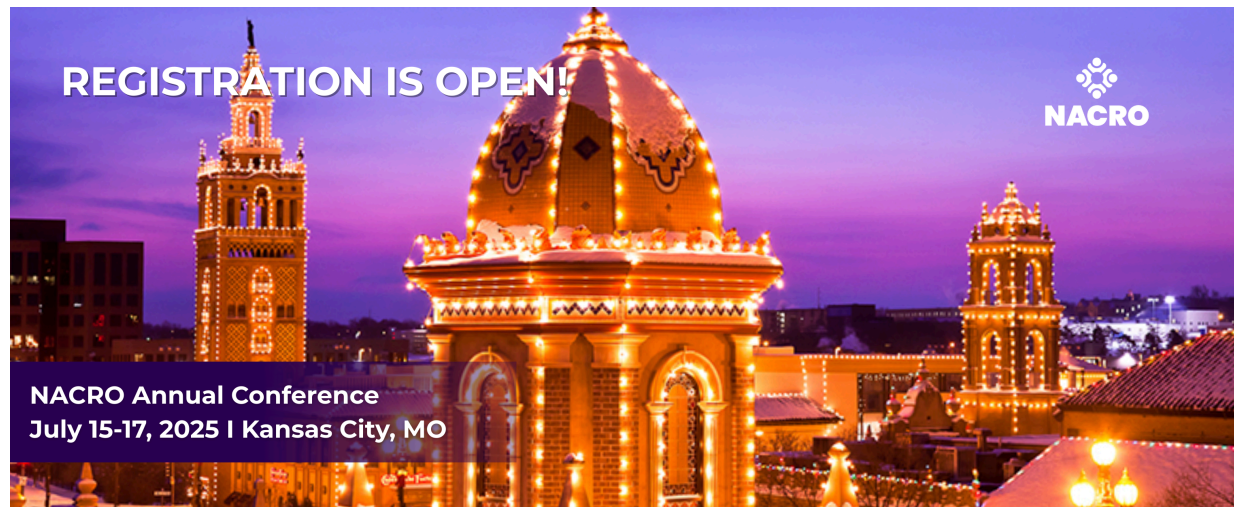


NACRO News - June 2025



2025 Annual Conference

Registration is currently open and ongoing for the upcoming NACRO Annual Conference, being held July 15-17 at the [Westin Crown Center](#) in Kansas City, MO. In recognition of the uncertain budget climate many universities are facing, NACRO has decided to extend early-bird registration to **Friday, June 20**. If you've not yet registered, we encourage you to take advantage of this special offer, and be sure to [book your room at the Westin](#) by **Sunday, June 22** to receive the discounted rate of \$219 per night. More information can be found on the [Conference webpage](#).

Conference Session Highlight

As we near the start of conference, we would like to highlight our Welcome Plenary session, taking place **Tuesday, July 15 at 5:00 pm CT**. This session will be delivered by the University of Missouri-Kansas City (UMKC). In the Fall of 2023, the UMKC Division of External Relations and Constituent Engagement began collaborating with the UMKC Trustees to develop a corporate relations model that fostered deeper and more meaningful engagement with local and regional businesses and that streamlined and optimized UMKC's interaction with the corporate community.

Attendees will gain insight into the national benchmarking work done by the group on holistic corporate relations models and hear from industry partners on the UMKC Board of Trustees about their needs (and frustrations) in working with higher education, as well as how those lessons learned can be translated to other situations, such as advisory and alumni boards. [Nate Addington](#), Sr. Director, Community Relations & External Engagement, at UMKC will moderate a panel discussion including current and former members of UMKC's Board of Trustees as well as other partners. You'll want to be sure you're in Kansas City for this exciting and novel session!

Corporate Engagement Bootcamp

Are you an early career professional ready to take your university's corporate relations to the next level? Look no further than Bootcamp - the foundational course that will give you the tools and knowledge you need to succeed. What is Bootcamp? It's a jam-packed program that incorporates peer learning and networking. You'll be able to connect with other members and learn from their experiences, all while gaining invaluable insights into NACRO best practices for holistic university corporate relations. Bootcamp will be held in conjunction with the NACRO Annual Conference on **Tuesday, July 15**. For more information, please visit the [Bootcamp webpage](#).

Advanced Career Sessions

NACRO's Advanced Career education has been revamped and revitalized for 2025. While applications for our inaugural Senior Leaders Network pre-conference seminar have closed, all advanced career conference attendees can benefit from conference sessions designed specifically with them in mind! Our Advanced Career Track subcommittee has put in amazing effort to deliver three conference sessions including "Metrics and Measurement for Senior Leaders", "Managing Up - A Conversation with Senior Leader Peers", and an interactive session for senior leaders - "What is your Most Pressing Worry?". For this year's conference, we've worked hard to ensure that attendees from all experience levels will have content that is relevant.

2025 Conference Sponsors

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If you have questions, please email us at conference@nacrocon.org.

Upcoming Virtual Programming

Webinar: Impacts from D.C.

Tuesday, June 17, 12-1 pm ET

As federal research funding priorities shift and budget constraints tighten, how can university-based corporate relations professionals stay ahead and lead? Join this webinar to gain timely insights into evolving federal policies and their real-world implications for higher education. This 60-minute session brings together expert voices from major research institutions and university consortia to explore how strategic corporate partnerships can fill critical funding gaps, sustain innovation, and ensure equitable opportunity in research. Designed to be informative, actionable, and interactive, this webinar will equip you with the context and tools needed to navigate a changing landscape and advocate effectively for your institution's mission.

Moderator:

- [Dr. Tim Hausman](#), NACRO Co-President, Executive Director of Principal Gifts & Corporate Giving, University of Texas at El Paso

Panelists:

- [Dr. Oliver Thomas](#), Associate Vice Chancellor of External Affairs, North Carolina Agricultural & Technical State University
- [Matthew Simon](#), Associate Vice President of State and Federal Relations, Arizona State University
- [JoonHyung Cho](#), Assistant Vice President of Research and Innovation, University of Minnesota

****This webinar is available to NACRO members.***

Register Here

From First-Timer to Insider: Maximizing Your NACRO Conference Experience

Wednesday, June 25, 1-2 pm ET

Attending your first NACRO Annual Conference can often feel like an overwhelming experience, full of excitement but also unknowns. Hosted by the Early Career and New Member Welcome subcommittees, this session will help address your concerns and questions, from "How do I find others to connect with?" to "What should I actually wear?".

Moderators:

- [Elizabeth Minard](#), Director of Corporate Engagement, Iowa State University Foundation
- [TaKeisha Busby](#), Assistant Director Stewardship & Engagement, University of Texas at Dallas

****This session is available to NACRO members and non-members.***

Register Here

2025-26 NACRO Board of Directors

Congratulations to the newly-elected members of the 2025-26 NACRO Board of Directors! We appreciate your dedication and commitment, and look forward to your talents leading NACRO to new heights.

- **Co-Vice Presidents:** [Tammy Eickhoff](#), Mayo Clinic & [Jason King](#), University of California, Irvine
- **Benchmarking Co-Chair:** [Heather Hirsch](#), Texas A&M Foundation

- **Communications Co-Chair:** [Stephanie Larson](#), University of Illinois
 - **Membership Co-Chair:** [Marla Morris](#), University of North Texas
 - **Professional Education Co-Chair:** [Melissa Belcher](#), University of Illinois
 - **Member-at-Large:** [Yolanda Norman](#), Vanderbilt University
-

NACRO Online Store

Don't forget to purchase your NACRO branded items now through **Friday, June 20** and have everything shipped directly to you!

Shop the following items:

- Men's & Women's Polos (available in a variety of colors)
- Men's & Women's Quarter Zip (available in a variety of colors)
- Men's & Women's Hats (available in a variety of colors)
- Water Bottles
- Tumblers

[Shop the Online Store](#)

Job Postings

[The University of Rhode Island - Executive Director for Development, Corporate and Foundation Relations](#)

Interested in posting your open position(s)? The cost is \$50 for members and \$75 for non-members for a one-time posting in our monthly e-newsletter. Should you wish to re-run your ad, simply resubmit the posting, along with payment.

Job posting forms are due to [Aubryn Shivers](#) no later than the **1st** of the month to be included in that month's newsletter.

[Job Posting Form](#)

Member Spotlight - Tammy Eickhoff



[Tammy Eickhoff](#) is a very proud member of the NACRO Board of Directors, serving as co-chair of our Membership committee. Tammy is the Director of Corporate and Foundation Relations for the Mayo Clinic, where she enjoys nurturing transformative partnerships that drive revenue and resources for research, education and patient care. She is well-known around NACRO for keeping her eye on the big picture while also maintaining a deep understanding of context. It is a pleasure to work with someone who exhibits such professionalism and capability. Tammy is super fun, and we are very pleased to feature her as this month's Membership Spotlight.

[View Tammy's Spotlight Video](#)

Welcome New Members!

- **Alyssa Baines**, University of Colorado, Boulder
- **Teresa Bennett**, Oregon Health & Science University
- **Brendan Casey**, University of Wisconsin, Madison
- **Chelsy Cegielski**, University of Wisconsin, Madison
- **Ande Durojaiye**, Miami University
- **Kris Grinter**, Kansas State University, Salina
- **Kathy Hubbard**, Dartmouth College
- **Nic Laconico**, University of Georgia
- **Heidi Long**, Iowa State University Foundation
- **Chris Malme**, University of Colorado, Boulder
- **Rachelle Martin**, Washington University in St. Louis
- **Maggie McKendry**, Kent State University
- **Michele Ralston**, Washington University in St. Louis
- **Heather Russo**, University of Texas at San Antonio
- **Matt Schmidt**, University of Missouri, Columbia
- **Amy Sweet**, University of Georgia

- **Shou Wong**, Missouri University of Science and Technology

LinkedIn Group

Contact Us

NACRO has launched one of our most frequently requested member resources – a member-only discussion forum, hosted as a private, unlisted LinkedIn group. NACRO members can find information on how to join the group at the Discussion Forum page in NACRO's Member Only Content section.

P.O. Box 2905, LaGrange, GA 30241
706.407.2277

info@macrocon.org

Discussion Forum Page