

2009 Bridge to Integrated Marketing & Fundraising Conference Education Program Grid

(as of 4-22-09)

Wednesday, July 22

Track Names	Plenaries & Luncheons	Track 1 - For Profit Direct Response Communications (In Part hosted by PDMA)	Track 2 - Corporate, Foundation, & Government Funding	Track 3A- Messaging, Branding & Communications	Track 4 - Direct Response Fundraising Strategy	Track 5 - Using Technology for Non Profits (Hosted by NTEN)	Track 6 - Featured Speakers	Track 7 - Major Gifts & Capital Campaign	Track 8 - Leadership & Management	Track 9A - Current Issues (In part hosted by Alliance of Nonprofit Mailers)	Track 10A - Planned Giving
Breakout 1: 8:30AM - 9:20 AM Titles		B2B - Effective Channel Marketing	Partnering with Corporations: Five Strategies to Increase Sponsorship Income	What's In A Name: Rebranding your Organization Without Losing Donors	Rapid Donor Cultivation: The Importance of "On-Boarding" New Email Subscribers for Fundraising Success	NTEN SPONSORED SESSION Lifting Responsiveness with Multivariate Testing	30 Truly Great Creative Ideas	Stewardship: The Best Tool for Creating a Secure Future	Sacred Cows: Confronting Tough Issues to Create Positive Change	Potentials and Pitfalls of Online Reputation for Nonprofits	Constructing a Marketing Plan for your Planned Giving Office
Faculty		Dawn Pelon, Regional Marketing Manager, Navistar International Truck and Engine	Gail Bower, President, Bower & Co. Consulting LLC	Luke Vander Linden, Vice President, Integrated Marketing Services, Carl Bloom Associates	Jeff Patrick, President & Founder, Common Knowledge	Shiloh Stark, Online Marketing Production, Beaconfire Consulting	Jon Duschinsky, International Fundraiser and Trainer, bethechange Tony Elischer, Managing Director, THINK Consulting Solutions Geoff Peters, President and CEO, CDR Fundraising Group	Kay Sprinkle Grace, CFRE, Founder and Principal, Transforming Philanthropy, LLC	Mindy Gumb, Vice President, MINDset Direct John Perell, Manager, Direct Marketing, Research and Analytics, American Red Cross Jo Sullivan, Senior Vice President Development & Communications, ASPCA Joan Wheatley, Director, Special Olympics	Perla Ni, CEO, GreatNonprofits	Rob Blizard, Director, Gift Planning, George Washington's Mount Vernon
Opening Plenary: The Innovation Impulse Bernard Ross, Director, The Management Centre 9:30AM - 10:30AM											
Solutions Showcase Refreshment Break 10:30AM - 11:00AM											
Breakout 2: 11AM - 12:15PM Titles		PDMA SPONSORED SESSION Dialing Isn't Outdated: How Phone-Based Marketing Can Thrive in an E-World	Beyond the Proposal: How to Jump-Start Your Foundation Grants Program	Ambassador Training: Mission Before Money	The Nitty Gritty of Direct Marketing: Analyzing Direct Mail, Online and Telephone Fundraising Results	NTEN SPONSORED SESSION Hey "Buddy Can you Spare a \$1: Effective Strategies to Maximize Google Grants	The INTEGRATION Workshop: Innovative Approaches to 360° Integrated Communications and Fundraising	Supersize your Capital Campaign by Taking a Bigger Bite out of the Pyramid	Getting Your Board Happily, Productively and Competently involved in Fundraising	Multicultural Resource Development: Effective Practices to Broaden Your Donor Base	Changing the Conversation to Increase Planned Gift Commitments
Faculty		Michael Brown, President, Business to Business By Phone	Susan Schaefer, CFRE, Principal, Resource Partners	Martha Schumacher, CFRE, President, Hazen, Inc.	Mal Warwick, Founder and Chairman, Mal Warwick Associates	Eric Werner, Northridge Interactive	Norma Galafassi, Director, in2action	Nancy Withbroe, CFRE, Director of Integrated Consulting Services, CDR Fundraising Group Laura Zylstra, Managing Consultant, New England, Skystone Ryan	Carol Weisman, MSW, CSP, President, Board Builders	Maria Elena Campsteguy, Executive Vice President / Principal, Metropolitan Group Randi Hogan, CFRE, Vice President, Metropolitan Group	Phyllis Freedman, Managing Director, Continuum Planned Giving Dan Pritchard, Director of Planned Giving, Mercy Home Kathy Swayze, CFRE, Owner, President & Creative Director, Impact DC
Solutions Showcase - Boxed Lunch 12:00 noon											
Breakout 3: 2:00PM - 3:15PM Titles		Microtargeting Television	Integrating Corporate Campaigns and Individual Giving	Now More Than Ever: Making your Messages Count	Mid-Level Donor Giving Clubs: 7 Steps to Building Strong Relationships with your Best Donors	NTEN SPONSORED SESSION Low Cost Append Strategies:	Sticky Ideas: How to Make your Fundraising Messages Powerful and Persuasive	Securing major gifts...Next Week!	Training and Engaging Your Board for Fundraising	NCDC SPONSORED SESSION Fundraising for a Religious Organization from Both Sides of the Table	Reaching Seniors: Building Relationships through Estate Planning and Bequests

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Faculty		Amy Gershkoff, Founding Partner, Changing Targets Media Hal Malchow, Chairman, Changing Targets Media and MSHC Partners	Lynn Croneberger, CFRE, Vice President of Development, Reading Is Fundamental Laura Goodman, Strategist, Social Capital Partnerships	Jessica Harrington, Vice President, Schultz & Williams	Lynn Edmonds, President, LW Robbins Associates Bryan Terpstra, Vice President, Client Services, LW Robbins Associates	Jocelyn Harmon, Director of Business Development, Triplex Interactive	Bernard Ross, Director, The Management Centre	Sean Triner, Co-Founder, Mentor, Pareto Fundraising	Barbara Cicone, CFRE, Senior Vice President, Donor Strategies Lee MacVaugh, Director of Development and Fundraising, The Character Education Partnership	Sister Kathleen Lunsman, IHM, CFRE, Director of Development, Sisters, Servants of the Immaculate Heart of Scranton, PA Graham Hunter, Senior Vice President, May Development	Jay Steenhuisen, Philanthropic Planner, Steenhuisen Associates David Whitehead, Chief Development Officer, AARP
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Solutions Showcase Refreshment Break 3:15PM - 3:45PM

Breakout 4: 3:45PM - 5:45PM Titles		Being Creative Isn't Just Monkey Business	Giving and Receiving: Three Views of Government Funding from Both Sides of the Table	Direct Response Karaoke – How to Make Your Fundraising Program Sing!	Mining For Gold: How to Use Donor Data to Drive Donor Value	25 Take-Away's to Kick Start Multi-Channel Fundraising in Your Nonprofit	Myths, Mistakes and Misunderstandings: 10 Things I Wish Knew When I Started in Fundraising	Donors and Their Dreams	3:45 - 4:45 Quantum Fundraising	Raising Charitable Children: The Next Generation of Donors	Brother, Can You Spare a Million?
		4:45 - 5:45 Strong Identities Create Successful Fundraising: How Museums and Cultural Institutions Are Making A New Branding/Fundraising Partnership Work In Challenging Times									

Faculty		Randy Jones, President & Creative Director, MindZoo	Jamie Brown, New Business Director, Russ Reid Jesse Buggs, President, American Association of Grant Professionals (AAGP), National Capital Area Chapter Suzanne Callahan, CFRE, Founder, Callahan Consulting for the Arts	Sonya Swiridjuk, CFRE, Direct Response Specialist, Canadian Breast Cancer Foundation	Lisa Maska, CFRE, Partner, Lautman, Maska, Neill & Company Janet Winston, Vice President, Analytics, SCA Direct	Michael Johnston, President and Founder, Hewitt and Johnston Consultants	Norma Galafassi, Director, in2action Geoff Peters, President and CEO, CDR Fundraising Group Bernard Ross, Director, The Management Centre	Kay Sprinkle Grace, CFRE, Founder and Principal, Transforming Philanthropy, LLC	Jon Duschinsky, International Fundraiser and Trainer, bethechange	Carol Weisman, MSW, CSP, President, Board Builders	John Jensen, CFP, Senior Vice President and Consultant, The Sharpe Group Barbara Kabakoff, Major Gifts Officer, Project Hope
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Solutions Showcase Welcome Reception 5:15PM - 6:30PM

Thursday, July 23

Solutions Showcase Opens for Early Birds 8:00AM

Track Names	Plenaries & Luncheons	Track 1 - For Profit Direct Response Communications (In Part hosted by PDMA)	Track 2 - Corporate, Foundation, & Government Funding	Track 3B- Online and New Media (In part hosted by PDMA)	Track 4 - Direct Response Fundraising Strategy	Track 5 - Using Technology for Non Profits (Hosted by NTEEN)	Track 6 - Featured Speakers	Track 7 - Major Gifts & Capital Campaign	Track 8 - Leadership & Management	Track 9B - Faith Based Fundraising (In part hosted by National Catholic Development)	Track 10B - Environmental Sustainability
Breakout 5 8:30AM - 9:20AM Titles		PDMA SPONSORED SESSION The Secret Ingredient to Direct Success: Brand	Federal Grants: It's Not Impossible	Don't Let Your Online Video Just Sit There	Monthly Giving/Sustainer Programs: Predictable Income for Unpredictable Times	NTEN SPONSORED SESSION ROI for Social Media: Mapping Social Media Strategy to Metrics	Getting Inside the Mind of the Donor	Tips for Success in Soliciting Major Gifts from Individuals	Secrets of the Charismatic Organization: Successfully Leveraging Social Capital	ALLIANCE OF NONPROFIT MAILERS SPONSORED SESSION - Postal Issues: What You Need to Know for Today and the Future	The Do's and Don'ts of Green Direct Mail
Faculty		Jurie Pieterse, Director of Advertising, ING Direct	Elizabeth Blume, CFRE, Director of Development, Association of Science-Technology Centers Essence Newhoff, Director of Major Gifts, Folger Shakespeare Library	Michael Hoffman, CEO, See3 Communications Eric Werner, Interactive Marketing Consultant, Northridge Interactive	Lois Ephraim-Nelson, Vice President, Creative Director, Russ Reid Emily Farrell, Director of Donor Programs, Defenders of Wildlife	Beth Kanter, Trainer, Coach, and Consultant, Typepad	Mal Warwick, Founder and Chairman, Mal Warwick Associates	Barbara Cicone, CFRE, Senior Vice President, Donor Strategies Jeanne Jacob, CAE, CFRE, Executive Director, Goodwin House Foundation	Deborah Jospin, Founding Partner, sagawa/jospin Shirley Sagawa, Founding Partner, sagawa/jospin	Lawrence Buc, President, SLS Consulting Tony Conway, Executive Director, Alliance of Nonprofit Mailers	Evan Childs, Vice President, Government Markets, Harte-Hanks Cathrine Moriarty, Direct Mail Advocate and Editor, Deliver Magazine/delivermagazine.com, U.S. Postal Service

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Plenary Session: What Makes Great Nonprofits Great
Leslie Crutchfield, Coauthor of Forces for Good: The Six Practices of High-Impact Nonprofits
9:30AM - 10:30AM

Solutions Showcase Refreshment Break

10:30AM - 11:00AM

Breakout 6: 11:00AM - 12:15PM Titles		PDMA SPONSORED SESSION Social Media Methodologies in a Business to Business Context	Managing Grantmaker Relationships for Fundraising Success	Google AdWords: Using Paid Searches to Raise Funds and Build A Base	Budget Cuts: Save Your Acquisition Program by Mailing Smarter	NTEN SPONSORED SESSION Branding your Organization Across Platforms: Creating a Seamless Experience for your Visitors	Brandraising: Securing Share of Mind, Heart and Spirit	Capital Campaigns: A Plan and Strategy for Success	Leadership Lessons from the Front Lines	NCDC SPONSORED SESSION American Religious Giving	The Sustainability Workshop
Faculty		Jodi Kerr, Online Promotions, Redster Will Redmond, Principal, Redster	Laura Forman, Communications & Marketing Consultant, Laura Forman Communications LLC Marci Levin, Manager of Foundation and Corporate Grants, Boys and Girls Clubs of Greater Washington	Benjamin Weisberg, Account Manager, Elections & Issue Advocacy, Google	Jenny Floria, Senior Account Director, ParadyszMatera Chris Griffin, Group VP, Customer Relationship Marketing, Arthritis Foundation Roger Hiyama, Vice President, Applied Strategy, Merkle, Inc.	Danielle Brigida, Associate Operations Coordinator, National Wildlife Federation Felicia Carr, Director of Online Communications, National Parks Conservation Association Wendy Harman, Social Media Manager, American Red Cross Nancy Schwartz, Writer/Producer, Getting Attention	Tony Elischer, Managing Director, THINK Consulting Solutions	Michael Brodie, Managing Partner, BCC & Associates Christine Owens, Director of Development and Alumni Affairs, Potomac School	Lindsey Buss, President & CEO, Martha's Table Julie Chapman, President, NPower Greater DC Region	Jack Doyle, President, Amergent Mark Melia, Deputy VP, Charitable Giving, Catholic Relief Services Patricia Regan, Executive Director, Trinity Missions (Missionary Servants of the Most Holy Trinity)	Mandy Centracchio, Production Manager, Production Solutions Brienne Collision, Account Manager, Mal Warwick Associates Cheryl Keedy, Director of Innovation and Product Development, Production Solutions Marie Kosanovich, Account Manager, Production Solutions

Keynote Luncheon - Anirban Basu, Economist - What to Expect in Today's Economy
12:15 noon - 2:15 PM

Solutions Showcase Dessert Break & Prizes

2:15PM - 3:00PM

Breakout 7: 3:00PM - 4:15PM Titles		Break Down Those Silos (without a sledgehammer)	Setting the Stage for Success: The Role of Strategic Partnerships in your Marketing Plan	DMFA SPONSORED SESSION Bridging your Direct Marketing and Social Media Activities for Fundraising Success	25 Winning Packages in 75 Minutes	NTEN SPONSORED SESSION This is "IRON CHEF...Battle Non Profit	How to Develop Win-Win Corporate Partnerships	Building and Supporting a Strategic Board Recruitment Plan	Connecting the Dots: Creating a Fundraising Plan that Works for You	NCDC SPONSORED SESSION Value-Based Decision Making in the Development Office	You Can Grow Your Green Efforts as a Small or Large Organization
Faculty		Betsy Garside, Principal, Garside Group	Brooks Kenny, President, Promoting Public Causes	Beka Economopoulos, Online Organizing Manager, Greenpeace Jocelyn Harmon, Director of Business Development, Triplex Interactive Evan Parker, Manager of Digital Membership, The Nature Conservancy	Jonathan Grapsas, Regional Director, Pareto Fundraising, Samantha Morrison, Director of Campaign Operations, Pathfinder International, Tiffany Neill, CFRE, Partner, Lautman, Maska, Neill & Company	Eve Simon, Creative Director, Beaconfire Consulting	Norma Galafassi, Director, in2action	Julia Howell Barros, Chief Development Officer, CentroNia	Caroline Cunningham, President, Trust for the National Mall Barbara Hall, Director of Development, The Phillips Collection Jessica Harrington, Vice President, Schultz & Williams L. Scott Schultz, President, Schultz & Williams	Joel Zimmerman, Director of Consulting Services, CDR Fundraising Group	Dan Doyle, President and CEO, Mal Warwick Associates Tim Lundberg, Marketing & Environmental, Quad/Graphics Inc. Charlene Towle, Sales Consultant, Quad/Graphics Inc. Sue Woodward, CFRE, Director of Direct Marketing, Democratic Senatorial Campaign Committee