

Dear Colleagues,

The 2025 NACADA Annual Conference will be held in Las Vegas, NV, October 26 - 29. We are excited for the opportunity to have the conference back in our lively and vibrant city of many possibilities.

This year's theme, ***Viva Advising: Excellence in Student Support***, highlights the potential for new experiences and connections to learn at the annual conference. Instead of going with the old saying, "What HAPPENS in Vegas, STAYS in Vegas", our conference committee wants you to **SHARE** everything that you have learned with your colleagues back at home! Whether it will be your first time or a repeat visit to our growing city, we are excited to connect you with new and familiar encounters.

Las Vegas comes from the Spanish word "Vegas", which means "Meadows". The city was originally settled on a site that was once covered by meadows, freshwater springs, and marches -- a stark contrast to the desert climate of the present day. This land was and continues to be stewarded by the Nuwuvi, or Southern Paiutes peoples, also known as Nuwu. Now, the broader Las Vegas metropolitan area is home to more than 2 million people.

As a tourist hotspot, Las Vegas prides itself on its rich diversity of cultures and experiences. It is known as the entertainment capital of the world with various attractions ranging from recreational, live performances, sports, dining, and more. The two most famous areas are known as the Strip and Fremont Street, but there is a lot more to see and so much more to do across the valley. The dynamics of our city are constantly growing, so whether it's your first time or your tenth time visiting Las Vegas, there will always be something new for you to explore.

For all outdoor adventurers, Las Vegas offers a variety of day-trip options to explore, such as popular hiking trails on Mount Charleston, Red Rock Canyon National Conservation Area, and Death Valley National Park. This time will be the perfect season to explore outdoor activities as temperatures *finally* drop down to the 80's (°F). Whether it's taking a picture with the "Welcome to Fabulous Las Vegas" sign, attending a football game at Allegiant Stadium, or winding through the colorful Seven Magic Mountains, we are sure that you will have an excellent time exploring all facets of our fabulous city! Don't forget to check out the many Halloween festivities and staple restaurants!

The conference committee is seeking proposals from a diverse group of advisors, administrators, and faculty of all levels of expertise and experience that will demonstrate innovative ideas for supporting students in their academic endeavors and showcase programs that build the framework of resources that guide students to their academic goals. We encourage proposals from all institution types from all over the world that will represent and be relevant to a wide demographic of members. Without your sharing and participation, the profession of academic advising cannot continue to grow its impact and importance on our college campuses.

We hope you fall in love with our city, and we welcome you with enthusiasm and good vibes. We're excited for you to learn, grow, share, and join the community with all that our city and NACADA have to offer -- because YOU and your contributions are what make all of these experiences worthwhile and memorable for decades to come! The conference may be close to a year away, but it's never too early to get excited! We look forward to connecting with you next October in our vibrant city! **#nacada25 #vivaadvising**

All the best,

Janelle Yasukochi, University of Nevada, Las Vegas  
Kevin McVay, University of Nevada, Las Vegas  
Maria Aladjova, University of Nevada, Las Vegas  
2025 Conference Co-Chairs

