

## Conference Agenda

### Tuesday, July 13<sup>th</sup>

#### **11:15 a.m. – 11:30 a.m. • Opening Remarks and Welcome from the NACRO Co-Presidents • Main Building**

**Speakers:** [Megan Puzey](#), Director of Operations, Office of Corporate Relations, University of Illinois and Urbana-Champaign; [Kimberly Jacobs](#), Director of Industry Engagement/Director of Engineering Extension and Outreach, University of Florida Herbert Wertheim College of Engineering

*Co-Presidents Megan Puzey and Kim Jacobs help kick-off NACROcon 2021 with an overview of NACRO structure, leadership, and the committees that make it all possible. This session will help you meet the people behind the scenes and learn how to join them in their efforts.*

#### **11:30 a.m. – 12:30 p.m. • Keynote Address • Fireside Chat • Corporate Relations: Decades of Evolution...What Comes Next? • Main Building**

*Stella Wixom (Senior Executive Director of the University of Michigan's Business Engagement Center) will moderate a discussion with Daryl Weinert (Vice President for Operations at Carnegie Mellon University) reflecting on the past two decades of corporate relations within higher education, covering its roots in Corporate & Foundation Relations and the growing predominance of the Holistic Model. As universities and colleges have weathered economic downturns, dwindling state support, demographic shifts and, most recently, a pandemic... corporate engagement has taken on ever increasing importance.*

*Stella and Daryl will discuss the changes to the profession, the impact of corporate connections viewed from various vantage points across the typical university, and the skill sets required to be successful in the constantly evolving marketplace.*

**Moderator:** [Stella Wixom](#), Senior Executive Director, Business Engagement Center, University of Michigan

**Speaker:** [Daryl Weinert](#), Vice President for Operations, Carnegie Mellon University

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#### **12:30 p.m. – 1:00 p.m. • Networking/Email Break • Main Building**

*Take advantage of the Remo platform to network with fellow NACRO Conference attendees, or simply take a break for lunch, work emails, or a walk!*

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#### **1:00 p.m. – 2:00 p.m. • Concurrent Session I • Blue Session**

##### **Climate Action as a Driver for Corporate Engagement**

*Earlier this year, Governor Edwards of Louisiana became the 25th Governor to join the US Climate Alliance, a bi-partisan group committed to climate action. Campus presidents, mayors, and others have made similar commitments in their respective sectors. The same is true of corporate executives, who also often are high-wealth alumni. At colleges and universities, such declarations and the efforts to implement them create numerous opportunities for developing and advancing comprehensive, mutually beneficial relationships between the campus and the private sector. This session will include brief case studies of how two campuses have used the climate emergency to engage with the private sector, and participants will be invited to contribute some of their experience.*

**Speaker:** [Dr. Eric Howard](#), Director, Nelnet Renewable Energy, Nelnet Financial Services

## Conference Agenda

### 1:00 p.m. – 2:00 p.m. • Concurrent Session II • Silver Session

#### **Deere and Iowa State University: A Successful Partnership Based on Innovation**

*Iowa State University and Deere have enjoyed a mutually beneficial partnership for many years. Iowa State is its top academic partner, with numerous touchpoints across the university, including workforce development, research collaborations with at least 15 faculty members in the past three years, philanthropic investment, representation on department advisory committees and capstone projects. Deere opened its Spray Technology Lab in the ISU Research Park in July 2019 to increase its engagement, enhance access to ISU students, allow Deere-sponsored researchers to utilize specialized equipment and infrastructure, and to provide a location for engineering development of disruptive crop protection products that integrate virtual engineering, machine learning and advanced sensing. The Deere Technology Innovation Center, also in the research park, offers high paying part-time jobs for more than 60 students from multiple disciplines. The longtime partnership between Iowa State University and Deere provides a model of successful engagement and mutually-beneficial success. Iowa State's lead relationship managers and Deere representatives will provide an overview of the partnership, along with examples of success and challenges encountered along the way. Attendees at all career-levels, both corporate relations officers and industry representatives, will benefit from this presentation.*

**Moderator:** [Mark Boeck](#), Executive Director of Corporate Relations, Iowa State University Foundation

**Speakers:** [Matthew Darr](#), Professor, Agricultural and Biosystems Engineering, Iowa State University; [Alison Doyle](#), Chief Relationship Officer, Iowa State University Research Park; Alex Lassers, Manager, Sensing Systems and Telematics Data, John Deere

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### 2:00 p.m. – 2:45 p.m. • Networking Break • Main Building

*Find a networking table based on your business unit and/or role. Options include Sciences, Agriculture, Core Services, CR Support, Marketing/Branding, Companies, Health Sciences, Central Office (30k+ students), Tech Transfer/Commercialization, Career Services, Central Office (10k-30k students), Central Office (up to 10k students), Liberal Arts, Foundation, Engineering, Business School. There will also be networking tables for recent Bootcamp participants to reconnect.*

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### 2:45 p.m. – 3:45 p.m. • Concurrent Session I • Blue Session

#### **Universities Connecting with Corporations: The Role of Place-Based Corporate Partnerships**

*Research Parks and Innovation Districts are critical tools in building place-based corporate relationships with universities. Corporate research centers adjacent to universities create longer lasting relationships, and broader set of engagement opportunities for students, faculty and the community, including philanthropic engagement. Explore how two leading research universities have aligned corporate engagement through place-based strategies.*

**Moderator:** [Brian Darmody](#), CEO, Association of University Research Parks (AURP)

**Speakers:** [Laura Frerichs](#), Executive Director, University of Illinois Research Park; [Leah Burton](#), Director, Partnership Office, North Carolina State University; [Barclay Satterfield](#), External Innovation Technology Manager, Eastman Chemical; [Trevor George](#), Site Director, i-Jet Lab, Brunswick Corporation

## Conference Agenda

### 2:45 p.m. – 3:45 p.m. • Concurrent Session II • Silver Session

#### **Build Holistic Employer and University Partnerships: A Case Study from Dell Technologies**

*Join this employer-hosted fireside discussion of building best practices between an employer and university. The conversation will examine how to build a holistic partnership with an employer beyond traditional recruiting activities to engage students and staff with the employer. Included in the review will be an assessment of challenges and lessons learned. The session will conclude with an evaluation of the future of the partnership. Time for audience Q&A will be included.*

**Speakers:** [Megan Evangelista](#), Diversity Lead, University Relations, Dell Technologies; [Lorene Farmer](#), Talent Acquisition, Dell Technologies; [Karla Hernandez](#), Senior Executive Director of Development & Corporate Relations, Florida International University

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### 3:45 p.m. – 4:00 p.m. • Networking/Email Break • Main Building

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### 4:00 p.m. – 5:00 p.m. • Concurrent Session I • Blue Session

#### **Forging Corporate Partnerships in the AI Era**

*Now in an era where artificial intelligence impacts the bottom line of each of our lives, corporations are seeking out applied AI solutions. The National Center for Supercomputing Applications (NCSA) at the University of Illinois has a long history of partnering with industry to tackle grand challenges. In this session, you will gain insights from our panelists describing how we launched a Center for AI Innovation in partnership with industry, positioning them to thrive in this AI era. The Center for AI mobilizes faculty expertise in AI, trains a new generation of AI leaders, and innovates novel implementations of the field's foundational tools to address ambitious challenges in big-data research and industry and technology. The Center for AI leverages existing partnerships and forges new industry collaborations to solve difficult multidisciplinary challenges and expand awareness of what AI can achieve. Maximizing synergies between industry teams, students, computing experts, and researchers enables powerful, adaptive, lasting solutions to intractable problems. This session will be ideal for early to midcareer corporate relations professionals to expand their knowledge on standing up industry facing centers on their campus.*

**Emcee:** [Katheryne Rehberg](#), Director of Business Development, Office of Corporate Relations, University of Illinois at Urbana-Champaign

**Panel Host:** [Brendan McGinty](#), Director of Industry, National Center for Supercomputing Applications (NCSA), University of Illinois at Urbana-Champaign

**Speakers:** [Edward Zhang](#), Vice President, Artificial Intelligence, Synchrony; [Cory Glass](#), Director, Data Science & Deputy to Chief Economist, Risk & Portfolio Leader, Phillips 66; Paul Post, Lead, Research Partnerships, John Deere



2021 Annual Conference

July 13-15, 2021

11:00 a.m. – 5:00 p.m. ET

## Conference Agenda

**4:00 p.m. – 5:00 p.m. • Concurrent Session II • Silver Session**

### **NORDP-NACRO-Federal Agency Perspective on Research Grants with Significant Industry Components**

*This session will focus on efforts where NORDP and NACRO are working together to partner with industry and Federal Agencies in sharing perspectives from NORDP, NACRO, industry and Federal Agencies on research grants with significant industry components. Some efforts include joint webinars as well as corporate relations, research development, industry, and federal agencies working together to improve proposals for these type of research grants. The session will include breakout discussions where participants will share their experiences on grant proposals with significant industry participation - including hurdles for corporate relations participation and ideas for overcoming these hurdles.*

**Moderator:** [Don Takehara](#), PhD, Associate Director for Research, University of Illinois at Urbana-Champaign Grainger Engineering; [Rachel Dresbeck](#), Senior Director, Oregon Health and Science University Research Development; [Stavros Kalafatis](#), Associate Department Head of Electrical and Computer Engineering, Texas A&M University; [Anne Maglia](#), Associate Vice Chancellor for Research Administration and Integrity, UMass Lowell

## Conference Agenda

### Wednesday, July 14<sup>th</sup>

#### **11:00 a.m. – 11:15 a.m. • Opening Remarks and Welcome from NACRO Conference Co-Chairs • Main Building**

**Speakers:** [Heath Wood](#), Senior Director, Corporate & Foundation Relations, Georgia State University; [Michelle Dingwall](#), Senior Development Officer, Stout University Foundation, University of Wisconsin-Stout  
*Start the day off with welcome remarks from this year's NACRO Conference Co-Chairs. Hear a recap of Day 1 activities and a preview of sessions on Day 2 of the conference.*

#### **11:15 a.m. – 12:15 p.m. • Concurrent Session I • Blue Session**

##### **Career Services & Corporate Partnerships: Next Level Engagement**

*This session will be led by the Career and Professional Development Service's dedicated Corporate Partnerships and Alumni Engagement (CPAE) team. This team works to engage employers regionally, nationally, and globally. During this session, the team will detail the "Employer Accounts" model, created, in part, to address the special goal assigned by President Michael Crow; "Greatly enhance all job placement and career counseling at ASU - all students, all realms." Corporate expectations of Universities have changed; they have evolved from donors to investors, and their priorities for their relationships with academic institutions have evolved as well.*

*This session will feature an informational presentation, panel discussion, and Q&A opportunity with the CPAE team. We will detail the who, what, why, and how of this strategic approach to employer-university relationship management, intended outcomes, and how these efforts support the career needs of our diverse population of students and alumni.*

**Speakers:** [Sheila Shedd](#), Sr. Director, Global Engagement & Corporate Partnerships, Arizona State University; [Allison Scott](#), Associate Director for Corporate Engagement and Partnerships, Western Region, Arizona State University; [Travis Leybeck](#), Associate Director, Corporate Partnerships and Alumni Engagement, Arizona State University

#### **11:15 a.m. – 12:15 p.m. • Concurrent Session II • Silver Session**

##### **Basics of Intellectual Property for Corporate Development**

*Intellectual Property (IP) impacts corporate development officers across job functions at our universities. However, outside of the technology transfer world, IP is often confusing and not well defined. This session will provide a background in the types of IP, some of the legal constraints that control them while doing our corporate relations work, and examples of how IP fits into a successful corporate development operation.*

**Speakers:** [Michael Rondelli](#), Associate Vice President of Research Commercial Agreements, University of North Texas; [Joonhyung Cho](#), Director of Business Development, Industry Relations, University of North Carolina at Chapel Hill

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#### **12:15 p.m. – 1:15 p.m. • Break/Networking • Main Building**

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## Conference Agenda

### 1:15 p.m. – 1:45 p.m. • NACRO Awards Ceremony • Main Building

**Speakers:** NACRO Co-Vice Presidents, [Charley Hasemann](#), Assistant Vice President for Innovation & Economic Development, Michigan State University; [Barry Dickerson](#), Senior Director – Corporate Engagement, University of Illinois Gies College of Business

*In recognition of exceptional commitment to the organization and the profession, NACRO will announce the recipients of the Mary Beth Maddox Lifetime Service Award, Rising Star Award, and Volunteer of the Year Award.*

### 1:45 p.m. – 2:45 p.m. • Keynote Address • NACRO Financial Metrics Survey: What We Learned in Year One • Main Building

*“How does my institution stack up against our peers?” An ever-common question that is difficult, if not impossible, for corporate relations offices to answer. NACRO's Financial Metrics Survey was developed to aid in answering this question by collecting, identifying, and measuring "all-in" corporate investment dollars (e.g., gifts, research grants, contracts, etc.) at universities. No other survey captures this data in one place. This presentation by members of NACRO's Benchmarking Committee will provide attendees with a brief overview on the development of the survey and why it is critical to the advancement of the profession. In addition, presenters will give an overview of the data collected from the inaugural survey administered in 2020 and discuss initial trends derived from analysis and how these trends may impact best practices. Finally, observations garnered from administering the first survey will be shared, as well as how these observations will impact future surveys. Attendees will have the opportunity to provide their input as well. Attendees of all levels of experience will benefit from the presentation.*

**Speakers:** [Tim Hausman](#), Senior Director, Corporate & Foundation Relations, University of Texas at El Paso; [Audrey Metcalf](#), Assistant Director of Corporate Relations, Prospect Research & Stewardship, Washington University in St. Louis; [Ashley Chan](#), Industry Liaison, Office for Innovation, Eberly College of Science, Penn State University

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### 2:45 p.m. – 3:15 p.m. • Networking Break and NACRO Committee Launch Meetups • Main Building

*NACRO is an all-volunteer-led organization that depends on the energy, expertise, and ideas of its members. During this networking break, each NACRO Committee will host a networking table for members to learn more about how to get involved in the organization.*

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### 3:15 p.m. – 4:15 p.m. • Concurrent Session I • Blue Session

#### Best Practices on Holistic Approaches to Corporate Relations

*The Office of Corporate Relations is industry's front door to Emory University. We will facilitate a conversation around how best to leverage students, faculty, university programs, and health care resources to inform and advance university and business goals. The panel will discuss corporate relations best practices and strategies for working across siloed organizations while highlighting a holistic approach to presenting key strategic areas for corporate partnership: Philanthropy, Executive and Employee engagement, Economic development, Research & Student engagement, PEERS. Attendees will learn how to develop SMART goals (Specific, Measurable, Achievable, Relevant, Time-Bound) to build holistic Corporate Relations practices on their home campuses.*

## Conference Agenda

**Moderator:** [Gayathri Srinivasan](#), Executive Director, Corporate Relations, Emory University

**Speakers:** [Tiffani Nevels](#), Managing Director, Accenture; [Jacqueline Serviss](#), Industrial Development Lead, RMS Canada at Lockheed Martin; [Meghan McCollum Fenno](#), Counsel, OGC & Director of Strategic Transactions, Office of Strategic Alliances and Tech Transfer, Massachusetts Institute of Technology

### 3:15 p.m. – 4:15 p.m. • Concurrent Session II • Silver Session

#### [How To Streamline Capstone Programs](#)

*Capstone programs are only gaining in popularity for many schools. Hear insight from an experienced panel on how to streamline capstone programs for your school or university. For instance, two years ago, UC Irvine had several disconnected capstone programs that have fallen out of alignment with the potential industry market. Thanks to partnerships led by Corporate Relations, its capstone programs now serve as a pipeline for internships, fundraising, and mentorships, etc. Jason King, Associate Director of Corporate Relations at UC Irvine, will moderate a discussion about other approaches to capstone programs, allowing attendees to gather best practices from multiple perspectives.*

**Moderator:** [Jason King](#), Associate Director of Corporate Relations – University of California Irvine, Bren School of Information and Computer Sciences

**Speakers:** [Stavros Kalafatis](#), Associate Department Head of Electrical and Computer Engineering, Texas A&M University; [Rod Wetterskog](#), Assistant Dean of Corporate Relations, Erik Jonsson School of Engineering and Computer Science, University of Texas at Dallas; [Suzy Engwall](#), National Director, Innovation Lab; [David B. Ortendahl](#), Executive Director, Corporate Relations, Worcester Polytechnic Institute (WPI)

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### 4:15 p.m. – 5:00 p.m. • Geography-Based Networking • Main Building

*Close out the second day of the conference by connecting for networking with other attendees from your geographic locations. Tables will be labeled for areas across the United States and Canada, including the Southwest, West Coast, New England, Midwest (north), Midwest (south), Mid Atlantic, and Southeast. While Texas has its own table, it is not bigger than the others.*

## Conference Agenda

### Thursday, July 15<sup>th</sup>

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#### 11:00 a.m. – 11:15 a.m. • Opening Remarks and Welcome • Main Building

**Speakers:** [Megan Puzey](#), Director of Operations, Office of Corporate Relations, University of Illinois and Urbana-Champaign; [Kimberly Jacobs](#), Director of Industry Engagement/Director of Engineering Extension and Outreach, University of Florida Herbert Wertheim College of Engineering

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#### 11:15 a.m. – 12:15 p.m. • Keynote Address • Leadership Perspectives on Diversity, Equity, and Inclusion • Main Building

*Higher education and corporate America both have an enormous role to play in creating a more equitable and just community. In 2020, the efforts of both universities and companies to improve internal and external approaches to diversity, equity, and inclusion took on an added sense of urgency, receiving both greater resources and great scrutiny. In this keynote session, hear the thoughts of corporate leaders about how universities can partner with companies to achieve mutual goals in DEI. During a moderated panel discussion, the panelists will each talk about their company's approach to diversity, equity, and inclusion before taking questions from the moderators and the audience.*

**Moderators:** [Anthony Peebles](#), Director, Diversity Advancement & Corporate Relations, Case Western Reserve University; [Kimberly Jacobs](#), Director of Industry Engagement/Director of Engineering Extension and Outreach, University of Florida Herbert Wertheim College of Engineering

**Speakers:** [Kristi Milbourn](#), Talent Acquisition Senior Manager: Campus Recruitment and University Relations, American Family Insurance; [Tina Eskridge](#), Head of Marketing Excellence – Microsoft Advertising; [Idalia Hill](#), Director, Strategy & Operations, PwC; [Keith Robertson](#), Packaging Engineering Manager, Boston Scientific

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#### 12:15 p.m. – 12:45 p.m. • Break/Networking • Main Building

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#### 12:45 p.m. – 1:45 p.m. • Concurrent Session I • Blue Session

##### **Increasing Diversity in Engineering with a Unique HBCU/Industry Partnership and Program**

*Ira A. Fulton Schools of Engineering at ASU has launched an innovative program where it is collaborating with industry partners and HBCU schools, such as Florida A&M University (FAMU), to increase the diversity of graduate engineering students. During this session, a representative from Fulton Schools and a representative from FAMU will discuss this program, what makes it unique, and the impact it is having on graduate engineering diversification.*

**Speakers:** [Anca Castillo](#), Associate Director of Outreach and Recruitment, Graduate Engineering Programs, Arizona State University; [Shonda Bernadin](#), Associate Professor, Electrical & Computer Engineering, Florida A&M University – Florida State University College of Engineering



## Conference Agenda

### 12:45 p.m. – 1:45 p.m. • Concurrent Session II • Silver Session

#### **Towson University: Building Cross Campus Collaboration to Elevate Grantseeking Capacity**

*Inspired by tenacious faculty who persisted in spite of institutional silos to secure internal and external support for their scholarly and outreach endeavors, colleagues representing Advancement, Civic Engagement, Diversity, Faculty Excellence, Sponsored Programs, and Strategic Partnerships formed Towson University's Wellspring Collaborative to elevate grants capacity across campus. Through Grants Dreaming/Community of Interest meetings, Grant Seeking Strategy Sessions and Meet the Funder programs, the Wellspring Collaborative is providing early career, underrepresented, novice and experienced grant seekers alike opportunities to have their work heard, discussed and championed. Join us to hear more about this inclusive approach to nurturing a grants culture.*

**Speakers:** [Melanie Kelleher](#), Director of Corporate Relations, Towson University; [Stephanie Austin](#), Assistant Director for Community Engagement, Towson University; [Geannine Callaghan](#), Adjunct Faculty, Towson University; [Katherine Fusick](#), Sponsored Programs Specialist, Towson University; [Ardys Russakis](#), Senior Strategist, BTU and Anchor Initiatives, Towson University; [Trish Westerman](#), Assistant Provost, Faculty Academic Center of Excellence at Towson (FACET), Towson University

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### 1:45 p.m. – 2:45 p.m. • Topic-Based Networking • Main Building

*On the final day of conference, net with a discussion on the topics most relevant to our profession today. Topics include Diversity, Equity, and Inclusion; Holistic Corporate Relations Models; Cross-campus partnerships; Metrics; Career Services; Workforce Development; Stewardship; and Industry-Based Roles.*

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### 2:45 p.m. – 3:45 p.m. • Concurrent Session I • Blue Session

#### **The Power of Partnership: Saving the Lives of Black Women by Investing in the Birth Workforce**

*For years, Georgia has consistently been ranked as one of the most dangerous states in this country to be a new mother. Facing the greatest danger are African American women, who are almost three times more likely to die from a pregnancy-related cause than white women in Georgia. Black mothers in rural areas of Georgia are at an even higher risk. Researching the causes behind these statistics and providing culturally competent education and training to address this health disparity are central to the mission of the Center for Maternal Health Equity at Morehouse School of Medicine. Earlier this year, Goldman Sachs launched One Million Black Women, a new initiative committing \$10 billion in investment capital and \$100 million in philanthropic support to advance racial equity and economic opportunity by investing in Black women. One of these partnerships will support training of the birth workforce in Georgia, with a goal of saving black women's lives and creating successful models of care that can be replicated in other states.*

*This session will provide insight into this groundbreaking initiative from Goldman Sachs and demonstrate how this partnership with the Center for Health Equity at Morehouse School of Medicine and its focus on culturally competent education and training will save the lives of African American women.*

**Moderator:** [Aimee Ahmed](#), Senior Director for Philanthropy and Development Strategies, Research and Community Engagement, Morehouse School of Medicine

## Conference Agenda

**Speakers:** [Kahena Joubert](#), Vice President, Urban Investment Group Goldman Sachs Asset Management; [Natalie Hernandez](#), PhD, MPH, Interim Director, Center for Maternal Health Equity, Morehouse School of Medicine

### 2:45 p.m. – 3:45 p.m. • Concurrent Session II • Silver Session

#### **Bridging the Divide Between Academia and Industry: Perspectives from Three Industry Executives**

*Now more than ever, companies are actively seeking innovations from outside their walls and from within the halls of academia. However, obstacles remain to fully realize the potential of academic/industry collaborations, including what can be a cumbersome negotiation process and simply identifying faculty that best align with their research interests. Corporate relations officers play a critical role in bridging this divide. In this session moderated by Halo CEO Kevin Leland, R&D executives from three industry sponsors will speak candidly about their approach to academic collaborations, what they look for when evaluating research projects and how corporate relations officers can make the biggest impact facilitating these engagements.*

**Moderator:** [Kevin Leland](#), CEO & Founder, Halo

**Speakers:** [Brian Lin](#), Technical Innovations Lead, Valent; [Matt Muller](#), Director, Applied Innovation, Baxter; [William Rensink](#), R&D and Business Development Leader, Reckitt

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### 3:45 pm - 4:00 p.m. • Networking/Break • Main Building

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### 4:00 p.m. – 4:30 p.m. • NACRO Business Meeting/Concluding Remarks • Main Building

**Speakers:** NACRO Co-Presidents [Megan Puzey](#), Director of Operations, Office of Corporate Relations, University of Illinois and Urbana-Champaign; [Kimberly Jacobs](#), Director of Industry Engagement/Director of Engineering Extension and Outreach, University of Florida Herbert Wertheim College of Engineering  
NACRO Co-Vice Presidents, [Charley Hasemann](#), Assistant Vice President for Innovation & Economic Development, Michigan State University; [Barry Dickerson](#), Senior Director – Corporate Engagement, University of Illinois Gies College of Business

*Close out the conference with remarks by our outgoing and incoming Co-Presidents. This presentation also includes NACRO's annual business meeting, providing an update on the organization as a whole. Despite the challenges of 2020-2021, NACRO remains in a strong position, both financially and structurally. That strength is thanks to you – our conference attendee, members, and volunteers. Thank you for being a part of NACRO – we hope to see you in person next year. In the meantime, why not volunteer for a committee? Visit our [NACRO Committee Sign-Up Form](#) to register your interest. Thank you again for your insight, ideas, and engagement.*