

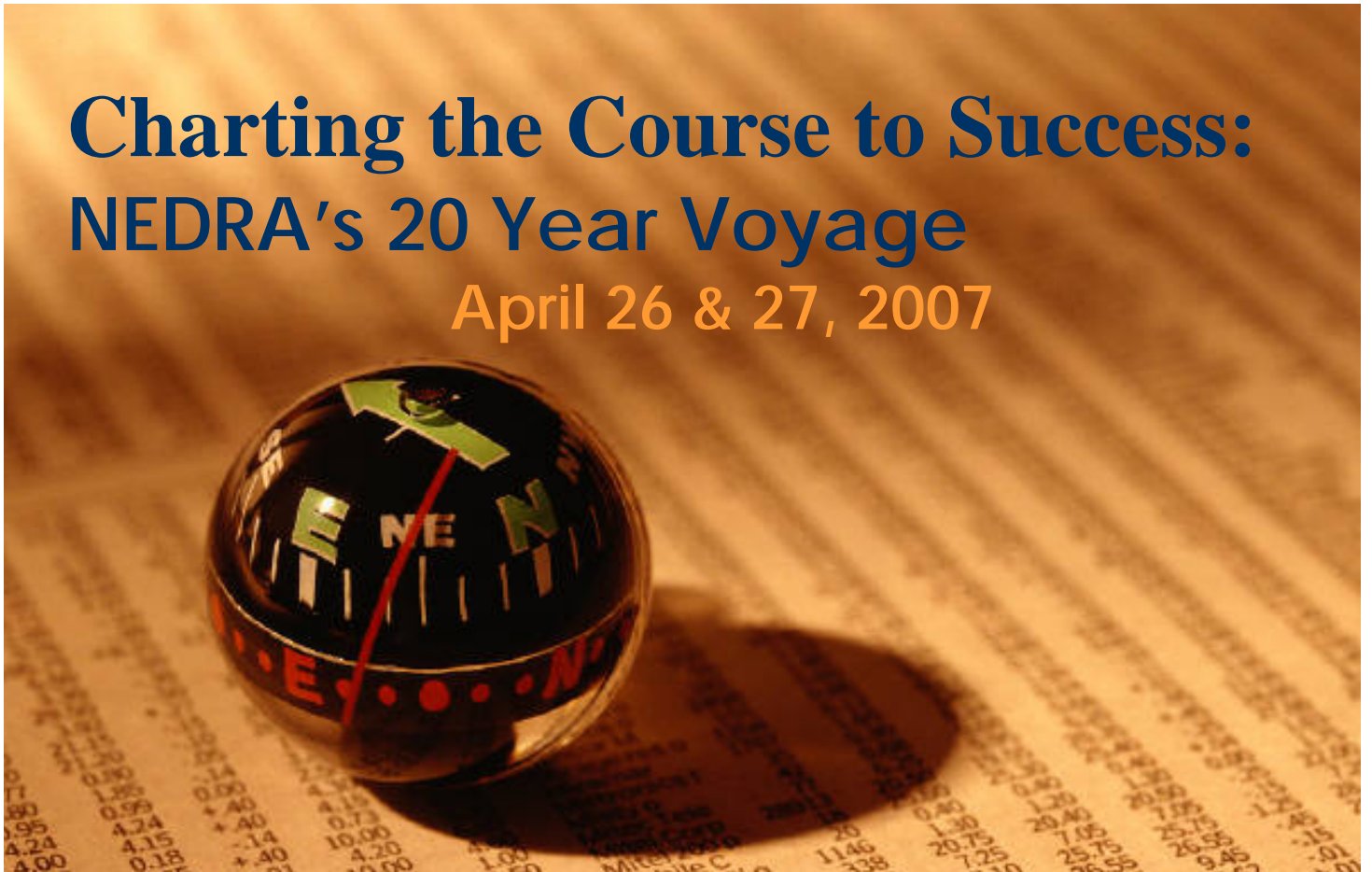


NEDRA

New England Development Research Association

Charting the Course to Success: NEDRA's 20 Year Voyage

April 26 & 27, 2007



Platinum Sponsors



Registration Fees

Full Conference:
\$299 Members and \$399 Non-Members

Thursday or Friday Only:
\$199 Members and \$279 Non-Members

Thursday Lobster Bake Dinner: \$40

Become a NEDRA Member: \$85

20th ANNUAL NEDRA SPRING CONFERENCE Celebrating 20 Years of NEDRA

at The Cliff House

On Shore Road between
York & Ogunquit, Maine

Tel: 207-361-1000

www.cliffhousemaine.com

Thursday, April 26, 2007

8:00-4:00 pm Registration, Vendor Hall Open

8:00-9:00 am Breakfast Buffet, 'Expert Is In' Booth

	Research Basics	Advanced Research	Research & Beyond
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9:00-11:00 am	(A1) Workshop: Prospect Research 101 Janet Lieberman	(A2) Workshop: Using Data to Promote the Value of Research Christina Pulawski	(A3) Workshop: Freelance Prospect Research Dave Chase
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11:00-12:00 pm Vendor Presentations, 'Expert Is In' Booth

Noon-1:15 pm **(F1) Conference Welcome Luncheon**

1:15-2:30 pm	(B1) Presenting Complicated Information & Data Dan Lowman	(B2) Navigating, Managing, and Driving Change Kate Fultz-Hollis, Val Roberts and Paul Dakin	(B3) Role of Research in a Campaign Valerie Anastasio
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2:30-2:45 pm Break, Vendor Hall Open, 'Expert Is In' Booth

2:45-4:00 pm	(C1) Research for Organizations without an Alumni Base Pamela McCarthy	(C2) Future of Research David Eberly & Barbara Ziff	(C3) CSI: Best Practice in Data Analytics Dave Lawson
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5:00-6:30 pm Gala Reception (free to all attendees)

6:30-9:00 pm **(F2)** Maine Lobster Bake (additional \$40.)

Friday, April 27, 2007

8:00-4:00 pm Registration, Vendor Hall Open

8:00-9:00 am **(R1)** Breakfast Roundtables, 'Expert Is In' Booth

9:00-10:00 am **(P1) Plenary Session: Raising the Profile of Research, Christina Pulawski, Christina Pulawski Consulting**

10:00-10:30 am Break, Vendor Hall Open, 'Expert Is In' Booth

	Research Basics	Advanced Research	Research & Beyond
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10:30-11:45 am	(D1) Introduction to Financial Capacity and Ratings Josh Birkholtz	(D2) Prospect Strategy: Achieving a Successful Partnership Elizabeth Crabtree	(D3) Implementing an Effective Prospect Management Process Margo Knight
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11:45-12:00 pm Break, Vendor Hall Open, 'Expert Is In' Booth

Noon-1:15 pm **(F3)** Luncheon, Ann Castle Award Presentation, Annual Business Meeting and Platinum Sponsor Raffles. (6 Prizes: free registration, 2008 NEDRA Conference)

1:15-2:30 pm **Keynote: The Art of Leadership, Bill Strickland, Manchester Bidwell Corporation**

2:30-2:45 pm Break, Vendor Hall Open, 'Expert Is In' Booth

2:45-4:00 pm	(E1) Small Shop Research: Every Boat Needs a Navigator Dave Sterling & Mitchell Linker	(E2) Predictive Modeling 101 Dave Robertson	(E3) The Researchers Role as Development Consultant Melissa Bank Stepno
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PROGRAM DESCRIPTIONS

Thursday, April 26, 2007

(A1) Workshop: Prospect Research 101

Description:

This session provides a basic introduction to prospect research for those who are new to the field, although anyone who is interested in a refresher is welcome to attend. Topics will include an overview of free and subscription research resources, options for research reports, communication with fundraising officers, reactive/proactive research balance, and opportunities for support from fellow prospect researchers.

Speaker:

Janet H. Lieberman, Massachusetts Institute of Technology

Janet H. Lieberman is assistant director of research in the Department of Development Research and Systems at the Massachusetts Institute of Technology. She heads a team that provides research for development officers assigned to MIT's five schools, as well as the Office of Gift Planning and the Office of Institutional Initiatives. She has been involved in development research for seven years. At MIT, she worked as a senior research analyst at MIT for six years before being promoted to assistant director of research in 2006. Before entering the development field, Janet was involved in government relations as a lobbyist and research analyst for several non-profit organizations related to education.

(A2) Workshop: Using Data to Promote the Value of Research

Description:

In this session, we'll discuss how to use data to track and report on the performance of research, connect it to your organization's mission, and review methods to use this information to advance the status of the information function in your organization. We'll review some samples and success stories, and have plenty of time for you to share your own!

Speaker:

Christina Pulawski, Christina Pulawski Consulting

Christina Pulawski is an independent consultant specializing in development research, prospect management and information flow for fund raising. Previously, she was Director of Development and Donor Services at Loyola University Chicago, overseeing the areas of research, prospect management, data management, systems, and stewardship. Prior to joining Loyola, she was Director of Development Research at Northwestern University from 1994-2003, which earned "top research shop" distinction under her direction. A Chicago native, Christina earned a BA in Political Science from Northwestern and a JD from the University of Illinois. She is admitted to practice in Illinois and practiced in the fields of real estate and litigation before taking the opportunity to explore development in 1991.

(A3) Workshop: Freelance Prospect Research - Earning a Living Doing Good Deeds

Description:

How to get started and succeed in freelance prospect research and independent prospect research consulting. Explores setting fees, marketing services, developing referral relationships, networking, organizing time, selecting resources, budgeting, managing client relationships, developing various product and service levels, and negotiating contracts. Attendees will receive extensive handouts.

Speaker:

Dave Chase, Freelance Prospect research Network, a Chase Solutions Initiative

Dave Chase is the founder and president of Chase Solutions Inc. and the founder of The Freelance Prospect Research Network. Dave serves as Treasurer of the APRA's New England affiliate, the New England Development Research Association and is a long-time board member of the New England Association for Healthcare Philanthropy. He is a frequent presenter on topics related to prospect research, data screening, and proactive research for philanthropy. Have developed and presented seminars and forums for the New England Association for Healthcare Philanthropy, the Association for Fundraising Professionals, the Planned Giving Council of Cape Cod, the New England Association of Catholic Development Officers, the Advancement Counsel, the Cape Cod Foundation and the New England Development Research Association.

(B1) Keep Their Eyes On The Prize: Presenting Complicated Information & Data To People Who Don't Know What You're Talking About.

Description:

We've all seen it: You're jumping up and down because you found a fascinating nugget of data in a prospect record or uncovered a really cool trend in your analytics, but when you show it to a frontline fundraiser their eyes glaze over. Or the look on *everyone's* face after the 12th color-coded pie chart about something. Presenting data is a skill just as important as collecting it, and is critical to ensuring that data is acted upon. This session, loaded with case studies, examples, and practical guidance, will focus on making information actionable and placing the prospect researcher at the center of a data-driven organization.

Speaker:

Dan Lowman, Grenzebach Glier & Associates

Dan Lowman is Senior Consulting Vice President at Grenzebach Glier & Associates in Chicago. Dan led the Analytical Services division of GG&A which includes all of GG&A's prospect research and prospect screening services from 2000 to 2005. Most recently, Dan has shifted his focus to consulting and client engagement, working with over 300 organizations to assist them implement prospect screening, plan for campaigns, and manage data. In 2004, he led the team that launched the first-ever fully Web-based prospect screening service, and also developed Prospect Builder UK, a prospect screening system for British organizations. Dan bikes to work most days, as long as it is warmer than 20 degrees when he leaves his house.

(B2) Advanced Researchers Panel: Navigating, Managing and Driving Change

Description:

Research is a field of constant change: new resources, changing roles, the varying needs of the campaign cycle, and evolving skill requirements demand flexibility and innovation. Sometimes change happens as a result of our effort, at other times in spite of it. Join three experienced researcher/managers with more than 50 years of combined experience in education, healthcare and the arts to hear how you can survive change, drive change, and thrive on it

Speakers:

Kate Fultz Hollis, David Geffen School of Medicine at University of California, Los Angeles

Kate Fultz Hollis has enjoyed and worked in development research for 21 years. She started her research career at Harvard Medical School in Boston and learned her skills from NEDRA mentor David Eberly. She is one of the founding directors of the New England Development Research Association and served one term on the board of the Association of Professional Researchers for Advancement (APRA). Since 1994, Kate has worked at the University of California, Los Angeles (UCLA) as part of several teams raising money for all health sciences units at the University and the David Geffen School of Medicine in particular. A native of Chicago, Illinois, Kate might have started her development research career when she wrote an undergraduate honor's thesis on family profiles in 18th century English literature at the University of Chicago in 1982. Kate has a certificate in non-profit management from Harvard University Extension, and an MS in Library and Information Sciences (specializing in medical informatics) from the University of Illinois

Val Roberts, Brigham & Women's Hospital

Val Roberts has 17 years of experience in research and prospect management at several Boston hospitals and Harvard Business School. She was a member of the NEDRA board of directors from 1997 to 2003 and has presented sessions on managing a research shop, research best practices, and managing the prospect pipeline at MARC and APRA international conferences. She has a BA in Latin American Studies, speaks fluent (but rusty) Portuguese, and has traveled to five continents (so far).

Paul Dakin, Isabella Stewart Gardner Museum

Paul Dakin is enjoying this year's conference as a panelist and attendee after six years on the board of NEDRA, including a term as president from 2004 to 2006. Paul has been in development research since 1995 and has experienced an ample measure of change, having worked for Harvard, MIT, Northeastern, Phillips Exeter Academy – and the Gardner Museum starting in August 2006. He has presented or facilitated sessions, workshops and forums at NEDRA, APRA, CASE, and AFP over the years. In his spare time Paul can be found leading the annual pledge drive for Arlington Street Church, Boston, or on the mat at his favorite yoga studio. Paul holds a BA in English and psychology from the University of Rochester.

(B3) The Role of Research in the Campaign

Description:

The powerful momentum of a campaign galvanizes the development office, and each of its phases challenges researchers in unique ways. This session will follow the life cycle of a campaign, from feasibility to stewardship, and trace the corresponding path that research will take in order to support and advance campaign objectives at every stage.

Speaker:

Valerie C. Anastasio, Museum of Fine Arts, Boston

Valerie Anastasio has spent 17 in development research, operations and prospect management, and frontline fundraising roles at educational and cultural institutions. Since 1999, she has served as the Director of Research and Prospect Development at the Museum of Fine Arts, Boston, working on strategic, feasibility and donor prospecting for its \$500 million campaign, currently the largest fundraising effort for a cultural institution outside of New York, with more than \$360 million raised to date. Previously, she was the Director of Development Research in the Harvard University Development office, managing a staff of 14 in the context of Harvard's comprehensive \$2 billion campaign. Prior to Harvard, she worked in frontline annual fund raising at Boston Lyric Opera, Brandeis University, and WGBH Television and Radio.

(C1) Research for Organizations without an Alumni Base

Description:

Ever wonder how you can find donors when you don't have an "automatic" prospect base such as alumni? If you do not fundraise for a school, this session on prospect research and identification is for you!

Speaker:

Pamela McCarthy, Boston Symphony Orchestra

Pamela McCarthy is the Manager of Prospect Research for the Boston Symphony Orchestra. Prior to joining the BSO, she was a research analyst at the Massachusetts Institute of Technology. She has worked the field of prospect research for seven years

(C2) Future of Research

Description:

What will the development research office look like in the next ten years? How will our work and our role as researchers change? Hear two veterans with different institutional experiences discuss how research will evolve and what it will mean to our profession and our careers.

Speakers:

David Eberly, Childrens Hospital Trust Boston

David Eberly is Director of Prospect Research and Management at Childrens Hospital Trust Boston. During his twenty-five plus years in the fundraising field, he has divided his time between higher education and health care. He served as Director of Research at Tufts University; Directory of Development Services at the Harvard Medical School; and Director of Resource Development at Harvard's Kennedy School of Government, before returning to the research field in 2003 at Childrens Hospital. David currently sits on the HIPPA Steering Committee of Childrens and is a member of the Ethics Subcommittee of APRA. He is a past president of the New England Development Research Association and recipient of its

(C2) Future of Research Continued

Ann Castle Award. David has consulted widely for institutions in higher education, health care, and other member organizations.

Barbara Ziff, Worcester Polytechnic Institute

Barbara Ziff brings with her more than three decades of one institution experience in the field of advancement operations and development research. A teacher by training, with early career experience in the banking and personnel fields, Barbara attributes much of her expertise to surviving administrative changes of six presidents of the college, seven vice presidents of development, and four capital campaigns over the years. Presently serving as Executive Director of Development Research and Operations at Worcester Polytechnic Institute, Barbara and her fund raising teams have served as an integral part of the institution's growth throughout the years. Barbara's responsibilities are multifaceted, managing WPI programs involving the identification and qualification of major donor contributors, biographical records systems, gift recording and financial data storage, retrieval and reporting, prospect tracking, management and strategies, as well as donor relations and stewardship. Having presented before a number of forums on a variety of topics throughout her career, Mrs. Ziff retains memberships in the Association of Professional Researchers (APRA) the Council for Advancement and Support of Education (CASE) and the New England Development Research Association (NEDRA), which she earlier served as President and Member of the Board.

(C3) CSI - Combining Supporter Information: Best Practices in Data Analytics

Description:

Fundraisers and prospect researchers have a wealth of information about supporters at their fingertips – but how do you combine all this data to create a complete picture of each individual prospect? In this session you will learn how to effectively utilize information collected from various sources. Discover how to increase the efficiency of your fundraising programs and create more powerful research data by analyzing supporter-provided data, externally collected data and the trace evidence you already have gathered.

Speaker:

David Lawson, Kintera, Inc.

David Lawson is Vice President, Market Strategy for Kintera. He brings more than 30 years of experience in the art of finding and profiling America's wealthy. In 1997, he founded Prospect Information Network (P!N) to provide prospect identification services and software to the nonprofit community. P!N was acquired by Kintera in 2004. David began his fundraising career in the late 1970s as editor of The Foundation 500. In the 1980s he founded The Information Prospector, a company that grew to employ more than 30 researchers and writers producing 300 in-depth profiles monthly. As a senior consultant at CDA/Investnet (now Thomson Financial), David created the company's securities and real estate MATCH products and designed its FACT\$ Viewer database. David is a CASE Steuben Apple Award recipient and co-founder of the WOW! Institute, a training organization for fundraisers and philanthropists.

Friday, April 27, 2007

(P1) Plenary Session: Raising the Profile of Research

Description:

In this session we'll address publicizing, marketing and managing a research department's image and full capabilities and services to advancement and other administrative staff at your institution. At times this calls for making our roles more transparent to those with whom we work; at others, it requires assessing the means and methods by which we communicate with our colleagues. And effective advocacy for the research shop ALWAYS involves collecting and maintaining data that informs a planning process to ensure that your institution is taking full advantage of what your research shop can do, not to mention assessing your own internal capabilities to ensure that they are truly in line with your organization's needs

Speaker:

Christina Pulawski, Christina Pulawski Consulting

Christina Pulawski is an independent consultant specializing in development research, prospect management and information flow for fund raising. Previously, she was Director of Development and Donor Services at Loyola University Chicago, overseeing the areas of research, prospect management, data management, systems, and stewardship. Prior to joining Loyola, she was Director of Development Research at Northwestern University from 1994-2003, which earned "top research shop" distinction under her direction. A Chicago native, Christina earned a BA in Political Science from Northwestern and a JD from the University of Illinois. She is admitted to practice in Illinois and practiced in the fields of real estate and litigation before taking the opportunity to explore development in 1991.

(D1) Introduction to Financial Capacity and Ratings

Description: This session will introduce the basics of analyzing wealth indicators to determine giving capacity and cover the fundamental elements of developing rating systems. Expect to gain the basic skills to financially qualify suspects and prioritize them for major gift cultivation.

Speaker:

Josh Birkholtz, Bentz Whaley Flessner

Joshua M. Birkholz is the director of DonorCast, people-driven analytics by Bentz Whaley Flessner. His areas of specialty include data mining, metrics for nonprofit fundraising, and constituent relationship management. Mr. Birkholz provides services and counsel in program and constituency analysis, segmentation, building data mining programs, developing strong prospect management and tracking methodologies, and implementing integrated prospect identification systems. Prior to coming to Bentz Whaley Flessner, Mr. Birkholz engineered analytics and metrics strategies as a data mining analyst for the University of Minnesota Foundation. He is a sought-after speaker and presenter in the field of analytics, prospecting, and constituent relationship management. Mr. Birkholz earned his bachelor of arts from Concordia University-St. Paul and his master of arts in arts administration from St. Mary's University in Winona, Minnesota.

(D2) Prospect Strategy: Achieving a Successful Partnership

Description:

The development and execution of prospect strategy occurs as a result of multiple layers of collaboration and coordination within the development office. From managing the pipeline of new prospect identification and assignment to targeted prospect review sessions and individual prospect cultivation and solicitation strategy plans, researchers, development officers and fundraising unit managers must work together to forward the goals of the organization and solicit a large number of individuals within a given timeframe and obtain the greatest possible gift from all major prospective donors. This program will examine the components of effective prospect strategy and how working diligently together provides the best opportunity to achieve optimum results.

Speaker:

Elizabeth Crabtree, Brown University

Elizabeth Crabtree is the Director of Prospect Development at Brown University where she manages a team of professionals that provide advice, counsel and analytical support to several areas critical to Brown's fundraising effort, including: campaign planning and management, prospect identification and research, data mining, modeling and market research, and relationship management. Elizabeth is a member of the board of directors for the Association of Professional Researchers for Advancement (APRA), where she serves as Vice President of Education and Professional Development and chaired APRA's 2005 and 2006 International Conferences. Elizabeth is a member of AFP, CASE, and NEDRA and is a frequent, nationally recognized speaker and philanthropy and nonprofit research consultant. As the founder of *givingresearch.com*, Elizabeth created a website to share resources, techniques and best practices related to understanding wealth, philanthropy and fundraising research.

(D3) Implementing an Effective Prospect Management Process

Description: Prospect management is an integral part of any development office, large or small. This session will provide an overview of how to implement an effective system and process, from implementation team composition to code definition to rollout to refresher training.

Speaker:

Margo Knight, Bates College

Margo, director of advancement research at Bates College since 2000, started in development research in 1981, holding successive positions at the University of Virginia, Georgetown University, and in the central office of development and membership at the Smithsonian Institution. A former director of the Association of Professional Researchers for Advancement, Margo has given presentations at APRA, CASE, and AFP conferences, and has written articles for *APRA Connections*.

(F3) Keynote Address: The Art of Leadership

Description: Bill Strickland's simple message – give people the tools they need, treat them with respect, and they will perform miraculous deeds – is as simple as it is profound.

From a sleeping bag on the second floor of a dilapidated building he built one of the most extraordinary organizations in America, employing and training thousands. His work has brought him a MacArthur Genius grant, a Grammy award, an invitation to lecture at Harvard University, and a seat on the board of the National Endowment for the Arts.

A compelling and powerful storyteller, he mesmerizes audiences, and brings them to their feet in appreciation. His simple message of believing in people and treating them with respect strikes a universal chord. Let Bill teach and inspire you to see the real person, and harness the power of believing in people.

Speaker:

Bill Strickland, Manchester Bidwell Corporation

Through the power of his vision, the consistency of his purpose, and an undying belief in the goodness of human beings, Bill Strickland, President and CEO of Manchester Bidwell Corporation, restores our faith in ethical, accountable, and visionary leadership. His organizations have created a model for arts, education, training, and, most importantly, hope—and have reshaped the business of social change in America.

Bill Strickland's accomplishments, though, are more than just social programs. They constitute a movement – one that turned a near bankrupt community training center in Pittsburgh into one of the most successful organizations in America. Building on that success, new centers have already been built in Cincinnati, San Francisco, and Grand Rapids, Michigan, and many more are planned across the country.

In the course of his remarkable journey he has won a MacArthur Genius grant, lectured at the Harvard Graduate School of Education, served on the Board of the National Endowment for the Arts, and received the "Coming Up Taller" Award, presented to him at the White House by former first lady Hilary Clinton. Strickland also founded the MCG Jazz series, the longest running and most successful jazz subscription series in America, which has produced over 1200 concerts and garnered three Grammys.

But his accomplishments as a leader and humanitarian are reflected not in awards or accolades, but in the thousands of people who have raised themselves out of poverty and into the world of full-time employment, through the organizations that Strickland built. One of the first to feature Strickland's work was *Fast Company* magazine, whose founding editor, William Taylor, wrote, "Bill Strickland is quite simply one of the most inspiring human beings and one of the most mesmerizing speakers I have ever met. Not because he is brash or boastful, but because he uses his authentic personality to communicate a powerful message of change, hope, and making a difference. His voice is the right voice for these confusing and difficult times."

(E1) Every Boat Needs a Navigator – Small Shop Research

Description: Research shops with 1 or 2 researchers can make as big an impact on their organizations as larger research office. This session will explore ways to maximize limited resources and time to have the greatest impact on fundraising at your organization. We will discuss the pros and cons of being in a small-shop (hint, there are a lot of positives to being a small-shop).

Speakers:

David M. Sterling, Western New England College

David M. Sterling is the Director of Advancement Research at Western New England College in Springfield, MA. Prior to joining WNEC in July 2003, he served as the Director of Research at the University of South Florida from 1996 until 2003. Previously, he held management positions in the advancement research offices of The George Washington University and Dartmouth College. David has presented at APRA, APRA-Florida and NEDRA meetings and served on panels at APRA and NEDRA meetings. He has edited issues of APRA Connections as well as writing articles of Connections. Currently a member of the Board of Director's of NEDRA, David was a founder member of APRA-Florida and served as the chapter's second President. He is a graduate of the University of Maine and the University of Rochester.

Mitchell Linker, Eastern Connecticut Health Network

Mitchell Linker graduated from Ithaca College in 1995 with a major in public relations. He began his non profit career in 1999 in a public relations/marketing capacity at the American Red Cross in Ithaca, NY. From there, he moved to fundraising when he began working as Assistant Director of Development at the Greenwich, Connecticut Red Cross. In 2001, he assumed the position as Associate Director of Advancement Services at The Ethel Walker School. After brief stints at both the Connecticut Children's Medical Center where he was a Prospect Researcher and The Loomis Chaffee School where he was Director of Research, he joined Eastern Connecticut Health Network in early 2006. He is also on the board of Directors of Our Companions Domestic Animal Sanctuary.

(E2) Predictive Modeling 101

Description: If you confused with all the statistical jargon, this workshop will demonstrate how the beginner can start with a tool they already have on their desktop. Using Microsoft Excel, I will show how any institution can better understand predictive modeling by building its own predictive modeling tool. The second part of the workshop will concentrate on understanding the analytical output from your created models. By starting with Excel the user will come to better understand the underlying predictive modeling concepts of SPSS, SAS and DataDesk. This is not an advanced class in Predictive Modeling. A working knowledge of Excel would be beneficial but not necessary.

Speaker:

David E. Robertson, Jr., Syracuse University

David Robertson is Director of Operation Research at Syracuse University. He has been at SU for over 4 years. His area of expertise is in data mining with a strong interest in forecasting and predictive modeling. David has a BS and

MBA from Le Moyne College in Syracuse, NY where he teaches as a part-time adjunct professor in the Business Administration Department. He is currently a doctoral student in the Social Science Ph.D. Program within the Maxwell School at Syracuse University. His research interest is philanthropy; specially looking at what he calls the "philanthropic working poor". His research will examine the unrecognized and undocumented contributions of the economically disadvantaged, whose contributions have changed the world but are overshadowed by those with material wealth.

(E3) The Researchers Role as Development Consultant

Description: Development researchers can improve efficiency and demonstrate their efforts by applying traditional consulting methods. Effective collaboration between fundraisers and researchers will only increase results and highlight the research team. This session will demonstrate ways that researchers can use project plans to advance investment across the development team and how these practices fit into broader strategic initiatives.

Speaker:

Melissa Bank Stepno, Kintera, Inc.

Melissa serves as a Solutions Strategist for Prospect Management and Identification with Kintera, Inc. She consults with non-profit organizations on planning, implementation and strategy of prospect screenings, research and tracking. Previously, Melissa was a Senior Development Researcher at Boston University, Assistant Registrar for Boston Ballet, and assisted with grant research and writing at the Greater Boston Youth Symphony Orchestras. She currently serves on the steering committee for the Brandeis University Alumni Club of Greater Boston and on the events committee for Metropolitan College at Boston University. Melissa has masters' degrees in both Arts Administration and Higher Education Administration and has previously spoken at CASE and APRA conferences.

The 'Expert Is In' Booth:

Do you have burning research questions and don't know where to turn? Are you looking to advance your career and need advice? Do you hope to implement new services or a new shop and need help? NEDRA is here for you! Visit the 'The Expert Is In' Booth, a new venue that provides conference attendees the opportunity to talk with one-on-one with expert leaders for guidance, advice and support.



**Charting the Course to Success:
NEDRA's 20 Year Voyage**

AGENDA AT A GLANCE

ETC.

Registration and Cancellations

All attendees must pre-register for the conference by registering online at www.nedra.org. The registration deadline is April 23, 2007. Those registered for the conference will receive an email confirmation of registration. All cancellations must be received in writing by emailing to office@nedra.org or faxing to (781) 647-7222 before April 23, 2007.

Cancellations made after that date will be charged the full conference fee.

Hotel

The Cliff House is currently sold out of reduced rate rooms. They still have a limited amount of rooms at \$245 per night plus tax. For additional information call the Cliff House at (207) 361-1000.

Please see the last page for a list of additional hotels in the area.

Questions

Please contact the NEDRA Office at (781) 894-1457 or email us at office@nedra.org if you have any questions about the conference or your registration.

Meals

Breakfast and lunch will be provided on Thursday and Friday. The Lobster Bake on Thursday night is an additional \$40 per person. Please see the online registration form for more specific detail. Please contact the office if you should need any special accommodations during the conference.

Dress

Dress is business casual for all events.

Driving directions to the Cliff House: (about an hour north of Boston)

75 miles from BOSTON: Rte 95 North. Cross Piscataqua Bridge into Maine, to York/Ogunquit Exit 7. North on Rte 1 for 3.3 miles. Right on River Road for ½ mile, bear left on Old County Road. Left on Shore Road for approx. 3 miles.

175 miles from HARTFORD: Rte 84 East to Rte 90 East (Mass Pike) to 290 East to 495 North to 95 North. Cross Piscataqua Bridge into Maine, to York/Ogunquit Exit 7. North on Rte 1 for 3.3 miles. Right on River Road for ½ mile, bear left on Old County Road. Left on Shore Road for approx. 3 miles.

60 miles from MANCHESTER, NH AIRPORT: Brown Avenue/Rte 3A North to Rte 101 East to 95 North. Cross Piscataqua Bridge into Maine, to York/Ogunquit Exit 7. North on Rte 1 for 3.3 miles. Right on River Road for ½ mile, bear left on Old County Road. Left on Shore Road for approx. 3 miles.

THURSDAY, APRIL 26, 2007

8:00am	Registration, Vendor Hall Open
8:00am	Breakfast Buffet, 'Expert Is In' Booth
9:00am	Concurrent Workshops A1, A2, A3
11:00am	Vendor Presentations
11:00am	'Expert Is In' Booth
12:00pm	Lunch, Welcome from NEDRA President Jill Meister and meet the NEDRA Board of Directors
1:15pm	Concurrent Sessions B1, B2, B3
2:30pm	15 Minute Break, Vendor Hall Open, 'Expert Is In' Booth
2:45pm	Concurrent Sessions C1, C2, C3
5:00pm	Gala Reception
6:30pm	Maine Lobster Bake

FRIDAY, APRIL 27, 2007

8:00am	Registration, Vendor Hall Open
8:00am	Continental Breakfast, Roundtables, 'Expert Is In' Booth
9:00am	P1 Plenary Session: Christina Pulawski, Principal, Christina Pulawski Consulting
10:00am	30 Minute Break, Vendor Hall Open, 'Expert Is In' Booth
10:30am	Concurrent Sessions D1, D2, D3
12:00pm	Luncheon, Ann Castle Award Presentation, Annual Business Meeting and Platinum Sponsors Raffle.
1:15pm	Keynote Address: Bill Strickland, President and CEO, Manchester Bidwell Corporation
2:30pm	15 Minute Break, Vendor Hall Open, 'Expert Is In' Booth
2:45pm	Concurrent Sessions E1, E2, E3
4:00pm	End of Conference – Good Byes Until Next Year

SPONSORS

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SILVER SPONSORS



The generosity and support of our Sponsors help to make this conference a success!

ALTERNATE HOTELS IN THE AREA

Anchorage Inn

(recommended by and closest to the Cliff House)

125 Shore Road

Ogunquit, ME 03907

(207) 646-9384

\$69 - \$125 a night

www.anchoragebythesea.com

Gorges Grant Hotel

449 Main Street

Ogunquit, ME 03907

(207) 646-7003

\$77 - \$114 a night

www.ogunquit.com/gorgesgrant

Riverside Motel

50 Riverside Lane

Ogunquit, ME 03907

(207) 646-2741

\$75 - \$140 a night

www.riversidemotel.com

Grand Hotel

276 Shore Road

Ogunquit, ME 03907

(207) 646-1231

\$70 - \$160 a night

www.thegrandhotel.com

Pink Blossoms Resorts

154 Shore Road

Ogunquit, ME 03907

(207) 646-7397

(800) 228-PINK

\$80 - \$120 a night

www.pink.com

Sparhawk Oceanfront Resort

85 Shore Road

Ogunquit, ME 03907

(207) 646-5562

\$105 - \$120

www.thesparhawk.com

Seacastles Resort & Suites

Shore Road

Ogunquit, ME 03907

(207) 646-6055

\$49.95 – \$109 a night

www.ogunquitbeach.com/seacastles