







NEDRA 25th Anniversary Conference

Conference-At-A-Glance

Monday – April 23, 2012 Hotel Marlowe, Cambridge, MA			
8:00am – 4:00pm	Registration		
8:00am – 4:00pm	Exhibitor Hall Open in Alexis Gallery		
8:00am – 9:00am	Breakfast Buffet		
8:30am – 9:00am	Volunteer Orientation in Serrano C		
Sessions	PROSPECT RESEARCH	PROSPECT MANAGEMENT AND ANALYTICS	TRENDS AND HOT TOPICS
9:15am – 10:30am	(A1) The Elusive Hedge Fund Industry <i>Rich Horne and Michael Regan</i> Yale University Serrano A	(A2) Prospect Management in Campaign Transition <i>Julia Motl Lowe and Orhan Belding</i> Tufts University Serrano B	(A3) Authentic Social Media <i>Matt Weber</i> Harvard Graduate School of Education Serrano C
10:30 – 10:45am	Break		
10:45am – 12:00pm	(B1) Boats, Planes and Horses: Wealth Indicators or Money Pits? <i>Marlisa Simonson</i> University of Hartford Serrano A	(B2) Implementing Prospect Management and Transforming Data into Intelligence <i>Ali McLane and Alex Oftelie</i> Bentz Whaley Flessner Serrano B	(B3) Lessons in Leadership <i>Ian T. Wells</i> MGH Serrano C
12:00pm – 1:15pm	Luncheon & Ann Castle Award Presentation		
Plenary Session 1:15pm – 2:30pm	<i>25th Anniversary Panel Discussion</i> Helen Brown, Paul Dakin, Joe Donnelly and David Eberly (Moderator)		
2:30pm – 2:45pm	Break		
2:45pm – 4:00pm	(C1) Interest-Based Prospecting: Tips and Tricks <i>Bill Gotfredson and Chris Lawler</i> Harvard University Serrano A	(C2) From the Surface to the Deep Blue Something of Development Analytics <i>James Cheng</i> Dana Farber Cancer Institute Serrano B	(C3) Leadership Annual Giving: Filling the Gap Between Direct Mail and Major Gifts <i>Dan Lowman</i> Grenzebach Glier & Associates Serrano C
4:00 pm – 6:00 pm	Networking Reception with Exhibitors in Alexis Gallery Hosted by the NEDRA Membership Committee (open to all NEDRA members)		

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Tuesday – April 24, 2012 Hotel Marlowe, Cambridge, MA				
8:00am – 3:00pm		Registration		
8:00am – 3:15pm		Exhibitor Hall Open		
8:00am – 9:00am		Breakfast Buffet		
8:30am – 9:00am		Volunteer Orientation in Serrano C		
Sessions		PROSPECT RESEARCH	PROSPECT MANAGEMENT AND ANALYTICS	TRENDS AND HOT TOPICS
9:15am – 10:30 am		(D1) Researching Greater China: Tips, Techniques, and Resources <i>Laura Beaudet</i> MIT Serrano A	(D2) Data for Sale: Collecting and Using Data for Major and Planned Gifts <i>Katherine Swank</i> Target Analytics Serrano C	(D3) Best Practices from the Experts (Panel) <i>Kristen Jenkins Watson</i> (Moderator) Boston College Serrano B
10:30am – 10:45am	Break			
10:45am – 12:00pm		(E1) Effective Corporate and Foundation Research <i>Sarah Cook</i> Northeastern University Serrano A	(E2) Case Study in Data Analytics: From Planning to Implementation to Results <i>Amy Gingle</i> MGH Serrano B	(E3) Change Management <i>Cheryl Cerny</i> WPI Serrano C
12:00 pm – 1:30pm	Luncheon, Annual Business Meeting, Roundtables and Sponsor Raffles			
Gold Sponsor Presentations, Exhibitor Hall, Networking	1:30 pm - 2:15 pm	 Serrano A	 Serrano B	 Serrano C
	2:15 pm - 3:00 pm	 Serrano A	 Serrano B	 Serrano C
3:00 pm – 3:15 pm	Break			
3:15 pm – 4:30 pm		(F1) Everything you Need to Know About a Proxy (in 60 minutes) But Were Afraid to Ask <i>David Sterling</i> Western New England University Serrano A	(F2) Best Practices in Prospect Management (Panel) <i>Brian Howard</i> (Moderator) Tufts University Serrano B	(F3) Measuring Alumni & Constituent Engagement <i>Katie Edwards</i> Amherst College <i>Amy Lewis</i> Princeton University Serrano C
4:30 pm	Conference Close			

Thank you also to our Silver Sponsors

