

















Session Listings by Track | Tuesday, March 10, 2009

	 Annual Giving	 Donor Relations & Stewardship	 Gift Planning	 Major Gifts	 Marketing	 Research & Administration	 CEO
7:15-7:45	Breakfast Grand Ballroom						
7:45-8:00	Welcome & Opening of General Session Grand Ballroom						
8:00-9:15	General Session: Roundtable Discussion by Practice Area Grand Ballroom						
9:30-10:30	Keynote Session: A Discussion on Philanthropy T. Boone Pickens and Burns Hargis Grand Ballroom						
11:00-12:15	Generational Differences as they relate to Giving & Stewardship Dr. Pam Ehlers <i>Continental Room</i>	Generational Differences as they relate to Giving & Stewardship Pam Ehlers <i>Continental Room</i>	Charitable Planning with Retirement Assets and IRAs Christopher Hoyt <i>Venetian Room</i>	Analyzing Your Major Gifts Portfolio: A Guide to Resource Planning and Management Martin Grenzebach & Brian Chapman <i>Centennial Ballroom 2</i>	Becoming a Fundraiser of the Future-- Starting Today Jeff Brooks <i>Crystal Room</i>	Tax Issues in Higher Education Dee Rich <i>Centennial Ballroom 1</i>	CEO Session TBD <i>W. B. Skirvin Suite</i>
				Best Practices in Campaign Planning Jennifer Zaslow <i>Centennial Ballroom 3</i>			
12:15-12:45	Lunch Grand Ballroom						
12:45-2:00	Plenary Session: Fundraising in Hard Economic Times Bruce Flessner Grand Ballroom						
2:15-3:30	Building Loyalty Among Your Young Alumni Beth Braxton <i>Venetian Room</i>	Stewardship Strategies that Create Gifts Robert Swanson <i>Continental Room</i>	Stewardship Strategies that Create Gifts Robert Swanson <i>Continental Room</i>	Effective Collaboration between Constituent Unit and University-Wide Development Martin Grenzebach, Brian Chapman & James Salmo <i>Centennial Ballroom 1</i>	Branding Mistakes You Don't Have to Make Jeff Brooks <i>Crystal Room</i>	Donor Analytics: How Data Can Drive Your Fundraising Efforts Dan Lowman <i>Centennial Ballroom 2</i>	CEO Session TBD <i>W. B. Skirvin Suite</i>
3:45-5:00	Giving Considerations Related to Ethnicity/ Culture/Values Alison Anthony, Nancy Day, Linda Jenkins & Sheryl Siddiqui <i>Venetian Room</i>	Giving Considerations Related to Ethnicity/ Culture/Values Alison Anthony, Nancy Day, Linda Jenkins & Sheryl Siddiqui <i>Venetian Room</i>	Charitable Planning Strategies that Really Work Johni Hays <i>Centennial Ballroom 3</i>	Practical Tips for International Fundraising Irma Quintana <i>Centennial Ballroom 1</i>	An Engaging Experience: Designing a Customer-Centered Online Fundraising Program Meg Maker <i>Crystal Room</i>	Prospecting Tools and Strategies for Successful Campaigning Josh Birkholz <i>Centennial Ballroom 2</i>	CEO Session TBD <i>W. B. Skirvin Suite</i>
				How to Put Together a High Performance Team Dan Schneider <i>Continental Room</i>			
5:30	Evening Reception Oklahoma City Museum of Art						



Session Listings by Track | Wednesday, March 11, 2009

	 Annual Giving	 Donor Relations & Stewardship	 Gift Planning	 Major Gifts	 Marketing	 Research & Administration	 CEO
7:15-7:30	Breakfast Grand Ballroom						
7:30-8:00	Announcements and Preview for 2010 Conference Grand Ballroom						
8:00-9:00	Keynote Session Yes You Can Jim Stovall Grand Ballroom						
9:00-9:30	Break and Book Signing with Jim Stovall						
9:30-10:45	Trends in Annual Giving Melissa Hanna Venetian Room	12 Big Laws of Dynamic Donor Relations Kent Stroman Crystal Room	Making the Most of Your Own Situation: Marketing Planned Gifts Judith Davis Continental Room	The Integrated Fundraising Model: Maximizing Donor Potential Jim Bush Centennial Ballroom 1	Making the Most of Your Own Situation: Marketing Planned Gifts Judith Davis Continental Room	Take Your Fundraising Program to the Next Level: Using Last Year's Data to Develop this Year's Fundraising Plan Lynn Sossamon Centennial Ballroom 3	CEO Session TBD W. B. Skirvin Suite
				Best Practices and Trends in Corporate and Foundation Philanthropy Phil Lakin, Leslie Paris, Alana Hughes, Ginny Creveling & Bob Ross Centennial Ballroom 2			
11:00-12:15	Direct Mail - If You're Happy With The Results You're Doing Something Wrong Paul Barry Centennial Ballroom 3	Using Events to Inspire Donor Giving Clay Bergen & Mauria Brough Venetian Room	Ethical Dilemmas in Gift Planning: When Do We Cross the Line? Timothy Prosser Crystal Room	Using Events to Inspire Donor Giving Clay Bergen & Mauria Brough Venetian Room	Online Fundraising 2.0 David Lotz & Rosa Unal Continental Room	What Social Networks Should Be Doing for You Steve MacLaughlin Centennial Ballroom 2	CEO Session TBD W. B. Skirvin Suite
			Enlightened Leadership Cathy Jameson Centennial Ballroom 1				
12:15	Conference Ends						