

# Schedule at a Glance

## Sunday, January 22

9:00 a.m. – 12:00 p.m.

- New Professional Workshop (NP)

1:30 – 3:00 p.m.

- Yoga and You: What Is Yoga and How Can It Improve Your Life? (PD)
- Service, Disney Style (PD, AL, C, P)
- Creating the WOW in Special Events (AL)
- College Rankings Systems (C, M)

3:45 – 5:00 p.m. – WELCOME &  
BUSINESS MEETING

KEYNOTE SPEAKER *Bob Lachky:*  
“Brand Loyalty”

5:00 – 6:30 p.m. – EDUCATIONAL  
PARTNER TAILGATE PARTY

6:30 – 8:00 p.m.

- CASE VI Star Search

8:30 – 10:30 p.m.

- Night at the Improv

## Monday, January 23

6:15 – 7:15 a.m.

- Yoga

7:30 – 8:30 a.m. – BREAKFAST/  
STATEWIDE MEETINGS

8:45 – 10:00 a.m. – SESSION I

- ASAP Panel Discussion Regarding the Growing Field of Student Advancement Programs (ASAP)
- The Changing Color of Philanthropy (Small Shop, P)
- Building a Pyramid: Working Toward an Integrated Identity (C)
- A Short Lesson on the Art of Being More Effective (PD)
- Wanted: A Few Good (People) Managers (M)
- Feature Writing that Sings (C)
- Planned Giving Raises Dollars. Gift Planning Raises Dedicated Donors (P)
- Beyond Black Tie Too (P)
- The Future of Alumni Associations (SP, AL)

10:00 – 10:30 a.m. – EDUCATIONAL  
PARTNER BREAK

10:30 – 11:45 a.m. – SESSION II

- Collaboration and Cultural Change (AL)
- Best Practices in Alumni Relations (AL)
- “Building Bridges”: Working with Different Schools and Colleges to Improve Information and Eliminate Shadow Databases (Adv)
- University and College Professionals Engaging Today’s Students: Negotiating Their Perceptions of Us (ASAP)
- Strategic Communications: Sending the Right Messages to the Right People at the Right Time (C)

- Best Practices in Alumni Magazines (C, AL)
- Empowering Your Board to Succeed in Fundraising (Small Shop, P)
- Effective Strategies for Dealing with Conflict in the Workplace (PD)
- Is Your Faculty/Staff Campaign Stuck in the Dark Ages? (P)
- Creating the Dean and Development Officer Relationship: A Partnership for Success (P)
- Trends in Educational Fundraising (SP)

12:00 – 1:30 p.m. – RECOGNITION  
LUNCHEON – This special event will recognize the Chief Executive Leader and Volunteer of the Year award recipients.

1:45 – 3:00 p.m. – SESSION III

- What Can a Student Foundation Do for Your Organization? (ASAP)
- “Horses, Software, and Bad Art”: The Latest News on Booking Non-Cash Gifts and Giving Credit Where Credit Is Due (Adv)
- Creating a Culture that Nourishes Exceptional Followers (PD)
- Internal Campaign: Achieving Success (Small Shop, P)
- Building a Lifelong Relationship Plan: 21st Century Engagement (AL)
- Elements of Good Web Design (C)
- Media Relations in a New World (C)
- The Care and Feeding of Your Team (M)
- Foundation Relations and the Overall Development Operation (P)
- Closing the Major Gifts: The Guaranteed Way to Get the Answer You Want (P)
- Employment Trends in Higher Education (SP)

3:00 – 3:30 p.m. – EDUCATIONAL  
PARTNER BREAK

3:30 – 4:45 p.m. – SESSION IV

- Alumni-in-Residence: Getting Students Connected to Their Alumni Association (ASAP)
- “Is There a Best Way to Run Your Shop?”: Best Practices in Gift Processing (Adv)
- Trends in Alumni Relations (AL)
- A Millennial State of Mind: How to Reach Today’s Teens (C)
- Beyond the Cool Factor: The Latest Trends in Higher Education Web Sites (C)
- Diversity and Fundraising (Small Shop, P)
- Creating Community: Ideas for Harmonizing the Strategic and Campaign Plans for Long-Term Campus Success (M)
- Reach Your Peak Performance of Major Gift Management (P)
- Do’s and Don’ts of Fundraising (P)
- Can Old Media Survive in a New World? (SP)

5:15 – 6:15 p.m.

- Kickboxing

8:00 p.m. – 12:30 a.m.

- CASE After Hours

# Schedule at a Glance

## Tuesday, January 24

6:15 – 7:15 a.m.

- Pilates

7:30 – 8:30 a.m. – **BREAKFAST**

8:45 – 10:00 a.m. **SESSION I**

- Achieving Results (PD)
- Gifts: More than Just Money (Adv)
- The Dream Team: Building a Fast Response Team for Your Next Big News Event (C)
- Customer Service ... How WE Can Become Service Champions (AL)
- Developing Creative Incentive and Retention Plans for High-Performing Fundraising Teams (M)
- Building Donor Relationships (Small Shop, P)
- Transitioning Donors to Become Philanthropists (P)
- Lifelong Connections Thanks to Senior Alumni Housing (SP)

10:00 – 10:30 a.m. – **EDUCATIONAL PARTNER BREAK**

10:30 – 11:45 a.m. – **SESSION II**

- Cents and Sensibility: Looking at Fact versus Fiction on Topics such as FERPA, HIPAA, GLB, & SOX (Adv)
- Assessing the Economic Impact of the Community College: Is the Return Worth the Investment? (SP)
- Identity Standards: How to Work Effectively with Both Internal and External Constituencies (C)
- What Alumni Really Want (AL)
- The Balancing Act: Managing a Campaign, Diverse Staff, and Multiple Priorities (M)
- Flexible Gift Planning Programs (P)

12:00 – 1:30 p.m. – **ROUNDTABLE DISCUSSIONS**

**KEYNOTE SPEAKER Jackie Joyner-Kersey**

1:45 – 3:00 p.m. – **SESSION III**

- Booking Planned Gifts: Why Can't These Nice People Just Write Checks? (Adv)
- Enhancing Your Budget through Alternate Income (AL)
- Effective Donor Communications Planning and Implementation (Small Shop, P)
- Audience versus Design – Which Audience to Follow (C)
- Overcoming Your Fears and Refining the Art of Public Speaking (PD)
- Characteristics of a Successful Development Officer (M)
- It's Not about "Me" (P)

3:00 – 3:15 p.m. – **BREAK**

3:15 – 4:30 p.m. – **SESSION IV**

- Personal and Professional Balance (PD)
- Staying Positive in a Negative Alumni & Advancement World (AL)
- Closing: The Lost Art of Development (P)
- Writing News Releases that Media Will Use (C)
- Time and Money Savers in Print and Design (C)
- Managing Up, Down, & Across: Involving Campus Administrators in the Lives of Your Alumni & Involving Alumni in the Life of Your Institution (M)

5:45 p.m. – **AWARDS SOCIAL & BANQUET: A "Knight" to Remember**

9:00 – 12:30 a.m.

- CASE After Hours

