

2023 PROSPECT DEVELOPMENT

BLUE = GENERAL SESSION
(See below for breakout key)

GREEN = EXHIBIT/SPONSOR

YELLOW = NETWORKING

ORANGE = ADD-ON PROGRAMMING

GRAY = REGISTRATION

ALL TIMES IN ET

Sunday, August 27, 2023

3:00 PM - 5:00 PM

Registration Desk Open
Griffin Hall Foyer

ALL TIMES IN ET

DAY 1 - Monday, August 28, 2023

7:30 AM - 6:00 PM

Registration Desk Open
Griffin Hall Foyer

8:00 AM - 8:30 AM

Breakfast for Data Science Now
Grand Foyer 1-4

8:00 AM - 9:00 AM

Breakfast for Apra Fundamentals: Prospect Research
White River Pre-Function

8:30 AM - 4:00 PM

Data Science Now
JW Ballroom 1-2 and JW Ballroom 3-4

9:00 AM - 4:00 PM

Apra Fundamentals: Prospect Research
White River E

12:00 PM - 1:00 PM

Lunch Break for Apra Fundamentals (attendees on own)

12:30 PM - 1:30 PM

Lunch Break for Data Science Now (attendees on own)

12:30 PM - 4:30 PM







Executive Leadership Cohort
White River F





1:00 PM - 4:00 PM






White River AB *3 hours	White River CD *3 hours	White River GH *3 hours	White River IJ *3 hours		
Extracting Value from Free Text: An Introduction to Text Mining; Presenter: Matt Farrow, Childrens Health Level I	From Confusion to Clarity: Taking Your Portfolios from Drab to Fab; Presenters: Karin McDowell, UNICEF USA Level I, II	Due Diligence: The What, Why, and How of Prospect Research and Risk Assessment; Presenters: Krista Pierce, Tufts University, Arlinda Hasandjekaj, Amanda Turpin, Doctors Without Borders Level I, II	Virtual Teams, Real Results: Optimizing Hybrid and Remote Talent Management; Presenter: Catherine Flaatten, BWF Level II		

4:30 PM - 6:30 PM

Welcome Reception in the Exhibit Hall
Griffin Exhibit Hall

ALL TIMES IN ET		DAY 2 - Tuesday, August 29, 2023				
7:30 AM - 3:30 PM	Registration Desk Open Griffin Hall Foyer					
8:00 AM - 8:45 AM	Breakfast in Exhibit Hall Griffin Exhibit Hall					
8:45 AM - 10:00 AM	JW Ballroom 5-6 					
	Keynote Presentation: Being Fearlessly You: Valuing Everyone's Differences for Greatest Success! Mickey Rowe, Speaker, Author Consultant					
10:00 AM - 10:30 AM	Beverage Break in Exhibit Hall Griffin Exhibit Hall					
10:30 AM - 11:45 AM	White River E *75-minutes 	White River F *75-minutes 	White River AB *75-minutes	White River CD *75-minutes 	White River GH *75-minutes 	White River IJ *75-minutes
	Relationship Mapping - Finding a Path to Distant Prospects; Presenters: Stephanie Hughes, Sarah Price, BWF Level I	Maximizing Relationship Management: Data-Driven Patient Pipeline Analysis; Presenters: Martha Ortinau Rowe, Northwestern Memorial Foundation, Emma Hinke, BWF Level II	Community Centered Fundraising Principles in Praxis; Presenter: Felice Gomez-Spencer, Abigail Oduol, Earthjustice Level I	We've Got the Guide! Now What?: A Case Study on Implementing the Apra DEI Data Guide at UNICEF USA; Presenter: Denise Harris, UNICEF USA Level I	A Roadmap to Evaluating Staff Performance - Communicate Clear Expectations and Provide Helpful Feedback; Presenter: Prisca Zaccaria, University of South Carolina Level I, II	The Last Five Years: Our Arts Organization's (Musical) Journey to Creating a Prospect Scoring System; Presenter Sarah Wilber, The Kennedy Center Level I
11:45 AM - 1:10 PM	Lunch in Exhibit Hall Griffin Exhibit Hall					
1:10 PM - 1:30 PM	Partner Innovation: Fishing for Minnows and "Whales"; Elise Lynch, Kaleidoscope Griffin Exhibit Hall					
1:30 PM - 1:45 PM	Transition Break					
1:45 PM - 2:30 PM	JW Ballroom 5-6 					
	General Session - Emerging Trends in AI and Beyond: A Partner Industry Panel" Moderator: Stephanie Brouwer, Creative Fundraising Advisors Justine Griffin, Nexis Solutions Ashley Fitzgerald, Altrata Sam Venable, Blackbaud Target Analytics Chris Green, Xapien					

2:30 PM - 2:50 PM	Partner Innovation: Risky Business: How Donor Due Diligence Keeps You Covered; Brett Herzog, LexisNexis Griffin Exhibit Hall					
2:55 PM - 3:15 PM	Volunteer With Apra; Carrick Davis, University of California, Davis, Rodger Devine, Pomona College, Lindsey Nadeau, UNICEF USA Griffin Exhibit Hall					
3:15 PM - 4:30 PM	White River E *75-minutes 	White River F *75-minutes 	White River AB *75-minutes	White River CD *75-minutes 	White River GH *75-minutes 	White River IJ *75-minutes
	Transition as Opportunity: Prospect Research Innovation in Times of Change Presenter: Ashley Neff, Davidson College Skill Level I, II	Creating Portfolios Categories that Reflect Reality: Alternatives to Tracking the Gift Cycle at the Prospect Level Presenters: Sarah Parum Cadbury, Lucy Pastier, Temple University Level II	Incorporating Inclusivity Into Capacity Ratings: A Journey and an Exchange of Ideas; Presenter: Cal Sturgeon, City of Hope Level I	Movers and Shakers: Why Prospect Development are the Influencers of any Development Team; Presenter: Hannah Clarke, University of Prospect Development Level I	Power BI: Excel's BFF; Presenter: Tanya Ford, Indiana Wesleyan University Level I, II	Building Modern Prospect Development Teams - a Marathon, Not a Sprint; Presenter: Darren Cooper, Mayo Clinic Level II


ALL TIMES IN ET		DAY 3 - Wednesday, August 30, 2023				
7:15 AM - 8:00 AM	Apra Walks Meet in JW Marriott Hotel Lobby					
7:30 AM - 1:00 PM	Registration Desk Open Griffin Hall Foyer					
8:00 AM - 9:00 AM	Breakfast in Exhibit Hall Griffin Exhibit Hall					
8:45 AM - 9:00 AM	Passport to Prizes Drawing in Exhibit Hall Griffin Exhibit Hall					
9:00 AM - 10:30 AM	JW Ballroom 5-6 					
	Apra Talks: Career Paths: How Did You Get Here? Where Can You Go? Moderator: Carrick Davis, University of California, Davis Regina Alhassan, ResearchPRO Kate McConnell, Planned Parenthood Federation of America Aisha Maddox, Rollins College					
10:30 AM - 10:45 AM	Beverage Break White River Pre-Function					
10:45 AM - 11:45 AM	White River E *60-minutes 	White River F *60-minutes 	White River AB *60-minutes	White River CD *60-minutes 	White River GH *60-minutes 	White River IJ *60-minutes
	Volatile Opportunity: Cryptocurrency in Fundraising; Presenter: Elisa Orzac Shoenberger, Aspire Research Group Level I	How to Clean-up Messy Data; Presenter: Jessica Roberts, Nicholas Anthony Huron, CCS Fundraising Level I, II	Portfolio Optimization During Times of Transition: How to Ensure the Best Prospects Don't Fall Through the Cracks; Presenters: Rachelle Ficke, Southern Methodist University, John Sammis, CCS Fundraising, Ginevra Ranney, Lincoln Park Zoo Level I, II	From Scratch: Developing a New CRM Training Program to Engage Fundraisers; Presenter: Katalina Williams, University of South Florida Level I	Your Mid-Level Donors and March Madness: How to Organize the Tournament, Craft the Brackets and Play the Game; Carol Belair, Tanya Cole, Blackbaud Level I	DE&I and Fundraising: A Group Effort; Presenter: Kristal Enter, Massachusetts General Hospital Level I, II
11:45 AM - 1:00 PM	Lunch Break (attendees on own)					

1:00 PM - 2:15 PM	White River E *75-minutes 	White River F *75-minutes 	White River AB *75-minutes	White River CD *75-minutes 	White River GH *75-minutes 	White River IJ *75-minutes
	CANCELLED: It's Not Apples to Apples: Prospect Development At Different Organizations; Presenter: Beth Trammell Inman, Shriners Hospital for Children Level I	The Marathon and the Sprint: Managing Campaigns with Data-Driven Strategy; Presenters: Brittany Ann Cramer, Chelsie Bolt, Purdue for Life Foundation Level I	Current Trends in Ethics and Compliance (Ask the Ethicist Live); Presenter: Liz Rejman, Liz Rejman + Co. Level I, II	Create and Maintain a Prospect Referral Tracking System - Increase Qualification Visits, Track Success, and Connect Research Activity to Revenue; Presenters: Prisca Zaccaria, University of South Carolina, Heather McCauley, University of Georgia	Sprint Your Way to Sanity: Adapting Agile & Scrum for Prospect Development; Presenter: Lindsey Nadeau, UNICEF USA Level II	Effective Dashboard Design Through Thoughtful Translation of Client Business Needs; Presenter: John Gulino, Mount Sinai Level I, II
2:15 PM - 2:45 PM	Beverage Break White River Pre-Function					
2:45 PM - 4:00 PM	White River E *75-minutes 	White River F *75-minutes 	White River AB *75-minutes	White River CD *75-minutes 	White River GH *75-minutes 	White River IJ *75-minutes
	Starting from Scratch: Building a Prospect Research Department from the Ground Up; Presenters: Jessica Szadziwicz, University of Saint Mary of the Lake, Derek Beigh, Jewish Family Service of San Diego Level I	Cost Per Dollar Raised (CPDR) or Return on Investment (ROI)? Two Sides of the Same Coin to Assist with Analyzing Fundraiser Performance and Supplementing Donor Pipelines; Presenter: Omar Maglalang, Texas Children's Hospital Level II	Putting Strategy into Prospect Development... Lessons from the Red Sea to the Jordan River; Presenter: Michele Miller, Purdue for Life Foundation Level II	Gain Clarity, Create Efficiency, and Fuel Growth with Portfolio Optimization; Presenter: Kathleen Fric, Plan International Canada Level I	SalesForce Reporting: Return of the...Data; Presenters: Sarah Richards, Joseph Hemmelgarn, The Dynamic Catholic Institute Level I	Training with Intent: Support Your Prospect Research Team; Presenters: Jane Cronkhite, Tom Ackerman, University of Illinois Foundation, Kate Sutterfield, University of Chicago Level I

ALL TIMES IN ET

DAY 4 - Thursday, August 31, 2023

7:15 AM - 8:00 AM	Apra Breathes: Guided Meditation Session for Community Renewal Room 103-104					
8:00 AM - 8:30 AM	Breakfast White River Pre-Function					
8:30 AM - 9:30 AM	White River E *60-minutes 	White River F *60-minutes 	White River AB *60-minutes	White River CD *60-minutes 	White River GH *60-minutes 	White River IJ *60-minutes
	Managing Organizational Change and Encouraging Collaboration Across Departments in a Complex University System; Presenters: Caroline Nappo, Katie Harrell, University of Illinois Level I, II	Focusing Prospect Development Efforts; Presenters: Christopher Cannon, Zuri Group, Jon W. Garrow, Willamette University Level II	I'm Still Standing: Navigating Through Change in the Workplace; Presenter: Lauren Woodring, The Philadelphia Museum of Art Level I, II	Ready, Set, Go! Creating Prospect Management Department in a Remote Environment; Presenter: Holly Weimer, University of South Florida Level I	Prospecting in Indian Country: A Longitudinal Understanding of Tribal Nations in Research; Presenter: Bill Hamm, OU Foundation Level I	In-House Predictive Modeling: Building Blocks; Presenter: Kate Sutterfield, University of Chicago Level I
9:30 AM - 9:45 AM	Beverage Break White River Pre-Function					
9:45 AM - 10:45 AM	White River E *60-minutes 	White River F *60-minutes 	White River AB *60-minutes	White River CD *60-minutes 	White River GH *60-minutes 	White River IJ *60-minutes
	Better, Stronger, Faster: Rebuild Your Qualification Program; Presenters: Catherine Flaaten, Sarah Price, BWF, Abbey Bignell, Children's Hospital Colorado Foundation Level II	Closing Time: Calculating Risk to Encourage Proposal Velocity; Presenters: Ashley Mick, LSU Foundation Level I	Did the Apple Fall Far From the Tree? Identifying Next Generation Prospects; Presenter: Jennifer Moody, Gobel Group Level I	Best Practices for Utilizing Social Media in Prospect Research; Presenter: Jacob Astley, Oklahoma State University Foundation Level I	Scaling Your Shop Toward Mega Philanthropy; Presenter: Sasha Villacis, Inspiring Philanthropy Level II	The Ongoing Data Explosion: How to Mobilize Available Data for Prospecting: Case Study Presentation; Presenters: Beca Daniel, Chris Green, Xapien Level II
10:45 AM - 11:00 AM	Transition Break					
11:00 AM - 12:00 PM	White River E *60-minutes 	White River F *60-minutes 	White River AB *60-minutes	White River CD *60-minutes 	White River GH *60-minutes 	White River IJ *60-minutes
	What's Holding Your Fundraising Back? Create a Strategy for Success!; Presenter: Steve Trautman, DickersonBakker Level I, II	How to Have Meetings that Don't Suck; Presenter: Liz Rejman, Liz Rejman + Co. Level I, II	In Data We Trust: Generating Trust and Buy In to Take Action; Presenter: Lindsay Rogillio, Colonial Williamsburg Foundation Level I	Your Doctor, Anytime, Anywhere, All at Once: The Rise of Concierge Medicine; Presenter: Bradilyn Jane Small, University of Southern California Level I	Texas A&M Foundation: Data Driven Decision Making; Presenters: Andrew Howerton, Mattie Snell, Texas A&M Foundation Level I, II	Prospecting in Private Equity; Presenter: Anthony Parrish. Stanford University Level I, II

				BODY OF KNOWLEDGE TRACKS:		
	 Indicates the session will be recorded.			<i>Leadership and Professional Development</i>		
				<i>Data Science</i>		
				<i>Prospect Research</i>		
				<i>Relationship Management</i>		
				<i>Collaborative Sharing</i>		
				Updated on 8/28/2023		