



Association of Veterinary Advancement Professionals (AVAP)

Tuesday, August 9-Wednesday, August 10

Omni La Mansion, San Antonio, TX

TUESDAY, 8/9

8:00-8:30 a.m.

Breakfast and Registration

Breakfast will be served throughout the morning

8:30-9:15 a.m.

Welcome and Keynote: A Century of Leadership

Dr. Eleanor M. Green, Dean

Texas A&M College of Veterinary Medicine & Biomedical Sciences

9:15-10:30 a.m.

Dean Panel

“Dean and Faculty Involvement and Training in Advancement”

Dr. Eleanor M. Green, Texas A&M University

Dr. Michael Lairmore, University of California Davis

Dr. Jim Lloyd, University of Florida

Dr. Rustin M. Moore, The Ohio State University

10:30-10:45 a.m.

Break

10:45-11:15 a.m.

AAVMC Communications Excellence Award & AAVMC Update

Jeffrey S. Douglas, MS, APR, Fellow PRSA

Senior Communications Consultant

Association of American Veterinary Medical Colleges

11:15-11:30 a.m.

Nestle Purina Representative Talk

11:30-12:30 p.m.

Lunch and Discussion Topic Tables

12:30-2:15 p.m.

Plenary

Campaign Engagement Strategies: Looking Beyond Traditional Campaign Strategies to Engage Top Donors and Prospects

Walt Edwards, Principal at CCL Branding

Digital Engagement Platforms: Leveraging digital engagement platforms to connect with wider audiences in more meaningful ways

Scott Caywood, Associate at CCL Branding

2:15-4:00 p.m.

Track Sessions and Breakout Discussion Groups: Capital Campaign

Fundraising: Capital campaign plans, successes and failures

Alumni relations: Alumni role in capital campaigns (mentor programs)

Marketing/Communications: Marketing plans for capital campaigns, successes and failures

4:00-5:00 p.m.

Wrap up and Business Meeting

Pam Jones, President AVAP

Colorado State University

6:30-8:30 p.m.

AVAP Social

The Alamo

WEDNESDAY, 8/10

8:00-9:15 a.m.

Donor Panel

Breakfast available during panel

9:15-9:30 a.m.

Break

9:30-12:30 p.m.

Plenary: Raising Money and Marketing to Grateful Clients

9:30-10:15 a.m.

Grateful Client Programs: Best Practices Nationwide

10:15-11:15 a.m.

Panel Discussion: Best Practices for Grateful Clients

11:15-11:30 a.m.

Break

11:30-12:15 p.m.

Bill Littlejohn, Chief Executive Officer
Sharp Health Care Foundation

12:15-12:30 p.m.

Q&A

12:30-12:45 p.m.

Closing comments

Pam Jones, President AVAP

Colorado State University

1 p.m.

Optional Luncheon

Rio Rio Cantina

421 E. Commerce

210.226.8462

Reservation name: AVAP Texas A&M