



For Immediate Release

June 1, 2007

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20th International Conference Spotlights Thought Leaders in the Field of Fundraising and Philanthropy

Renowned experts share insights about trends and the future of the nonprofit sector

CHICAGO—The Association of Professional Researchers for Advancement (APRA), a premier provider of exceptional educational programs and networking opportunities for the fundraising community, announces its inaugural Keynote Panel presentation. This highlight of the **APRA 20th Annual International Conference, July 25 – 28 in Chicago**, gathers distinguished thought leaders from major associations, academic centers and consulting firms who will examine trends and project the future of the nonprofit sector, philanthropy and fundraising.

“We’re honored to have this highly engaging and dynamic panel as a resource for APRA members and conference attendees,” said APRA President Pamela Poland. “They undoubtedly will inspire attendees and become a catalyst for continued reflection, collaboration and conversation,” she said. The Keynote Panel is partially underwritten by a generous sponsorship from Blackbaud Inc.

The panelists’ interactive discussion—just one part of a comprehensive four-day educational program—will relate closely to the conference theme: *Transforming the Future of Fundraising*. They will emphasize the value of collaborative partnerships in fundraising as well as the changing dynamics of donors, benchmarking and performance management, confidentiality responsibilities, and emerging trends in information and data management.

“Providing professionals with this range of perspectives will undoubtedly have a strong impact on their practices, programs and results,” said Elizabeth Crabtree, APRA’s Vice President of Education and Professional Development. “It will be enlightening for everyone in the room—new researchers, senior officers, even the panelists themselves.”

Keynote Panel speakers are:



Julian Bivins

Chair-Elect, Council for the Advancement and Support of Education

and Assistant Vice President Development and Public Affairs, University of Virginia

Bivins provides managerial oversight of donor identification, cultivation, recognition and stewardship activities for the institution as well as the central Annual Giving unit. He serves as chair-elect on the Council for Advancement and Support of Education’s board of trustees and previously was Managing Director of EuroSource, where he implemented national marketing strategies and directed the company’s operations, and spent three years as an econometrics consultant.



Alphonse J. Brown Jr., ACRFE

Immediate Past Chair, Association of Fundraising Professionals

and Vice President of Development, National Academy of Public Administration

With experience in a range of settings from large organizations to grassroots institutions, Brown’s depth of knowledge allows him to tailor programs that meet institution and campaign objectives. Before joining NAPA, he was Executive Director of the National Kidney Foundation of Southeast Texas, President and CEO of the Prairie View A&M University Foundation and Assistant Dean of External Relations, College and Graduate School of Business, University of Texas at Austin.



Bob Carter

President, Ketchum

Recently elected as an educational partner on the Council for Advancement and Support of Education Industry Advisory Council, Carter's efforts at Ketchum focus on providing senior-level development and campaign counsel to a broad cross-section of gift-supported organizations. He also serves on the Association of Fundraising Professionals' board of directors and Governance Task Force. Previously, Carter was Vice President for University Advancement at The Catholic University of America, and Director of Development for Arts and Sciences and Engineering and Associate Director of Annual Giving at The Johns Hopkins University.



Patrick Rooney, Ph.D.

Director of Research, Center on Philanthropy

Rooney guides all center research activities, including its signature research project, a longitudinal study of giving and volunteering called the Center on Philanthropy Panel Study. He oversees the collaborative study with the Urban Institute focusing on the cost of fundraising and overhead as well as the Center's semi-annual Philanthropic Giving Index, which reports and predicts the climate for charitable giving. Rooney also is a professor of economics and philanthropic studies at Indiana University–Purdue University Indianapolis.



Pearl Veenema, FAHP

Board Chair, Association of Healthcare Philanthropy

and Vice President, Advancement for the Toronto General & Western Hospital Foundation

Since shifting her career focus from healthcare administration to development in 1999, Veenema has created and led highly successful fundraising efforts. One example is a 2006 comprehensive campaign for the Toronto General & Western Hospital Foundation at University Health Network, Canada's largest hospital partnership, that raised \$554 million in a month. Veenema is a fellow of the Association for Healthcare Philanthropy and a faculty member of the Madison Institute. She also holds a CFRE certification and has served as a director and chair of the CFRE International Board.



Moderator: Bruce Flessner

Principal, Bentz Whaley Flessner

A recognized expert on new wealth philanthropy, Flessner has been quoted in the *New York Times*, *Washington Post*, *Wall Street Journal*, *LA Times*, *Star Tribune*, *Dallas Star*, *Detroit Free Press* and many other major newspapers. He began his career as the annual fund director at Kalamazoo College before becoming vice president of the University of Minnesota Foundation. He has served on the board of directors of the Council on Foundation's New Ventures in Philanthropy and as a team member for the Kresge Foundation national initiative for community foundations.

For more information about the Keynote Panel presentation and the complete APRA International Conference programming schedule, visit www.aprahome.org or contact APRA headquarters at 312.321.5196 or info@APRAhome.org.

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About APRA

Founded in 1987, the Association of Professional Researchers for Advancement (APRA) is the premier international association representing prospect research and relationship management professionals around the world who are dedicated to empowering the nonprofit community by meeting its data and information needs. Its mission is to foster professional development, while promoting standards that enhance the status and expertise of its members. For more information about APRA, visit www.APRAhome.org.

About Blackbaud Inc.

An underwriting sponsor of the Keynote Panel presentation, Blackbaud Inc. is a leading global provider of software and related services designed specifically for nonprofit organizations. Today, more than 16,000 organizations rely on the company to help them raise money, manage finances, improve operational effectiveness and leverage the power of the Internet. Read more at www.blackbaud.com.