



KANSAS CITY

# GET ON BOARD

JANUARY 21 - 23, 2007

DISTRICT  
CASE VI

# SCHEDULE AT A GLANCE

## SUNDAY, JANUARY 21

### 1:00 - 2:15 P.M.

- The Manager's Toolbox: Coaching, Feedback and Performance Evaluation
- How to Make the Right Wine Selections When Entertaining

### 2:30 - 3:45 P.M.

- Business and Social Etiquette for the Modern Professional
- How to Make the Right Wine Selections When Entertaining

### 4:00 P.M.

- Welcome and Opening Session

### 4:30 - 5:45 P.M.

- A Conversation with Education Leaders

### 6:00 - 7:00 P.M.

- Educational Partner Reception

### 7:00 P.M.

- Dinner on your own

## MONDAY, JANUARY 22

### 7:30 - 8:30 A.M.

- Continental Breakfast

### 8:30 - 10:00 A.M.

- TrendWatch in Annual Giving Today
- From Webzine to Blog
- Mentoring Fundraisers: Developing Leadership for the Future
- Horizon Issues Being Explored by CASE
- Alumni Relations Metrics Part I: How to Learn From Peers, Make Friends, and Influence Your Administration
- Stop Trying and Start Doing
- Engagement: The Relationship Between Time, Talent, and Treasure
- Strategic Planning for Boards — Envisioning the Future
- Advances in Data Mining: Employing New Technology to Enhance Information Gathering

### 10:30 - 11:45 A.M.

- Elevate Your Annual Gift Program — Five Things for Immediate Impact

- Paying Attention: Ethics and Philanthropic Fundraising
- Connecting with the Millennial Generation
- The Difficult Guest
- Advancing an Institution Through Global Issues
- Moving Donors Beyond Their Expectations
- Alumni Relations Metrics Part 2: How to Learn from Peers, Make Friends, and Influence Your Administration
- Bloggers as Journalists; Journalists as Bloggers
- Magazine Best Practices — A Presentation and Discussion

### NOON

#### RECOGNITION LUNCHEON

This special event will recognize the Chief Executive Leader and Volunteer of the Year Award Recipients.

### 1:45 - 3:15 P.M.

- Start the Presses! New Trends in Publications
- Common Work: Education and Democracy
- The Future of Online Fundraising: 7 Best Practices Using eSolicitations for Donor Development
- Key Legislative Issues for Advancement Professionals
- National Alumni Trends and Panel Discussion
- Building Strategic Boards with Impact: Exploring the Entrepreneurial Board Model
- Advancement Services: Who is Our Customer and How Do We Provide Service to Them?

### 3:30 P.M.

#### KEYNOTE PRESENTATION: An Educator's Guide to the Future

*David Zack, Futurist*

### 4:45 - 5:45 P.M.

- Educational Partner Reception

### 6:00 P.M.

- Dinner on your own

### 8:00 P.M.

- CASE After Hours

Turn over for Tuesday's schedule.



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# SCHEDULE AT A GLANCE

**TUESDAY, JANUARY 23**

**7:30 - 8:30 A.M.**

- Continental Breakfast

**8:30 - 10:00 A.M.**

- Fads, Trends and Principles: How to Make Sense of the Next Ten Years
- Case Statements That Work, and Why
- The XYZ's of Marketing: Getting the Attention of Student Prospects, Current Students and Young Alumni
- Special Events: A Panel of Experts to Share All
- Whose Tube is it Anyway? Social Networking and Video on the Web
- Setting a Course for Your Alumni Relations Program
- Keeping Up with Technology in Advancement Services

**10:30 - 11:45 A.M.**

- Higher Education 2010
- Solutions for Our Future Campaign: Raising Public Awareness
- Taking Advantage of Help: Effectively Using Volunteers in the Development Process
- Fundraising and Technology: An Overview of the Latest Opportunities
- Media Relations in a Small Shop
- Chapters and Clubs: Reviewing the Past, Looking at the Present, and Understanding if There is a Future
- Organizations and the Silos — How to Work Together as a Team Across the Advancement Disciplines
- Messages That Matter — Strategies to Get the Word Out

**NOON**

Lunch, Roundtables, and Keynote Presentation

**KEYNOTE PRESENTATION**

America's History of Generosity: Our Independent Energy Source for Fundraising

*Claire Gaudiani*, Professor, The George Heyman Jr. Center for Philanthropy and Fundraising, New York University of Continuing and Professional Studies; Author of *The Greater Good: How Philanthropy Drives the American Economy and Can Save Capitalism*

**1:45 - 3:15 P.M.**

- Women's Leadership in Philanthropy and its Economic Impact
- G.A.S.P.!! The Gift Annuity Survival Project
- Road Ninjas: Travel Efficiency and Effectiveness
- Trends in Media Relations
- Managing Up
- Accepting, Recording, and Reporting Deferred Gifts
- Focus Group with Recent Graduates "What We Really Want From our Alma Mater as Alumni"

**3:30 - 4:45 P.M.**

- "Thank You, Thank You, Thank You!" Innovative Ways to Steward Donors and Alumni
- Top Ten Basics in Media Relations
- What's Your Style? Behavior's Role in Advancement
- Keeping Up with the Joneses
- Creating a Culture of Philanthropy: Top Down and Inside Out
- Become an Effective Champion for Diversity

**5:30 P.M.**

- Awards Reception

**6:30 P.M.**

- Awards Dinner

**9:00 P.M. - 12:45 A.M.**

- CASE After Hours