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Fall 2008

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### Message from the President

Dear Members:

This past year was a good year for the APRA-Southwest Chapter. We had a successful Chapter Conference in April at Children's Medical Center in Dallas and launched our new [Mentorship Program](#). We expect next year to be an even better year as we return to Children's in the spring for an expanded [two-day Chapter Conference](#), unveil a "new and improved" [Chapter Website](#) and look for greater involvement in the Mentorship Program. We also look forward to presenting opportunities to gather at regional events within the chapter; look for more information from our regional directors in upcoming months.



As the holidays approach, it is a good time to look beyond the day-to-day aspects of our jobs to the great work that our organizations do and their importance to our communities. We in the prospect research and relationship management profession have a big impact on our nonprofits' ability to meet their goals and undertake their missions. So in the spirit of the season, I want to thank all our organizations for the good they bring to our communities and I want to congratulate all our members for the hard work they do in support of those missions.

Best wishes for the holidays and the new year,

[Will Elliott](#)

APRA-SW President

The Museum of Fine Arts, Houston

P.S. Feel free to [contact me](#) or any of the [APRA-SW Board members](#) if you have questions or suggestions for how the group can better serve your needs.

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## APRA-SW Chapter Membership Renewals



The APRA-SW membership year runs **from January to December**, so it's time for all members to send in their renewals. Membership is open to anyone, although our chapter mainly seeks to serve professionals in Louisiana, New Mexico, Oklahoma and Texas.

APRA-Southwest **membership dues are \$30 per year for individual membership and \$100 per year for group membership** of up to four people from an organization. You can download a [2009 membership form](#) from the APRA-SW Website. [<http://www.aprasw.org/pdfs/Membershipform06.doc>]

(Note: Online memberships and renewals will soon be available when our new Website launches.)

## Strategic Planning Update

The APRA-SW Board of Directors continues to work through its strategic planning initiatives for this year, and is making progress in several areas.

### Some of the projects currently in the works:

- A new membership brochure is being designed to help recruit new members.
- A new [Mentorship Program](http://www.aprasw.org/mentor.html) has been launched. [<http://www.aprasw.org/mentor.html>]
- Planning has begun for a two-day Conference in April or May 2009 at the Children's Medical Center in Dallas.
- A marketing/sponsorship plan for conferences and other services is in process.
- A new chapter Website will soon be launched. It will have a fully-functional member directory and other online processing features.
- Broadcast e-mails have been sent more frequently to increase communication to members.
- This is the third quarterly electronic chapter newsletter, with plans to continue throughout the next year.
- The chapter Board nominations process is underway.

We will continue to update you throughout the year on our progress towards these new goals. Please contact any of the [APRA-SW Board](#) members if you have any feedback or questions on our strategic plan.

## Chapter Conference

Plan to join us in the Spring for a great two-day APRA-SW Chapter Conference. Held again at the beautiful Children's Medical Center Dallas facilities, this year's event will feature **one extra day of Research 101 basics**, along with a **second day of top notch sessions** designed for both beginning and advanced professionals.



More details will be forthcoming. If you have ideas for sessions and/or speakers, please contact APRA-SW Director of Programming [Alexandra Sizemore](#).

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## New Chapter Website Launching Soon

Following up on the strategic planning recommendations, our chapter will be launching a newly-designed, more functional and user-friendly Website in the next month. It will provide much of the same content, with the bonus of **online payment processing, a member directory and other password-protected features**. Look for a formal announcement and your personalized sign-on information in January.

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## Helpful Resource - Study of Data Mining for Higher Education Institutions



Peter B. Wylie and John Sammis have published a new study that supports data mining and predictive modeling in higher education institutions. A link to "[Does Data Mining Really Work for Higher Education Fundraising? A Study of the Results of Predictive Models Built for 5 Higher Education Institutions](#)" is publicly available on the CASE Website.

[[http://www.case.org/files/Bookstore/PDF/Wylie%20White%20Papers/Does\\_Data\\_Mining\\_Really\\_Work.pdf](http://www.case.org/files/Bookstore/PDF/Wylie%20White%20Papers/Does_Data_Mining_Really_Work.pdf)]

This study provides further evidence that there are still lower-cost research tools available to help improve fundraising results, an important consideration in this tough economic climate.

If you have a "Helpful Resource" you'd like to share in future issues, send it to [Michel Hudson](#).

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## Job Announcements

For job announcements, please visit our Website at [www.APRASW.org/job.html](http://www.APRASW.org/job.html).

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## People Updates

**Former APRA-SW President Ali McLane** has a couple of updates to share this issue. She just started a **new job with Dini Partners in Houston**, after a number of years with PIN and Kintera. She says, "*I am very excited about all the new opportunities here with Dini Partners . . . and the office is only 6 miles from my house!!*"



In addition, she was just elected as the **new Greater Houston APRA Chapter President**.

***Kudos for both new endeavors, Ali!***

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Congratulations to **Acacia Springsteen**, Prospect Research Analyst at the Museum of Fine Arts, Houston, and Moti Gorin on the **birth of their daughter**, Amira Imogen Gorin, on October 23, 2008. Acacia is on maternity leave and Moti just finished another semester at Rice University, where he's a graduate student.

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**Vanessa Boyle just joined the The University of Texas at Dallas** as the newest Prospect Research Associate in July. She is currently earning her Master of Library and Information Science degree online from San Jose State University. Her previous work includes being a library assistant at the Fashion Institute of Design and Merchandising-Irvine campus in Irvine, California. She had the opportunity to attend APRA in Denver, which was a fantastic experience for their entire team.

*If you have anything you want to share with your fellow members - new jobs, new hires, or just news - send it to the [APRA-SW Communications Chair](#).*

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## Save the Dates

**APRA Virtual Seminar replays**, available **January 2 - February 5**:

- **"Don't Tell Anyone!" Donor Privacy Issues and Trends**  
*Presenter: Kate Fultz Hollis*
- **"Over the Hedge" - Understanding Hedge Funds and Venture Capital**  
*Presenters: Michael Foote and Joyce Newton*



**APRA Live! Virtual Seminar:**

- **Essential Components of Relationship Tracking Systems; February 6**  
*Presenter: TBD*

[<http://www.aprahome.org/Education/VirtualSeminars/tabid/83/Default.aspx#2009>]

**APRA New Researchers Symposium** - Mesa, Arizona; February 5-6, 2009.  
<http://www.aprahome.org/tabid/787/Default.aspx>.

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**APRA-SW Board of Directors****Officers:**

**President:** [Will Elliott](#), Museum of Fine Arts, Houston

**Vice President/President-Elect:** [Dr. Bruce Willson, Jr.](#), United Way of Northwest Louisiana

**Secretary/Treasurer:** [Paulette Butterworth](#), Southwestern University

**Directors:**

**Mentoring:** [Andrea Heitz](#), Texas Christian University

**Communications:** [Michel Hudson, CFRE](#), 501(c)onsulting

**Sponsorships/Marketing:** [Jennifer Shimp-Bowerman](#), Southern Methodist University

**Programing:** [Alexandra Sizemore](#), Children's Medical Center Dallas

**New Mexico/West TX:** [James Bixler](#), St. Johns College

**Louisiana:** [Pinki Diwan](#), LSU Foundation

**Austin/San Antonio:** [Jada Garrison](#), University of Texas at Austin

**Oklahoma:** [Beverly Lyles](#), Southern Nazarene University

**Dallas/Ft. Worth:** [Colleen St. Clair](#), All Saints Health Foundation

**Past Presidents:**

[Sheri Lazare](#)

[Ali McLane](#), Dini Partners

[David VanLone](#), American Heart Association, National Center



Left to right: Ali McLane, David VanLone, Alexandra Sizemore, Paulette Butterworth, Beverly Lyles, Will Elliott, Jennifer Shimp-Bowerman, Andrea Heitz, Colleen St. Clair, Michel Hudson, and Jada Garrison.

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*If you would like opt out of all future e-mails from APRA-SW please send an e-mail with 'opt out' in the subject line to [APRA-SW](mailto:APRA-SW).*