

Summit 2011

It's All About Relationships

October 10 - 12, 2011

Program Schedule

[Click here to register!](#)

DAY 1 – Monday, October 10				
	Track 1: Emerging Technology and Analytics	Track 2: Organizational Culture	Track 3: Metrics and Information	Track 4: Best Practices
11:30- 5:00	<i>Summit Registration/Hospitality</i>			
1:00- 1:30	<i>Welcome & Conference Kick-off</i>			
1:30- 2:15 General Session	Keynote Address: The Convergence of Social Media, Social Networks and Nonprofit Organizations. Allison Fine, Writer and Researcher			
2:30- 3:45 Breakout Sessions	Reporting Dashboards that Serve Your Advancement Customers Susan VanderMast	Great Expectations for Collaboration Monica Keith	Hiring and Measuring Gift Officers Ellen Rohwer	Best Practices in Information Technology: Volunteer Access to Data Terry Callaghan
3:45- 4:15	<i>Networking Break</i>			
4:15- 5:30 Breakout Sessions	Five Biggest Trends in Higher Education Online Fundraising Steve MacLaughlin	Phase II: Redefining the Advancement Services Organization Structure Caroline Chang	Building Relationships with Data and Fundraisers Angie Peterson	Best Practices in Advancement Management: Working with Clear Ethical Guidelines Encourages Stronger Relationships Lisette Clem Wendy Gasparri Lynne Becker

5:30-7:00	<i>Reception and Dinner Sign-ups</i>
7:00	<i>Networking Dinners</i> <i>Join other Summit attendees for dinner facilitated by sign-ups to nearby locations – dinner not included in Summit registration</i>

DAY 2– Tuesday, October 11				
	Track 1: Emerging Technology and Analytics	Track 2: Organizational Culture	Track 3: Metrics and Information	Track 4: Best Practices
7:00-4:00	<i>Summit Registration/Hospitality</i>			
7:30-9:00	<i>Breakfast and Roundtables</i>			
9:00-10:15 Breakout Sessions	The Realities of Real-Time Data David Lawson	Partnership & Perception: An Important Balancing Act Cassie Hunt Chris Cannon	Prospecting in a Campaign David Lamb	Best Practices in Advancement Management: Project Management Optimized Lynne Becker
10:15-10:30	<i>Networking Break</i>			
10:30-11:45 Breakout Sessions	Going Mobile Bill Kavan	Moving Your Gift Processing Operations into the 21st Century Mary Ehart Deb Charron	Numbers and Sense: The Finance Department and You! Lynn Wester Allison Lewis	Best Practices in Records Management: Donor-Advised Funds and Other Weird Entities Mary Prats John Taylor
11:45-12:30	<i>Conference Lunch</i>			
12:30-1:15 General Session	Keystone Address			

1:15-1:45	AASP Business Meeting			
2:00-3:15 Breakout Sessions	What Is the Cloud and Why Should I Care? Keith Heller	CROCO Utilizes Web-based Project Management Software Melissa Cox	Easy-win, High-impact, Low-effort Ways to Fix Your Database Vered Siegel	Best Practices in Prospect Management Meredith Hancks
3:15-3:45	Networking Break			
3:45-5:00 Breakout Sessions	Social Media and Mini Ecosystems Nancy Benavente	Comparing Advancement Services Organizations - The Pro's and Con's of How We Are Organized to Work Vicky Medlock Anita Lawson	Reporting Strategies	Best Practices in Donor Relations: Re-engaging the Disenchanted Donor (or How Not to Tick your Donors Off!) John Taylor
5:00	Dinner with Colleagues			

DAY 3 – Wednesday, October 13				
	Track 1: Emerging Technology and Analytics	Track 2: Organizational Culture	Track 3: Metrics and Information	Track 4: Best Practices
7:00-noon	Summit Registration/Hospitality			
7:30-9:00	Breakfast and Roundtables			
9:00-10:15 Breakout Sessions	Positioning Advancement Services for and in the Next Campaign Tom Chaves	Virtual Reality: Team Building with a Geographically Distributed Department Meredeth Winter	Benchmarking: Roadmap to Success Marianne Haggerty	Best Practices - Industry Trends: The On-line Courtship of Our Constituents Stephanie Rasamny

10:15- 10:45	<i>Networking Break</i>
10:45- 11:30 General Session	Capstone Panel Best Practices: Meet the Experts Jon Thorsen, Moderator
11:30- noon	<i>Conference Wrap-up</i>