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CD-ROMs are divided by tracks of interest and can be ordered by individual track or as a specially priced full conference set.

Advanced Research (4 Sessions)

Member attendee \$59.00; Non attendee \$84.00; Non-member \$168.00

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| 202 | Organizing with Intent: Managing Data with the Mission in Mind - Jon Thorsen | 222 | Finding the Silver Spoon; Researching Inherited Wealth - Inez Bergquist |
| 212 | Building and Utilizing a Researcher and Fundraiser Partnership - Elizabeth Dollhopf-Brown | 312 | Relationship Mapping: Six Degrees of Separation and Beyond - Randy Bunney |

Campaigns (7 Sessions)

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| 207 | Hitting for the Cycle: The Top 10 Ways to Ensure Campaign Success - Deborah Reinhardt Youmans | 312 | Relationship Mapping: Six Degrees of Separation and Beyond - Elizabeth Crabtree; Anne Brownlee |
| 217 | Prospect Research & Management During Each Stage of a Campaign - Shelby Kloures Radcliffe | 317 | Campaign Forecasting, Gift Pyramid: Are We Going To Make Our Goal? - David Robertson |
| 227 | Leveraging the Prospect Researcher/Fundraiser Relationship for Campaign Success - Armando Zumaya | 407 | Your Heart or Your Head: Making Decisions Based on Data - Steve Birnbaum; Roseann Fitzgerald |
| 307 | Using Analytics and Projection for Effective Campaign Planning and Execution - Joshua Birkholz | 417 | How to Hit a Home Run: Campaign Planning for Everyone - Patricia Ambler |

Data Mining/Prospect Identification (7 Sessions)

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| 213 | Identifying Loyal Donors - TBA | 403 | Slicing & Dicing in the Research Kitchen: Recipes for Prospect Identification - Amy Westgard; Patricia Quigley |
| 223 | Making Hedge Funds "HIP" - Amber Countis; Samantha Harris | 413 | First Year Parents: Uncovering the Wealth - Nicole Trickler |
| 303 | Understanding Influence: Driving Prospect Identification through Networks - Myra Norton | | |

Healthcare (5 Sessions)

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| 206 | A Prescription for Success - Making Philanthropy a Priority at your Healthcare Institution - Diane Crane | 316 | Grateful Patient Prospecting in A HIPAA Environment -- Doing More with Less - Jason Befort; Hilla Ferguson |
| 216 | Prospecting the Patient List: A Panel Discussion of Best Practices - Ceci Riecker; Anne Scheurer; Suzanne Szalay | 416 | Ethical Research in Healthcare - Hilla Ferguson; Heather Flanagan; David Lamb; Melissa Sandstrom; Courtney Sims |
| 306 | Rx for More and Bigger Gifts: Dynamic Monitoring of your Major and Planned Gift Portfolios - Jay Maloney | | |

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| 218 | Reporting Accomplishments Like a Researcher - Janice Cunning; Shannon Rafferty | 318 | You Want What By When? Enhancing Your Project Management Skills - Kristin Skarie |
| 228 | How to Position Yourself as a Standout when You're Not the Leader - Michelle Robertson | 408 | Avoid Burnout: Love Your Job - Sarah Cadbury |
| | | 418 | Research in Transition: Managing Change During Periods of Expansion - Alison Schwartz; Anna Sheehan |

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- 305 **Leveraging Board & Volunteer Networks for Campaign Success** - Mark DeFilippis
- 315 **"POP", "Prospect Universes" & other Projects to Populate Productive Prospect Pools** - Valerie Anastasio; Rachel DeMaster; Heather Reisz
- 405 **Starting a Research Shop** - Michele Miller

Prospect Management (7 Sessions)

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- 214 **Communicating and Marketing Prospect Management and Research Policies** - Karen T. Isble
- 224 **Prioritize and Segment Your Prospect Pool to Focus on Your Best Prospects** - David Manuel; Caroline Oblack
- 304 **Carrots and Sticks: Using Prospect Data to Measure Fundraiser Performance** - Mark Lanum
- 314 **Prospect Management: It's All About The Reports** - Cristian Hamilton
- 404 **Prospect Management: From Vision to Implementation** - Jennifer Shimp-Bowerman
- 414 **Beyond Assignments: Taking Prospect Management to the Next Level** - Amy Carrier; Brock Silvey

Research Fundamentals (6 Sessions)

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- 221 **Absolutely Must Have Resources** - Ofelia Alayeto
- 311 **Putting it All Together - Developing Analysis and Strategy** - Christina Pulawski
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- 411 **The Fundamentals of International Research** - Maria Estrada; Jennifer MacCormack

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- 219 **The Evolution of Document Imaging** - Sarah Fernandez; Kristin Harold; Rob Scott
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- 309 **There Ought to Be a Law: Best Fundraising Practices We Probably Do Not Practice** - Lawrence Henze
- 319 **New Market Trends and Their Philanthropic Effects** - Pamela Poland
- 409 **Wealth and Philanthropy in America** - Katherine Swank, JD
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