

CALL TO CONFERENCE



2006 CASE DISTRICT VIII CONFERENCE

WEDNESDAY, FEBRUARY 22 - FRIDAY, FEBRUARY 24, VANCOUVER, BC

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www.case8.org/planet

WELCOME TO THE PLANET OF THE 8s

Dear District VIII Colleague:

On behalf of CASE District Board of Directors and the 2006 Conference Committee, I invite you to join us on our journey to the Planet of the 8s — the 2006 CASE District VIII Conference. Set in beautiful downtown Vancouver, BC, this year's committee has put together three days of programming, networking and social opportunities that embody the evolution of advancement in today's world.

Always evolving, we have exciting changes for this year:

WEEKDAY DATES: Conference dates are Wednesday, Feb. 22 through Friday, Feb. 24, 2006. This new schedule allows you to dedicate a part of your work-week to professional development and networking, leaving the weekend for you, including an opportunity to extend your stay at the Sheraton Vancouver Wall Centre at the special conference rate.

EARLY BIRD REGISTRATION RATES: Register early to take advantage of the lowest rates.

FOR THE SEASONED PROFESSIONAL: For those that have been in advancement for over seven years, this new track is for you. Three powerfully informative and targeted sessions to help advancement managers with their evolutionary process.

PERSONAL EXPLORATION: A Personal Development track that focuses on you — from relaxing with yoga to learning healthy eating habits to developing skills to overcome procrastination.

And the conference will deliver stimulating and insightful content:

OUTSTANDING PROGRAMMING: Discover what the future holds in the areas of Advancement Services, Senior Advancement Management, Alumni Relations, Communications, and Development (philanthropy).

DYNAMIC KEYNOTES: From learning how to be an effective communicator to ensuring you include fun and humour in each day, this year's keynotes will offer ideas you can put to use immediately.

Planet of the 8s will be your guide to the future of educational advancement. Registration is now open, so plan your journey to the Planet of the 8s. We look forward to welcoming you in Vancouver.

Tim Schneider
2006 District VIII Conference Chair
University of Alberta



SCHEDULE BY DAY

Wednesday, February 22

9:00 a.m. – 12:00 p.m.	Pre-Conference Workshop
3:00 – 4:00 p.m.	CASE 101 / CASE 201
4:30 – 5:45 p.m.	Opening Keynote
5:45 – 7:00 p.m.	Mix & Mingle
7:00 p.m.	Dinner-On-Your-Own
10:00 p.m.	CASE After Hours

Thursday, February 23

7:00 – 7:45 a.m.	Personal Development #1
7:30 – 8:30 a.m.	Personal Development #2
8:30 – 9:30 a.m.	Round Table Breakfast
9:30 – 10:30 a.m.	Conference Keynote
10:45 – 12:00 p.m.	Track Session I
12:15 – 1:30 p.m.	District VIII AGM and Hosted Lunch
1:45 – 3:00 p.m.	Track Session II
3:00 – 3:30 p.m.	Break hosted by our Resource Partners
3:30 – 4:45 p.m.	Track Session III
6:30 – 9:30 p.m.	F.U.N. Event
10:00 p.m.	CASE After Hours

Friday, February 24

7:30 – 8:30 a.m.	Personal Development #3
8:30 – 9:30 a.m.	Round Table Breakfast
9:45 – 11:00 a.m.	Track Session IV
11:00 – 11:45 a.m.	Personal Development #4
11:00 – 12:30 p.m.	Committee for Opportunity & Equity Gathering and Reception
12:00 – 1:00 p.m.	Lunch
1:15 – 2:30 p.m.	Track Session V
2:30 – 3:00 p.m.	Break hosted by our Resource Partners
3:00 – 4:00 p.m.	Closing Keynote
5:00 – 5:30 p.m.	showCASE Awards Reception
5:30 – 6:30 p.m.	showCASE Awards Presentation
6:30 – 7:30 p.m.	Gala Reception
7:30 – 10:00 p.m.	Gala Dinner and Special Awards Presentation
10:00 p.m.	CASE After Hours

KEYNOTE SESSIONS AND SPEAKERS

OPENING KEYNOTE

Wednesday, February 22, 4:30 – 5:45 p.m.

Linda Russell-Callecod

THE MAGIC FOUR LINES: BECOMING A MORE EFFECTIVE COMMUNICATOR

Would you want a magic wand that would immediately make you a more effective communicator? Or how about a system that would make everyone you talk with more open and more willing to listen to what you have to say? Well, it's no magic wand, but understanding the "Magic Four Lines" of how people are different — and learning how to alter your own communication style to suit your audience — is a close second.

We all need to find ways to communicate more effectively with people who are different from us, because most people are different from us. The better our communication, the more successful we are likely to be. With the help of the Magic Four Lines, you will learn how to identify your own distinct pattern of behaviour, and then figure out what it takes to connect with others, no matter how different they might be.



Linda Russell-Callecod, partner and consultant at The Effectiveness Institute, Inc. of Seattle, WA, will lead you through this interactive opening keynote. As a consultant, master trainer and executive, Linda contributes to substantial increases in productivity and bottom-line results for her clients. With a passion for team development, she teaches skills to improve interpersonal dynamics, effective communication and leadership at every level of an organization.

Spontaneous, humorous and inclusive, Linda is the very definition of high energy. She creates a safe and entertaining learning environment. Participants are challenged to stretch beyond their comfort zones to explore their potential and maximize their performance. She has developed or co-authored a variety of programs, including *Diversity: Beyond Compliance*, *Interviewing and Selecting High Performers*, *Effective Selection & Retention of Managers*, *The Motivational Supervisor*, *Foundational Supervisory Skills*, *Customer Service*, and *Presentation Skills*.

The diverse group of clients Linda has served ranges from Bon Marche/Macy's to McDonalds to Silver Cloud Inns to the University of Washington. She is particularly proud of her work with the Seattle Mariners staff.

KEYNOTE SESSIONS AND SPEAKERS

CONFERENCE KEYNOTE

Thursday, February 23, 9:30 – 10:30 a.m.

Dr. Billy Strean

FUNRAISING AND DEEP SEA FISHING

We all know about fund-raising and friend-raising — but what about fun-raising? In this dynamic and (of course) fun conference keynote, you will learn about the evolutionary and exciting approaches to building positive attitudes. You'll also discover how to help drive successful performance and motivation in the busy field of educational advancement.

In this keynote, we will dive into and beyond the well known 'FISH Philosophy' — a life-long learning approach that inspires us to feel alive and engaged in the work we do — and teach you how to make someone's day. You will examine the roles of emotion and identity in daily conversations with peers and supporters. And you'll hear one person's theory on the role humour can play in teaching and learning, as well as interacting with others in our institutions.



Dr. Billy Strean, an Associate Professor in the Faculty of Physical Education and Recreation at the University of Alberta who specializes in sport psychology, will be our FUN guide in this conference keynote. His primary research interests are “play, fun, and games” and the role of laughter and humour in learning.

An advocate of life-long learning, Billy has acquired several professional coaching certifications and has completed a variety of coaching courses, including the curriculum and certification program of The Coaches Training Institute and the Somatic Coach certification from Strozzi Institute. He teaches a graduate course, “Coaching Skills and Paradigms for Managers and Leaders.”

Billy also continues to enhance his commitment to students and teaching. In 1991 Billy received the Chancellor’s Award for Teaching at the University of Illinois. More recently, Billy received the Faculty of Physical Education & Recreation’s highest teaching honour: the 2005 Excellence in Teaching Award. Mentor to nearly every student in the faculty and greatly admired by his peers for his dedication to students, Billy also finds time to serve his community through volunteerism and inspirational speaking engagements.

Dr. Billy Strean is a Certified Laughter Leader and is on faculty with the World Laughter Tour. His work seeks to combat TOTS (Taking Ourselves Too Seriously) and helps to diminish YALE Syndrome (You Aren’t Laughing Enough).

KEYNOTE SESSIONS AND SPEAKERS

CLOSING KEYNOTE

Friday, February 23, 3:00 – 4:00 p.m.

Dr. Martha C. Piper



Since 1997, Dr. Martha C. Piper has served as the eleventh President and Vice-Chancellor of The University of British Columbia (UBC), one of Canada's largest and most prestigious research universities.

Dr. Piper received her B.Sc. (1967) in Physical Therapy from the University of Michigan, her M.A. (1970) in Child Development from the University of Connecticut, and her Ph.D. (1979) in Epidemiology and Biostatistics from McGill University. Upon completion of her Ph.D., Dr. Piper was appointed Director of the School of Physical and Occupational Therapy at McGill University. In 1985, she joined the University of Alberta as Dean of the Faculty of Rehabilitation Medicine, and was appointed Vice-President Research in 1993. The portfolio was expanded in 1995 to include External Affairs.

Prime Minister Chrétien appointed Dr. Piper to the National Advisory Board on Science and Technology in 1994 and, in 1996, to the Board of the Advisory Council on Science and Technology (ACST), a position she held until 2004. In 2001, she was appointed by the Premier of British Columbia to the B.C. Progress Board. Dr. Piper was also the 2001 General Campaign Chair for the United Way of the Lower Mainland. In 2002, she was appointed a Member of the Board of Directors for the Pierre Elliot Trudeau Foundation, and the Singapore Minister of Education appointed her to the National University of Singapore Council. In 2005, she was appointed a Public Governor of the Board for the Canadian Academies of Science and was named a member of the Board of Directors for PrioNet Canada. Dr. Piper has been awarded six honorary degrees: a D.Sc. from McGill University in 1998, an LL.D. from Dalhousie University in 1999, an LL.D. from the University of Toronto in 2001, a D.Sc. from the University of Western Ontario in 2002, an LL.D. from The University of Melbourne in 2003, and an LL.D. from the University of Saskatchewan in 2005. Dr. Piper was named Educator of the Year by The Learning Partnership in 2004. She is an officer of the Order of Canada and a recipient of the Order of British Columbia.

This track
is generously
sponsored by:



WRITING FOR DEVELOPMENT

Wednesday, February 22, 9:00 a.m. – 12:00 p.m.

The cultivation, solicitation and stewardship of major gift donors and prospects can be greatly enhanced by good writing. This “how to” workshop will teach fundraising, stewardship, and communications staff how to write for major gift donors and prospects. It will provide practical tips, resources, and samples that you can bring back to your institution and put into immediate action. By the end of this session, you will:

- Have an understanding of how good writing can enhance your stewardship and solicitation of donors.
- Learn what constitutes good writing.
- Be better able to prepare and edit stewardship and solicitation materials.

Workshop participants should bring along their own samples of letters and proposals to edit and rewrite throughout the session. Note: The writing of annual fund letters will not be covered in this workshop.

Speaker: KCI (Ketchum Canada Inc.)

CASE 101 AND CASE 201

CASE BASICS: AN INTRO TO THE WORLD OF CASE

Wednesday, February 22, 3:00 – 4:00 p.m.

Attend this CASE Basics presentation and learn how to build effective relationships and meet others in the field who may just become a mentor for life. The knowledge and networking you gain will lay the ground work for an exciting CASE conference. Come prepared to enjoy, participate, share and take away maximum results.

Speaker: Case District VIII Board and Conference Volunteers

CASE ESSENTIALS: YOU'RE SPEAKING...BUT ARE YOU CONNECTING?

Wednesday, February 22, 3:00 – 4:00 p.m.

Would you like to be more confident when you speak publicly? Is your message persuasive? People hear you, but are they listening? Join internationally accredited speaker and trainer Margaret Hope at this hands-on session that will enhance your speaking skills, whether for meetings, solicitations or speaking to a large group. A must for every fund-raiser and advancement professional!

Speaker: Margaret Hope, Lionsgate Training Centre, Vancouver

PERSONAL DEVELOPMENT

Personal Development #1

DOWNTOWN VANCOUVER GUIDED JOG

Thursday, February 23, 7:00 – 7:45 a.m.

Enjoy the beautiful sights of downtown Vancouver with a 3 km jog. All activity levels welcome.

Jog Leader: Captain Chris Bingley, Washington State University

Personal Development #2

MANAGING YOURSELF: FROM PROCRASTINATION TO ACTION

Thursday, February 23, 7:30 – 8:30 a.m.

We all do it! This thoughtful session discusses why people procrastinate and gives participants opportunity to work through proven strategies to overcome procrastination.

Speaker: Cathy Soper, Human Resources Professional

Personal Development #3

YOGA

Friday, September 24, 7:30 – 8:30 a.m.

Start your last conferencing day by finding peace and tranquility through an hour-long yoga session. Relax your mind and body through meditation, breathing techniques and stretching. All levels welcome — especially first timers.

Speaker: Sandra Osborne, Yoga Instructor, Vancouver

Personal Development #4

IT'LL DO YOUR BODY GOOD

Friday, September 24, 11:00 – 11:45 a.m.

Are you interested in increasing your energy levels for more efficiency? Find out what to eat today so that you can enjoy a healthy body everyday.

Speaker: Wanda Dekleva, Natural Health Educator

ADVANCEMENT SERVICES

Track Session I

THE EVOLUTION OF ADVANCEMENT RESEARCH

Thursday, February 23, 10:45 a.m. – 12:00 p.m.

Like all things Darwinian, development research is in a continual state of evolution. What began as searching reference books and other print material for information about potential donors now encompasses identifying prospective donors, quantifying giving capacity, projecting gift income and much more. With a nod to the past, join us for a fast-paced overview of the contributions made by today's cutting-edge research and relationship management offices, predictions about the shape and focus of the research and relationship management teams of the future, and practical recommendations to position your organization for success both now and in the future.

Speaker: Lisa Thomas, Director of Development Research, University of Washington

Track Session II

KNOW YOUR CONSTITUENTS THROUGH EFFECTIVE DATA MINING

Thursday, February 23, 1:45 – 3:00 p.m.

Understanding your constituents is key to effective cultivation. Data mining can help you and your institution gain the knowledge and understanding you need of your target base to be successful. This session will talk about data mining in general as well as the different ways you can use it. Learn through a predictive modeling case study how to best predict major giving. Also, discover how you can use important information about predictive modeling, and constituent profiling, as well as database segmentation to your institution's advantage.

Speaker: Karen Matheson, Data Analyst, M+R Strategic Services

Track Session III

SUCCESSFUL ONLINE ENGAGEMENT

Thursday, February 23, 3:30 – 4:45 p.m.

Online engagement has been used to strengthen all areas of advancement throughout the country in fund-raising, communications, and alumni relations. Have you wanted to know how to better engage your constituents? Have you wanted to use segmentation techniques to draw in new donors, members and volunteers? Join an expert data analyst to learn how you can tap into your constituent's interests effectively — from online surveys to email tracking methods.

Speaker: Karen Matheson, Data Analyst, M+R Strategic Services

Track Session V

EVOLVING STEWARDSHIP IN THE 21ST CENTURY

Friday, February 24, 1:15 – 2:30 p.m.

The case for stewardship has been made, but the place of stewardship in nonprofit organizations is evolving. In this workshop, we will examine the Donor Bill of Rights to understand what donors want and need to continue their philanthropy. We will also look at why and how stewardship will change in the future, and what you can do through stewardship to bring your donors to their highest level of philanthropy.

Speaker: Julia S. Emlen, President, Emlen & Associates

SENIOR ADVANCEMENT MANAGEMENT

Track Session I

EVALUATING ADVANCEMENT PROGRAMS AND STAFF PERFORMANCE

Thursday, February 23, 10:45 a.m. – 12:00 p.m.

Developing a relevant framework for performance evaluation is one of the most important challenges to advancement staff and management. Development staff often are reviewed without statistical reference, and goals for dollars raised, proposals delivered or contacts made are not always based on realistic models. In an ever more data-driven environment, advancement programs can measure just about anything with speed and efficiency, but how do you determine and develop a model that works for you and your academic leadership? What you measure and what your team values as standards will very likely determine the reliability and success of your programs. Learn what are the critical best practices for evaluating programs and staff, and what other institutions are doing to stay successful.

Speaker: Clay Edwards, Associate Vice Chancellor, University of Arkansas

Track Session III

OUTLOOK FOR EDUCATIONAL ADVANCEMENT: A CONVERSATION WITH CASE LEADERSHIP

Thursday, February 23, 3:30 – 4:45 p.m.

Join CASE president John Lippincott as he leads a panel discussion with members of three advisory commissioners from District VIII: Tim O'Malley from Pacific University, Lee Elliott from the University of Alberta, and Jim Booth from Willamette University. These established educational advancement leaders will provide their views on "horizon issues" facing fund-raising, communications and alumni relations. Take advantage of the opportunity to meet these leaders to offer your own insights and to discuss with CASE leadership how your professional association can assist you in addressing the challenges that lie ahead.

Moderator: John Lippincott, President, CASE • Panelists: Tim O'Malley, Vice President, University Relations, Pacific University; Jim Booth, Director, Alumni/Parent Relations, Willamette University; Lee Elliott, Director, Public Affairs, University of Alberta

Track Session IV

COACHING AND THE POWER OF QUESTIONING

Friday, February 24, 9:45 a.m. – 12:00 p.m. (an extended session)

People are the most important asset of any organization. And research shows that a lack of coaching is one of the biggest mistakes made by management. So how can you learn the difference between coaching and managing? How can you effectively set coaching goals with staff? How can you ensure that your staff drives their own professional development? Managers that join this important session will discover the answers to these questions and more. Rob Prowse, a professional facilitator in the corporate coaching world, will share how to establish professional development goals with your staff, and how to use powerful coaching questions to effectively engage your staff while getting them thinking about their own professional development. This is a must-attend for anyone that manages people.

Speaker: Rob Prowse, President, Prowse & Associates

ALUMNI RELATIONS

Track Session I

EVOLVING CAMPUS CONNECTIONS: BUILDING PARTNERSHIPS FOR THE FUTURE

Thursday, February 23, 10:45 a.m. – 12:00 p.m.

How important are internal campus relationships? As we work to build long-term relationships with our alumni, we must also use those same tools to build long-term internal relationships with faculty, staff, and departments throughout our institutions. Join us as we examine the challenges of gaining the allegiance of alumni without institutional solidarity and share insight into building internal relationships to secure a more stable and supportive future.

Speaker: Marie Earl, Associate Vice President, University of British Columbia / Executive Director, UBC Alumni Association

Track Session II

CREATING AN UNDERGRADUATE STUDENT ADVANCEMENT PROGRAM

Thursday, February 23, 1:45 – 3:00 p.m.

Get an insider's view into how the University of Pennsylvania developed "Penn Traditions: Building Our Community," an undergraduate advancement program aimed at keeping young alumni engaged and connected after graduation. Learn how Penn created greater student understanding and awareness of the institution's mission, history and traditions, the importance of partnering to finance higher education, and the role of alumni and students within the university community.

Speaker: Elise M. Betz, Director, Penn Alumni and Penn Traditions, University of Pennsylvania

Track Session III

TIES THAT BIND: ENGAGING ALUMNI THROUGH EVENTS

Thursday, February 23, 3:30 – 4:45 p.m.

Join colleagues from the University of Oregon as they share their vision for building successful events. Learn new ways to strengthen the bond between alumni and their alma mater, inspire graduates to action, prompt alumni to return to campus or attend your out-of-town events. Listen in as these U of O experts share tips on the future of driving membership through events, and winning ways to market events.

Speakers: Tom Klotter, Director of Marketing/Membership, University of Oregon; Ronnel Curry, Director of Alumni Programs, University of Oregon

Track Session IV

PUTTING SKILLS TO WORK: MAXIMIZING DEVELOPMENT & ALUMNI RELATIONSHIPS

Friday, February 24, 9:45 – 11:00 a.m.

Learn how to maintain separate departmental missions while working together to engender support from alumni and friends at this presentation. Our two dynamic speakers will examine different structures of relationships between these offices, as well as what is required in staff support and resources to build strong cohesive teams. Both speakers have experience with this issue in multiple institutions.

Speakers: Connie Kravas, Vice President for Development and Alumni Relations, University of Washington; Brian Hess, Director of Alumni Relations, Pacific University

Track Session V

TRENDS AND NEWS IN ALUMNI RELATIONS: A PANEL DISCUSSION

Friday, February 24, 1:15 – 2:30 p.m.

Curious about new and emerging trends in alumni relations? Sit in with a seasoned panel of alumni professionals from different-sized institutions that are ready to answer those questions. This session will cover a wide variety of alumni-related topics where you get to help guide the conversation.

Moderator: Justin Felker, Director of Development for the Intercollegiate College of Nursing, Washington State University • Panelists: Tim Helmke, Associate Director of Alumni Relations, University of Idaho; Cheri Cole, Director of Alumni Relations, Clark College; Pommasha Noel-Bentley, Director of Alumni Relations, Southern Alberta Institute of Technology

COMMUNICATIONS: PUBLICATIONS, MEDIA, AND WEB

Track Session I-A

BROCHURES TO BRANDING: HELPING YOUR CREATIVE TEAM LEAD MARKETING STRATEGY

Thursday, February 23, 10:45 a.m. – 12:00 p.m.

In this era of increased competition and scarce resources, in-house creative groups are often asked to take an active role in setting and implementing marketing strategy at their institutions. Changing from a service bureau to a marketing team model can be difficult. Come learn some of the basic steps you can take to make the transition more enjoyable and productive for all involved.

Speaker: Chris Nordfors, Principal, North River Strategies

Track Session I-B

GETTING IT RIGHT: A MEDIA RELATIONS ROUNDUP

Thursday, February 23, 10:45 a.m. – 12:00 p.m.

How do you manage your organization's expectations surrounding media coverage? What were your worst media experiences? Your best? Why do some approaches to media relations fall flat? Bring your experiences to this roundup session. A panel of CASE members and senior journalists will share their experiences; then we'll open the floor to you for a discussion of what's working and what's not in media relations.

Moderator: Robert Cooney, Media Relations Officer, University of Lethbridge • Panelists: Scott Macrae, Director of Public Affairs, University of British Columbia; Janet Steffenhagen, Reporter, Vancouver Sun; Ruth Wardwell, Director of Communications, Whitman College

Track Session I-C

WORKING WITH CASCADING STYLE SHEETS (CSS)

Thursday, February 23, 10:45 a.m. – 12:00 p.m.

CSS-based layouts are taking the Web by storm. Have you looked to make the switch, but don't think you're ready? Or haven't quite figured them out yet? Come hear from the creator of the Web site CSS Zen Garden, a well-regarded collaborative gallery for the web design community. Dave Shea, creator of the site, is here to guide you through the various layout techniques, demonstrate fixes for browser compatibility quirks, and answer your questions.

Speaker: Dave Shea, Owner/Director, Bright Creative

Track Session II (REPUTATION AND BRAND MANAGEMENT – PART 1)

EVOLUTION OF YOUR BRAND: THE TWO SOLITUDES OF UNIVERSITY ADVANCEMENT

Thursday, February 23, 1:45 – 3:00 p.m.

Relevant to all advancement professionals with senior management aspirations, this presentation emphasizes the interdependence of all resources in advancement, and addresses the two solitudes between development and communications professionals. Discover more about the important roles that public affairs/communications plays in strategizing, positioning and reputation enhancement in the lead up to your Capital Campaign, and how can you utilize both professions to properly position your institution for a successful Capital Campaign.

Speaker: Arthur Stephen, Vice President for Advancement, Wilfrid Laurier University

Track Session III-A

BENEATH THE IMAGE

Thursday, February 23, 3:30 – 4:45 p.m.

Great creative isn't just on the surface. Look beneath the image and join us for an inside look at the processes that photographers and graphic designers encounter in creating a final product. During this session, you will hear about and explore the many issues surrounding today's technology, pre- and post-production, and how to best develop and translate a great concept for multi-format use.

Speakers: Jane Edwards Griffin, Owner, Griffen Design; Curtis Trent, Owner, Trent Photography

Track Session III-B (REPUTATION AND BRAND MANAGEMENT – PART 2)

EVOLUTION OF YOUR BRAND: THE ROLL OF COMMUNICATIONS IN ADVANCEMENT

Thursday, February 23, 3:30 – 4:45 p.m.

Targeted directly at public affairs/communications professionals of all levels of experience, this presentation will examine the challenges caused by the less quantifiable, behind the scenes work done by public affairs/communications professionals in reputation enhancement. Explore the complex nature of relationships with colleagues in other areas of advancement, and hear practical advice on how to ensure a seat at the table.

Speaker: Arthur Stephen, Vice President for Advancement, Wilfrid Laurier University

Track Session III-C

FROM RFP TO RESULTS: THE INS AND OUTS OF OUTSOURCING

Thursday, February 23, 3:30 – 4:45 p.m.

Whether you're going to outside vendors for work for a specific publication or your Web site, this detailed and dynamic presentation will highlight the ins and outs of message development, graphic identity revision, internal/external communication processes, developing integrated marketing strategies and more! Join Rick Johnsen, who led George Fox University to winning an unprecedented three Grand Gold awards and the coveted Virginia Carter Smith Grand Crystal Award in the 2005 District VIII showCASE Awards Competition, in this discussion — and get ready for great results.

Speaker: Rick Johnsen, Executive Director of Marketing and Communications, George Fox University

Track Session IV

THE FEARLESS ROLE OF COMMUNICATIONS: HOW TO BE A "DANGEROUS" LEADER

Friday, February 24, 9:45 – 11:00 a.m.

Today's advancement communicator must be tenacious in leading a university's strategic and integrated communications plan. Shaping a consistent vision with messages that speak to the university's unique strengths requires finesse, discipline, partnerships and bold leadership. This session will discuss ways to break out of the cubicle and use the tools of the communications trade to catapult your institution's image into the public limelight.

Speaker: Luanne Lawrence, Vice President for Advancement, Oregon State University

Track Session V-A

NURTURING RIGHT-BRAINED PEOPLE IN A LEFT-BRAINED WORLD

Friday, February 24, 1:15 – 2:30 p.m.

If you are part of an in-house creative staff, you know that finding time and space to be creative in a large organization can be difficult. If you work with or manage creative teams, you know how hard it can be to serve the needs of your institution and not burn people out. This session will explore ways to improve communication between creative teams and managers, and create conditions in which creative folks can work at optimal levels.

Speaker: Chris Nordfors, Principal, North River Strategies

Track Session V-B

MAKING YOUR PRINT COPY WORK ON THE WEB

Friday, February 24, 1:15 – 2:30 p.m.

Since we read Web copy differently than we read brochures and other forms of advertising media, the language you post online has to speak in a new voice yet convey a consistent message about your institution. This session will focus on how to preserve the same message and brand while altering the layout and content of your printed materials to fit the needs, expectations and reading patterns of your Web clientele.

Speaker: Joe Campana, Assistant Director of Composition, University of Montana

Track Session V-C

SOCIAL NETWORKING: WHAT IS IT AND HOW CAN WE BENEFIT FROM IT?

Friday, February 24, 1:15 – 2:30 p.m.

Social networks have evolved with the introduction of the Web. Today, with the popularity of Web sites like The Facebook, LinkedIn, and other online social networking applications, universities are looking to better understand how these systems work and how they can leverage them to connect with their constituents. Join in on this discussion of the value of these tools for the individual users, as well as the university as an organization.

Speaker: Abe Geiger, Director of Sales, Affinity Engines

DEVELOPMENT: ANNUAL GIVING, CAMPAIGNS, AND MAJOR GIFTS

This track
is generously
sponsored by:



Track Session I

WOMEN AND PHILANTHROPY

Thursday, February 23, 10:45 a.m. – 12:00 p.m.

One of the most important changes in philanthropy during the past 20 years has been the emergence of women as donors. If you are interested in providing your alumnae with a highly focused and interactive experience, a giving circle may be an ideal way to bring a new dimension and additional support to your advancement program. This session looks at some ways to meaningfully engage women in private philanthropic support, and examines some successful organizational models.

Speaker: Sandy Edwards, Associate Vice Chancellor, University of Arkansas

Track Session II-A

MORE INNOVATIONS IN ANNUAL GIVING

Thursday, February 23, 1:45 – 3:00 p.m.

There is no standard formula for making an annual giving program work. Find out how to kick-start your annual giving program by hearing from annual giving expert and author Bob Burdinski who will share insights from a brand new book published with CASE, *More Innovations in Annual Giving*. Going beyond the story to explore why and how great programs work, Bob will highlight some of his favorite examples from the book and offer advice for all institutions on making an effective annual giving case for support.

Speaker: Bob Burdinski, Partner, Burdinski Taylor Consulting Group

Track Session II-B

FOUNDATION/CORPORATE RELATIONS AS MAJOR GIFTS: A COURTSHIP MODEL

Thursday, February 23, 1:45 – 3:00 p.m.

Often viewed as a “behind the scenes” role, the foundation/corporate relations professional can actually be a key player on the major gifts team. The written proposal is just a finite step in an ongoing cycle of opportunities to build relationships with people who make granting decisions – relationships that can pay off with funding that extends far into the future. This interactive session explores how ensuring that foundation/corporate relations professionals have a seat at the major gifts table enhances long-term relationships, not only with grant-maker organizations, but also with their decision makers – typically prospects in their own right.

Speaker: Ellen Bussing, Senior Director of Major Gifts, Willamette University

Track Session III

MISSION-BASED FUND-RAISING: A NEW APPROACH TO MEETING YOUR PRIORITIES

Thursday, February 23, 3:30 – 4:45 p.m.

In an age of increasing fundraising expectations, development officers are challenged to continue raising money for institutional priorities and responding to donor needs on a sustainable basis. Learn how one university has met the challenge by creating a new approach to raising funds for their institution.

Speaker: L. Clark Warren, Associate Vice President for Development, University of British Columbia

Track Session IV-A

DISTRICT VIII'S BEST PRACTICES IN ANNUAL GIVING

Friday, February 24, 9:45 – 11:00 a.m.

Our district is doing some amazing work in the area of annual giving. Come hear a panel of representatives from District VIII and learn how to start or enhance your senior class gift program, new strategies surrounding retention and monthly giving to increase the lifetime value of your donors, and how to leverage corporate matching gifts through alumni volunteers. District VIII has it all!

Moderator: Polly Blasko, Director of College Advancement, Lewis & Clark State College • Panelists: Jane Potentier-Neal, CFRE, Manager of Annual Giving, University of Alberta; Dori Sonntag, Associate Director for Annual Giving, Gonzaga University; Helen Tanaka, Assistant Director for the Whitman Fund, Whitman College

Track Session IV-B

FAMILY WEALTH PRESERVATION AND FAMILY DYNAMICS

Friday, February 24, 9:45 – 11:00 a.m.

Join Tom Rogerson of Mellon's Private Wealth Management group in a discussion that will help development officers answer common questions often asked by potential planned giving donors. Learn how to showcase unique strategies to help ensure that the personal wealth of your donors is transferred when and how they choose. And, leave knowing the common estate planning mistakes and how to help your donors integrate planning and investing to maximize returns and minimize tax liability. Rogerson, a sought-after speaker on planned giving strategies and fundraising techniques, regularly speaks to wealthy individuals, business owners, university boards, hospitals, and charitable organizations throughout the country, including Harvard University and Yale University. This is your opportunity to learn from one of the best.

Speaker: Tom Rogerson, Senior Director, Mellon

Track Session V

BUILDING THE CULTURE OF PHILANTHROPY WITHIN YOUR COLLEGE

Friday, February 24, 1:15 – 2:30 p.m.

No senior leadership in your fund raising mix? Faculty in a quandary over the difference between annual and major gifts? This session will teach you proven strategies for re-shaping the fund raising culture in your college and help you identify ways to engage and motivate institutional leaders to take up the advancement reins. You will also learn tried and true methods for recruiting Board Members and educating faculty on the ins and outs of fund raising. This is your opportunity to learn from one of the best.

Speaker: KCI (Ketchum Canada Inc.)

SPECIAL EVENTS

MIX & MINGLE

Wednesday, February 22, 5:30 – 7:00 p.m.

To kick off the event, join in this information gathering to get to know your conference-colleagues, other professionals in your field, and the Resource Partners. This event is generously hosted by our Resource Partners.

ROUND TABLE BREAKFAST

Thursday, February 23 & Friday, February 24, 8:30 – 9:30 a.m.

Join in on one of these casual discussions over a complimentary breakfast. Each table is hosted by a “subject expert” who will facilitate conversation and networking among participants. Don’t miss the roundtables; this is where you can dig deeper with some of the conference faculty, survey other institutions’ best practices, and get together with friends and colleagues, old and new.

F.U.N. EVENT: TREASURES OF THE BC COAST

Thursday, February 23, 6:30 – 9:30 p.m.

Festivities of an Unusual Nature is exactly what is in store at this year’s F.U.N. event. Join us as we rendezvous at the exotic Vancouver Aquarium located in beautiful Stanley Park. The largest aquarium in Canada and one of the five largest in North America, you will be fascinated by internationally recognized exhibits, enjoy live music, and dine on exceptional food and drink with your district colleagues.

showCASE RECEPTION AND AWARDS PRESENTATION

Friday, February 24, 5:00 – 6:30 p.m.

The 2005 Juried Awards Competition celebrates the year’s best communications solution within District VIII. Join your friends, colleagues, and peers in congratulating the 2005 award recipients whose work sets and maintains the high standards of quality among advancement professionals. Award recipients should attend the presentation to receive their awards — and all conference attendees are welcome to attend.

PLATINUM PLANET AWARDS GALA

Friday, February 24, 6:30 – 7:30 p.m. (cocktails), 7:30 – 10:00 p.m. (dinner and program)

As the final event of the conference, don’t miss gathering with your District VIII colleagues for a spectacular evening. First, gather for drinks and conversation during the Reception. Then, sit-down for a hosted dinner of fine food while applauding the Rising Star and Distinguished Service recipients, the showCASE Gold and Grand Gold winners, and the announcement of the Virginia Carter-Smith Grand Crystal Award. This will be an evening of distinction, so join us wearing your finest cocktail attire.

CASE AFTER HOURS

Every night, 10:00 p.m.

Wind down each evening by heading out to one of Vancouver’s finest after-hour venues. Each night, two locations will be selected as the choice destination — either with a relaxed ambiance for quiet conversation, or with a spirited atmosphere for the a bit of partying.