

# NAA PIPELINE

NATIONAL ALUMNI ASSOCIATION, INC.  
ALABAMA STATE UNIVERSITY

## 30th Biennial Convention Highlights Action Items

- **The NAA will implement and monitor its Five-Point Program for Success.**
- **The NAA membership dues will increase by \$5.00.**
- **A National Picnic Day will be held by all chapters in July of each year.**
- **The executive board will inform the delegate assembly of any funds spent over \$10,000.**
- **A perpetual board will be established for the alumni house where appointed members serve 4 years. More details to come.**
- **The NAA will begin a new promotion for its life membership program.**
- **A testimonial resolution was presented to the NAA by Kenneth Cockrel, Jr., President of the Detroit City Council.**

**Special Edition: Convention Issue**

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# Where Do We Go From Here?

by Dr. Tessie Bradford

What is the Five-Point Program for Success? Have you ever heard of this program? Is your chapter implementing this program? Before I proceed with explaining this program and why every NAA member, chapter and region need to diligently implement the program, I will provide you with some background information.

Several issues and concerns were raised at the 30<sup>th</sup> biennial convention. One of the issues involved membership recruitment. In the executive board meeting with chapter presidents, Cromwell Handy (Cleveland) asked, "What is your response when someone asks why should they join the NAA? Or, what does the NAA do?" Surprisingly, there were several different answers to these questions.

Another issue was raised about the Committee for the Improvement of the NAA. This issue was raised due to the lack of membership and projects that the NAA is working towards. It was recommended to activate this ad-hoc committee to move the NAA forward in a positive direction. Thus, the committee was formed by President Brenda Kahn-Spells and charged with determining, "Where do we go from here?" The committee members consist of the following alumni.

- Tessie Bradford (Maryland Metro)
- Mary Broadnax (Montgomery)
- Monica Edwards (Chicago)
- Cromwell Handy (Cincinnati)
- Eddie Harris (Los Angeles)
- Darryl Hudson (Birmingham)
- Jacqueline C. Jackson (Motor City)
- James McFadden (Philadelphia)

- Marlon Meeks (Birmingham)
- Janet Sutton (Metro Atlanta)
- Deborah Scott Thomas (Metro Washington DC)

Where do we go from here? When the committee first met prior to the close of the convention, members brainstormed about this question. Here are some of the answers.

We must first move away from a "social club" mentality. It is fine to have a good time, but it is essential that business is handled first. We must identify programs that each chapter and region can implement. The NAA must not just exist. If we want to grow and improve, then we must implement successful programs that strengthens our chapters and attracts new members.

We must work collaboratively with the University. After all, the mission of the NAA is to promote the interests of Alabama State University.

We must maximize the use of resources and technology available to us. Do you remember President Obama's campaign? He used every mechanism to reach millions of Americans and raised millions of dollars through the world wide web just by collecting \$10 and \$25 from individuals. What did this campaign have that we do not? They had a strategy. They had a purpose or reason for what they were doing. They were consistent. They knew "why" people should get involved and be excited about the campaign. And, they were on one accord with the message that was being delivered.

Finally, we must have increased

accountability. Accountability is essential to the success of the NAA – nationally, regionally and locally. Officers must be held accountable. We have to follow through with our plans and get the job done.

Now, you may be wondering, "What does this have to do with the Five-Point Program for Success?" The answer is simple. The Committee for the Improvement of the NAA discovered that the NAA already had the tools or guidelines to be successful in several areas, including membership recruitment. There is no need to reinvent the wheel. However, there is a need to get the wheel rolling.

Here's where we go from here. The NAA will fully implement and monitor the Five-Point Program for Success, which consists of the following points.

**1) Membership Promotion.** The first point is membership promotion. The focus of this point is to promote the interests of ASU and to establish mutually beneficial relations between the University and its alumni. In order to implement this point, each chapter should set goals. An example goal is to increase chapter membership by 10% by 2010 year end. It is up to the chapter to decide the goal and determine how to achieve the goal.

**2) Fund Raising.** The second point for success is fund raising. The focus of this point is to provide funds for financial assistance to ASU and for maintenance of this organization. ASU needs money to operate. And, the NAA needs funds to operate as well. This includes local chapters and

## Where do we go from here? (continued)

regions. Sample goals and objective are listed below.

- Increase fund raising effort on major fund drive(s) by a minimum of 10%
- Determine the most effective method for fund raising
- Determine the feasibility/ implementation/ success of new fund raising programs.

**3) Planned Giving.** The third point is planned giving. The focus of this point is to determine planned giving programs and the distribution of funds for the advancement of educational opportunities at ASU. Most chapters in the NAA award scholarships to students at ASU. That is wonderful. However, does your chapter have a method of contributing directly to the University? The campus has grown tremendously in the past 10 years. The University has so many great plans for further growth and improvement. For example, everyone wants a football stadium. How are we going to get it? We have to give money to the University. Thus, each chapter must put a plan in place to systematically distribute funds to ASU yearly, with the exception of the ASU Foundation funds.

**4) Communication.** The fourth point for success is communication. The focus of this point is to provide for an exchange of ideas and the dissemination of news and information. We will have increased, timely and better communication. We will not have success unless that happens. This is where responsibility and accountability play a huge role. We must submit information on time when requested. We must share information. It has to be done in a timely and efficient manner. This will lead to more collaboration. This will lead to better planning of regional conferences and national conventions, because we will know what everyone

is doing, how it has worked and what areas we need to improve. The goals for this point include the following.

- Streamline current communication vehicles
- Distribute information timely and/or as required.

More specific goals under communication are listed below.

- Regional Director/Member-At-Large will hold at least 4 conference calls with chapter presidents to discuss progress of the 5-Point Program. (Minutes will be recorded and reported to Executive Board.)
- Regional Director or Member-At-Large will visit each chapter at least one (1) time per year.
- Regional Reports will disclose results of the 5-Point Program for Success implemented by each chapter.
- A national campaign will occur to promote the 5-Point Program for Success. (newsletter, Website, Email, Brochures, Postcards, Athletic Programs, etc.)
- Collaborate with the University (e.g. Marketing and Communications, Alumni Relations) to disseminate information.

**5) Alumni Programs.** The fifth point for success is alumni programs. The focus of this point is to recognize the outstanding contributions of chapter members and others, encourage continuous support, provide a forum for the exchange of ideas and a vehicle for on-going training. We must be supportive of each other. We must reward desired behavior and action. We must inspire and motivate one another to achieve the tasks at hand. We must continue to learn and adopt innovative ways to achieve the goals. Sample goals for this point include the following.

- To determine the appropriate incentive and recognition

programs and the award, etc.

- To ensure that adequate training and/or business is being planned – meetings, workshops, training, etc.

You have just learned (or been refreshed on) the Five-Point Program for Success. Now, it is up to each chapter to implement this program. This is the NAA's roadmap to success. These five points are what we're all about. When someone asks, "What does the NAA do?" You should discuss the Five-Point Program for Success.

Here's the call to action.

- Each chapter will implement the 5-Point Program for Success.
- Each chapter will submit objectives/goals to the Regional Director no later than January 31<sup>st</sup> of each year.
- Each chapter will provide an annual report to the Regional Director.
- Each member will promote the 5-Point Program for Success.
- Each officer (i.e. local chapter, regional, national) will be held accountable for:
  - Ensuring the 5-Point Program is implemented.
  - Monitoring the progress of the program.
  - Reporting the results of the program.
  - Assessing the program.

The theme for the 30<sup>th</sup> biennial convention was: *ASU-NAA Together - Chartering the Course of Our Future: It Starts With Us*. In accordance with the theme, the NAA's road (or journey) to success starts with us. Ready. Set. Go!

## President's Page



Greetings from Montgomery, Alabama! The 30<sup>th</sup> Biennial Convention in Detroit was fabulous. Being in Downtown Detroit was exciting and thrilling, the venue was excellent, attendance fantastic and the spirit of camaraderie was good. Thanks to everyone for a most excellent convention!

It has truly been a pleasure serving as President of the National Alumni Association for the last four years. Thank you for affording me the opportunity to be your servant leader. I appreciate your confidence, your loyal support and most of all, the hard work, hours of sacrifice and efforts given toward the realization of the accomplishments and vision set forth during my tenure.

The National Alumni Association's sole purpose for existing is to promote and maintain a lifelong, interactive relationship with the university, supporting Alma Mater with our gifts, our service and our leadership. I feel that the NAA has enormous potential to help the University and its alumni, and I know from experience that the quest for improvement is an enjoyable pursuit, in most instances.

We, the alumni, are the leaders in advancing the quality and stature of Alabama State University. We must join hands as partners, as family, in working toward a thriving university. If we must be pushed, pulled, prodded, cajoled, cheered, or helped into this bold new world of alumni involvement, we must! We can no longer hold ourselves back through inaction. We must overcome old resentments, old slights; real or imagined, we must remember that, it's all about ASU. We must expand our realm of influence by networking, reaching out, making the first, second, or if need be, the third move. Now is the time to rebuild and renew old acquaintances and relationships. We are family! Like all families, we fall out and we squabble among ourselves. But we proudly defend our Alma Mater against all who would destroy her.

So the question is: **How deep is your commitment to making the NAA better in your lifetime?** Let us resolve individually and collectively to do all we can, while we can, where we are, with what we have, every time we can to lift the black and gold banner of ASU. We do not have to start from scratch, because our foundation is solid! Let us repair the breach. All that is missing is the mortar of love, forgiveness, action, networking and support. Let us replace rancor and bitterness with service and togetherness. Let us acknowledge our shortcomings and focus on our strengths. Let us reach out to our fellow alumni and encourage greater involvement. Let us recognize our achievements, serve humanity and leave a legacy that shall speak through time and eternity. We can do it by building our local chapters, one member at a time. We can build our regions, one chapter at a time. We can put our few dollars together and let them grow, one dollar at a time. We can build our university one student at a time.

So the question is: How deep is your commitment to make the NAA better in your lifetime? **Is it ankle deep?** When you have an ankle deep commitment, you can move easily through ankle deep water. It may be convenient, but it generally does not last long? You have not stayed in the stream long enough. **Is it knee deep?** The difference between the two is simply a matter of inconvenience. You know, your movement is somewhat restrained. Now if it is **waist high** commitment, you are somewhat dedicated, because it will take much more

## President's Page (continued)

for upward mobility. In fact, what this means is that you can't simply walk away. Waist high commitment is dedication and sincerity of purpose. But, my friends, there is another level of commitment that you should acquire, and that is moving from waist high commitment to **total submerged** commitment. Being total submerged means that you have surrendered yourselves fully to encourage greater alumni involvement. This is when your commitment is deep enough to swim in-but not swim out. There is no turning around. You either swim forward with the group or drown. I am talking about a deep commitment.

We need you to have a deep commitment. We need leaders involved in the NAA for the sheer sake of its unrivaled power to affect change. We need leaders to act as catalysts to promote as much alumni involvement as possible. We must come together for the good of the university. When African Americans come together for a common cause, we can accomplish great things. It is widely believed that African Americans do not, will not, cannot, nor will they ever stick together to accomplish anything worthwhile. Everyone believes it, and so do we. While we have not stopped playing together, partying together, dancing together, or loafing on street corners together, we seem unable to come together for the important work of building our alumni association. Let us unite to produce a cultural shock wave that will be heard and felt around the world.

I challenge each of you to look within yourself and be the leader that you are, take a stand with me to formalize the relationship among the National Alumni Association, its local chapters and the University. I challenge you to have a deep commitment, a total submerged commitment and dedication to serving Alma Mater through the National Alumni Association. Now is time to take a stand, if you truly love ASU! This is your call to duty.

**How deep is your commitment to making the NAA better in your lifetime?** I am one. I am only one. I cannot do everything, but I can do something. That one thing I can do, I will do.



*Brenda Kahn-Spells*  
*NAA President, 2006-2009*

**Special Note:** Congratulations and best wishes to the newly elected executive officers. I look forward to working with each as you begin your tenure in January 2010. Much success in all your endeavors!

Kudos to Tessie for completing her doctoral program and is now Dr. Tessie Bradford. She never neglected her duties and responsibilities as Recording Secretary of the NAA even while completing her studies. Congratulations on a job well done!

## From the Convention Director



Greetings Fellow Hornets!

Wow! What a great 30<sup>th</sup> Biennial Convention we had July 28-31, 2009 at the Greektown Casino-Hotel in Detroit, Michigan. First of all, I would like to thank President Brenda Kahn-Spells for giving me the opportunity to serve as the Convention Director, Treasurer Beatrice Forniss for all of her encouragement and guidance, and the entire Executive Board for its support. I'd like to give a huge thanks to host Chapters-- Detroit and Motor City-- for their support, as well as to all members of the Midwest Region.

This was definitely a learning experience for me, as well as an opportunity for growth. Growth meant in the sense that prepares me to be an efficient and effective member of the National Alumni Association, Inc. of Alabama State University. I hope that I did you all proud, and that you enjoyed yourselves.

I'd like to extend congratulations to the elected officers:

Lucius Black, Jr. – President  
Beatrice Forniss - Vice President  
Willie Edwards – Secretary/Treasurer  
Tessie Bradford – Recording Secretary.

I look forward to working with you on moving the NAA in a new direction.

In the Spirit of ASU,

Denise N. Gardner  
30<sup>th</sup> Biennial Convention Director  
Detroit, MI

## The New Leadership of the NAA: 2009 Election Results

by Aleisha Williams

The election for the National Alumni Association (NAA) 2010-2012 will bring about a new perspective and new ideas as outgoing President Brenda Kahn-Spells was unable to seek a third term. Vying to replace her were three noteworthy candidates who gave their personal belief in print form as to why they should be the NAA's next leader. The Presidential candidates were Lucius Black, Jr (Chicago Chapter, Midwest Region Director), Bertha Coleman-Poe (Bullock County Chapter/Detroit Chapter) and Patricia Jackson (Birmingham Chapter, NAA Vice President 2005-2009). At various moments throughout the convention, candidates were given a moment to address the body and tell their reason for running. They boasted on their various accolades, achievements and prior experience that would make them the right fit for the position.

The race for Vice President was interesting as outgoing Vice President Patricia Jackson sought to move up, there were two viable candidates in the running to fill her slot, Beatrice (Bea) Forniss

(Montgomery Chapter, NAA Secretary-Treasurer) and Deborah Scott Thomas (Metro Washington DC Chapter). Each candidate stood before the body and presented how they, if elected, can help to improve the NAA and support its goals and objectives.

The Recording Secretary position had two candidates as well, Tessie Bradford (Maryland Metro Chapter, NAA Recording Secretary) and Lamuriel Peagler Adams (Metro Atlanta Chapter). Each of these women came before the body and addressed how they could maintain the proper levels of accuracy and present materials in a formal manner. Some candidates used comedic antics to get their platform across while others chose to let their work speak for them.

There was only one candidate who felt as though they had what it took to fill outgoing Secretary-Treasurer Bea Forniss' shoes. Willie C. Edwards, Sr. (Chicago Chapter) gave the body several reasons as to why he was the man for the job, relying heavily on his career background in

the financial industry. Since he was uncontested, the election process was simply a mere formality for him. As the days went on the talk of the race began to mount as more and more print information began to circulate about the candidates and their platforms. In the end, the body elected who they felt presented themselves accordingly and was the right fit for the direction of the NAA's future. During Thursday's Session, candidates were given the opportunity to address the entire NAA delegation and tell in three minutes why they were the person for the desired position they were seeking.

The 2010-2012 officers of the Alabama State University National Alumni Association are as follows:

**President:** Lucius Black, Jr.

**Vice President:** Beatrice Forniss

**Recording Secretary:** Tessie Bradford

**Secretary-Treasurer:** Willie C. Edwards, Sr.



## Say Something: A Recap of the President's Awards Luncheon

by Donitisha Burse

It was an honor and pleasure to preside over the luncheon & awards ceremony. The luncheon began with a welcome from Lucius Black, Jr. Midwest Region Director.

The body was then enlightened by musical selections from Mr. Stephen Grady, a 14-year-old saxophone player at Novi High School (Novi, MI). Stephen Grady Jr. is a rising star on the new music scene in an unconventional way. At 14 years old, Stephen is already making a name in the world of music... not hip-hop, but jazz! Stephen has been re-appointed to the University of Michigan Youth Jazz Band for the second straight year. This prestigious group of youth is selected from high schools throughout the state. It is considered to be a feeder program into the U of M School of Music. Look for even bigger things to come from this young jazz artist!

The Keynote Address for the luncheon came from Senator Quinton T. Ross (1992 ASU Graduate) – Alabama State Senate, District 26. Senator Ross spoke to the body reminding us to be proud of who we are, where we come from and to “Say Something”! We need to say something when asked about Alabama State University. We need to “Say Something” supporting the University at all time. We need to “Say Something” disputing all the negativity and state the good works that happen at ASU.....We need to “Say Something” by

standing up and representing Alabama State University! Senator Ross took everyone by storm and received a standing ovation reminiscent of the applause received when addressing the NAA as ASU's SGA President in 1990.

The induction ceremony for Life Members was conducted by Flora Vann (Detroit Chapter) and the Awards Committee. The following people were inducted as new life members:

1. William Vann, III – Detroit Chapter
2. Theresa Dillard – Detroit Chapter
3. James McNeil – Metro Washington DC Chapter
4. Juliette McNeil - Metro Washington DC Chapter
5. Aleisha Williams – Birmingham Chapter
6. Ethel Wilson – Philadelphia Chapter
7. Samuel Wilson - Philadelphia Chapter
8. Vanessa Dickens – Dothan Chapter
9. Daniel J. Brinson, Sr. – Cleveland Chapter
10. Cynthia Bonner – Birmingham Chapter

Presentation of Awards was conducted by Flora Vann and committee. The following awards were presented:

### Harper Council Trenholm Award

Oatice & Deborah Scott Thomas

**Chapter of the Year**  
Metro Atlanta Chapter

**Region of the Year**  
Farwest Region

**Membership Award**  
Conecuh Chapter

**Raffle Award:**  
1<sup>st</sup> Place  
Montgomery Chapter

2<sup>nd</sup> Place  
Birmingham Chapter

3<sup>rd</sup> Place  
Metro Atlanta Chapter

### Outstanding Raffle Ticket Sales Chapter Recognition

1. Bullock County Chapter
2. Chicago Chapter
3. Cleveland Chapter
4. Columbus GA/Phenix City/Russell County Chapter
5. Dayton Chapter
6. Detroit Chapter
7. Dothan Chapter
8. Gadsden Chapter
9. Gulf Coast Chapter
10. Lee County Chapter
11. Lowndes County Chapter
12. Metro Washington DC Chapter
13. Milwaukee Chapter
14. Motor City Chapter
15. New Jersey Chapter
16. Philadelphia Chapter
17. Rocket City Chapter
18. Talladega County Chapter
19. Tuscaloosa Chapter
20. Valley Chapter



# Awards Luncheon



# 30th Biennial Convention



# Hornets BLACKOUT

**Show your support for ASU Football!!!!**



**Wear all BLACK to  
Magic City Classic  
October 31, 2009**



**The ASU Hornets are going to “turn the lights off” on Alabama A&M during the Magic City Classic. Hornet fans are asked to wear all black (at least a black shirt) to the Magic City Classic. The Hornets are going to “bury” the Bulldogs. Spread the word to all Hornet fans!!!**

# Go Hornets!!!!

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**We're on the web!**  
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## **2009 Football Schedule**

<b>Date</b>	<b>Opponent</b>	<b>Location</b>	<b>Time/ Result</b>
9/5/2009	Concordia College	Montgomery, AL	W 38-33
9/12/2009	Savannah State University	Savannah, GA	W 20-17
9/19/2009	Edward Waters (Fla.)	Montgomery, AL	W 38-6
9/26/2009	Mississippi Valley State University	Chicago, IL	L 3-10
10/10/2009	Prairie View A&M University	Montgomery, AL	1:00 PM
10/17/2009	Grambling State University	Montgomery, AL	1:00 PM
10/24/2009	Alcorn State University	Montgomery, AL	1:00 PM
10/31/2009	Alabama A&M University	Birmingham, AL	2:30 PM
11/7/2009	Jackson State University	Jackson, MS	4:00 PM
11/14/2009	Southern University	Mobile, AL	2:30 PM
11/26/2009	Tuskegee University	Montgomery, AL	3:00 PM