

2018 "Meeting of the Minds" Conference

Wednesday, April 11

Time	Activity	Auditorium Room	Mountain Vista Room	Campus Vista Room	Valley Vista Room	Poly Vista Room
9:00-11:30 a.m.	Preconference Workshops (Separate Registration)		The Facebook Annual Fund Bob Burdinski		What Have I Gotten Myself Into? John Taylor	
12:00-1:00 p.m.	Registration	Registration and Exhibit Lounge Open				
1:00-2:00 p.m.	Opening Keynote	Introductions and Opening Keynote The End of the Steady State: Annual Giving & Advancement Services in a Fast-Changing World Bob Burdinski & John Taylor (Auditorium)				
2:00-2:15	Break	Break Sponsor - iModules				
2:15-3:30 p.m.	Breakout Sessions	Student Engagement Around Your Giving Day Chris McBride	Leadership Annual Giving Jennifer Dunn Greenspan	Develop Your Aspirational Case for Support Lo DeJanvry	Mission, Vision, Values: Framing The Success of Your Team and Talent Vered Siegal	Your Alumni Are Texting. Are You? Emily Neigel Relay
3:30-3:45	Break	Break Sponsor - Relay				
3:45-5:00 p.m.	Breakout Sessions	10 Things I Wish I Knew... When Implementing Monthly Giving Peter Moes	Mid-Level Giving Strategies Diana Keim	Data Science for Fundraising: Build Data-Driven Solutions Using "R" Rodger Devine USC	Campaign Preparation - Anticipating the Unpredictable Santiago F. Almaguer-Delgado	The Love/Hate Relationship of Annual Fund Direct Mail Marc Miller
5:00-6:30 p.m.	Reception (Patio)	Conference Welcome Reception (Sponsored by Community Funded)				

Thursday, April 12

Time	Activity	Auditorium Room	Mountain Vista Room	Campus Vista Room	Valley Vista Room	Poly Vista Room
8-9:00 a.m.	Continental Breakfast	Breakfast Sponsor - Give Campus				
9:00-10:15 a.m.	Breakout Sessions	Where Are We Now? The Ups and Downs of 21st Century Digital Giving and Engagement Kestrel Linder, GiveCampus	Direct Mail: It's Not Dead! Paul Barry	Personal Solicitation Ray Watts University of Redlands	Collaborative Advancement Services Goal Setting – How to Handle Competing and Changing Priorities Jessica LaBorde	Activating the Advancement Cloud: Kayla McCulley Jacob Norlock
10:15-10:30	Break	Break Sponsor - Evertrue				
10:30-11:45 p.m.	Breakout Sessions	A Look In The Advancement Mirror: Results From RNL's 2017 Higher Education Survey Brian Gawor, RNL	Direct Mail: Favorite Samples and Case Histories Paul Barry	Build Your Prospect Pipeline for Future Campaign Success Lo DeJanvry	Advancement Services Ambassadors – How to Win Over Customers and Influence People Kelly Best Jessica LaBorde	SHOW Me You KNOW Me: The Intimate Phonathon Connection Rob Schlitts Grace Casian
11:45-12:00	Photo (Patio)	Conference Group Photo				
12:00-1:15 p.m.	Lunch (Dining Room)	Lunch Sponsor - Ruffalo Noel Levitz				
1:15-2:30 p.m.	Breakout Sessions	Fresno State's First-Ever Day of Giving Patricia O'Connor Jennifer Mariucci Fresno State	A Phonathon Forum Part 1 Deanna Amaya Kelsey Crane	Leading The Way from Annual Fund Director to Assistant Dean Lo DeJanvry	Compliance and Culture: Defining and Evaluating Risk Anita Lawson Jennifer Liu-Cooper	Crowdfunding, Giving Events and the Rise of Micro-Sites McCabe Callahan
2:30-2:45	Break	Break Sponsor - Wilson Bennett				
2:45-4:00 p.m.	Breakout Sessions	The Future of Advancement Services Panel Discussion	A Phonathon Forum Part 2 Kamalei Lee Justin Ferrell	When The Fairy Dust Settles: What Is Next For Peer-to-Peer Fundraising? Carola Maier City of Hope	To Merge or Not to Merge: Gift Processing and Biographical Records Gail Ferris	Session TBA Tessa Burke iModules
4:00-5:15 p.m.	General Session (Auditorium)	Attention Shoppers! - Thirty (More) Advancement Products And Services To Help You Do Your Job Better, Cheaper, Easier and Faster Bob Burdinski				

Friday, April 13

Time	Activity	Auditorium Room	Mountain Vista Room	Campus Vista Room	Valley Vista Room	Poly Vista Room
7:45-9:00 a.m.	Continental Breakfast	Breakfast Sponsor - MCR				
8:00-9:15 a.m.	"Sunrise Sessions"	Annual Giving "Bagels With Bob" Q&A Forum With AG Faculty	No Session	Advancement Services "Java With John" Q&A Forum With AS Faculty	No Session	No Session
9:15-9:30	Break	Break Sponsor - Pledgemine				
9:30-10:45 a.m.	Breakout Sessions	The Annual Giving Program Plan - Many Channels & Many Masters Panel Discussion	Fixing the Leaky Bucket: Addressing Issues of Donor Attrition Jonathan Van Oss Pledgemine	Wanted: Advancement Services Professionals Anita Lawson	The Intranet Evolution Revolution Anka Pruszynska-Garcia & Mark Longo	Digital Communications + Leadership Donors Cory Andersen Snavelly Associates
10:45-11:00	Break	Break Sponsor - Snavelly Associates				
11:00-12:15 p.m.	Closing Keynote	The Love Affair Between Annual Giving And Advancement Services Natalie Graff and Kayhan Ahmadi, Cal Poly-Pomona (Auditorium)				