

Thursday



2004 Conference, Hebron, KY

Conference Schedule

Thursday, December 9

Opening Breakfast Sponsor



8:30 – 9:15 Newcomer's Session

- Lucy Bossung, Coordinator Donor Relations, School of Agriculture, Purdue University
- Bob Skipper, Director of Media Relations, Western Kentucky University
- William Gioielli, Founder, WRG Associates

9:30 – 10:30 Opening Session: Kentucky's Comprehensives: Pushing the Boundaries

- Dr. Jim Votruba, President, Northern Kentucky University
- Dr. Gary Ransdell, President, Western Kentucky University

10:30 – 10:45 Morning Break

Thursday Morning Break Sponsors



10:45 – Noon Breakout Session I

Alumni: Engaging Young Alumni: Looking to the Future

Dr. Ian Patrick, Executive Director Alumni Association, Bellarmine University
Christopher D. Schill, Assistant to the President, Berea College

Philanthropy: A Primer on the Valuation Standards for Charitable Planned Gifts: What Can We Count?

Thomas Bonner, Vice President, University Relations, Sewanee, the University of the South

Independent/Parochial Schools: Alumni Awards & Recognition Programs

T h u r s d a y

Alice Consolvo, Alumnae Director, Holton-Arms School

Communications: Making the Case for College: A Statewide Strategy

Jim Applegate, Vice President for Academic Affairs, Council for Postsecondary Education

Advancement Services: IRS Requirement for EVERYTHING!

(Almost everything?)

Alan Hejnal, Director Advancement Services, Gettysburg College

Noon – 1:30 Opening Luncheon

David Hawpe, Editorial Director, The Courier-Journal

Thursday Lunch Sponsor



2:00 – 3:15 Breakout Session II

Alumni: Alumni Clubs: How To? Why? What not to Do.

Mark Blankenship, Director Alumni Programs, Associate Director Development, Transylvania University

Philanthropy: Straight from the Source: The Do's and Don'ts of Working with Corporations and Their Foundations

Helen Carroll, Manager, Community Relations and External Affairs, Toyota
Deborah George, Corporate Affairs, Ashland

Independent/Parochial Schools: Friend-Raising vs. Fund-Raising

Alice Consolvo, Alumnae Director, Holton-Arms School

Advancement Services: Accountability is the Name of the Game

Curtis Simic, President, Indiana University Foundation

Communications: Pushing Admissions Photography into the Digital Age

Jason Jones, Freelance Photographer

3:15 – 3:30 Afternoon Break

Thursday Afternoon Break Sponsors



Thursday

3:30 – 4:45 Breakout Session III

Alumni: Challenges & Opportunities of Working with Volunteers

Leigh Perry, Assistant Director of Development, Murray State University
Chrissy Booth, Associate Director of Development for Major Gifts,
Murray State University

Philanthropy: Tips and Trends in Annual Giving

Kerry Witcher, Assistant Vice President for Annual Giving,
University of Tennessee

Independent/Parochial Schools: Do We Really Want to Be in The News Anyway?

Rae Goldsmith, Associate Vice President for Communications and Marketing,
University of Louisville

Communications: Making Headlines: Recognizing the Trends in Higher Education

Mark Pitsch, Higher Education Reporter, Louisville Courier Journal
Linda Blackford, Higher Education Reporter, Lexington Herald Leader

Advancement Services: Prospect Management-Reporting

Jerry Wright, Senior Director of Advancement Services, Miami University

Thursday Night Networking Event Sponsors



Friday, December 10

Friday Breakfast Sponsor



7:30 Senior Professionals Breakfast: Pearls of Wisdom

Frank Bush, Executive Vice President for Institutional Advancement, Coker College

8:00 – 8:50 Roundtable Discussions

Advancement Services: How Prospect Research Can Drive Moves Management

Moderator: Ali McLane, Managing Direct Client Solutions

Alumni Relations: Working With Alumni Boards

Moderator: Donald Smith, Executive Director of Alumni Relations and Annual Giving, Western Kentucky University

Alumni Relations and Development: Reunion Events and Reunion Giving a Profitable Combination

Moderators: Natasa Pajic, Assistant Director of Alumni Programs, Transylvania University and Cara Meade, Director of Development, Transylvania University

Alumni Relations: Creative Usage of Volunteers

Moderator: Jackie Collier Ballinger, Interim Director of Alumni Programs, Eastern Kentucky University

Communications: Using the Internet Progressively and Effectively in Advancement

Moderator: Andrea Blair, Director of Alumni and Development, University of Louisville

Communications: "Bucking the Brand" Reigning in Campus Areas and Individuals Charting their Own Publications Course

Moderators: Ami Piccirilli, Director of Publications, Eastern Kentucky University and Laurel Harper, Director of Marketing Publications, University of Louisville

Development: Building a Strong Family/Parents Program to Benefit Development Efforts

Moderator: Mindy Highley, Director of Development, Morehead University

Development: It's All About the Students! Successful Usage of Student Help for Phonathon Programs

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Moderator: Sarah Wimsatt Justice, Director of Annual Giving, Bellarmine University

Development: “Don’t Rob Peter to Pay Paul” Leading a Successful Capital Campaign While Maintaining Other Aspects of Your Development Program

Moderator: Jeff Lamie, Director of Major Gifts and Planned Giving, University of Louisville

Independent Schools: “Technology: Is it working for you or are you working for it? We’ll discuss maintaining databases, on-line directories, and on-line giving. Microsoft certification NOT required!”

Moderators: Dan Hans, Assistant Director of Advancement, St. Xavier and Jeanine Triplett, Development Director, Mercy Academy

9:00 – 10:15 Breakout Session IV

Alumni: Technology in Alumni Relations: Use it or Lose Out
Grace G. Gorell, Associate Director Alumni and Development, University of Kentucky College of Agriculture

Philanthropy: Prospect Research: No Time and No Money
Ali McLane, Managing Director Client Solutions
Robin Bardenhagen, Prospect Information Network

Senior Professionals: Risk: You Gotta Love It
Richard Boehne, Executive Vice President, Scripps Company

Independent/Parochial Schools: Capital Campaigns: Staff vs. Volunteer Driven
William Gioielli, WRG & Associates
Toby Heile, Director of Development, Elder High School

Communications: The Web – There Are No Boundaries
Mariana Shochat, Web Designer, Transylvania University
Gilbert Lopez, Program Manager, Xap Corporation

Advancement Services: Institutionalizing Stewardship
Kathy Ruvolo, Director of Stewardship, University of California, Irvine

10:15 – 10:30 Morning Break

Friday Morning Break Sponsors



10:30 – 11:45 Breakout Session V

Alumni: Alumni Professionals 24:7 How to Balance Your Life and Work
Frank Bush, Executive Vice President for Institutional Advancement,
Coker College

Senior Professionals: Managing Your Way to Success
Calvin Stoney, Partner, Gonser, Gerger, Tinker, Stuhr, LLP

Philanthropy: Key Strategies to Enhance Donor Giving
William Hesch, William E. Hesch Law Firm/CPAs

Independent/Parochial Schools: Key Strategies to Enhance Donor Giving
William Hesch, William E. Hesch Law Firm/CPAs

Communications: The Rule of Firsts, Lasts and Onlys
Gary Emord-Netzley, Staff Photojournalist, Messenger-Inquirer and
John Flavell, Chief Photographer, The Daily Independent

Advancement Services: Turning Your Search into Research
Jenny Thacker, Manager of Prospect Research, Xavier University

Noon Closing Luncheon

Brian Thomas, Chair CASE District III

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