



# ICAA 2009 Summer Conference Agenda

**Location:  
Hilton Columbus at Easton**

Wednesday, July 29, 2009

9:45 a.m. - 1:00 p.m.	<p>Information/Registration Desk - Registration payments, nametags, directions, programs          Publication Area - Magazines, stewardship pieces, direct mail, giveaways, CDs, DVDs          (Conference Wing Lobby)</p>
11:00 a.m. - 1:00 p.m.	<p>ICAA Conference Newcomers Special Welcome Luncheon          (Lilac Room)          11:30 a.m. - 12:30 p.m.</p> <p>VP luncheon - Hosted and Sponsored by Ashland University          (Columbus Board Room)          11:30 a.m. - 12:30 p.m.</p> <p>Lunch options for other attendees: Easton Dining Room or Easton Restaurants</p>
1:00 p.m. - 2:15 p.m.	<p>Opening Session          (Easton B)</p> <p>1:00 pm  <i>Kristi Wilkerson, ICAA President - welcoming &amp; door prize</i></p> <p>1:15 pm - 2:15 pm  <i>Elizabeth Scarborough          President/CEO Simpson Scarborough</i></p>
2:15 p.m. - 2:30 p.m.	<p>Break  <i>Sponsored by Who Does That Productions, LLC</i></p>
2:30 p.m. - 3:45 p.m.	<p>General Session          (Easton B)          "The New Paradigm-Donor Centered Fundraising"  <i>Penelope Burk          Cygnus Applied Research, Inc          Sponsored by Bentz Whaley Flessner</i></p>
3:45 p.m. - 4:00 p.m.	<p>Break  <i>Sponsored by Centron Data Services, Inc</i></p>

4:00 p m - 5:15 p m	<p align="center"><b>General Session</b> (Easton B) "Workshop on Donor Centered Fundraising" <i>Penelope Burk</i> <i>Cygnus Applied Research, Inc</i></p>
6 : 3 0 p m	<p align="center"><b>Dinner &amp; Big Swap</b> (Easton B) <i>Sponsored by Datatel</i></p>
9 : 0 0 p m - ( ? )	<p align="center"><b>Happy Hour</b> (Easton Sports Club in hotel) <i>Sponsored by Recognition Awards</i></p>

**Thursday, July 30, 2009**

7:30 am - 11:00 am	<p align="center"><b>Information/Registration Desk</b> (Registration payments, nametags, directions, programs) <b>Publications Corner</b> (Magazines, stewardship pieces, direct mail, giveaways, CDs, DVDs)</p>			
7:30 am - 8:30 am	<p align="center"><b>Breakfast</b> (Easton B) Topic TBA <i>Jack Miller</i> <i>President and CEO</i> <i>The Miller Group Worldwide LLC</i> <i>Sponsored by The Miller Group Worldwide LLC</i></p>			
8:30 am - 9:15 am	<p align="center"><b>General Session</b> (Easton B) Higher Ed &amp; Public Policy <i>Dr. Paul B. Chewing - Appalachian College Association</i></p>			
9:15 am - 9:30 am	<p align="center"><b>Break</b> <i>Sponsored by RuffaloCODY</i></p>			
9:30 am - 10:15 am	<p><b><u>Alumni Relations/Annual Fund</u></b> (Easton C) "Integration of Alumni Relations and Annual Giving" <i>Joanne Lally Eberhart</i> <i>Senior Consultant</i> <i>Ketchum</i></p>	<p><b><u>MPG</u></b> (Easton D) "The Small business Owner - What Business is That of Yours?" <i>Paul Ditlevson</i> <i>Director, Legacy Estate Programs</i> <i>Ashland University</i></p>	<p><b><u>Communications/PR</u></b> (Easton E) "Media Training Boot Camp" <i>Dace delaForet,</i> <i>Senior Account Executive and</i> <i>Kristin Mack Deuber,</i> <i>Senior Account Supervisor</i> <i>Paul Werth Associates</i></p>	<p><b><u>VP</u></b> (Columbus Board Room) "Boards as Fundraisers" <i>Jim Daniel</i> <i>Managing Associate</i> <i>Bentz Whaley Flessner</i></p>

10:15 am - 11:00 am	<b>Annual Fund</b> (Easton C) "Overcoming rejections from your constituents" <i>Heather Albrecht</i> <i>Vice President, Nonprofit Services</i> <i>RuffaloCODY</i>	<b>MPG</b> (Columbus Board Room) "Measuring the Cost to Raise a Planned Gift Dollar" <i>Kristen L. Dugdale, Esq.</i> <i>Vice President of Gift Planning</i> <i>University of Colorado</i> <i>Foundation</i>	<b>Communications/PR</b> (Easton D) "From Bricks to Bandwidth: Building a Virtual Wall" <i>Liz Boltz, Web Content Administrator/Assistant Director of College Relations and Aileen Meyer, Director of Development and Alumni Relations</i> <i>Lourdes College</i>	<b>VP / Alumni Relations</b> (Easton E) "The Future of Alumni Associations" <i>Jack Miller</i> <i>President and CEO</i> <i>The Miller Group Worldwide LLC</i>
11:10 am - 11:15 am	<b>Break</b> <i>Sponsored by Liberty Mutual</i>			
11:15 am - 12:00 pm	<b>Alumni Relations/Annual Fund</b> (Easton C) "The Care and Feeding of Your Volunteers and Building a Stronger Volunteer Network" <i>Jack Miller</i> <i>President and CEO</i> <i>The Miller Group Worldwide LLC</i>	<b>MPG</b> (Easton E) "Fundraising and Charitable Tax Update" <i>Mike Walczak</i> <i>Director of Trusts &amp; Estates</i> <i>Baldwin-Wallace College</i>	<b>Communications/PR</b> (Easton D) "Using video: when it's powerful, when it's not" <i>Dick Kindig</i> <i>Ztories Cinemastery</i>	<b>VP</b> (Columbus Board Room) "Emerging Trends in Advancement" <i>Doreen Riley</i> <i>Vice President of University Advancement</i> <i>John Carroll University</i>
12:00 pm - 1:15 pm	<b>Lunch</b> (Easton B) Campaigns in Today's Economy <i>Dr. Kendall Baker</i> <i>President, Ohio Northern University</i>			
1:15 pm - 6:00 pm	<b>Recreation</b>		<b>Massages</b>	
	<b>9-hole Golf Scramble Tournament</b> Champion Golf Course 3900 Westerville Road *Sign up when you register for the conference* Tee times begin at 1:35 pm		(Massage Room on lower level - next to the pool) *Sign up at Registration Table when you check in* 10-minute massages - run from 1:30-5:30	
6:00 pm - 7:00 pm	<b>Bung and Grog Reception</b> (Easton B)			

	<i>Sponsored by Goettler Associates</i>
7:00 p m - 9:00 p m	<b>Dinner and Awards Reception</b> (Easton B) <i>Sponsored by Pursuant</i>
9:00 p m - (?)	<b>Hospitality Suite</b> (Easton Room 740) <i>Sponsor TBD</i>

**Friday, July 31, 2009**

7:30 a m - 8:30 a m	<b>Breakfast</b> (Easton B) "Using Technology to Enhance Personal & Professional Productivity" <i>Josh Smith</i> <i>Advancement Services Manager</i> <i>Bluffton University</i>			
8:30 a m - 9:15 a m	<b><u>Alumni Relations</u></b> (Easton C) "Engaging students to become alumni" <i>Steve Crawford</i> <i>Director of Alumni Relations</i> <i>Denison University</i>	<b><u>Annual Fund</u></b> (Columbus Board Room) "Effective Negotiation Skills" <i>Jason Fisher</i> <i>Senior Consultant</i> <i>RuffaloCODY</i>	<b><u>Communications/PR</u></b> (Easton D) "Internal Communications - Best Practices" <i>Melissa Dykstra</i> <i>Vice President</i> <i>Fahlgren Mortine Public Relations</i>	<b><u>Other - technology</u></b> (Easton E) "The Future of Fundraising: A New Development Paradigm" <i>Jason Mitchell, CMO and</i> <i>Scott Campbel,</i> <i>Regional Director of Development</i> <i>Pursuant</i>
9:15 a m - 9:30 a m	<b>Break</b> <i>Sponsored by Fahlgren Mortine Public Relations</i>			
9:30 a m - 10:30 a m	<b>General Session</b> (Easton B) "Integrating Institutional Brand for Advancement Success" <i>Jeff Flick, CEO &amp;</i> <i>Ed Macko, Director of Educational Marketing</i> <i>BD&amp;E, Inc.</i>			
10:30 a m - 10:45 a m	<b>Break</b>			

10:45 am - 11:30 am

**Closing Session**  
(Easton B)  
"Leadership in Advancement"  
*Mike Westfall*  
*Vice President for University Advancement- Eastern Washington University*  
*Executive Director - The EWU Foundation*

11:30 am - 12:00 p.m.

**Conference wrap-up and ICAA business meeting / Door prize / Checkout**  
(Easton B)