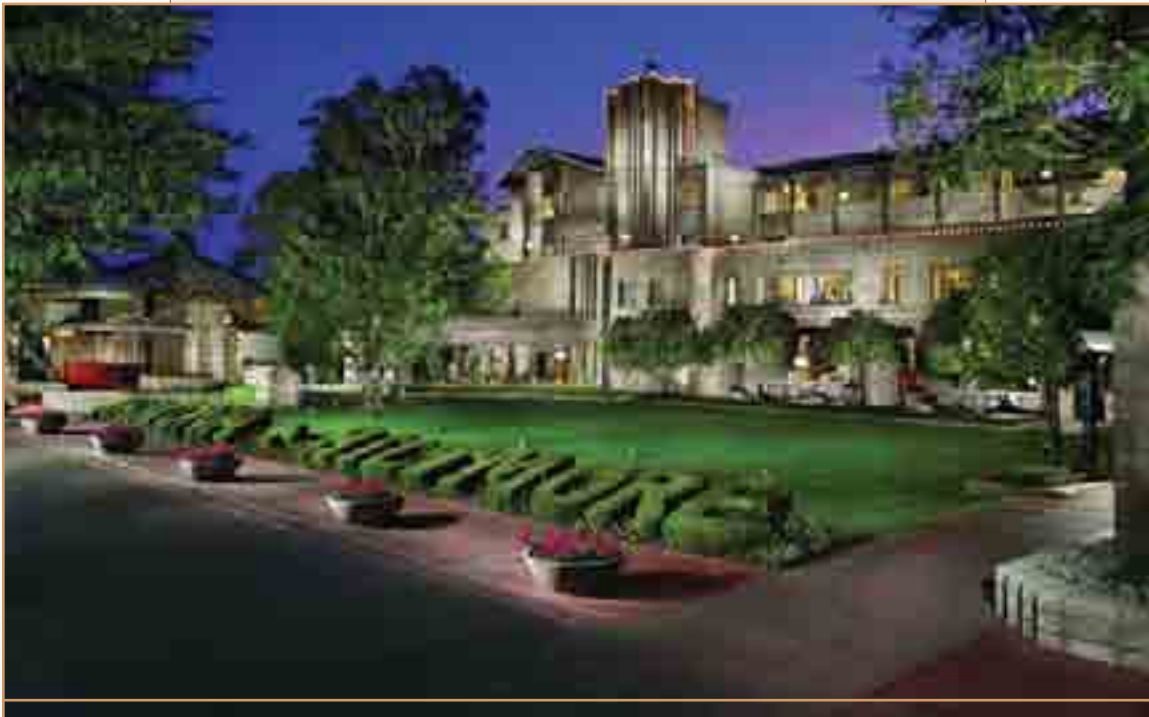


AGB FOUNDATION
LEADERSHIP
FORUM 2010

CONFERENCE PROGRAM

JANUARY 24-27, 2010
ARIZONA BILTMORE RESORT & SPA

AGB ASSOCIATION OF
GOVERNING BOARDS
OF UNIVERSITIES AND COLLEGES



FORUM SCHEDULE AT-A-GLANCE

JANUARY 24

■ Conference Center

12:00 Noon-7:30 pm
Registration

5:00-6:30 pm
Opening Plenary

6:30-9:00 pm
Opening Reception

JANUARY 25

■ Main Building

7:00 am-6:00 pm
Registration

7:00-8:30 am
Breakfast

7:00-8:30 am
**Newcomers Breakfast
and Discussion**

8:45-10:15 am
Plenary Panel

10:45-12 Noon
Concurrent Sessions

12:15-1:45 pm
Luncheon Plenary

2:00-3:15 pm
Peer-to-Peer Sessions

3:30-5:00 pm
Plenary Panel

5:30-7:30 pm
Cocktail Reception

JANUARY 26

■ Main Building

7:00 am-6:00 pm
Registration

7:00-8:30 am
Breakfast

7:30-8:30 am
Roundtables

8:45-10:00 am
Case Studies

10:15-11:30 am
Closing Plenary

**Endowment
Management Seminar**
(Separate Registration)

12:00 Noon
Luncheon

12:45-1:30 pm
Luncheon Keynote

1:45-2:45 pm
Concurrent Sessions

3:00-4:00 pm
Concurrent Sessions

4:15 – 5:30 pm
Closing Plenary

JANUARY 27

Optional Workshops
(Separate Registration)

■ Main Building

8:00-9:00 am
Breakfast

9:00 am-12 Noon
Workshops I, II, III

12 Noon
Adjournment

BENEFITS OF AGB MEMBERSHIP

- *Trusteeship* Magazine mailed to foundation executives and board members
- Discounts on the Foundation Leadership Forum and other AGB programs and publications
- Access to the Zwingle Resource Center, providing research, publication, sample documents, and other information tailored to your specific needs
- Eligibility for AGB's Foundation Board Education and Consulting Service
- Confidential consultations with AGB staff and consultants
- Peer Networking including list-serves for foundation chief executives, board professionals, and foundation legal counsel
- Research supporting enhanced governance practices
- Public advocacy

ABOUT AGB

AGB is the only national association that serves the interests and needs of academic governing boards, boards of institutionally related foundations, and campus chief executives and other senior-level campus administrators on issues related to higher education governance and leadership. For more information, visit www.agb.org.



SUNDAY, JANUARY 24

Noon-7:30 PM

Registration

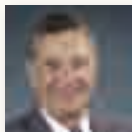
■ Conference Center Lobby

5:00-6:30 PM

PLENARY

Accountability and the Academy

■ Casa Grande Ballroom, Conference Center



Nonprofits and the boards that govern them must be accountable to the donors who support them, the constituents they serve, and the larger public that confers tax-exempt status. Too often, however, charities find themselves in adversarial relationships with institutional partners, disgruntled donors, and skeptical media. Hodding Carter opens our Forum with insights on accountability and the academy drawn from his distinguished careers in journalism, politics, public administration, and academia, including service as Assistant Secretary of State in the Carter administration, president of the Knight Foundation, and University Professor of Leadership and Public Policy at the University of North Carolina at Chapel Hill.

SPEAKER

W. Hodding Carter, III

6:30-9:00 PM

Opening Reception

■ Gold Room, Main Building

MONDAY, JANUARY 25

7:00 AM-6:00 PM

Registration

■ Frank Lloyd Wright Lobby

7:00 AM

Breakfast

■ Frank Lloyd Wright Salon E

7:00 AM

Newcomers Breakfast

7:30 AM

Newcomers Discussion

■ Aztec Room, Main Building

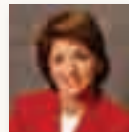
8:45-10:15 AM

PLENARY SESSION

The Compact Between States and Public Higher Education

■ Frank Lloyd Wright Salon E

Acute budgetary challenges, shifts in regional, U.S., and global economies and student demographics are already changing the missions and financial models of public institutions. This distinguished panel discusses the ways the fundamental compact between states and public higher education is evolving and considers how this will inform the role of institutionally related foundations and the work of their governing boards.



FACILITATOR

Helen Aguirre Ferré

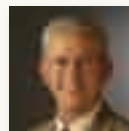
Chair, Miami Dade College Board of Trustees, Opinion Page Editor, Diario Las Americas, and AGB Director



PANELISTS

Jack B. Jewett, President and CEO,

Flinn Foundation, former vice president for university advancement at California State University-Monterey Bay, former president of the Arizona Board of Regents, and AGB Director



Stephen M. Jordan

President, Metropolitan State College of Denver



Scott Pattison

Executive Director, National Association of State Budget Officers

MONDAY, JANUARY 25

10:45 AM-12:00 Noon

CONCURRENT SESSIONS

- **Frank Lloyd Wright Salon A**
 - **Concurrent I — Assessing Foundation Board Effectiveness, Fundraising, and Financial Health**
John Martin, *President, University of Connecticut Foundation*
- **Frank Lloyd Wright Salon B**
 - **Concurrent II — Are the Interests, Expectations, and Giving Patterns of Higher Ed Donors Changing?**
Brenda Wilson-Hale, *Executive Director, Washington State University Foundation*
- **Frank Lloyd Wright Salon C**
 - **Concurrent III — Endowment Spending in a New Era: Adapting to UPMIFA, FASB 117, and Changing Market Expectations**
William Jarvis, *Managing Director, Commonfund Institute*
David Bahlmann, *President and CEO, Ball State University Foundation*
- **Frank Lloyd Wright Salon D**
 - **Concurrent IV — The Role of the Foundation Board in Stewarding Donor and Institution Interests**
Sidney Micek, *President, University of Illinois Foundation*

12:15-1:45 PM

LUNCHEON

Higher Education's New Agenda

- **Frank Lloyd Wright Salon E**



SPEAKER

Michael M. Crow
President, Arizona State University

Governing for differentiation and transition

to a new national higher education trajectory will be one of the most significant challenges of the next 10-15 years. Michael Crow discusses the way Arizona State University and the ASU Foundation are responding to this challenge.

2:00-3:15 PM

PEER-TO-PEER SESSIONS

FOR BOARD MEMBERS

- **Frank Lloyd Wright Salon A**
 - **Managing Relationships with Foundation Constituents During Tough Times: Supporting Communication, Collaboration, and Transparency**
Warren Prestolo, *Past Chair, University of South Dakota Foundation*
Paul Lewis, *Chair, University of South Dakota Foundation*
- **Frank Lloyd Wright Salon B**
 - **How Boards Can Help Emerging Foundations Build Capacity**
Arthur M. Smith, *Chair, Owens Community College Foundation*

- **Frank Lloyd Wright Salon C**
 - **Executive Compensation, Evaluation, and Transition Planning**
Gail Freeman, *President, Freeman Philanthropic Services, LLC*
Derek C. Bellin, *Senior Consultant, Freeman Philanthropic Services, LLC*

FOR CHIEF EXECUTIVES

- **Frank Lloyd Wright Salon D**
 - **The Role of a Proactive Planned Giving Program in Building Advancement Capacity**
Chris Heldman, *Chief Marketing Officer, Legacy Leaders*
Ken Ramsay, *President and CEO, Legacy Leaders*
- **Frank Lloyd Wright Salon G**
 - **HR Issues: Managing Human Resources When Financial Resources Are Scarce**
Lynette Marshall, *President and CEO, University of Iowa Foundation*
- **Frank Lloyd Wright Salon H**
 - **Managing Cash Flows, Liquidity, and Reserves**
John Carter, *President and Chief Operating Officer, Georgia Tech Foundation, Inc.*

3:30-5:00 PM

PLENARY SESSION

The Endowment Model Going Forward: Spending, Allocation, and Diversification in the Wake of 2008

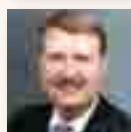
- **Frank Lloyd Wright Salon E**

In the past year much has been written about the “failure” of the endowment model of investing. This panel brings a wealth of experience to bear in a discussion of the performance of college and university endowments and its implications for foundation board members and staff.



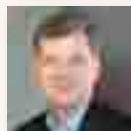
FACILITATOR

Christopher L. Bittman
partner, Perella Weinberg Partners and former CIO, University of Colorado Foundation

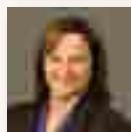


PANELISTS

Guy L. Patton
President, University of Oklahoma Foundation, Inc.



Mark Yusko
President and CIO, Morgan Creek Capital Management



Catherine Zaharis
Chair, University of Iowa Foundation Investment Committee

5:30-7:30 PM

Cocktail Reception | Squaw Peak Lawn

TUESDAY, JANUARY 26

7:00-6:00 PM

Registration

- Frank Lloyd Wright Lobby

7:00 AM

Breakfast

7:30-8:30 AM

BREAKFAST ROUNDTABLES

- Frank Lloyd Wright Salons
 - Salon E: AGB Foundation Governance Checklist
 - Salon G: AGB Foundation Compensation Study
 - Salon H: Prospective Benchmarking Group for Foundations with \$50-150 Million in Assets
 - Salon I: Issues of Concern to Community College and Smaller Foundations
 - Salon J: Staff Development and Training

7:30-8:30 AM

DEMONSTRATION

- Frank Lloyd Wright Salon D
Wintech/SimMetric Forecast Modeling

8:45-10:00 AM

CASE STUDIES

- Frank Lloyd Wright Salon A
 - Case Study I — Restructuring a Foundation to Play a Leadership Role in Fundraising
Molly Williams, Vice President for Institutional Advancement, Colorado School of Mines
- Frank Lloyd Wright Salon B
 - Case Study II — The Board's Role in Strategic Planning
Hazem Chehabi, Trustee, University of California Irvine Foundation

- Frank Lloyd Wright Salon C

- Case Study III — Developing a Sustainable Funding Model

Marla Franklin, Vice Chair, Iowa State University Foundation

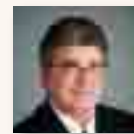
10:15-11:30 AM

CLOSING PLENARY

The Value of Volunteers: How Board Leaders Advance Public Higher Education

- Frank Lloyd Wright Salon E

All foundation board members play a vital role as fiduciaries, guides in organizational policy making, fundraisers, advocates, and donors; but certain board members effect change in ways that transform the culture of their organizations and entail truly extraordinary contributions to the institutions they support. To conclude the main portion of the Forum, AGB president Richard D. Legon facilitates a conversation among a group of such volunteers, discussing their motivations, challenges faced, and insights on board leadership.



FACILITATOR

Richard D. Legon

President

Association of Governing Boards



VOLUNTEERS

Curtis H. (Hank) Barnette

Director, West Virginia University Foundation
Board of Directors



Paul G. Lorenzini

Chair, Oregon State University Foundation
Board of Trustees



Barry M. Weinman

Chair, University of Hawaii Foundation
Board of Trustees

DEMONSTRATIONS

- Frank Lloyd Wright Salon D
“Live” interactive forecast modeling with
Wintech/SimMetric fiduciary analytics.

Monday 7:30-8:15 AM

Monday 5:15-6:00 PM

AGB CONSULTING

AGB's Board Education and Consulting Services (BECS) offers member boards and presidents a range of specialized resources to address strategic needs, navigate complex challenges, and promote best practices in governance. Please stop by the BECS table (located near the Registration area) and speak with Patti Kunkle, BECS director, to learn more about the various BECS services and how they can further strengthen the work of your governing board.



ENDOWMENT MANAGEMENT SEMINAR

Separate Registration Required

TUESDAY, JANUARY 26

12:00 NOON

PLENARY LUNCHEON

12:45-1:30 PM



KEYNOTE SPEAKER

Robert D. Arnott, *Chairman, Research Affiliates, LLC*

Sponsored by  **Fund Evaluation Group**
Investment advisors

“How Do We Respond to the Sustainable Spending Challenge: Is 5% Real Spending Sustainable?”

■ *Frank Lloyd Wright Salon E*

Robert Arnott launches the Endowment Management Seminar with a provocative discussion of one of the most vital questions investment committees must address: are long-standing return expectations and spending practices sustainable? Drawing on his long experience as an entrepreneur, investor, and highly respected financial analyst, Arnott suggests that investment committees need to pay greater attention to the concept of sustainable spending and the risks associated with reaching for outsized returns.

1:45-2:45 PM

CONCURRENT SESSIONS

■ *Frank Lloyd Wright Salon B*

Concurrent I — Assessing the Role of Alternatives

Harry Merriken, *Senior Vice President, Gateway Investment Advisors, LLC*

■ *Frank Lloyd Wright Salon C*

Concurrent II — Group Decision-Making: Implications for Investment Committees

Gary R. Mottola, *Senior Research Analyst, Vanguard*
Kim Stockton, *Investment Analyst, Vanguard*

■ *Frank Lloyd Wright Salon D*

Concurrent III — Clean Technology: Investment Opportunities and Its Role in the Portfolio

Michael J. Oyster, *Managing Principal, Fund Evaluation Group*

3:00-4:00 PM

CONCURRENT SESSIONS

- Concurrents I, II and III repeat

4:15-5:30 PM

CLOSING PLENARY

The Investment Committee’s Role in Policy Making and other Fundamental Governance Responsibilities

The past year and a half have focused the attention of many investment committees on their fundamental governance responsibilities. The Endowment Management Seminar wraps up with a discussion among investment committee members about the ways their committees have responded to the challenges and the issues their committees will be addressing in the coming year.



FACILITATOR

Christopher Carabell, *Managing Director, Retirement & Philanthropic Services, Bank of America Merrill Lynch*

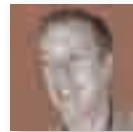


PANELISTS

Gary M. Killian
Investment Committee Chair, Miami University Foundation



Lucie Lapovsky
Board Member, Western New England College and American Public University System



Tod Perkins

Member, Oregon State University Foundation Board of Trustees



OPTIONAL WORKSHOPS

Separate Registration Required

WEDNESDAY, JANUARY 27

8:00-9:00 AM

Breakfast for Workshop Participants

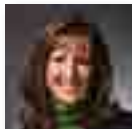
9:00 AM-12:00 Noon

WORKSHOPS

■ *Frank Lloyd Wright Salon A*

Workshop I — Foundation Finance: An Overview of Essential Issues and Best Practices for Foundation Boards and Executives

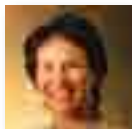
This workshop provides a comprehensive overview of the essentials of foundation finance, including: foundation funding sources, budgeting, cash management, and debt financing, as well as consideration of special topics related to entrepreneurial ventures, campaign funding, and coping with financial distress.



SPEAKERS

Lisa M. Eslinger

*Vice President for Finance and
Operations, Iowa State University
Foundation*



Judith (Judy) H. Van Gorden

*Senior Vice President, Chief Financial
Officer and Treasurer, Arizona State
University Foundation*

■ *Frank Lloyd Wright Salon B*

Workshop II — Strategically Planning Your Way to A New Normal

Foundations are operating in an environment characterized by fewer resources, expanded missions, higher levels of accountability and transparency, and greater compliance requirements. Strategic planning can help prepare foundations to meet current and future challenges. Taking a cue from Walt Disney's model of success, this workshop outlines an

innovative strategic planning process to prepare your foundation for a “new normal” through the “principles of dreaming, believing, daring and doing.”



SPEAKER

Thomas J. Mitchell

*Vice Chancellor, University Advancement,
University of California, Irvine*

■ *Frank Lloyd Wright Salon C*

Workshop III — Campaigns: The Board's Role in Planning, Execution, and Post-Campaign Transition

Campaigns can create new opportunities for student access, fund new programs, and enable institutions to succeed in an increasingly competitive educational market. Campaigns can also help to create a new culture of giving among institution constituents and enhance an institution's capacity for future growth. Without proper planning and follow through, however, the long-term potential of a campaign can go unrealized. This workshop focuses on the role of foundation board members in planning, execution, and post-campaign follow through.



SPEAKERS

James L. Lanier

AGB Senior Fellow



Robert L. Turner, Jr.

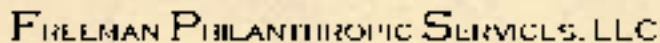
*Vice President for Development and University
Relations and Executive Director, Virginia State
University Foundation*

12:00 Noon

Adjournment

SPONSORS

The Association of Governing Boards of Universities and Colleges offers our sincere thanks and appreciation to the following sponsors. With their generous support, we are able to enrich and enhance the 14th Annual Foundation Leadership Forum.



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