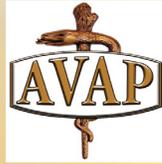


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# Association of Veterinary Advancement Professionals (AVAP)

Tuesday, August 9-Wednesday, August 10, 2016

*Omni La Mansion, San Antonio, TX*

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# Association of Veterinary Advancement Professionals (AVAP)

**Tuesday, August 9-Wednesday, August 10**

*Omni La Mansion, San Antonio, TX*

**Tuesday, August 9, 2016**

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:**

**The Next 50 Years: Academic Veterinary Medicine & Future of the Profession**

Dr. Eleanor M. Green, Dean

Texas A&M College of Veterinary Medicine & Biomedical Sciences

*Madero Room*

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. Douglas Freeman, University of Saskatchewan

Dr. Jim Lloyd, University of Florida

Dr. Rustin M. Moore, The Ohio State University

Dr. Mark Stetter, Colorado State University

*Madero Room*

10:30-10:45 a.m.

**Break**

10:45-11:05 a.m.

**AAVMC Communications Excellence Award & AAVMC Update**

Jeffrey S. Douglas

Senior Communications Consultant

Association of American Veterinary Medical Colleges

*Madero Room*

11:05-11:15 a.m.

**Acceptance of AAVMC Award**

Dr. Megan Palsa, Texas A&M University

*Madero Room*

11:15-11:30 a.m.

**Nestle Purina Representative Talk**

*Madero Room*

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## Tuesday, August 9, 2016

11:30-12:30 p.m.

*Madero Room*

12:30-2:15 p.m.

*Madero Room*

**Lunch and Discussion Topic Tables**

**Plenary**

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

Walt Edwards, Principal  
CCL Branding

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

Scott Caywood, Associate  
CCL Branding

2:15-4:00 p.m.

*Madero Room*

**Track Sessions and Breakout Discussion Groups: Capital Campaign**

**Fundraising: Capital campaign plans, successes and failures**

Kevin Mahaney, Cornell University

*Iberian Room A*

**Fundraising: Raising money for facilities**

Cheryl Cobb, University of California, Davis  
Ana Alvarado, Tufts University

*Iberian Room C*

**Effective Communications: Building Respect & Understanding for the Future**

Dr. Megan Palsa & CVM Communications Team, Texas A&M University

4:00-5:00 p.m.

*Madero Room*

**Wrap up and Business Meeting**

Pam Jones, President AVAP  
Colorado State University

6:30-8:30 p.m.

*The Alamo*

*300 Alamo Plaza*

*San Antonio, TX 78205*

7:30 a.m.

**AVAP Social**

**Breakfast served**

8:00-9:15 a.m.

*Iberian Room*

**Donor Panel**

*Breakfast available during panel*

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## Wednesday, August 10, 2016

9:15-9:30 a.m.

**Break**

9:30-12:30 p.m.  
*Iberian Room*

**Plenary: Raising Money and Marketing to Grateful Clients**

9:30-10:15 a.m.

**Grateful Client Programs: Best Practices**

Tracy Evans, Louisiana State University  
Chastity Carrigan, Texas A&M University  
Clayton Forbes, Louisiana State University  
Meghan Dauler, Louisiana State University  
Eliana Mijangos, Texas A&M University

10:15-11:15 a.m.

**Panel Discussion: Best Practices for Grateful Clients**

Danielle Ford, The Ohio State University  
Tracy Evans, Louisiana State University  
Karen Legato, University of Florida  
Melissa Headrick, University of Florida  
Tammy Bar, Oregon State University

11:15-11:30 a.m.

**Break**

11:30-12:15 p.m.

**Grateful Client Programs: From Human Medicine**

Bill Littlejohn, Chief Executive Officer  
Sharp Health Care Foundation

12:15-12:30 p.m.

**Q&A**

12:30-12:45 p.m.  
*Iberian Room*

**Closing comments**

Pam Jones, President AVAP  
Colorado State University

1:00 p.m.  
*Rio Rio Cantina*  
421 E. Commerce  
210.226.8462

**Optional Luncheon**

*(not included in AVAP registration fees)*

Reservation name: AVAP Texas A&M

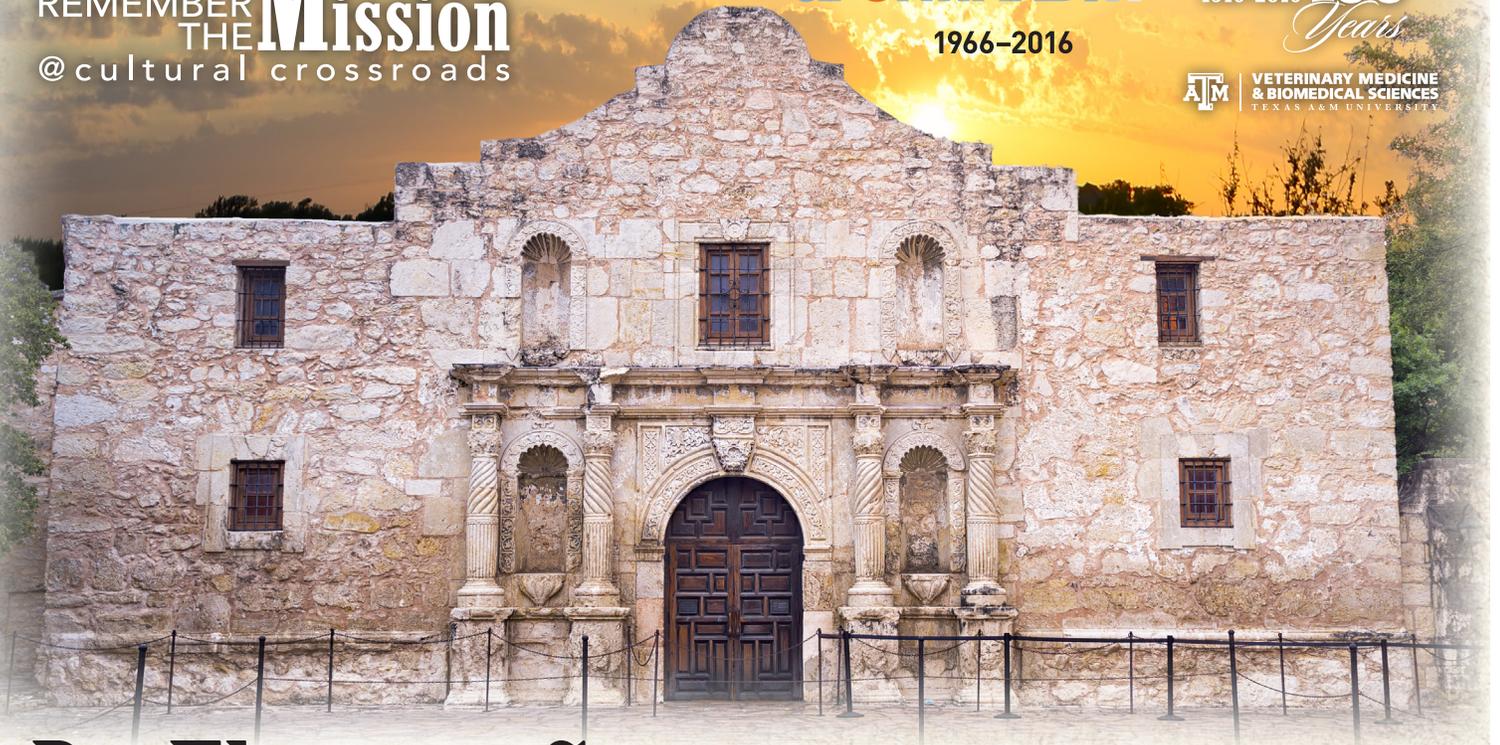
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# Dr. Eleanor Green



Dr. Eleanor Green holds the Carl B. King deanship of Texas A&M University College of Veterinary Medicine & Biomedical Sciences and a Diplomate of ACVIM and ABVP. She is the current president of the Association of American Veterinary Medical Colleges (AAVMC). She received a BS in Animal Science from the University of Florida and a DVM from Auburn University. She established a veterinary practice in Mississippi as partner/owner. She became a founding faculty member of the College of Veterinary Medicine at Mississippi State University. Her academic appointments have included: equine faculty member at University of Missouri; head of Department of Large Animal Clinical Sciences and director of large animal hospital at the University of Tennessee; chair of Department of Large Animal Clinical Sciences and Chief of Staff of large animal hospital at the University of Florida. She previously served as president of three national organizations: American Association of Equine Practitioners (AAEP),

American Board of Veterinary Practitioners, (ABVP) American Association of Veterinary Clinicians (AAVC). Her awards include: 2004 Award of Distinction from UF College of Agriculture and Life Sciences, 2011 Wilford S. Bailey Distinguished Alumni Award from Auburn, 2012 Women's Progress Award for Administration and 2015 Distinguished Achievement Award for Administration at Texas A&M, and induction into the National Cowgirl Hall of Fame in 2013.

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# Engaging an Entire College in Development

## College of Veterinary Medicine & Biomedical Sciences



### DIRECT SOLICITATION OF PARTICIPATION FROM FACULTY AND STAFF

- **Capital Campaign Strategic Planning.** The \$4 billion "Lead By Example" comprehensive capital campaign launched in November 2015 at Texas A&M University. Faculty and staff were asked to take an active role in the strategic planning for the College's goals and the resources needed to achieve them, and therefore participated in the construction of the capital campaign's "case" for development goals. Through early involvement in strategic planning related to development, and understanding fundraising goals as they apply to their work, faculty and staff's respective roles were better defined and appreciated.
- **Development Council Planning.** Faculty are being involved in the restructuring of the College's Development Council into a campaign leadership team that will be given expectations of giving and assisting in fundraising in the coming years. We invite key faculty to Council meetings to present their projects, programs, and needs; to get to know our campaign leadership personally, and to encourage both groups to work together with specific prospective donors with mutual interests. A prominent goal is creating rapport among faculty, staff, the development team, and volunteers for the campaign, to further engage all in the capital campaign activities.
- **Development Council Membership.** We are exploring the idea of inviting one or two faculty members to be members of the Development Council to serve as representatives of their colleagues, as well as resources to help to connect strategies with other faculty and staff.
- **Preparation of Fundraising Materials and Informational Tools.** Faculty are asked to help with the development of fundraising tools and materials that aid our development directors in disseminating the message to our constituents about needs in specific areas. A template has been developed with our CVM Communications to print one-page informative color pieces, including photos, which can be adapted to a variety of priority areas for the College and individuals. Most faculty have realized that as they help with the content, interest is initiated for their programs and specific projects, and monetary support for their areas is more likely. After this practice was launched, faculty began volunteering to help the Development Office make one-page "cases" for their needs.
- **Competitive Process.** The Development Office has promoted healthy competition among faculty to engage them in the fundraising process for donor dollars. For example, recently a private foundation in Midland, Texas invited the College to submit proposals for funding. The Senior Director of Development spoke at the Executive Council

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meeting and challenged the department heads to think about their areas and where the loose criteria might be a fit, and work with the development office to develop a strategy. Those who participated learned a lot about the process and the differences between using this method and applying for grants.

#### **REWARDING FACULTY AND STAFF FOR PARTICIPATION IN THE STAGES OF MAJOR GIFT FUNDRAISING**

- Faculty and Staff Incentives. Faculty and staff should be recognized and rewarded in all facets of their involvement of the many stages of major gift fundraising. Cultivation and customer service are paramount to our fundraising efforts at the CVM with all donors and particularly with regard to the small and large animal teaching hospitals. Our Emergency Care program allows us to get clients into the hospital with sick animals at a moment's notice and because of excellent animal care, these clients may become donors or prospective donors. The faculty and staff of this area in particular have seemed to completely grasp their very important role in the cultivation of our donors. While gifts may not come to their department specifically, many times donors choose to give to the CVM based on the service and interaction with the compassion people in our teaching hospitals. Recently, this department needed some bridge funding for salaries and was rewarded with assistance from an unrestricted donor account to meet those needs. They were very grateful and felt appreciated for the work they had done to help our cultivation efforts. We emphasized the connection between their involvement in development and their receipt of this bridge funding.
- Faculty and Staff Awards. We are developing a faculty/staff award for involvement in fundraising.

#### **KEEPING FACULTY AND STAFF INFORMED ABOUT DEVELOPMENT ACTIVITIES AND SUCCESSES**

- CVM Wide, Real Time Notices. The Dean publically shares information about gifts and faculty/staff involvement in acquiring those gifts, as gifts are received.
- Faculty and Staff Testimonials. Faculty and staff members successful in working with Development are asked to give peer testimonials at various meetings, College Hour, etc.

#### **ENGAGING AN ENTIRE CAMPUS**

- Development is a university wide activity. Helping potential donors truly match passions, whether they are within the CVM or in another college on campus, should maximize donations for all. It definitely sends a message of unity and collaboration throughout the university, which is appealing to friends of the university.

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# Dr. Michael Lairmore



Dean Michael Lairmore oversees all School of Veterinary Medicine teaching, research and service activities, personnel, facilities and funding resources. He presides over six academic departments, the William R. Pritchard Veterinary Medical Teaching Hospital, the California Animal Health and Food Safety Laboratory System, the Veterinary Medicine Teaching and Research Center in Tulare, Veterinary Medicine Extension, and numerous centers of excellence. Dean Lairmore came to the School from the Ohio State University in 2011. He served as Professor and Associate Dean for Research and Graduate Studies at their College of Veterinary Medicine, where he led a successful sponsored research and commercialization program. He also served as Associate Director of the university's Comprehensive Cancer Center. While Chair of the Department of Veterinary Biosciences, he received unanimous praise for leading his department to new heights in research funding and scholarly achievement. Dean Lairmore is committed to finding new ways for the faculty, residents, students and staff of the UC Davis School of Veterinary Medicine to contribute to the health of animals and people while being good stewards of the environment and the economy of California. His goals include building mission-focused programs that will continue to provide outstanding education for society-ready veterinarians and produce innovative research findings to address important problems ranging from clinical veterinary medicine to public health. Dean Lairmore earned his Doctor of Veterinary Medicine degree from the University of Missouri at Columbia before working as a dairy and small animal veterinarian. Following private practice, he completed a residency and PhD program in experimental pathology at Colorado State University at Fort Collins. He is board certified in veterinary anatomic pathology as well as veterinary virology and immunology.

He is one of the few veterinarians elected as a Member of the Institute of Medicine, the health arm of the National Academy of Sciences. He is also a Fellow in the American Academy of Microbiology and the American Association for the Advancement of Sciences, and has received numerous teaching and research awards throughout his career. Dean Lairmore is a scientist who bridges multiple disciplines to address basic questions related to viral causes of cancer. His research has provided significant breakthroughs in the biology of human retroviruses and the understanding of viral-associated carcinogenesis. He has authored or co-authored more than 180 scientific publications.

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# Dr. Douglas Freeman



Dr. Douglas Freeman completed a Doctor of Veterinary Medicine degree, a clinical residency and a Master of Science degree in theriogenology at the University of Minnesota. He received a PhD in reproductive physiology from the University of Idaho and is a diplomate in the American College of Theriogenologists. Dr. Freeman's career spans more than three decades. He has gained a valuable range of experience as a veterinary practitioner, a faculty member in both academic and clinical science departments, and an administrator. He has worked in academic institutions in the United States as well as overseas. His experience also includes private veterinary practice and veterinary professional services in the animal health industry. From 2001 to early 2010, Dr. Freeman was a professor and head of two departments — Veterinary Diagnostic Services and Veterinary and Microbiological Sciences — at North Dakota State University in Fargo, N.D. During his term at North Dakota State University, Dr. Freeman served as director of the NDSU's Great Plains Institute of Food Safety for two

years, and led multi-disciplinary research programs in disease surveillance, public health and food safety. He was selected as an American Council on Education Fellow in 2006, and spent one year at the University of Minnesota where he gained experience in academic leadership and administration of the university's Academic Health Center.

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# Dr. James W. Lloyd



Dr. James W. Lloyd became Dean of the UF College of Veterinary Medicine on July 1, 2013. He previously was a Professor and Associate Dean for Budget, Planning and Institutional Research at Michigan State University's College of Veterinary Medicine. He received his Ph.D. in agricultural economics, with emphasis on agribusiness management and operations research, from Michigan State University in 1989 and his D.V.M. from Michigan State University's College of Veterinary Medicine in 1981. A key leader in the area of animal health economics, he led the National Commission on Veterinary Economic Issues working group on enhancing the skills, knowledge, aptitudes, and attitudes of veterinarians from 2000-2009. He has also worked as an organizational development consultant, emphasizing strategic planning and leadership development with inclusion as a core element. Over the course of his career, he has worked to apply the disciplines of economics, management, and business to the veterinary medical profession through research, teaching, and service/administration.

Among his many honors are being included in the President's Honor Roll of the Michigan Veterinary Medical Association in 2006, 2007, 2008, 2009 and 2011 and serving as Senior Fellow, Outreach and Engagement, at MSU from 2005-2013. He received a Certificate of Appreciation from the Association of Veterinary Practice Management Consultants and Advisors in 2004, a Creativity in Teaching Award from Merck AgVet in 1995, and Extension programming awards in 1992 and 1993.

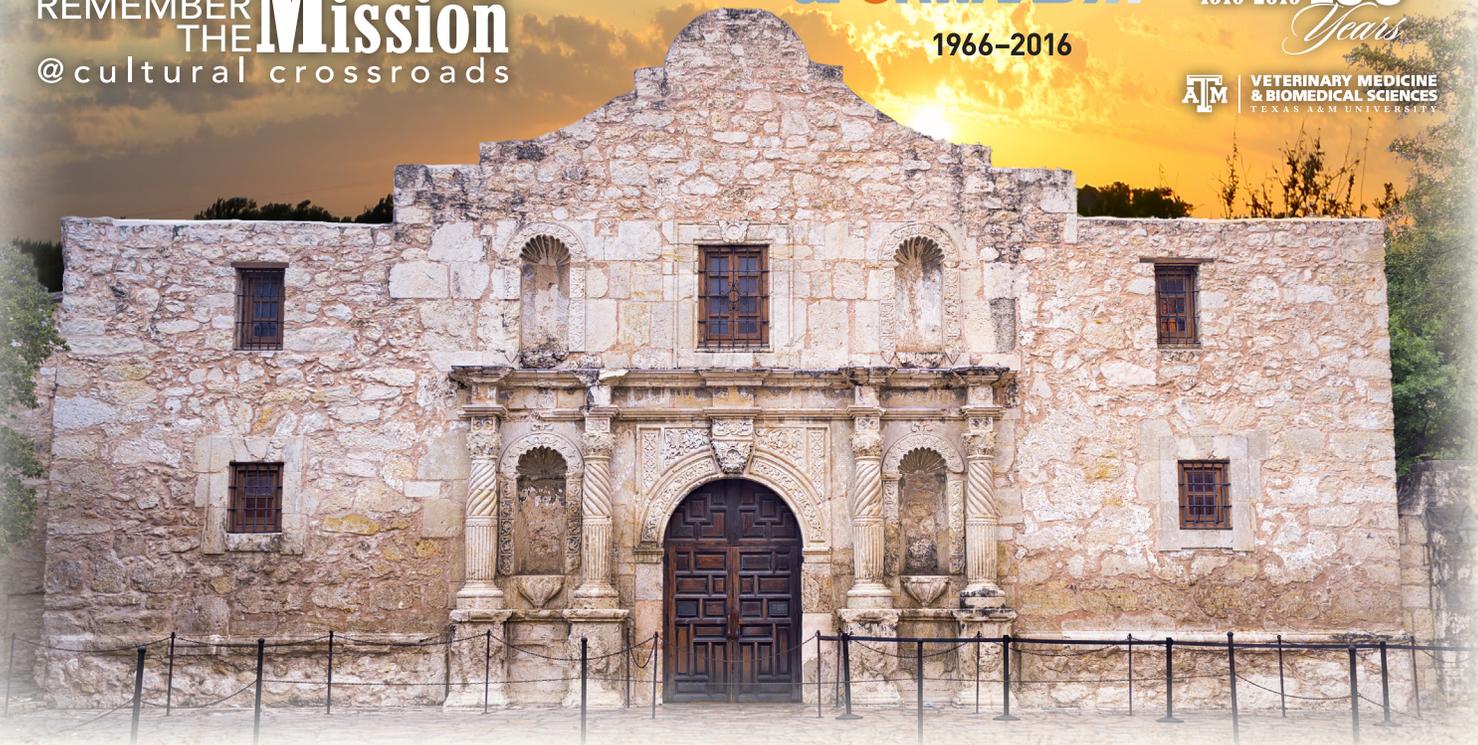
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# Dr. Rustin Moore



Dr. Rustin M. Moore, the Ruth Stanton Chair in Veterinary Medicine, officially became the 11th dean of the College of Veterinary Medicine on Sept. 1, 2015. A two-time graduate of the college, Dr. Moore has served Ohio State as chair of the Department of Veterinary Clinical Sciences, executive director of the Veterinary Medical Center, associate dean for Clinical and Outreach Programs, and associate executive dean. He has taught at all levels of the undergraduate, professional and graduate curricula, both at Ohio State and at Louisiana State University (LSU), where he served on the LSU faculty from 1994 to 2006. He has served as an advisor, co-advisor or committee member for 21 doctoral or master's students, as well as the clinical advisor for more than 25 interns and residents. A native of Spencer, WV, he earned a BS degree, summa cum

laude, from the West Virginia University; a DVM, summa cum laude, and a PhD from The Ohio State University. In addition, he is a diplomate of the American College of Veterinary Surgeons.

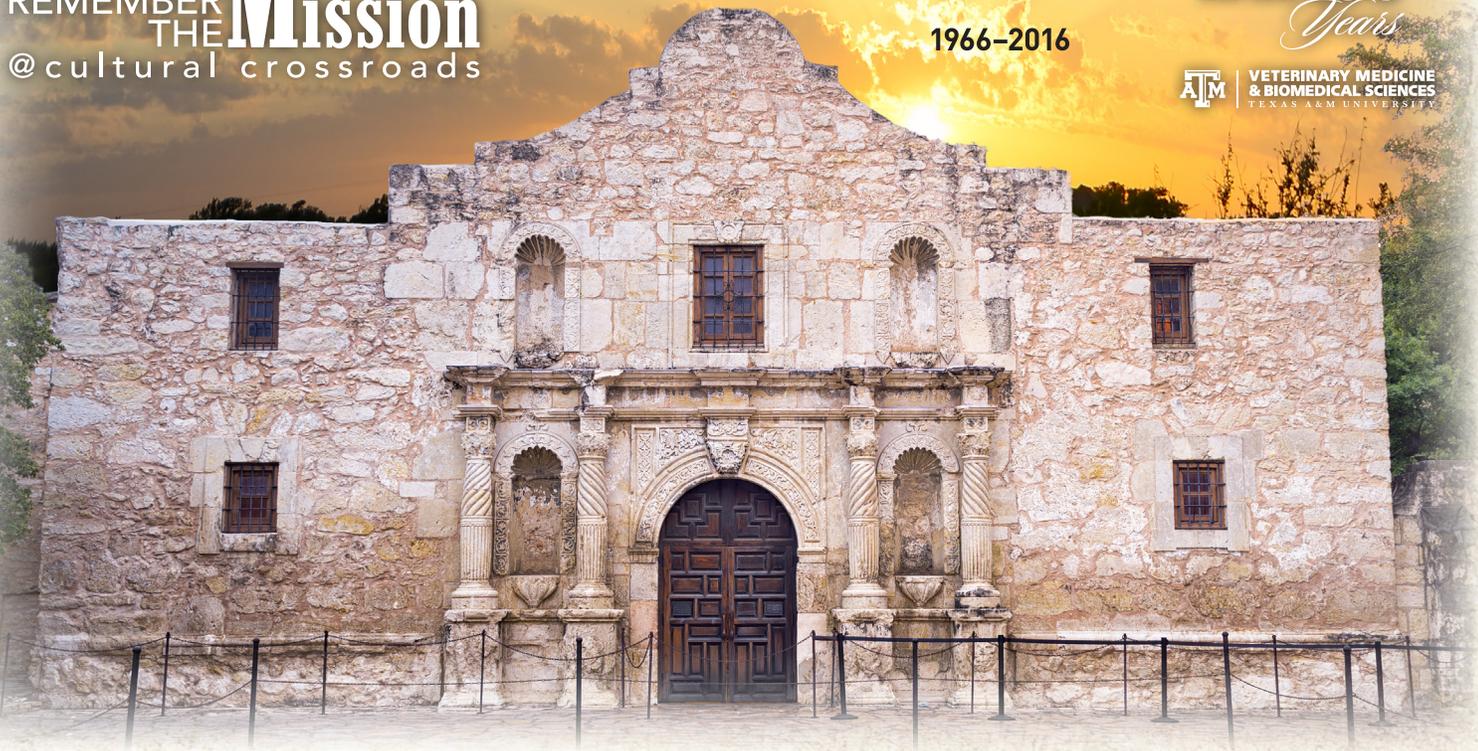
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# Dr. Mark Stetter



Dr. Mark Stetter serves as the Dean of the College of Veterinary Medicine and Biomedical Sciences at Colorado State University. Dr. Stetter graduated with his Doctor of Veterinary Medicine from the University of Illinois at Champaign-Urbana in 1988, and then completed an internship in medicine and surgery at the Animal Medical Center in New York. He then served as Associate Veterinarian at the Audobon Zoo and the Aquarium of the Americas in New Orleans. Dr. Stetter completed his residency program and board certification while at the Wildlife Conservation Society, New York. Prior to joining CSU, he spent 15 years with the Walt Disney Company in Orlando, Fl. As the Director of Animal Operations, Dr. Stetter was responsible for the healthcare of Disney's animal collections around the world. He has been very active in a variety of professional organizations including president of the American College of Zoological Medicine, Founder and President of the Elephant Population Management Program, Chair of the Wildlife Scientific Advisory Board with Morris Animal Foundation and Chair of the research committee with the Association of Zoo and Wildlife Veterinarians.

CSU's College of Veterinary Medicine and Biomedical Sciences is recognized as one of the premier veterinary programs in the world, and it provides undergraduate, masters, Ph.D. and Doctor of Veterinary Medicine degrees

in a broad array of topics. It is home to the world-renowned Animal Cancer Center, which has helped to shape the field of veterinary oncology. The Doctor of Veterinary Medicine program is consistently ranked in the top three veterinary schools in North America and continues to excel in providing educational and experiential opportunities to future veterinarians. The college is also well-known for its work in infectious disease, biomedical engineering, advanced reproduction techniques, neuroscience, orthopaedics, regenerative medicine, public health, environmental toxicology, and equine health.

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# Walt Edwards

Recognized as one of the nation's leaders in philanthropic coaching and training, Walt Edwards has served many of the top academic medical centers across the country. Through understanding the various roles people play in creating meaningful engagement, Walt has helped to create and enhance meaningful donor engagement, for the institutions he serves.

Utilizing concepts and processes that create clarity, understanding, and look to invite others into philanthropic opportunities, Walt has helped those he serves to transform how donors see and engage with organizations. Of particular focus is Walt's work in coaching and training presidents, faculty, physicians, veterinarians, board members, volunteers, development professionals, and other key stakeholders on the key tactical skills each group needs to be successful in their respective roles. For over a decade, Walt has focused on working with academic medical centers, colleges, universities, and other select organizations to create and implement effective philanthropic strategic plans. This includes measuring and tracking the effectiveness of programs implemented through proven performance metrics. Among those that Walt has worked with are Penn Medicine, Dana Farber Cancer Institute, West Virginia University, Children's Hospital of Philadelphia, Mississippi State University, Duke Medicine, Emory Health, Vanderbilt University Medical Center, Wake Forest University Baptist Medical Center, West Virginia University, Beth Israel Deaconess Medical Center, Dana-Farber Cancer Institute, University of Colorado, along with many others. In addition, he has also served the Penn School of Veterinary Medicine, the Mississippi State College of Veterinary Medicine, and the North Carolina State College of Veterinary Medicine, as well as the AKC Canine Health Foundation. Walt is a graduate of Colby College, where he was a First Team All-American on the men's hockey team. He also has a J.D. from Case Western Reserve University School of Law, a M.B.A. from the Weatherhead School of Management at Case Western Reserve University, and is a member of the Michigan State Bar Association. Walt lives in Cedar Rapids, Iowa with his wife Alicia. Together they have three children and one grandchild.

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# Scott Caywood

## CCL Branding, President

Scott has more than 25 years of experience working with organizations in both brand building and fundraising campaign development. He has gained extensive knowledge and experience through his work with for-profits and nonprofits in designing strategies that leverage emotional branding to engage internal and external audiences with cause-related marketing activities. His experience includes work with foundations, colleges, universities, private day/boarding schools, academic medical centers, regional health systems, for-profit health systems, large specialized medical practices and a wide variety of corporate clients. Scott's primary focus is helping organizations transform ideas into vision and direction through designing and implementing tactical marketing engagement platforms to support their ongoing institutional fundraising and capital campaign initiatives. Before joining CCL Scott was an Account Manager for Federated Investors in Pittsburgh, Pennsylvania. Scott is an honors graduate of Denison University in Granville, Ohio and lives in South Carolina with his wife Anne and son Luke.

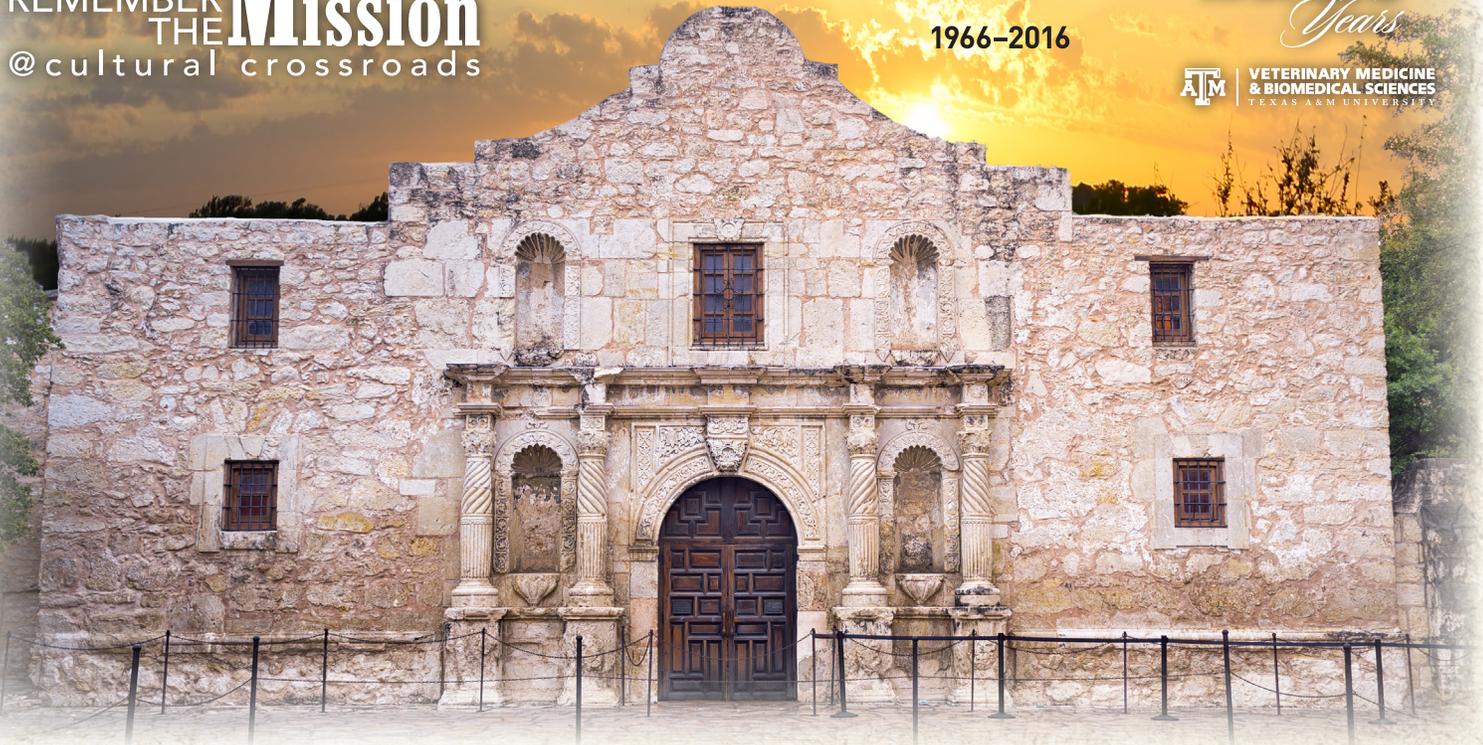
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# Bill Littlejohn



"The Sharp Experience means living our mission with board members, colleagues, physicians, volunteers and contributors all dedicated to our common purpose."

Bill Littlejohn is the chief executive officer of the Sharp HealthCare Foundation and senior vice president of Sharp HealthCare. In addition, Littlejohn provides fundraising counsel to the Grossmont Hospital Foundation, Coronado Hospital Foundation and all of Sharp's entities. Prior to joining Sharp HealthCare, Littlejohn worked for 10 years with the Greenwood Company, a professional fund-raising firm. He has managed fund-raising projects for health care systems all over the United States, including Sutter Health in Northern California, Alegent Health in Nebraska and Iowa, Intermountain Health Care in Utah, Memorial Health Services in Southern California, Providence Health System and Hawaii Pacific Health.

Littlejohn is a 1980 graduate of the University of Virginia with a Bachelor of Arts in economics. From 1983 to 1992, he served as director of development for the American Cancer Society in Los Angeles and as director of direct marketing for its California division. Later, as assistant vice president, he managed fund-raising, marketing, finance and fund-raising information systems for 15 offices in Southern California.

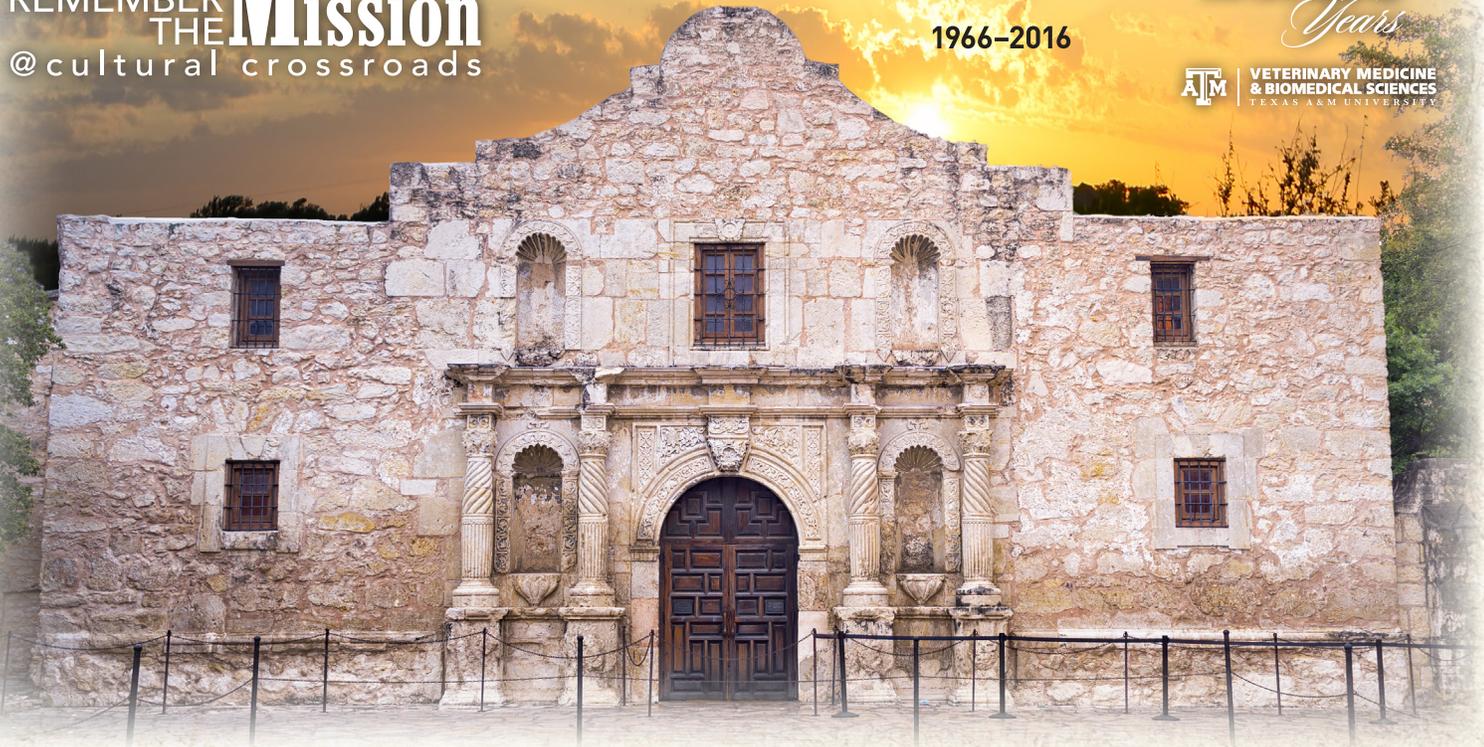
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# Karen Legato



Karen Legato is the Executive Director of Development and Alumni Affairs at UF's College of Veterinary Medicine. In 2008 she was the first development professional at UF to receive the Debbie Klapp Memorial Award for Excellence in Fundraising. Selected by UF Foundation administration, criteria for the award include unique overall achievement, strong collaboration, mentorship, and creativity in approaching job, career and life. Since taking over the lead development position at the College eight years ago, the VetMed team has grown from two development officers to five and has consistently ranked in the top 5 of the 28 fundraising units across campus, both in terms of dollars raised and percentage of goal achieved. And for the Florida Tomorrow Campaign ending in 2012, the team exceeded their \$40 million campaign goal by 35% raising \$54 million. In 2007 she served as the President of the Association of Veterinary Advancement Professionals. Prior to coming to UF 17 years ago, she was the Assistant to the Vice President of Development at Slippery

Rock University for 12 years where she managed special events and corporate sponsorships. Her passion for her work is reinforced and enhanced by her passion for animals. She trained horses for 8 years before getting into development and continues to be an avid horse person enjoying the many miles of trails in Marion and Alachua counties on her Arabian gelding, Gator.

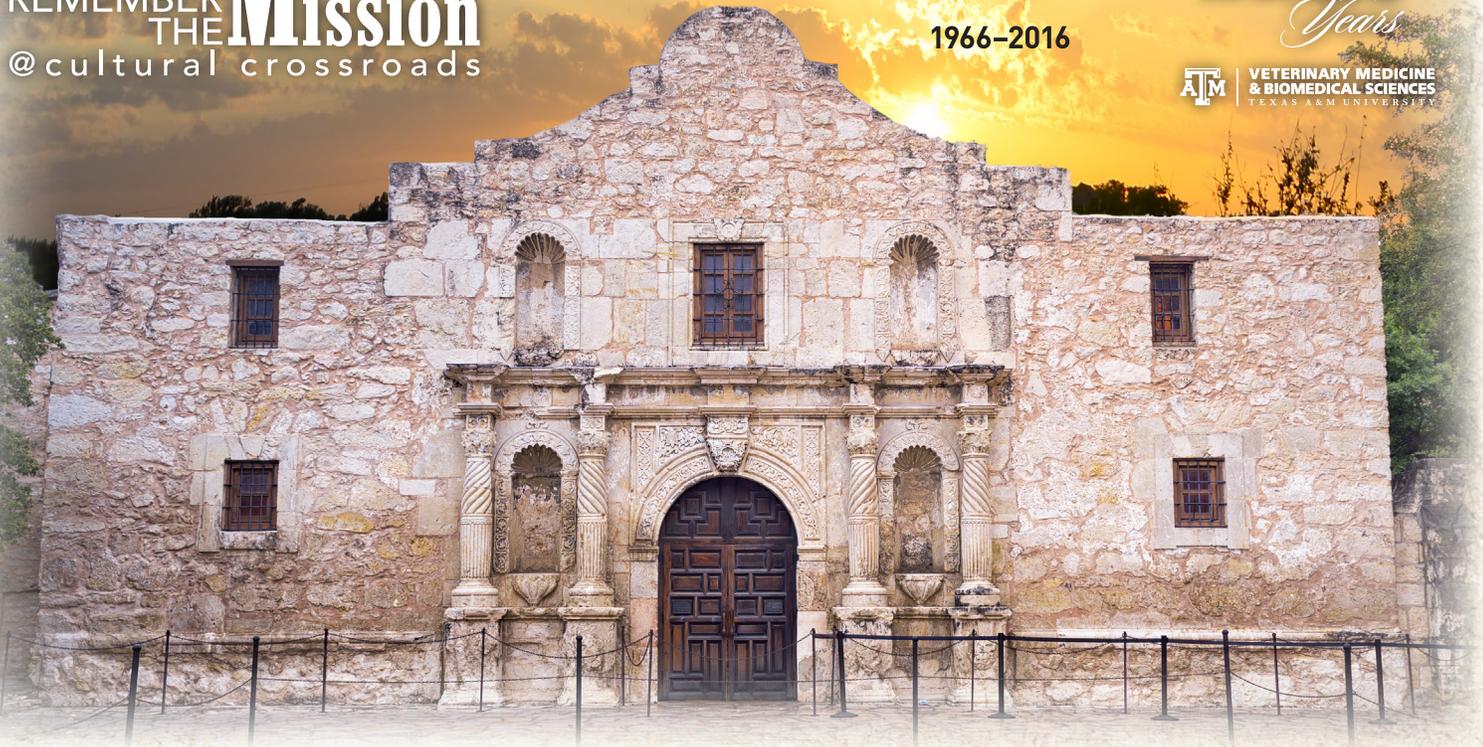
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# Melissa Headrick



Melissa Headrick is an Assistant Director of Development with UF College of Veterinary Medicine with a primary focus on grateful client fundraising. Prior to joining the development team in 2013, Headrick worked in the UF Small Animal Hospital referral office where she built relationships with faculty and referring veterinarians across the state. She originally started at the college as a receptionist for the Dean's office. In 2011, she was recognized for her dedication and excellence in job performance with a University-wide recognition award, the UF Superior Accomplishment Award.

During her three years working in development, she has surpassed her annual fundraising goal by an average of 300% and raised a total of \$9.5 million in gifts. In 2015 she was among a select few development officers to receive a UF Foundation specially designed Gator lapel pin in recognition of outstanding work.

A Gainesville native, Headrick has more than 25 years of experience in the veterinary medical profession. She has a soft spot for all animals and currently shares two shelter kitties, Dehlia and Doug, with her high-school-age twins.

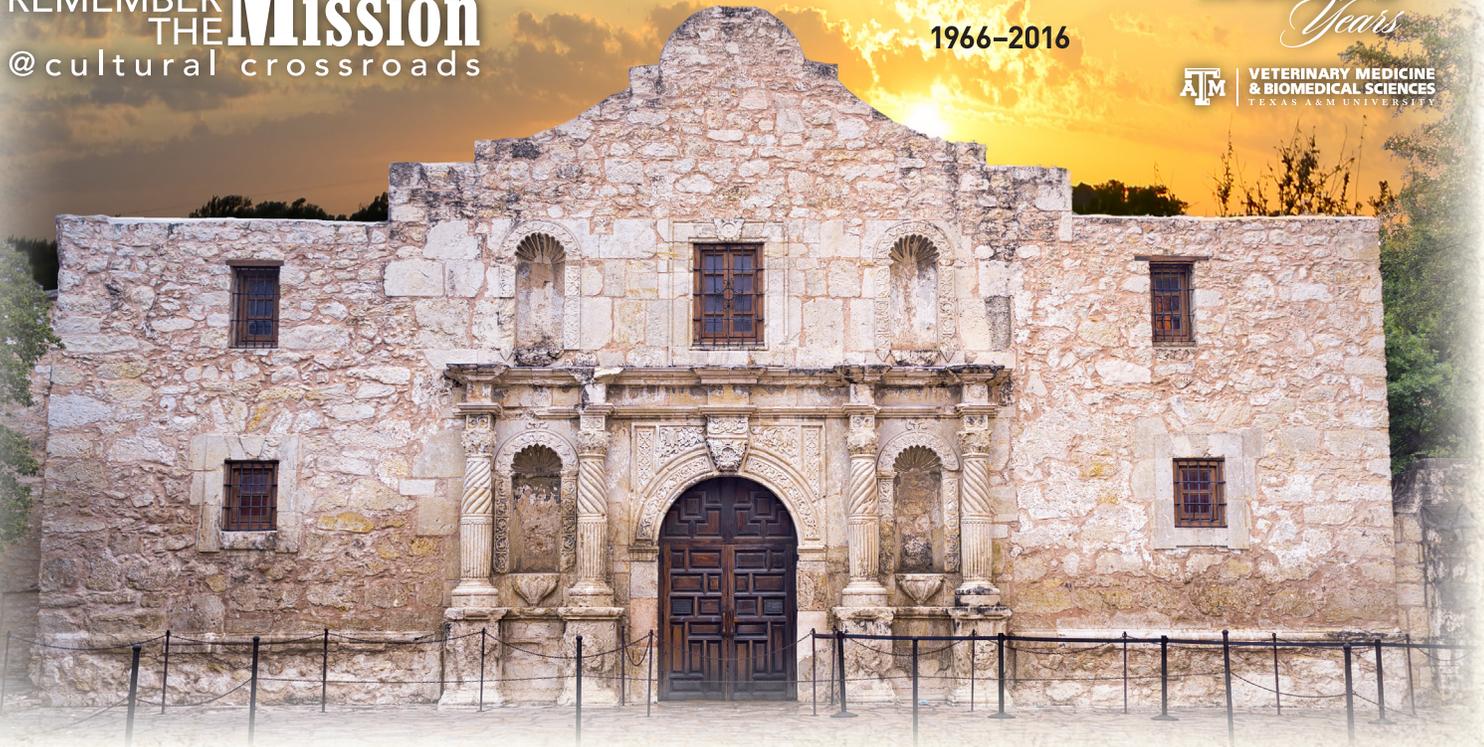
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# Danielle Ford



Danielle Ford has been with The Ohio State University College of Veterinary Medicine for almost seven years as a Director of Development. One of the main responsibilities she has been tasked with is to implement / develop a Grateful Client Program for the Veterinary Medical Center. The program has continually changed over the years but now identifies several major gift prospects a month for the development officers to cultivate.

Prior to working at Ohio State, Danielle spent eight years at The Leukemia and Lymphoma Society raising money for blood cancer research and education. She has her MBA from Capital University in Bexley, OH and her BSC from Ohio University in Athens, OH. She currently lives in Dublin with her fiancée, Tye and her two spoiled dogs Dakota and Lilly.