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## MID-ATLANTIC RESEARCHERS CONFERENCE 2009

June 17–19, 2009

Picturesque Princeton University will be home to the **2009 MARC** event where educational offerings will provide value to everyone from new fundraising researchers to advanced professionals. Learn how to budget, research, prospect and plan in the “new economy” without busting your budget.

Pre-conference workshop sessions hosted by established fundraising research experts:

- Josh Birkholz of Bentz Whaley Flessner
- David Lamb of Blackbaud
- David Lawson of WorkingPhilanthropy.com

### **The Rich Aren't Poor: A Guide to Major Gift Opportunities in an Economic Crisis**

*Keynote Speaker: Jay Frost of Frost on Fundraising and ContactReporter*

Jay Frost will show why the real estate and stock market collapse doesn't mean the end of major gift fundraising. In fact, this is perhaps the best time in a generation to be thinking big—if you're prepared. Come hear what happened to your top prospects when the economy crashed and plan for success in the months ahead.

For full program information and to register online, visit the APRA Web site at **[www.APRAhome.org/MARC09](http://www.APRAhome.org/MARC09)**. Register by April 24 to receive the early-bird rate of \$340. After that date, registration will be \$395. If you have questions, call (312) 321-5196.

MARC is a joint partnership with APRA International and co-sponsored by APRA-Metro, D.C., APRA-Virginia, APRA-Maryland, APRA-Greater New York, APRA-Upstate New York and PREP/APRA.