



ICAA 2010 Summer Conference Agenda

Sawmill Creek Lodge & Resort

Wednesday, July 28, 2010 Morning & Lunch

<p>9:45 am - 5:15 pm <i>Wilderness Hall lobby & registration area</i></p>	<p>Information/Registration Booth</p> <p>Publications Booth - Attendees may bring copies of magazines, campaign information, stewardship pieces, direct mail, giveaways, CDs, DVDs</p> <p><i>Sponsored gifts:</i> <u><i>Advantage Marketing</i></u> <u><i>M & M Express Solutions</i></u></p> <p><i>Wireless Internet sponsorship:</i> <u><i>Brian Lacy & Associates</i></u> <i>Conference programs sponsorship:</i> <u><i>Post Printing</i></u> <i>General facilities sponsorship:</i> <u><i>Collegiate Insurance Resources</i></u></p>
<p>7:00 am - 12:30 pm</p>	<p>Dining options (Excluding newcomers and vice presidents) - conference attendees & sponsors responsible for costs</p> <p>Opt #1: Salmon Run Restaurant - Breakfast until 10 am / Lunch starts at 11 am Opt #2: Trapper's Outpost - Continental menu available starting at 7 am, other options include salads, sandwiches, pizzas & snacks</p>
<p>10:30 am - 12:15 pm <i>Willows Room</i> <i>Lunch 11:15 am</i></p>	<p><u>Newcomers' Session</u> Conference newcomers - Meet Board & Committee members, receive tips on professional development, networking and best practices</p> <p><i>Sponsored by:</i> <u><i>The Watkins Printing Company</i></u></p>
<p>10:00 am - 12:30 pm <i>Wolf & Coyote Rooms</i> <i>Lunch 11:30 am</i></p>	<p><u>ICAA Vice President Summer Workshop & Luncheon</u> Presenter: <i>Ken Hoyt</i> <i>Learn how to better control Institutional Advancement time and make staff more productive while tying your advancement plans to the Institutions' strategic plan.</i></p> <p><i>Sponsored by:</i> <u><i>Tom Seddon, Vice President for Development and PR, Ashland University</i></u></p>

Wednesday, July 28, 2010 Afternoon & Evening

<p>12:45 pm - 2:30 pm <i>Golden Oak/Red Cedar Room</i></p>	<p><u>Opening General Session</u> Presenter: <i>Michael Westfall, Eastern Washington University, V.P. for University Advancement & Executive Director of the EWU Foundation</i></p> <p><i>Session Title: "The Reboot of Philanthropy in Higher Education"</i> <i>Everything we know is re-setting, why not philanthropy? The landscape for giving has been shaken to its core. We will assess the damage done and more importantly, the strategies for navigating this new reality. This session will focus on managing leadership expectations, a return to basics approach and new strategies.</i></p>
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<p>2:30 pm <i>Wilderness Hallway</i></p>	<p>Snack Break - <i>Sponsored by: <u>Centron Data Services, Inc.</u></i></p>				
<p>2:45 pm - 4:15 pm <i>Golden Oak/Red Cedar Room</i></p>	<p><u>2nd General Session</u> <i>Presenter: Eric Lutzo, Forward Thought, Founder & Principle</i></p> <p><i>Session Title: "Equip Yourself for Change"</i> <i>One thing we can rely on in life is change, both in our personal and professional lives. The real question is "Are You Ready?" Don't let change sneak up on you, "Be the Change You Seek!" This session will guide you through a change setting strategy to prepare you for what is to come.</i></p>				
<p>4:15 pm <i>Wilderness Hallway</i></p>	<p>Snack Break - <i>Sponsored by: <u>Centron Data Services, Inc.</u></i></p>				
<p>4:30 pm - 5:30 pm <i>Breakout Rooms</i></p>	<p>Exploring Advancement Paths Attendees divide into groups, based on responsibilities, to discuss Eric Lutzo's theme: "Equip Yourself for Change"</p>				
	<p>Sycamore Room</p> <p>Executives</p> <ul style="list-style-type: none"> - Presidents - Vice Presidents - Directors 	<p>Hawthorne Room</p> <p>Donor Relations & Advancement Services</p> <ul style="list-style-type: none"> - Stewardship - Advancement services - Foundations & Grants 	<p>Wildflower Room</p> <p>Communications</p> <ul style="list-style-type: none"> - Publications - Web - Media Relations - Magazines - Donor Reports 	<p>Blue Heron Room</p> <p>Alumni Relations</p> <ul style="list-style-type: none"> - Events - Affinity groups - Volunteers - Clubs 	<p>Golden Oak/Red Cedar Room</p> <p>Fundraising</p> <ul style="list-style-type: none"> - Major gifts - Planned giving - Annual Fund - Volunteers - Student philanthropy
<p>5:30 pm - 6:45 pm</p>	<p>No programming - attendees proceed to Golf Clubhouse prior to start of dinner - Clubhouse is directly across from Lodge (several minute walk) <i>*Shuttle available every 10 minutes starting at 6:00 pm. Last shuttle 6:40 pm. Sign-up required (Priority given to those with special needs)</i></p>				
<p>6:00 pm - 9:00 pm <i>Sawmill Creek Golf Clubhouse Pub Deck</i></p>	<p><i>Attendees are encouraged to wear a shirt from their institution or an outfit with their institution's colors!</i></p> <p>Reception: 6:00 pm - 6:45 pm Arrival for seating & drink orders (1 drink ticket per conference attendee & cash bar) <i>Drink tickets sponsored by: <u>RHB (Richard Harrison Bailey, The Agency)</u></i></p> <p>Dinner: 7:00 pm <i>Sponsored by: <u>Think Patented</u></i></p> <p>Programming: 8:00 pm</p>				
<p>9:30 pm - ??? ? <i>The Granary</i></p>	<p>Networking at Night Take this opportunity to informally gather. Enjoy beverage, snacks, Cornhole & other various lawn games Indoor & outdoor seating will be provided. <i>Rain Location: Granary will remain open for people to gather. Games may possibly be moved into conference lobby.</i></p> <p><i>Sponsored by: <u>MCR Inc.</u></i></p>				

Thursday, July 29, 2010 Morning & Lunch

7:00 am - 12:30 pm <i>Wilderness Hall lobby & Registration area</i>	Information/Registration Booth				
7:00 am - 8:00 am <i>Settler's Cabin Room & Fort Sandusky Room</i>	Breakfast <i>Sponsored by: <u>Eric Lutzo & Forward Thought</u></i>				
8:10 am - 9:25 am <i>Golden Oak/Red Cedar</i>	<p>General Session</p> <p><i>Presenter: Eric Lutzo, Forward Thought, Founder & Principle</i></p> <p><i>Session Title: "Legacy...What will yours Be?"</i></p> <p>In life we constantly move towards the next step without realizing how these steps lead to our legacy. What do you want to leave behind when you make your next big change? What kind of lasting impact do you want to leave with your institution? Legacy is a part of our lives we do not normally take the time to explore. During this session, we will explore our legacy together.</p>				
9:30 am - 10:40 am <i>Breakout Rooms</i>	Sycamore Room	Hawthorne Room	Wildflower Room	Blue Heron Room	Golden Oak/Red Cedar Room
	<p><u>Presenter</u> <i>Bill Nolan</i> <i>Barnes & Thornburg, LLC</i> <i>Columbus, OH</i></p> <p><i>Session Title:</i> <i>"Use of Technology by Employees"</i></p>	<p><u>Presenter</u> <i>Terry Kurtz,</i> <i>Baldwin-Wallace College</i></p> <p><i>Session Title:</i> <i>"Will You Marry Me? (And Other Proposals that Really Matter!)"</i></p>	<p><i>Room change*</i> <u>Presenters</u> <i>Margaret Pomfret,</i> <i>Ashland University</i> <i>&</i> <i>Al DiFranco,</i> <i>Notre Dame College</i></p> <p><i>Session Title: "Regional Alumni Programming - What Has Worked For You?"</i></p>	<p><u>Presenter</u> <i>Chris Norman</i> <i>Wittenberg University</i></p> <p><i>Session Title:</i> <i>"Lead With Your Heart, Not Your_____!"</i> <i>- Forget Everything You Learned About the Annual Fund and Donor Relations to Find Success and True Happiness as a Fundraiser"</i></p>	<p><i>Room change*</i> <u>Presenters</u> <i>Christine Dugan</i> <i>Dickinson College</i></p> <p><i>Barbara Stambaugh</i> <i>Denison University</i></p> <p><i>Scott Wargo</i> <i>Oberlin College</i></p> <p><i>Session Title:</i> <i>Media Panel - "Beyond the Press Release: Maximizing Your Institution's Media Relations Program"</i></p>
10:40 am <i>Wilderness Hallway</i>	Beverage Break <i>Sponsored by: <u>M & M Express Solutions</u></i>				

11:00 am - 12:10 pm <i>Breakout Rooms</i>	Sycamore Room	Hawthorne Room	Wildflower Room	Blue Heron Room	Golden Oak/Red Cedar Room
	<p><u>Presenter</u> Bill Nolan Barnes & Thornburg, LLC Columbus, OH</p> <p><u>Session Title:</u> "Proactive Steps to Control Employee Liability"</p>	<p><u>Presenter</u> Jason Mitchell & Allison K. Lewis CFRE, Pursuant Agency</p> <p><u>Session Title:</u> "Identify and Activate Emerging Major Gift Prospects Using Donor Intelligence"</p>	<p><u>Presenter</u> Sean Presley, Kenyon College</p> <p><u>Session Title:</u> "Ten Tips for a Better Magazine"</p>	<p><u>Presenter</u> Makiva McIntosh Denison University</p> <p><u>Session Title:</u> "Annual Fund & Alumni Relations Building a Successful Reunion Program Together"</p>	<p><u>Presenters</u> Meggie Feran & Becky Leach, Ohio Wesleyan Univeristy</p> <p><u>Session Title:</u> "Engaging Students to Become Active Young Alumni"</p>
12:15 pm - 1:30 pm <i>Brook Trout / Whitetail Room</i>	<p>Fiesta Luncheon <i>Sponsored by: Jayne Garrett, Professional certified coach</i></p>				

Thursday, July 29, 2010 Afternoon & Evening

1:45 pm - 3:45 pm <i>Option 1)</i> Wildflower Room	<p>ChangeWorks!® Professional Development Session <u>Presenter</u> Jayne Garrett, Professional certified coach Registered participants only</p> <p>Option 2) Networking Golf Scramble (\$35 fee - Golfers must pay and sign up ahead)</p>
<i>Option 2)</i> Sawmill Creek Golf Course	
<i>Option 3)</i> Personal recreation	
3:45 pm - 6:00 pm	Personal recreation, networking, Golf Scramble continues
6:00 pm - 9:45 pm Wilderness Courtyard & Whitetail Room	<p><u>ICAA Recognition Banquet</u> (Business attire requested)</p> <p>Reception: 6:00 pm - 7:00 pm <i>Sponsored by: Wilson-Bennett, Inc.</i></p> <p>Dinner: 7:00 pm <i>Sponsored by: Pursuant</i></p> <p>Awards & Recognition: 8:00 pm <i>Dinner will be followed by time for everyone to socialize. Afterwards, everyone is invite to the Salmon Run Restaurant bar area for networking and musical entertainment. See details below.</i></p>
10:00 pm - 2:00 am Salmon Run (bar area)	<p>Networking at Night event Enjoy this opportunity to informally gather with fellow conference attendees. (Cash bar) Music entertainment will be provided by SHA featuring Karaoke Bob, Cube & JT.</p>

Friday, July 30, 2010 Morning

6:30 am - 8:00 am <i>Wilderness Hall</i>	Breakfast Sponsored: <u>Post Printing</u>				
8:10 am - 9:20 am <i>Breakout Rooms</i>	Sycamore Room	Hawthorne Room	Wildflower Room	Blue Heron Room	Golden Oak/Red Cedar Room
	<u>Presenter</u> <i>Jayne Garrett</i> Session Title: <i>"Creating Harmony"</i>	<u>Presenter</u> <i>Ralph Tomassi</i> Session Title: <i>"Taking Your Athletic Affinity Group to the Next Level"</i>	<u>Presenter</u> <i>Phil Hodgson, The Watkins Printing Company</i> Session Title: <i>"Print is green"</i>	<u>Presenters</u> <i>Jeff Alix Ashland University, Alicia Barnes Saint Vincent College</i> Session Title: <i>"Trends for Phonathons - What the Future Holds"</i>	<u>Presenter</u> <i>Howard Kang, Blue Fuego</i> Session focus: <i>Social Media tracking</i>
9:25 am - 10:25 am <i>Golden Oak/Red Cedar</i>	General session Presenters: Linda Beals, Director of Alumni Relations & Robert Rafferty, Director of New Media and Webmaster Session Title: "WITT Nation Rides Again: A New Take on the Meaning of Alumni Engagement" This session will review the initiation, trials and successes of three years on the road with this CASE Gold Medal award winning program.				
10:30 am - 11:15 am <i>Golden Oak/Red Cedar</i>	Presidential Address General Session <i>President Frederick J. Finks, Ashland University</i> <i>"Merging Philosophy with Strategy and Action"</i>				
11:15 am - 11:45 am <i>Golden Oak/Red Cedar</i>	ICAA Business Meeting & Closing Session				
11:45 am - 12:00 pm	Checkout at Main Desk				
12:15 pm - 1:30 pm	Future VP Luncheon at Salmon Run Restaurant - Lunch meeting for those interested in moving up in their career (pay own meals)				