

2013 NEDRA Annual Conference: Broadening Perspectives

Schedule-At-A-Glance

Monday – April 29, 2013 Hotel Marlowe, Cambridge, MA			
8:00am – 4:00pm	Registration/Information Desk Open – Serrano Foyer- Tables at elevator (existing couch seating/no chairs)		
8:00am – 4:00pm	Exhibitor Hall Open - Alexis Gallery		
8:00am – 9:00am	Breakfast Buffet – split between Serrano Foyer and Muse Foyer		
8:30am – 9:00am	Volunteer Orientation – Muse A		
8:30am – 9:00am	Welcome & Networking For First-Time Attendees – Muse B		
Sessions	PROSPECT RESEARCH	PROSPECT MANAGEMENT AND ANALYTICS	TRENDS AND HOT TOPICS
9:15am – 10:30am	(A1) The Art of Storytelling: How to Turn a Prospect Into a Person <i>Matt Lacroix</i> Boys and Girls Club of Boston Muse A	(A2) The Research Role in Prospect Management <i>Melissa Bank Stepno</i> Target Analytics Serrano A, B, C	(A3) Best Practice Panel: Campaign Planning Moderator: <i>Joe Donnelly</i> Northeastern University Muse B
10:30am – 10:45am	Break (Alexis Gallery)		
10:45am – 12:00pm	(B1) The World is Getting Smaller: The Importance of International Prospect Research <i>Tina Tong</i> Tufts University Serrano A, B, C	(B2) Is It a Bird? A Plane? No, It's a Prospect Information Manager: Portfolio Analysis and a New Way to Think About Prospect Pipelines <i>Dan Lowman</i> Grenzebach Glier & Associates Muse A	(B3) Effective Donor Engagement and Solicitation: Raising Principal Gifts <i>Amanda Clark MacMullan & Andrea Martinez Frey</i> New Profit, Inc. Muse B
12:00pm – 2:00pm	Luncheon and Ann Castle Award Presentation (Serrano A, B, C) Keynote Session by Elizabeth Crabtree – “ <i>The Future of Research and its Intersection with Technology</i> ”		
Sponsor Presentations 2:00pm – 2:30pm	TBD	TBD	TBD
2:30pm – 2:45pm	Break (Alexis Gallery)		
2:45pm – 4:00pm	(C1) Basic Training for Development Officer/Researcher Relationships <i>Amber Countis</i> Norwich University Muse B	(C2) Big Data & You <i>David Lawson</i> WorkingPhilanthropy.com Serrano A, B, C	(C3) The Role of Research in Organizational Change <i>Emily O'Brien</i> Massachusetts General Hospital – Muse A

4:00pm – 6:00pm	Networking Reception Hosted by NEDRA Membership – Serrano Foyer/Alexis Gallery (Elevator Area)
7:00pm – 9:00pm	Group Dinners/Outings (Sign Up Sheets Near Registration Desk) - offsite

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8:00am – 9:00am	Breakfast Buffet – Alexis Gallery		
8:30am – 9:00am	Volunteer Orientation – Muse A		
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Sessions	PROSPECT RESEARCH	PROSPECT MANAGEMENT AND ANALYTICS	TRENDS AND HOT TOPICS
9:15am – 10:30am	(D1) Investment Advisers: Where to Find Financial Info & How to Make Sense of It All <i>Roslyn Clarke</i> Harvard University Serrano A, B, C	(D2) Empowering Development at Yale with Predictive Modeling <i>Richard Horne & Kate Nimety</i> Yale University <i>Michael F. Laracy</i> Rapid Insight Muse A	(D3) Prospect Research: The Early Days <i>John Reed</i> Tufts University <i>Charlie Carr</i> MIT Muse B
10:30am – 10:45am	Break (Alexis Gallery)		
10:45am – 12:00pm	(E1) Panel: No Alumni? No Patients? No Problem! Best Practices in Research at Cultural, Service, and Other Organizations Moderator: <i>Tara McMullen</i> Combined Jewish Philanthropies Muse B	(E2) Overcoming Wealth Screening Paralysis <i>Rachel Schaefer</i> Bentz Whaley Flessner <i>Alex Otfelie</i> Hazelden Serrano A, B, C	(E3) Questions of Utility: A Conversation About Re-Imagining Research <i>John Urschel</i> Mount Holyoke College Muse A
12:00pm – 1:30pm	Luncheon, Annual Business Meeting, and Sponsor Raffles (Serrano A, B, C) Roundtable Discussions (Sign Up Sheets Near Registration Desk) (Serrano A, B, C)		
Sponsor Presentations 1:30pm - 2:00pm	TBD	TBD	TBD
2:00pm – 2:15pm	Break (Alexis Gallery)		

2:15pm-3:30pm	<p>(F1) Eureka! Techniques for Discovering New Prospects</p> <p><i>Ian Wells</i> Boston College</p> <p>Serrano A, B, C</p>	<p>(F2) Simple, Yet Distinctive, Descriptive Analytics</p> <p><i>Brian Zive</i> MIT</p> <p>Muse A</p>	<p>(F3) The Racy Side of Research: A Common Sense Approach to Sensitive Information</p> <p><i>Brooke Burke & Sarah Cook</i> Northeastern University</p> <p>Muse B</p>
3:30pm	Conference Close		