



**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 & manage up?

Moderated by:

Cheryl Cobbs, Senior Director of Development

UC Davis

Non-Managers – How do you manage your job & “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. Living an Inspired & Balanced Life While Achieving Your Goals: Is it Even Possible?

(AV): *The most constant factor in the world today – is change. Sometimes it seems*

Updated 6/25/19

like no matter how prepared we are, the road to success keeps shifting, with new and unexpected roadblocks constantly popping up to challenge us. But the way we address those challenges makes the difference between getting what we think we want, and getting what we truly need - which is a successful life backed by inspiration, fulfillment, and a strong work-life balance.

As a former workaholic, disengaged from the world outside her office, buried under a to-do list, and never feeling like she had the right to professional and personal happiness, nationally recognized change expert Lisa Dietlin knows firsthand what can happen if you're not ready for the obstacles life throws at you - or in her case, the speeding taxi!

Most of us will never face off with an actual runaway car, but it can feel that way. How do we keep our focus in a fast-paced environment? What can we do to stay agile against oncoming obstacles? And how can we deliver our best without crashing into burnout?

Combining professional anecdotes, relatable insights, actionable strategies, and the surprising true story of the unique life-changing event that opened her eyes to the power of transformational change, Lisa guides her audience with clear guidelines and easy-to-implement tools to meet our challenges with passion and purpose, embrace change, and achieve our goals, all while experiencing a truly balanced and joyful life.

Presented by:

Lisa Dietlin

President & CEO of The Institute of Transformational Philanthropy

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 Brandao, Associate Director of Alumni Affairs

University of Florida

(C) Communication to Build rDVM Relationships & Caseload (AV): *How does this type of communication differ from the messaging at the college level? What about from development?*

Gretchen Morgan CFRE, Director of Alumni & Donor Relations

Louisiana State University

Marti Brick, Senior Director of Marketing & Communications

University of Georgia

(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

(F / AG / D / S) No One Needs Another Walnut Plaque: Creative & Sustainable Stewardship through Moves Management (AV): Year after year, do you continue to give your donors walnut plaques? Paper certificates? A coffee mug? A sustainable book/grocery bag with your logo? Has the creativity that is necessary for your stewardship efforts left your program? Do you think you don't have the resources to be creative?

Lisa has successfully navigated this often- challenging task for over 30 years & will share her experience in creating the results you desire when faced with thanking your donors. All aspects of stewardship will be explored including those efforts needed in small offices v. large offices & the special opportunities that exist in diverse communities. Through her research, case studies, insight & humor, Ms. Dietlin promises to deliver a valuable experience that will support you in producing the desired results you need for an outstanding stewardship program.

Presented by:

Lisa Dietlin

President & CEO of The Institute of Transformational Philanthropy

12:00 p.m. Lunch - Remarks by Nestle Purina, Event Sponsor (AV – Internet / Sound)
Dr. Ainsley Bone

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 Franlin Biomedical Research Institute at Virginia Tech Carilion

Virginia Tech

Kim Blair, Assistant Vice President of Advancement

Virginia Tech

Dr. Friedlander, Kim & 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 & 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 (AV): 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

Hyemi Sevening, Assistant Dean of Advancement
UC Davis

(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?

Moderated by:
Sherry Buckles, CFRE, Executive Director of Development
North Carolina Veterinary Medical Foundation

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? (AV): How are you measuring your impact / ROI & what have been some of your most successful type of content (print, news, digital - bring samples to share)

Moderated by:
Derinda Blakeney, APR, Public Relations & Marketing Coordinator
Oklahoma State University

Melanie Greaver Cordova, Staff Writer, Office of Marketing & Communications
Cornell University

(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?*

Moderated by:

Ana Alvarado, Senior Director of Development & Alumni Relations

Cummings School of Veterinary Medicine at Tufts University

Dr. Katie Lipresti

VA/ MD Alum – 2008

(AG / F) – Feeding the Monster (AV): *What annual giving efforts are you doing to “feed” the major gift pipeline? How do your efforts differ with clients & 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
- 5:00 p.m. AVAP Happy Hour**
District ChopHouse & Brewery
509 7th St., NW

Thursday, August 1, 2019

7:30 a.m. Breakfast Buffet - Remarks by Advancement Resources, Event Sponsor
Kelley Marchbanks, Senior Facilitator

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

Introduction of AAVMC Employees

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

Presentation of Excellence in Communication & Scholarship Awards
Jeffrey Douglas, Communications Director

9:30 a.m. Keynote Speaker – Be a Seed Planter (AV – Prezi requires WiFi)
Pamela aptly named her company Seed Planters when she launched in 2013. When Pam was a teenager, & admittedly a bit of handful, she overheard her father talking to her mother about raising teens. “I just plant the seeds,” he said.

Updated 6/25/19

"They may not hear me now, but I'll keep planting seeds. Someday, they will take root & 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 & overcome. It is this resilience that allowed her to become the youngest executive at her institution & consistently mentor star-performing teams. In this keynote, Pam will share how "seed planting" became her life mission & 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), & the leader-manager model of organizational success. Attendees will leave inspired & equipped with practical tools to launch their organizations forward into the future!

Presented by:
Pamela Say-Witter, MBA, CFRE
Seed Planters

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 Winners (AV)

Presented by:
Joe Montgomery, Director of Communications
Kansas State University

Audrey Hambright, Public Information Officer
Kansas State University

(F) Presentation / Discussion with Scholarship Award Winners & Discussion about Scholarship Fundraising (AV): *Greatest barrier to Vet School is the cost & 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?*

Presented by:
Danielle Johnson, Senior Director of Development
The Ohio State University

Tim King, Director of Development
The Ohio State University

Kyle Green, Assistant Director of Development
The Ohio State University

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 (AV) – *The art of creating a compelling story & the role of digital & print platforms in reaching your donors.*

Presented by:
Elissa Leif, CEO of MiniMatters

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

1:30p.m. Track Session Five

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

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

(C) Crisis Communications Panel (AV): *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 & Rising Returns (AV – Prezi requires WiFi)

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 & analyzed the field, & examined her organization's track record. In one year, she increased first-time donor retention 13%; employee participation in giving 18%; LYBUNT retention 8%; & inducted 331 new members into the giving society. In this session, Pam will share goals for long-term stewardship, reasons donors lapse, & six 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, & events & initiatives throughout the institution.

Presented by:

Pamela Say-Witter, MBA, CFRE

Seed Planters

(F) – Corporate Giving: How to navigate gifts & 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” & 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 & Continuing Education in conjunction with local & state veterinary medical associations*

Moderated by:

Marti Brick, Senior Director of Marketing & Communications

University of Georgia

(C) Discussion about Issues Facing the Profession Nationwide (AV): *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

Angela Roberts, Chief Marketing & Communications Officer

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 (AV): 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 & Business Meeting
Danielle Johnson, AVAP President
Joe Montgomery, AVAP President-Elect

Friday, August 2, 2019

8:30 a.m. Breakfast Buffet & Informal Roundtable Discussion:
(Choose scribe at your table & write down ideas to be collected for the website)

Fundraising: *What does a dedicated Grateful Client position look like?*

Alumni: *How do you get people engaged with alumni boards & leadership positions?*

Time Management: *What do you do to make sure things do not fall through the cracks?*

Annual Giving / Annual Fund Best Practices: *Discussion of annual giving programs. How much do you raise? How do you structure your appeals? Do you have annual giving clubs / levels?*

Moderated by:
Sherry Buckles, CFRE, Executive Director of Development
North Carolina Veterinary Medical Foundation

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 & 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

Hyemi Sevensing, Assistant Dean of Advancement
UC Davis

Timothy McPheron, Director of Development
Western University of Health Sciences