

Wednesday, November 11, 2009

The Fundamentals Track

1:00 – 5:00	1:00 – 1:30 How to Find and Motivate Fundraising Volunteers Lucinda Mercer, CFRE VP of Development Summit Area YMCA	1:30 – 2:15 Asking for a Gift in Person: Face to Face Solicitation Philip Salerno, III President & Chief Development Officer Children's Specialized Hospital Foundation	2:15 – 2:30 BREAK	2:30 – 3:15 How Do I Get A Foundation or Corporate Grant? Paula Hunchar Director of Regional Development Capital Giving, Principal Gifts Princeton University	3:15 – 4:00 Planning a Fundraising Event Amy Eisenstein, MPA, CFRE Principal Tri Point Resources LLC	4:00 – 4:15 BREAK	4:15 – 5:00 Mail, Phone, Internet Fundraising Ideas Les Loysen President Consulting Services for Non-Profit Organizations Jennifer Loysen Associate Director Annual Fund Monmouth University
6:00 – 8:00	PRE-CONFERENCE NETWORKING RECEPTION Mal Warwick, Founder & Chairman, Mal Warwick Associates, Speaking and Leading a Discussion on "Fundraising When Money is Tight"						

Thursday, November 12, 2009

8:00 – 9:00	Continental Breakfast and Breakfast Affinity Roundtables							
Featured Presenters 9:15 – 10:15	Improving Your Solicitation Skills: How to Really Ask for a Gift and Get It! Margaret M. Holman, President, Holman Consulting, Inc.			How to Write Successful Fundraising Letters Mal Warwick, Founder and Chairman, Mal Warwick Associates				
10:15 – 10:45	MORNING COFFEE BREAK WITH RESOURCE PARTNERS							
Morning Breakout Sessions 10:45 – 11:45	Board Development	Planning and Asking	Corporations / Foundations		Emerging Trends	Senior (10 Years +)	Major & Planned Giving	Reaching New Audiences
	Mission Then Money: Turning Your Board and Staff into Ace Ambassadors Martha Schumacher, CFRE President Hazen Inc.	Using Financial Planning and Asset Management to Uncover Opportunities for Giving Mark Cortazzo, CFP Senior Partner MACRO Consulting Group LLC	The New Paradigm Panel Hans Dekker Community Foundation of New Jersey Ralph Serpe Princeton Area Community Foundation		Mauren Paukert BASF Jennifer Goudy TD Bank Arlene Lester State Farm	Resilient Philanthropy Bradford Wm. Voigt, CFRE Director of Institutional Advancement Harvard University Art Museum	Aim HIGH How to Ask for the Gift Dr. Jerold Panas Executive Partner, Jerold Panas, Linzy & Partners	Understanding Donor-Centered Philanthropic Planning Brian Sagrestano, JD, CFRE President Gift Planning Development, LLC
11:45 – 12:00	NETWORKING WITH RESOURCE PARTNERS							
12:00 – 1:45	LUNCHEON KEYNOTE SPEAKER Jerold Panas, Executive Partner, Jerold Panas, Linzy & Partners: Keynote Title: "The Future Isn't What It Used To Be"							
Afternoon Breakout Sessions 2:00 – 3:00	Building Better Boards Lona Farr, Ph.D., ACFRE Sr. Managing Member Farr Healey Consulting LLC	The Development Plan: The Foundation for Success Linda Lysakowski, ACFRE President & CEO Capital Venture	New Trends in Corporate Philanthropy: Breaking the Gala Addiction Mary O'Malley Vice President Local Initiatives Prudential Financial, Inc.		René Deida Program Officer The Prudential Foundation	Giving USA's Study on Giving During Recessions and Economic Slowdowns George Ruotolo, Jr., CFRE Chairman and CEO Ruotolo Associates Inc.	Putting Your Career in High Gear Gail Freeman President Freeman Philanthropic Services, LLC	How to Make Your PG Results Go Up Faster Than Gas Prices! Michael Rosen, CFRE President ML Innovations, Inc.
3:00 – 3:15	AFTERNOON REFRESHMENT BREAK							
3:15 – 4:15	Creating a Culture of Philanthropy and Stewardship Karen Osborne, President, The Osborne Group, Inc.							
4:30 – 6:00	RESOURCE PARTNER RECEPTION							