

Association of Veterinary Advancement Professionals
2018 Annual Conference
Working Together for a Home Run
July 11-13, 2018
Embassy Suites Downtown Convention Center, Denver, CO



Wednesday, July 11, 2018

- 7:30 a.m. Conference Registration**
Crystal Foyer
- 8:00 a.m. Newcomers in Veterinary Advancement | Panel Discussion**
Cheryl Cobbs, Senior Director of Development
University of California at Davis, School of Veterinary Medicine
Blake Hudson, Director of Advancement
University of Tennessee, College of Veterinary Medicine
Danielle Johnson, Senior Director of Development
The Ohio State University, College of Veterinary Medicine
Leadville
- 8:00 a.m. Clydesdales, Race Horses, and Unicorns: Talent Management for Everyone**
Alexis Kanda-Olmstead, Managing Director, Talent Management, Training, and Support
Colorado State University, University Advancement
Rexford Boardroom
- 8:45 a.m. Break**
- 9:15 a.m. Welcome + General Session**
Conversing with Your Ears: An Improvised Guide to Communication
Using games and techniques from the world of improv theatre, participants learn how to find common ground, discover a willingness to be changed and build better relationships. We have found that for many teams, an hour or two of play can unlock what might be missing in their team's communication, processes and habits.
Eric and Aden Nepom
Infinite Improv
Crystal B/C
- 10:45 a.m. Break with Refreshments**
- 11:00 a.m. Track Session I**
Measuring Impact: Lessons Learned Creating Alumni Engagement Metrics
Bill Venne, Director of Development and Alumni Relations
University of Minnesota, College of Veterinary Medicine
Crystal A

First Connections Make First Impressions

When sitting down on a cold call or a first visit so much of the conversation can be improvised. We plan for it to be one way... but how do we adjust, and where can we gain flexibility? This interactive session will focus on having your voice heard, hearing other's, and finding where the two connect.

Eric and Aden Nepom

Infinite Improv

Crestone A

Media Relations: Something Old, Something New, and the In Between

Back in the day, media relations specialists would pick up the phone to pitch reporters on a story, or even send a fax. Now, the options to reach reporters have expanded to include social media. What's the best way to approach reporters and ensure your donor-related stories are getting picked up? You'll hear from Colorado State University media relations and local journalists in this session.

Mary Guiden, Communications Coordinator

Colorado State University, Department of Public Relations

Kathy Walsh, News Anchor and Reporter

CBS4

Crestone B

It's a Bird, it's a Plane...no it's a Donor!

How do you recognize your donors and what structure do you have in place to recognize (and reward) their behavior? It doesn't take a cape to make someone feel special. In this session learn how even the smallest donor relations shops can demonstrate the superhuman impact these individuals have on your organization.

Lynne Wester, Donor Relations Guru

Aspen

12:30 p.m. Break

**12:45 p.m. Lunch + Plenary Session
Remarks by Nestle Purina, Event Sponsor**

Chelsea McGivney, Veterinary Communications Manager

Nestle Purina Pet Care

How Creative Thank Yous and Cultivating an Attitude of Gratitude Can Boost Fundraising

Most nonprofits are leaking donors like crazy. They acquire; they don't retain. On average folks lose 8 out of 10 donors after the first gift. While donors want to change the world with their gifts, most want something else too. It's intangible, but it's important. And if you won't give it to them, someone else will. The important social acknowledgement and identity reinforcement that comes from a heartfelt, thoughtful thank you cannot be underestimated. Truly, how and when you thank your donors can make or break your entire fundraising program.

Lynne Wester, Donor Relations Guru

Crystal B/C

2:15 p.m. Break

2:30 p.m. Roundtable Discussion | Best Practices

Scholarship Fundraising

Tyler Cramer, Development Officer
Kansas State University, College of Veterinary Medicine
Crystal A

Creating Meaningful Alumni Engagement Events

Matt Helmer, Executive Director, CSU Events and Constituent Engagement
Colorado State University, University Advancement
Crestone A

Helping Clinicians and Researchers Communicate Science to the General Public

Kris Browning-Blas, Interim Director of Communications
Colorado State University, College of Veterinary Medicine and Biomedical Sciences
Crestone B

Donor Relations Metrics | How to Measure Success

Danielle Johnson, Senior Director of Development
The Ohio State University, College of Veterinary Medicine
Aspen

4:30 p.m. AVAP Social – Raising a Glass to Collaboration and Success
Wynkoop Brewery

6:40 p.m. Colorado Rockies v. Arizona Diamondbacks
Coors Field

Thursday, July 12, 2018

7:30 a.m. Breakfast Buffet
Crystal Foyer

8:00 a.m. AAVMC Update
Presentation of Excellence in Communication Award
Dr. Andrew Maccabe, CEO
Jeffrey Douglas, Communications Director
Association of American Veterinary Medical Colleges
Crystal B/C

9:00 a.m. Best Practices in Collaborating with Your Development Team
Excellence in Communication Recipient
Colorado State University
Crystal B/C

9:45 a.m. Best Practices in Grateful Client Programs
Kay Glaser, Associate Director of Development
Washington State University, College of Veterinary Medicine
Tim King, Director of Development
The Ohio State University, College of Veterinary Medicine
Clayton Forbes, Director of Development
Louisiana State University
Crystal B/C

10:30 a.m. Break with Refreshments

10:45 a.m. Track Session II

Creating a Culture of Philanthropy | Engaging Faculty in the Fundraising Process

Margaret Leardi, Director of Development
University of Pennsylvania, School of Veterinary Medicine
Crystal A

Engaging Alumni in Partnership with Career Services

Amanda Fark, Director of Career Management and Professional Development
Danielle Johnson, Senior Director of Development
The Ohio State University, College of Veterinary Medicine
Crestone A

Utilizing an Agency Approach to Serving Communications Needs

Sara Whittaker, Senior Director of Communications and Marketing
Louisiana State University Foundation
Crestone B

The Art of Donor Stewardship

Dr. Christine Hardy, Operations and Development, Flint Animal Cancer Center
Lauren Mingus, Outreach Coordinator, Flint Animal Cancer Center
Colorado State University, College of Veterinary Medicine and Biomedical Sciences
Aspen

12:15 p.m. Break

12:30 p.m. Lunch + Roundtable Conversations

Crystal Foyer

Fundraising Metrics | What Have You Done For Me Lately?

Katie Boudreau, Senior Director of Advancement, Maddie's Shelter Medicine Program
University of Florida, College of Veterinary Medicine
Crystal A

Engaging Young Alumni + Inspiring them to Give

Bill Venne, Director of Development and Alumni Relations
University of Minnesota, College of Veterinary Medicine
Crestone A

The Future Role of Traditional Publications

Joe Montgomery, Director of Communications
Kansas State University, College of Veterinary Medicine
Crestone B

Recognize Me! Recognizing Donors with Naming Opportunities and Endowments

Julie Byczynski, Senior Development Manager
University of Guelph, Ontario Veterinary College
Aspen

2:00 p.m. Break with Refreshments

- 2:15 p.m. *Harnessing People Power to Dismantle the Digital Divide***
How do you effectively bridge the space between your organization and its publics? That's the business problem PR has been trying to solve for, for decades. Today, thanks to social media, the power to do that is literally a swipe away; yet close to two decades into the 21st century, most of us still don't. While the truth may be "out there," now, more than ever, it is "in here." It is in reacquainting ourselves with an age-old fact—that people do business with other people—that PR starts to come into its own. In this plenary address, Shonali Burke will take you on a journey through space and time, sharing stories that will inspire communicators of all dispositions to harness the true promise of social media: people, personalities, and the communities they form. You'll see how, by putting people and personality at the center of your PR strategies, you can elevate them almost to an art form. You'll learn how to build and energize sustainable communities that add a whole new dimension of effectiveness to your practice, reputation and bottom line. And you'll understand why, and just how, PR can truly come into its own in the digital age when it places the most important "P" – people – above all others in the marketing framework.
Shonali Burke, Social Media Consultant
Shonali Burke Consulting, Inc.
Crystal B/C
- 3:45 p.m. *Break***
- 4:00 p.m. *Closing and Business Meeting***
Crystal B/C
- 4:30 p.m. *Optional Networking Happy Hours***
Offsite

Friday, July 13, 2018

- 8:30 a.m. *Transportation to Colorado State University***
- 10:00 a.m. *Tour | James L. Voss Veterinary Teaching Hospital***
Gail Gumminger, Hospital Administrator, VTH
Tracy Keegan, Service Excellence Coordinator, VTH
- 11:30 a.m. *Transportation to Embassy Suites***
- 1:00 p.m. *Anticipated Arrival at Embassy Suites***