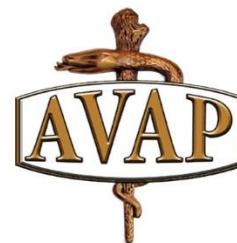


**Association of Veterinary Advancement Professionals
2017 Annual Conference**

July 19-21, 2017

Sheraton Indianapolis City Center Hotel, Indianapolis, IN



Wednesday, July 19, 2017

- | | |
|---|--|
| 12:00-1:00pm | Registration |
| 1:00-2:20pm
<i>Meridian Center</i> | Welcome and General Session:
You Matter and Dare to Think Differently
David Lasater, Ph.D., Associate Vice President for Advancement
Purdue Research Foundation |
| 2:20-2:30pm | Break |
| 2:30-3:30pm
<i>Meridian East</i> | Track Session 1
Building the Donor Pipeline: Donor Relations for the Ground Up
Leslie Carmona, CFRE, Wayne State University |
| <i>Circle West and Center</i> | Complex, Comprehensive Gifts
Liz Elkas, B.A., M.F.A., Indiana University School of Medicine |
| <i>Monument Suite</i> | Alumni Board – Structure of Alumni Programs, with Survey
Tina Rice, Tufts University Cummings School of Veterinary Medicine
Erin Palumbo, Tufts University Cummings School of Veterinary Medicine |
| 3:30-3:45 | Break |
| 3:45-4:45
<i>Circle West and Center</i> | Track Session 2
Transitioning Students to Alumni – Achieving Lifetime Engagement
Elise Betz, University of Pennsylvania |
| <i>Meridian Center</i> | It's Customer Service NOT Cultivation!
Tammy Barr, Oregon State University
Joan Campf, Oregon State University VTH Client and Donor
Kelley Marchbanks, Oregon State University |
| 5:00-6:00pm
<i>Panorama Ballroom</i> | Reception |

Thursday, July 20, 2017

8:00-8:30am
Meridian Center

Breakfast with AAVMC Update
2017 AAVMC Communications Excellence Award Presentation

8:30-9:45am
Meridian Center

Indianapolis Zoo Panel
Capital Campaign
Karen Burns, CFRE, Executive Vice President
Kathy Cookerly, Major Gifts Officer
Marisol Gouveia, Director of Membership & Engagement
Julie McDearmon, CFRE, Director of Institutional Advancement
Judy Palermo, Senior Manager of Public Relations
Ed Sandifer, J.D., Planned & Major Gifts Officer
Dennis Woerner, Director of Marketing & Public Relations
Sally Zelonis, CFRE, Major Gifts Officer

9:45-10:00am

Break

10:00-11:00am
Meridian East

Breakout Sessions: Orangutan Campaign
Marketing/Community Engagement
Marisol Gouveia, Judy Palermo, and Dennis Woerner

Circle East and Center

Major Gifts
Karen Burns, CFRE and Sally Zelonis, CFRE

Monument Suite

Stewardship
Kathy Cookerly, Julie McDearmon, CFRE, and Ed Sandifer, J.D.

11:00-11:15am

Break

11:15-12:45pm
Meridian Center

Lunch Plenary (Lunch Provided)
The Four Pillars of Donor Communications
Lynne Wester, Donor Relations Guru

12:45-1:00pm

Break

1:00-2:00pm
Meridian East

Track Session 3
Telling the Untold Story of Unrestricted Impact
Lynne Wester, Donor Relations Guru

Circle East and Center

Building Trust with Clinicians and Faculty in your Veterinary Teaching Hospital
Melissa Headrick, University of Florida College of Veterinary Medicine
Kristin Loving, Kansas State University College of Veterinary Medicine

Monument Suite

Keeping up with Communications
Maureen Manier, Purdue University Agricultural Communication Service

2:00-2:15pm

Break

Thursday, July 20, 2017 continued...

2:15-3:15pm
Meridian East

Track Session 4
Surprise & Delight
Lynne Wester, Donor Relations Guru

Circle East and Center

Taking Your Grateful Client Program to the Next Level – CRMs, Wealth Screening, Branding, and More!
Pat Bowdish, University of Wisconsin School of Veterinary Medicine
Danielle Johnson, Ohio State University College of Veterinary Medicine

Monument Suite

Involving Students in the Work of Stewardship, Alumni Engagement, and Crowdfunding
Courtney Downey, Purdue University Bands & Orchestras

3:15-3:45pm

Break

3:45pm

AVAP Social – A Day at the Races
Enjoy your dinner social and live horse racing at Indiana Grand Race Track & Casino! Tours will be offered of Purdue's new Centaur Equine Specialty Hospital, located adjacent to the race track. Return shuttle bus service will be offered throughout the evening. You can choose to retire early to the hotel, or take your luck at the tables at the Indiana Grand Casino!

Friday, July 21, 2017

8:00-8:30am

Meridian Center

Breakfast with Industry Presentation from Nestle Purina

8:30-9:45am

Meridian Center

Plenary

Building a Culture of Philanthropy

Timothy L. Seiler, B.A., M.A., Ph.D.

Rosso Fellow in Philanthropic Fundraising &

Clinical Professor of Philanthropic Studies

Indiana University Lilly Family School of Philanthropy

9:45-10:00am

Break

10:00-11:15am

Meridian Center

Plenary

How Your Role Can Help Philanthropy Change the World:

Giving USA Report 2017

Bill Stanczykiewicz

Director of The Fundraising School and Senior Lecturer in Philanthropic Studies

Indiana University Lilly Family School of Philanthropy

11:15-11:30am

Break

11:30-12:00pm

Meridian Center

Closing Comments and Business Meeting

12:00-1:00pm

Locations TBD

Optional Networking Lunches

Don't forget to use your free tickets* from the Indianapolis Zoo and attend a live lecture at the Orangutan exhibit Friday beginning between 1:30-2pm.

**Tickets are good all day Friday, July 21, 2017.*

Please let us know how many zoo tickets you would like during online registration