMBERSHIP AFFILIATION   |        |
|--------------------------|--------|
| Alumni                   | 33,299 |
| Students                 | 1,669  |
| Friends                  | 3,868  |
| Total member affiliation | 38,836 |

| BY LOCATION   |        |
|---------------|--------|
| Kansas        | 23,362 |
| Out-of-state  | 15,238 |
| International | 110    |
| Lost          | 126    |

| BY DECADE (of first graduation) |       |
|---------------------------------|-------|
| 1910s                           | 1     |
| 1920s                           | 18    |
| 1930s                           | 174   |
| 1940s                           | 1,412 |
| 1950s                           | 3,394 |
| 1960s                           | 4,631 |
| 1970s                           | 6,991 |
| 1980s                           | 5,055 |
| 1990s                           | 4,835 |
| 2000s                           | 7,466 |
| Friends                         | 4,859 |

| ALL LIVING ALUMNI          |         |
|----------------------------|---------|
| Living alumni in Kansas    | 74,858  |
| Living alumni out-of-state | 75,544  |
| Living alumni abroad       | 4,082   |
| Lost                       | 4,344   |
| Total living alumni        | 158,828 |

The strategic plan for the K-State Alumni Association is detailed below. Information was current as of June 30, 2009. Through these initiatives we will be able to:

*Enhance our Kansas State University family through lifelong involvement.*

CORE VALUES

Accessibility, Champion of Tradition, Excellence, Integrity, Sense of Family, Strong Work Ethic, Teamwork

GOALS

- Expand the reach of the Association.
- Increase involvement by being relevant in the lives of our constituents.
- Develop and enhance relationships with the university and broader community entities to strengthen and grow the Association.
- Ensure long-term financial growth and stability.

STRATEGIC INITIATIVES

INCREASE USE OF ELECTRONIC MEDIA

- 200 percent increase in number of current visits by June 30, 2010
- *2,533,829 visits as of June 30, 2009 (33.3 percent increase)*

GROW MEMBERSHIP

- To 30 percent of addressable graduates by June 30, 2010
- *27.35 percent as of June 30, 2009 (2.25 percent increase)*

GROW PARTICIPATION IN EVENT OPPORTUNITIES

- 10 percent by June 30, 2012
- *46,771 participants as of June 30, 2009 (21.51 percent increase)*

GROW ALUMNI ASSOCIATION FUNDRAISING EFFORTS

- Alumni Center endowment commitments to \$5 million by June 30, 2012
- *\$2,743,202 committed as of June 30, 2009*
- Alumni Association annual fundraising will grow 15 percent per year by June 30, 2012
- *\$1,005,840 raised during fiscal year 2009 (.28 percent decrease)*

PARTNER WITH THE UNIVERSITY TO INCREASE ENROLLMENT

- Student touches grow 10 percent per year by June 30, 2010
- *21,096 student touches as of June 30, 2009 (26.75 percent increase)*

GREETINGS FROM THE ASSOCIATION!


This past year has been a year of transition at K-State, and our future is bright. The Association stands committed to assisting University President Kirk H. Schulz in advancing K-State to be one of the premier land-grant universities in the country.

The Association Board of Directors and staff had another successful year. We were diligent stewards of the revenue generated through programs, services and donations that allowed us to finish the year on a positive note. That is something in which I take great personal pride.

By supporting the same values in existence since its founding, K-State remains a friendly, student-centered campus. We value the traditions important to all K-Staters, and the Association looks forward to continued partnerships with central administration to enhance the K-State family through lifelong involvement.

As always, we appreciate the ongoing support of our members who for the 13th consecutive year have allowed us to remain No. 1 in the Big 12 for membership.

Go 'Cats!

  
Amy Burton Renz '76, '86  
President and CEO



STATEMENT OF ACTIVITIES

|                                                               | 2008       | 2009       |
|---------------------------------------------------------------|------------|------------|
| <b>CHANGES IN UNRESTRICTED NET ASSETS REVENUE AND SUPPORT</b> |            |            |
| Annual dues                                                   | \$ 407,947 | \$ 400,894 |
| Life dues                                                     | 240,991    | 237,670    |
| Tradition Founders                                            | 337,007    | 336,884    |
| Affinity royalties                                            | 564,937    | 587,211    |
| Merchandising and service programs                            | 125,265    | 139,176    |
| Net investment revenue (loss)                                 | <15,256>   | <477,731>  |
| Advertising/sponsorships                                      | 139,100    | 134,070    |
| University transfer/programs                                  | 577,084    | 577,362    |
| Alumni Center rental/fees                                     | 278,282    | 265,740    |
| Contributions                                                 | 570,151    | 580,000    |

**TOTAL REVENUE AND SUPPORT \$3,225,508 \$2,781,276**

EXPENSES

| <b>Strategic Initiatives</b>              |            |            |
|-------------------------------------------|------------|------------|
| Student enrollment programs               | \$ 288,223 | \$ 309,385 |
| Grow participation in event opportunities | 508,414    | 515,792    |
| Grow Association membership               | 345,344    | 355,783    |
| Grow Association fundraising efforts      | 61,227     | 67,326     |
| Increase use of electronic media          | 92,569     | 105,779    |

| <b>Other Programs</b>       |           |           |
|-----------------------------|-----------|-----------|
| Board relations             | \$ 78,853 | \$ 87,513 |
| Athletic/External Relations | 116,291   | 108,803   |
| Other services              | 172,851   | 184,583   |
| Other communications        | 109,320   | 116,727   |
| Database management         | 291,137   | 323,027   |
| Alumni Center               | 783,962   | 794,012   |

|                                     |              |              |
|-------------------------------------|--------------|--------------|
| Total Program Expenses              | \$ 2,848,191 | \$ 2,968,730 |
| General and Administrative Expenses | \$ 434,626   | \$ 384,987   |

**TOTAL EXPENSES \$ 3,282,817 \$ 3,353,717**

|                                           |           |             |
|-------------------------------------------|-----------|-------------|
| Addition on fund setup                    | \$ 12,770 | \$ 0        |
| Prior year special projects appropriation | \$ 0      | \$ <49,000> |
| Transfer to restricted assets             | \$ 10,870 | \$ <17,250> |

**INCREASE (DECREASE) IN UNRESTRICTED NET ASSETS \$ <33,669> \$ <638,691>**

| <b>CHANGES IN RESTRICTED NET ASSETS</b> |           |           |
|-----------------------------------------|-----------|-----------|
| Alumni Center contributions/earnings    | \$ 47,645 | \$ 15,424 |
| Scholarship contributions/additions     | 141,086   | 46,576    |
| Other program additions/(expenses)      | <6,828>   | 19,150    |

**INCREASE (DECREASE) IN RESTRICTED ASSETS \$ 181,903 \$ 81,150**

**CHANGE IN NET ASSETS \$ 148,234 \$ <557,541>**

**NET ASSETS - BEGINNING OF YEAR \$12,965,713 \$13,113,947**

**NET ASSETS - END OF YEAR \$13,113,947 \$12,556,406**

COMPARABLE BALANCE SHEETS

|                           | 2008       | 2009       |
|---------------------------|------------|------------|
| <b>ASSETS</b>             |            |            |
| Cash and cash equivalents | \$ 555,585 | \$ 379,504 |
| Investments               | 1,844,664  | 1,816,743  |
| Reimbursable expenses     | 87,183     | 42,315     |
| Inventories               | 11,646     | 13,168     |
| Campaign receivables      | 50,100     | 25,600     |
| Other receivables         | 49,444     | 77,316     |
| Prepaid expenses          | 25,176     | 45,678     |

**Total current assets \$ 2,623,798 \$ 2,400,324**

|                                |            |            |
|--------------------------------|------------|------------|
| FF&E - net of depreciation     | 361,000    | 322,644    |
| Vehicles - net of depreciation | 45,665     | 48,708     |
| Building - net of depreciation | 10,346,713 | 10,087,689 |
| Land real estate               | 283,524    | 283,524    |

**Total non-current assets \$ 11,036,902 \$ 10,742,565**

**TOTAL ASSETS \$ 13,660,700 \$ 13,142,889**

LIABILITIES

|                            |            |            |
|----------------------------|------------|------------|
| Accounts payable           | \$ 156,876 | \$ 169,754 |
| Deferred revenue           | 25,946     | 26,256     |
| Funds deposited for others | 96,839     | 133,443    |
| Accrued expenses           | 125,077    | 89,902     |

**Total current liabilities \$ 404,738 \$ 419,355**

|                       |           |           |
|-----------------------|-----------|-----------|
| Deferred compensation | \$ 50,111 | \$ 65,077 |
| Compensated absences  | 91,904    | 102,051   |

**Total non-current liabilities \$ 142,015 \$ 167,128**

**TOTAL LIABILITIES \$ 546,753 \$ 586,483**

NET ASSETS

|                                  |            |              |
|----------------------------------|------------|--------------|
| Undesignated                     | \$ 205,381 | \$ <526,164> |
| Life membership appropriation    | 1,040,000  | 1,050,000    |
| Alumni Center restricted         | 103,244    | 118,667      |
| Other - restricted               | 25,081     | 44,231       |
| Scholarships - restricted        | 479,772    | 526,348      |
| Alumni Center fund appropriation | 10,980,344 | 10,709,792   |
| Special projects appropriation   | 109,000    | 103,500      |
| Scholarships - designated        | 171,125    | 530,032      |

**TOTAL NET ASSETS \$ 13,113,947 \$ 12,556,406**

**TOTAL LIABILITIES/NET ASSETS \$ 13,660,700 \$ 13,142,889**

\*A copy of the K-State Alumni Association audit report is available upon request.