

## Ask The Experts Sessions

### Session 1 (8:45 am – 10:00 am)

Session Title	Presenter	Topic
"Best Practices in Annual Giving"	Chris Kasavich, CFRE	<i>(Fundamentals)</i>
"Grant Proposals Step by Step"	Alice Ferris, CFRE	<i>(Fundamentals)</i>
"Cultivating Today's Sophisticated Donor"	Robert B. Rice	<i>Advanced Techniques)</i>
"Engaging Women Leaders in Philanthropy"	Betty Karlsson, CFRE Cindy Atmar, CFRE Laura Lanier	<i>(Diversity)</i>
"Diversity in Donor Relations"	Tiffany Thomas	<i>(Diversity)</i>
"Six Principles for a Successful Board/CEO Partnership"	Jonathan Schick	<i>(Board Development)</i>
"Making the Ask. . . In More Ways Than One"	Michael Bacon, CFRE & Marion Lee	<i>(Major/Planned Gifts)</i>
"Job Hunting is Akin to Donor Stewardship!"	Marianita Paddock Snodgrass	<i>(Career Development)</i>
"Play the Fundraising Game and Win!"	Carrie Eickenroht	<i>(Special Events)</i>

### Session 2 (10:45 am – Noon)

Session Title	Presenter	Topic
"One-Person Shop: Making the Most of a Shoestring Budget"	Susan Simons	<i>(Fundamentals)</i>
"Going for the Gold and Staking Your Claim"	Cooky Mays, CFRE & Mark Niles	<i>(Fundamentals)</i>
"Relationships: the Name of the Game"	Janet Cohen	<i>(Advanced Techniques)</i>
"How Tweet it is to Have a Friend Like You"	Nicci Noble, CFRE	<i>(Tech/Marketing/Media)</i>
"Jewish Giving: It's Not About Charity, It's About Justice"	Amelia Ribnick Kleiman Elise Cohen Passy	<i>(Diversity)</i>
"Creating a Successful Board and Staff Partnership"	Nicole McWhorter and Ben Renberg	<i>(Board Development)</i>

“Planned Giving: The Time is Now”	Kevin Pickett	<i>(Major/Planned Gifts)</i>
“Fundraising Events – There Are No Do-Overs!”	Julie Dokell and Lynn Ellis	<i>(Special Events)</i>
“Major Gift Negotiation Skills”	Scott Staub, CFRE	<i>(Advanced Techniques)</i>

### **Session 3 (2:00 pm – 3:15 pm)**

<b>Session Title</b>	<b>Presenter</b>	<b>Topic</b>
“How You Say Thanks Makes a Statement, Too”	Harv Mock	<i>(Fundamentals)</i>
“Storytelling: Communicating Your Message With Infectious Passion”	Jim Anderson, CFRE	<i>(Fundamentals)</i>
“Charity? Or Tax-Exempt Business?”	Jean Block	<i>(Executive Leadership)</i>
“Bringing Your Campaign to the Big Screen”	Ken Kosub	<i>(Tech/Marketing/Media)</i>
“It’s Not Your Grandma’s Fundraising Any More!”	J. C. Patrick	<i>(Diversity)</i>
“Creating Your Dream Team Board”	Sean Carter, CFRE	<i>(Board Development)</i>
“Demystifying the CFRE Exam”	Angela Seaworth, CFRE	<i>(Career Development)</i>
“Signature Events”	Steven Biondillo	<i>(Special Events)</i>
“Building a Successful Major Gifts Campaign from Scratch” <i>(Note: Continues in Session 4)</i>	Timothy R. Burcham, CFRE	<i>(Advanced Techniques/ Major/Planned Gifts)</i>
Corporate Panel Discussion		<i>(Fundamentals)</i>

### **Session 4 (3:45 pm – 5:00 pm)**

<b>Session Title</b>	<b>Presenter</b>	<b>Topic</b>
“Plugging into New Donors”	Scott Staub, CFRE	<i>(Fundamentals)</i>
“Donor-Centered, Not Dollar-Centered”	Nicole McWhorter & Ben Renberg	<i>(Fundamentals)</i>
“Make CRM Software Work for You”	Brian Pickett	<i>(Tech/Marketing/Media)</i>

“Diversity and Inclusion—Not Just More of the Same”	Janet Cohen	<i>(Diversity)</i>
“How to Keep Your Cool when Things Get Hot!”	Ann Hale, CFRE & Gretchen Gordon, CFRE	<i>(Executive Leadership – Ethics)</i>
“Become a Better Major Gift Negotiator”	Shaun Lynch, CFRE	<i>(Major/Planned Gifts)</i>
“Accentuate the Positive, Eliminate the Negative, and Build a Winning Team”	Marianita Paddock Snodgrass	<i>(Career Development)</i>
“Building a Successful Major Gifts Campaign from Scratch” <i>(Note: Continues from Session 3)</i>	Timothy R. Burcham, CFRE	<i>(Advanced Techniques/ Major/Planned Gifts)</i>