

## 2015 Conference: Leveraging Fundraising Intelligence Schedule-At-A-Glance

<b>Thursday – April 16, 2015 – Sheraton Portsmouth Harborside Hotel, Portsmouth, NH</b>			
8:00am – 4:00pm	Registration/Information Desk Open – Hotel Front Lobby		
8:00am – 4:00pm	Exhibitor Hall Open – Ballroom Lobby		
8:00am – 9:15am	Breakfast Buffet – Ballroom Lobby & Ballroom		
8:30am – 9:00am	Volunteer Orientation – Prescott Room		
8:30am – 9:00am	Welcome Reception for First-Time Attendees and New Members – Hotel Front Lobby/Harbor’s Edge		
9:15am – 10:15am	<b>Keynote Session: Billy Starr</b> – Ballroom (Lobby Level)		
10:15am–10:45am	Break – Ballroom Lobby		
Sessions	PROSPECT RESEARCH AND IDENTIFICATION (A1)	PROSPECT MANAGEMENT AND ANALYTICS (A2)	TRENDS AND HOT TOPICS (A3)
10:45am – 12:00pm	Estimating Private Company Value  <i>Hugh Bennett</i> MIT  Gardner	The When, Why, and How of Data-Driven Fundraising  <i>Melissa Bank Stepno</i> Target Analytics  Harbor’s Edge (Lobby Level)	Big Data, Massive Potential: Advancement Services in the Era of LinkedIn and Facebook  <i>Brent Grinna</i> EverTrue  Prescott Room (Lower Level)
12:00pm-1:00pm	Luncheon, Ann Castle Award, Heather Reisz & Helen Brown Scholarship Awards – Ballroom		
<b>Gold Sponsor Presentations</b> 1:00pm-1:30pm	 Prescott Room	 Gardner Room	 Lear Room
1:30pm-1:45pm	Break		
1:45pm-3:00pm	(B1)  Gift Planning: Prospects & Opportunities  <i>Melody Twigg</i> Amherst College  Prescott Room (Lower Level)	(B2)  Herding Cats: The Art of Prospect Management  <i>Ruthie Giles and Sarah Ruberti</i> Mount Holyoke College  Ballroom (Lobby Level)	(B3)  Philanthropy and Wealth in the New Gilded Age  <i>David Sterling</i> Western New England University  Harbor’s Edge (Lobby Level)
3:00pm – 3:15pm	Break – Ballroom Lobby		
3:15pm– 4:30pm	(C1)  Why Don’t We Just Ask Them: Surveys and Interviews for Prospect Identification  <i>Dan Lowman</i> GG&A  Prescott Room (Lower Level)	(C2)  Analytics Assemble: Building a Marvelous Shop with Fundraising Analytics Capabilities  <i>James W. Cheng, PhD</i> Dana-Farber Cancer Institute  Harbor’s Edge (Lobby Level)	(C3)  The Future of Prospect Research  <i>Helen Brown</i> The Helen Brown Group  Ballroom (Lobby Level)
4:30pm – 6:00pm	 Network Reception for NEDRA members and conference attendees at Portsmouth Gas Light Co. – a short walk up Market Street		
6:00pm – 9:00pm	Group Dinners – See Group Dinner sign-up sheets at Registration Desk or visit <a href="http://www.nedra.org">www.nedra.org</a>		

## 2015 Conference: Leveraging Fundraising Intelligence Schedule-At-A-Glance

<b>Friday – April 17, 2015 – Sheraton Portsmouth Harborside Hotel, Portsmouth, NH</b>			
8:00am – 2:15pm	Registration/Information Desk Open – Hotel Front Lobby		
8:00am – 2:15pm	Exhibitor Hall Open – Ballroom Lobby		
8:00am – 9:00am	Breakfast Buffet – Ballroom Lobby & Ballroom		
8:30am – 9:00am	Volunteer Orientation – Prescott Room		
8:30am – 9:00am	Welcome Reception for First-Time Attendees and New Members – Hotel Front Lobby/Harbor's Edge		
Sessions	PROSPECT RESEARCH	PROSPECT MANAGEMENT AND ANALYTICS	TRENDS AND HOT TOPICS
	(D1)	(D2)	(D3)
9:15am – 10:30am	<p>How to Identify Planned Giving Prospects on Your Annual Giving List</p> <p><i>Bill Tedesco</i> DonorSearch</p> <p>Prescott Room (Lower Level)</p>	<p>Researchers as Allies, or: How I Learned to Start Worrying and Love My Gift Officers</p> <p><i>Elisabeth Parker</i> Amherst College</p> <p>Harbor's Edge (Lobby Level)</p>	<p>75 Minute MBA</p> <p><i>Michael Wesley</i> Cornell University</p> <p>Ballroom (Lobby Level)</p>
10:30am – 10:45am	Break – Ballroom Lobby		
	(E1)	(E2)	(E3)
10:45am – 12:00pm	<p>International Research Panel</p> <p><i>Helen Brown, Moderator</i> The Helen Brown Group</p> <p>Harbor's Edge (Lobby Level)</p>	<p>Optimize Prime: Prospect Management for Portfolio Reviews</p> <p><i>Bond Lammey</i> Bentz Whaley Flessner &amp; <i>Emily Walsh</i> University of Arizona Foundation</p> <p>Prescott Room (Lower Level)</p>	<p>Transitioning During Campaign – Large Shop to Small Shop</p> <p><i>Brooke Burke</i> Milton Academy</p> <p>Gardner Room</p>
12:00pm – 1:30pm	Roundtable Discussions – Ballroom (Sign-up sheets near the Registration Desk in the Front Lobby) Luncheon, Annual Business Meeting, and Sponsor Raffles - Ballroom		
<p><b>Gold Sponsor Presentations</b> 1:30pm – 2:00pm</p>	 <p>Harbor's Edge Room</p>	 <p>Gardner Room</p>	 <p>Prescott Room</p>
2:00pm – 2:15pm	Break – Ballroom Lobby		
	(F1)	(F2)	(F3)
2:15pm – 3:30pm	<p>Prospect Logistics: Fundraising in a New Economy</p> <p><i>Ian T. Wells</i> Ian T. Wells &amp; Associates</p> <p>Ballroom (Lobby Level)</p>	<p>12 Predictive Modeling Pitfalls to Avoid</p> <p><i>Caitlin Garrett</i> Rapid Insight</p> <p>Prescott Room (Lower Level)</p>	<p>Career Panel</p> <p><i>Jill Meister, Moderator</i> University of New Hampshire</p> <p>Harbor's Edge (Lobby Level)</p>
3:30pm	Conference Close		