



**Association of Veterinary Advancement Professionals
2019 Annual Conference**

Advancing Together
July 31- Aug 2, 2019

Courtyard Washington Downtown / Convention Center

Wednesday, July 31, 2019

7:30 a.m. Conference Registration & Breakfast Buffet

Session Codes: A = Alumni
C = Communication
E = Event Planners
S = Stewardship
AG = Annual Giving
D = Donor Relations
F = Fundraising

8:00 a.m. Welcome Session for Newcomers to Veterinary Medicine or AVAP

Networking with other members - Recommended for those attending AVAP for the first time or if you have been in veterinary medicine advancement for less than two years.

Moderated by:

Karen Johnson, Advancement Services Coordinator
University of Florida

Bill Venne, Director of Development & Alumni Relations
University of Minnesota

Member of VA/MD Advancement Team

8:00 a.m. Welcome Session for Returning Members

Managers - How are you structured? How do you manage a team and manage up?

Moderated by:

Cheryl Cobbs, Senior Director of Development
UC Davis

Non-Managers – How do you manage your job and "duties as assigned"?

Moderated by:

Kyle Green, Assistant Director of Development
The Ohio State University

8:45 a.m. President's Welcome

Danielle Johnson, AVAP President & Members of VA/MD Advancement

9:00 a.m. **Transformational (not Transactional) Philanthropy**
Presented by:
Lisa Dietlin

10:45 a.m. **Break & Informal Networking / Re-connecting**

11:00 a.m. **Track Session One**

(A) Young Alumni Engagement Programs – *What are you doing to engage your students while in school? What about right after graduation?*

Moderated by:

Marcela Brando, Associate Director of Alumni Affairs
University of Florida

(C) Communication to build rDVM relationships and caseload: *How does this type of communication differ from the messaging at the college level? What about from development?*

NEED MODERATOR

(Misc.) Small Shop, Limited Resources, Big Expectations – *How as a small team do you maximize your limited resources to reach goals? What should you focus on? What have people found as big bangs for their buck?*

Moderated by:

Kay Glaser, Associate Director of Development
Washington State University

Pamela Dinsmore, Event Manager

UC Davis School of Veterinary Medicine

(F / AG) Major Gift Donors: How to Find and Keep Them OR Who Are Our Donors? Who Are Our Philanthropist? Where Do We Find Them?

Lisa Dietlin

12:00 p.m. **Lunch**

Remarks by Nestle Purina, Event Sponsor

Dr. Raj Naik

Record Gift to Virginia Tech: *How does securing a major gift involve all aspects of advancement?*

Presented by:

Dr. Michael J. Friedlander, Executive Director of the Fralin Biomedical Research Institute at Virginia Tech Carilion

Virginia Tech

Kim Blair, Assistant Vice President of Advancement

Virginia Tech

Dr. Friedlander, Kim and their colleagues recently secured the most generous donation (\$50M) in the 146-year-history of Virginia Tech. Hear how they worked with Advancement to move the donor through the giving cycle and how everyone played a role.

1:30 p.m. Track Session Two

(A / E) Reunion / Homecoming Debate: *What do alumni want from their reunions? What does the college want? How do you mesh them?*

Moderated by:

Bill Venne, Director of Development & Alumni Relations
University of Minnesota

Angela Mills, Director of Alumni Relations
College of Engineering, Virginia Tech

Dr. Katie Lipresti
VA/ MD Alum - 2008

(C) Digital Age: *How you are using videos / social media / websites to connect with alumni / clients / donors. What do you do with limited funding?*

Moderated by:

Tom Hinds, Director of Strategic Planning & Communications
UC Davis

Ginger Guttner, Public Relations Director
Louisiana State University

(F) Working with Leadership: *How do you brief the Dean / faculty / leadership on donor meetings? How do you ensure that the "message" is getting to the donor?*

Moderated by:

Lynne Haley, Senior Director, Development & Alumni Relations
Washington State University College of Veterinary Medicine
Interim Co-Associate Vice President
Washington State University Foundation

(S / D) – The Many Faces of Stewardship - *Do you do the same thing for annual donors compared to major gift donors? What about planned giving donors?*

Moderated by:

Barbara Belt, Assistant Director of Annual Giving & Advancement Services
University of Pennsylvania

(E / D) College Events & Donor Stewardship / Recognition – *How do these aspects of the advancement team play a role in the donor cycle?*

NEED MODERATOR

2:30 p.m. Break (with refreshments)

2:45 p.m. Track Session Three

(A / D / S) Avoiding Volunteer / Donor Burn Out

Moderated by:

Angela Mills, Director of Alumni Relations
College of Engineering, Virginia Tech

(C) How Successful Are You? - *How are you measuring your impact / ROI and what have been some of your most successful type of content (print, news, digital - bring samples to share)*

NEED MODERATOR

(F / A) “We Have No Money”: *What is going to hinder giving from young alumni? What assumptions are we making? How do you engage them while they are in school – not just financially?*

Danielle Johnson, Senior Director of Development
The Ohio State University

Dr. Katie Lipresti
VA/ MD Alum – 2008

(AG / F) – Feeding the Monster: *What annual giving efforts are you doing to “feed” the major gift pipeline? How do your efforts differ with clients and alumni or do they?*

Moderated by:
Gretchen Morgan, CFRE, Director of Alumni & Donor Relations
Louisiana State University

(S / D) – Converting Planned Giving Donors: *Share success stories about converting planned giving donors into major gift donors.*

Moderated by:
Julie Byczynski, Senior Development Manager
University of Guelph Ontario

4:00 p.m. Closing Remarks
Danielle Johnson, AVAP President / VA/MD Advancement Team
The Ohio State University

5:00 p.m. AVAP Happy Hour
Cuba Libre Restaurant
801 9th St. NW

Thursday, August 1, 2019

7:30 a.m. Breakfast Buffet & Networking
Networking tables broken out by area

- Fundraising – What does a dedicated Grateful Client position look like?
- Alumni – How do you get people engaged with alumni boards and leadership positions?
- Events / Admins
- Donor Relations / Stewardship
- Communications

8:00 a.m. AAVMC Update
Jeffrey Douglas, Communications Director
Association of American Veterinary Medical Colleges

Future of Veterinary Medicine
Dr. Andrew Maccabe, Chief Executive Officer
Association of American Veterinary Medical Colleges

Introduction of AAVMC Employees

Presentation of Excellence in Communication & Scholarship Awards

Jeffrey Douglas, Communications Director

9:30 a.m. Keynote Speaker – Be a Seed Planter

Pamela Witter, MBA, CFRE, aptly named her company Seed Planters when she launched in 2013. When Pam was a teenager, and admittedly a bit of handful, she overheard her father talking to her mother about raising teens. “I just plant the seeds,” he said. “They may not hear me now, but I’ll keep planting seeds. Someday, they will take root and grow.” Richard’s lessons did take root, but not before Pam endured intense personal challenges in her life. Diagnosed with Complex PTSD, Pam knows what it means to face crucibles and overcome. It is this resilience that allowed her to become the youngest executive at her institution and consistently mentor star-performing teams. In this keynote, Pam will share how “seed planting” became her life mission and the motivation for transformational leadership. She will then outline a clear process for attendees to become seed planters in their own spheres of influence by outlining the path to your personal best, engaging in a lifetime of self-discovery, an overview of her trademarked T.I.M. Principle (translate, innovate, manage), and the leader-manager model of organizational success. Attendees will leave inspired and equipped with practical tools to launch their organizations forward into the future!

Presented by:
Pamela Say-Witter

10:30 a.m. Break

10:45 a.m. Track Session Four

(A) Alumni Receptions / Alumni Associations: *What is the ROI on receptions at conferences? What do you do to get people to attend? What do your alumni associations look like? Are they effective?*

Moderated by:
Lyn LaBar – Associate Director, Alumni Affairs & Student Programming
Cornell University

(C) Presentation / Discussion with Excellence in Communication Award Winner(s)
Communication Award Winner(s)

(F) Presentation / Discussion with Scholarship Award Winner(s) & Discussion about Scholarship Fundraising: *Greatest barrier to Vet School is the cost and likelihood of incurring tremendous debt, which post-grad earnings will not easily cover. Who are the best prospects for scholarship gifts? Alums? Alum parents? Grateful Clients? Current or emeritus faculty?*

Scholarship Award Winner(s)

Moderated by:
Patricia Wlasuk, Director of Scholarship Initiatives
University of Florida

(S) Stewardship - Cheap & Easy: *This is not anyone's "full time job" yet still critical to the donor process. What are some easy things to do to make an impact when you do not have the resources?*

Moderated by:

Mary Berger, Director of Annual Giving, Donor Relations & Operations
University of Pennsylvania

12:00 p.m. Lunch & Videos Tell Your Story – *The art of crafting a compelling story and the role of digital and print platforms in reaching your donors.*

Presented by:

Elissa Leif and Barbara Haupt, Co-founders of MiniMatters

MiniMatters is a video production and marketing company in DC that focuses on communications, with a specialty in video, primarily for associations, foundations, universities, hospitals, and other mission-driven organizations. They produce all sorts of videos - from storytelling videos that get at people's motivations and core values to animated videos to simple testimonial videos. Throughout all our work, we work with our clients to help understand their communication goals and then let the video content and delivery flow from that.

1:30p.m. Track Session Five

(A) Strengthen Your Alumni Society: *Creating meaningful engagement across diverse programs, promoting alumni and providing recognition for service and achievement*

Moderated by:

Kippy Todd, Assistant Director of Advancement & Alumni Relations
UT College of Veterinary Medicine

(C) Crisis Communications Panel: *How do you get ahead of a crisis? What should you say or not say? How does your messaging impact giving or does it?*

Moderated by:

Mark Owczarski, Assistant Vice President of University Relations
Virginia Tech

Alison Elward, Director of Communications & Marketing
Virginia-Maryland

Susan Gill, Director of New Media
Virginia Tech

(AG / F / S) Become a Donor Stewardship Samurai – Secret Weapons for Retention, Renewal and Rising Returns

Donor relations impacts fundraising revenue as much as solicitation. Without it, even the most loyal donors may stop giving. In a previous role, Pamela Say-Witter was tasked with writing a full-scale, annual stewardship campaign at her institution. She embarked on a learning journey, studied and analyzed the field, and examined her organization's track record. In one year, she increased first-time donor retention 13%; employee participation in giving 18%; LYBUNT retention 8%; and inducted 331 new members into the giving society. In this session, Pam will share goals for long-term stewardship, reasons donors lapse, and 6 Steps to Structuring a Super-Star Stewardship Program. Discover essential elements to build or fine-tune your plan including incorporating stewardship into communications,

ethical management, recognition programs, constituent inquiry, education, and events and initiatives throughout the institution.

Presented by:
Pam Say-Witter

(F) – Corporate Giving: How to navigate gifts and partnerships with corporations. *Who else within the college is reaching out? How do you approach as a group to get the most out of the relationship?*

Moderated by:

Dr. Liesa Stone – Assistant Dean for External Relations/Chief Advancement Officer
The Ohio State University

(E) – Should I or Shouldn't I?! What events should you be a part of or not involved with? *How do you say “no” and or manage your time?*

Moderated by:

Margaret Leardi, Director of Development, New Bolton Center
University of Pennsylvania

2:30 p.m. Break (with Refreshments)

2:45 p.m. Track Session Six

(A) – Supporting Alumni Over a Lifetime: *Providing Professional Development and Continuing Education in conjunction with local and state veterinary medical associations*

Moderated by:

Marti Brick, Senior Director of Marketing & Communications
University of Georgia

(C) Discussion about Issues Facing the Profession Nationwide: *How do you communicate about some of the issues influencing the profession? How do those issues influence what you do at your school? How are the national organizations communicating or getting in front of some of these issues?*

Presented by:

Jeffrey Douglas, Communications Director
Association of American Veterinary Medical Colleges

Sharon Granskog, Associate Director Media Relations | Marketing & Communications
American Veterinary Medical Association

(F) “I’ve Already Paid for This Wing of the Hospital...” *What “excuses or hesitations” do clients have about giving? When they have already spent so much money how to do have a giving conversation?*

Moderated by:

Tanya Finkbiner, Senior Director of Development
Purdue University

(F) – Catering to Grateful Clients: *What types of events have been successful? Talking points during personal meetings? How is this different from meeting with alumni? Has catering to them gone too far?*

Moderated by:

Cheryl Cobbs, Senior Director of Development
UC Davis

(AG / S / D / F) – Thank a Donor Day / Crowdfunding / Giving Day Discussion: *Come prepared to talk about what has worked at your college / exchange ideas*

Moderated by:

Tim King, Director of Development
The Ohio State University

Karen Johnson, Advancement Services Coordinator
University of Florida

3:45 p.m. Break

4:00 p.m. Closing and Business Meeting

Friday, August 2, 2019

8:30 a.m. Breakfast Buffet & Informal Roundtable Discussion:

Time Management: *What do you do to make sure things do not fall through the cracks? (Choose scribe at your table and write down ideas to be collected and distributed after conference)*

Undergraduate Programs: *Discussion for colleges who have undergraduate programs.*

Moderated by:

Chastity Carrigan, Assistant Vice President for Development
Texas A&M University

9:30 a.m. Personalized Medicine: Creating Highly-Personalized Development Strategies

Presented by:

Adrienne Rose, Senior Associate Director of Development
Heart and Vascular Institute, Johns Hopkins Medicine

Carly Frank, Associate Director of Development
Department of Medicine

Moderated by:

Danielle Johnson, Senior Director of Development
The Ohio State University

11:30 a.m. Closing Session & Address from UC Davis