

2019 Meeting of the Minds Conference At-A-Glance

Monday April 15

Time	Activity	Auditorium Room	Mountain Vista Room	Campus Vista Room	Valley Vista Room	Poly Vista Room
9:00-11:30 a.m.	Preconference Workshops <i>(Separate Registration)</i>	What You Don't Know CAN Hurt You- All the Rules and Regulations You Don't Want To Know About John Taylor	Donor Experience, DX Unlocks the Future of Your Fundraising Relationships Lynne Wester	An Introduction to Annual Giving: Your Digital Millennial Personal Multichannel Participation Pyramid Bob Burdenski		
12:00-1:00 p.m.	Registration	Registration and Exhibit Lounge Open				
1:00-2:00 p.m.	Opening Session	Welcome and Introductions Be Mindful: All of This Year's Sessions You Don't Want to Miss Bob Burdenski & John Taylor <i>(Auditorium)</i>				
2:00-2:15	Break					
2:15-3:30 p.m.	Breakout Sessions	How To Amplify Your Millennial Giving Brian Gawor, Ruffalo Noel Levitz	Engaging Constituents Abroad: What to do in Advance, What to Know on the Road Gretchen Dobson, Ed.D., Academic Assembly, Inc.	A Phonathon Forum Deanna Amaya CSU Long Beach Kamalei Lee Pitzer College	Prospect Management: Portfolio Prioritization and Analysis, and Pipeline Development Armik Allen, California Lutheran University	Stewardship That Moves You: Using Video To Nail Acknowledgements JD Beebe ThankView
3:30-3:45	Break					
3:45-5:00 p.m.	Breakout Sessions	Crafting a Story that Inspires Lynne Wester Donor Relations Guru	If You Can't Reach 'Em, Text 'Em! Emily Neigel, Relay Ryan Lawrence, UC Berkeley	Using Your Call Center to Qualify Leads for Gift Officer Portfolios Mary Stivender UC Berkeley	How to Write a WINNING CASE Award Submission Kelly Best, University of California, Davis	Networking For Advancement: How to Win At Tonight's Reception Bob Burdenski
5:00-6:30 p.m.	Reception	Conference Welcome Reception Patio				

Tuesday, April 16

Time	Activity	Auditorium Room	Mountain Vista Room	Campus Vista Room	Valley Vista Room	Poly Vista Room
8-9:00 a.m.	Continental Breakfast	Registration and Exhibit Lounge Open				
9:00-10:15 a.m.	Breakout Sessions	What is the Donor Experience Like with your Online Site? Lynne Wester Donor Relations Guru	Fundamentals of Personal Solicitation Ray Watts University of Redlands	Leading The Way: Transitioning From Individual Contributor to Leader Lo DeJanvry UC Berkeley	Showcasing Your Value: Prospect Development as a Revenue Generator in the Age of Big Data Nathan Fay, City of Hope	"Right-Sizing" Your Phonathon Program Rob Schlitts Wilson-Bennett
10:15-10:30	Break					
10:30-Noon	Breakout Sessions	Two Guys with Beards: Annual Planning for the Digital Frontier McCabe Callahan and Howard Heevner	A Leadership Annual Giving Forum Nick Kennedy Chere Hooks USC	An Alumni Engagement Forum Gretchen Dobson Academic Assembly, Inc.	Strategic Communications: Leadership Practices for Successful Change Management Dr. Wayne Combs	Dig Deep to Elevate Your Message Christina Nichols MCR
12:00-1:15 p.m.	Lunch <i>(Dining Room)</i>	Lunch in the Dining Room <i>(Upper Level)</i>				
1:15-2:30 p.m.	Breakout Sessions	Anatomy of a Direct Mail Program Diana Keim City of Hope	DIY Volunteers and 3rd-Party Event Fundraising: A Case Study Emily Parris Sandler, City of Hope Tyler Varing, USC	Creating Successful Micro-Funding Strategies for Improving Annual Giving Results Howard Heevner UCSC	A Paperless Office: Tips & Tricks Anita Lawson & Michael Cocks, LA Philharmonic	Peer-to-Peer Text Messaging: Your New Favorite Fundraising Channel? Jean Pembleton Hustle
2:30-2:45	Break					
2:45-4:00 p.m.	Breakout Sessions	Adamant Adversaries to Problem-Solving Partners: An Advancement Services and Annual Giving Tale Becky Ferguson, Meg Padovani, and Michelle Poesy, UC Davis	Breaking Through to New Audiences: Increasing Participation Through Peer Engagement Felicity Meu GiveCampus	Building Your Prospect Pipeline for Future Campaign Success Lo DeJanvry UC Berkeley	What Is It About International Data That Makes It So Darn Difficult? Amanda Garvin-Adicoff, UC Davis	Leveraging Wealth and Giving Screening Results for Powerful Annual Giving Strategies Jennifer Liu-Cooper DonorSearch
4:00-5:15 p.m.	General Sessions	Five at Four: An Annual Giving Roundtable Bob Burdenski (Host), Mary Hartsfield, Torrey Hood Alex Popescu, Molly Widdicombe	What Does It Mean to be an Advancement Services Professional? John Taylor (Host), Wayne Combs, Jessica Schrider LaBorde, and Anita Lawson			

Wednesday, April 17

Time	Activity	Auditorium Room	Mountain Vista Room	Campus Vista Room	Valley Vista Room	Poly Vista Room
7:45-9:00 a.m.	Continental Breakfast	Registration and Exhibit Lounge Open				
9:00 -10:15 a.m.	Breakout Sessions	A Crowdfunding Forum Ryan Lawrence UC Berkeley	Managing Our Expectations Toward Millennials Jonathan Van Oss Kamalei Lee	Reunion Class Giving: Why Do It? Molly Widdicombe Allison Roedl University of Redlands	Self-Service Business Intelligence Dashboards Armik Allen, California Lutheran University	Creating a Culture of Engagement and Giving Tessa Burke iModules
10:15-10:30	Break					
10:30 - 11:45 a.m.	Breakout Sessions	What's Next For Giving Days: A Giving Day Forum Sean Briner, CSUSM	Affinity-Based Fundraising To the Rescue Chelsea Speer Kelli Bronson Whittier College	Things To Know or Forget: The Fast-Changing World of Digital Audiences, Data Privacy and GDPR Bob Burdenski and Rodger Devine	Matching Gift Magic at UC Davis Moran Jandreau Michele Hicks UC Davis	Managing Advancement Change: An Interactive Workshop Ray Watts University of Redlands
11:45 -12:45 p.m.	Closing Session	A Closing Crystal Ball - What Just Happened and What's Ahead? Bob Burdenski and John Taylor <i>(Auditorium)</i>				