



September 13 – 14, 2018
THEME - Treasure Hunt: Uncharted Territory

Friday September 14 - Session Schedule

Session	Beginner	Intermediate	Advanced
Keynote 8:45 – 9:45am	Kishshana Palmer: <i>The Treasure is in the Room, Building and Leveraging Professional Relationships</i>		
1 10:00 – 11:15am	Katy Herbert Kotlarczyk: <i>Why Major Gift Officers Aren't Having the Planned Gift Conversation</i>	Paul A. Dunne: <i>Pop Goes Development: The Top Ten Things You Need to Know</i>	Cheryl Balchunas: <i>Discovery and Qualification Tactics for Development Professionals</i>
Group Session 12:00 – 1:00 pm	Reggie Rivers: <i>Preserving Patience Equity: The Secret Key to Fundraising Success</i>		
2 1:30 – 2:45 pm	Allan Pressel: <i>Extreme Social Media Makeover NP Edition</i>	Tara Friedman & Andrew Castillo: <i>Small Shop, Big Shop...it's all the same shop in major gifts</i>	Matt Wasserman & Patrick Gaines: <i>5 Steps in Building a Culture of Philanthropy</i>
3 3:00 – 4:15 pm	Nia Wassink: <i>Gift Acceptance Policies/Controversial Gifts</i>	Elizabeth Edwards: <i>Fundraising for Humans: Behavioral Science Insights to Help Reach Supporters</i>	Mark L. Holdt: <i>Elevating the Role of the Development Professional to Find Your Hidden Treasure</i>