


	Executive Management	The Raiser's Edge®		The Raiser's Edge® Advanced	Financial Management		Technology	Development	Prospecting & Analysis	Marketing		K12	Cultural	
Monday 10:00 a.m.	Persuasion: It's Not the Size of Your Budget, It's the Power of Your Message (Melissa Flynn and Claire Gibbons) C3	Introduction to Importing in The Raiser's Edge (Stephanie Wolf) Rooms 6 & 7	Art and Science of Stewarding Donors — Using The Raiser's Edge to Maintain Strong Relationships (Jim Bush) Rooms 8 & 9	How To Configure an IIS Web Server (Phillip Nunnally) Clubroom South	Maintaining Sufficient Details and Streamlining Budget Processes: A Case Study (Pramod Deshpande and Kathie Clayton) Room 4	Fraud Prevention and Internal Controls (Part I) (David Kilmer) C1		Foundation of Fundraising — Annual Giving (Stephen Mally) C2	Data Mining — What You Need To Know to Make Your Organization Successful (Lawrence Henze and Chuck Longfield) Rooms 12 & 13	Blackbaud NetCommunity Showcase: A Tour of Real-World Websites and the Secrets of Their Success (Steve MacLaughlin) Rooms 10 & 11	Automating the Campaign Process with Blackbaud Direct Marketing: A Case Study with Chesapeake Bay Foundation (Amelia Koch, Kristin Urban, and Suzanne Newell) Room 1	Effectively Interact Online with the Different Constituents of Your School (Christy Lowell) Room 5	Patron Edge User Group (Brian Stallings) Clubroom North	
Monday 11:30 a.m.	Who's Telling Your Story? (Marc Pitman) Rooms 10 & 11	Everyday Query Tips and Tricks (Tiffany Elser and Kate Schandler) Rooms 8 & 9	Integration 101: The Raiser's Edge and The Financial Edge (Sean Seabrook) Rooms 6 & 7	Introduction to Reporting Services (Larry Mishkin and Brandon Winchester) C2	Querying, Exporting, and Importing in The Financial Edge (Jeff Sobers) C1	Integration 101: The Raiser's Edge and The Financial Edge (Sean Seabrook) Rooms 6 & 7	Introduction to Reporting Services (Larry Mishkin and Brandon Winchester) C2	Capturing Baby Boomer Philanthropy (David Ratcliffe) C3	Prospect Research 101 (David Lamb) Rooms 12 & 13	Using Data and Charity Ratings To Sell Your Organization (Trent Stamp) Clubroom South	Crafting a Powerful Message To Win Supporters (Mal Warwick) PAC	Special Events as Fundraisers for Schools: A Love/Hate Relationship (Susan Johnson and Julie Merrill) Room 1		
Monday 2:15 p.m.	The Ratings Game and Proactive Transparency (Robert Ottenhoff) Room 1	The Good, the Bad, and the Ugly — The World of Data Integrity (Kathryn Johnson) Rooms 8 & 9	Introduction to Mail Merging in The Raiser's Edge (Marc Van Baar) PAC	Custom Reporting On Demand: Advanced Pivot Reports (Molly Maple) C2	Getting the Most out of The Financial Edge (David Kilmer) Rooms 12 & 13	Understanding UPMIFA's Standards of Prudence (Brent Bentrin) Room 4	More Cool Things about Blackbaud NetCommunity (Michael Andrews) Clubroom South	There Ought To Be a Law — Essential Fundraising Practices That We Probably Do Not Practice (Lawrence Henze) C3	Second Quarter National Fundraising Index Review (Carol Rhine) Rooms 6 & 7	How To Complete a Nonprofit Branding Exercise (Joel Zimmerman) Clubroom North	Constituent Relationship Management — Achieving the 360-Degree View of Your Supporters (Temple Elliott and Wendy Fox) Rooms 10 & 11	Crisis Communications: Connect with Constituents and Maintain a Sense of School Community with an Integrated Solution (Susan Hudlow and Steve MacLaughlin) Room 5	Full House — Turning Data Into Audiences for Arts and Cultural Organizations (Roger Tomlinson) C1	
Monday 4:00 p.m.	Capitalism with a Conscience: Structural Options for Social Enterprise (Tom McLaughlin) C1	Preparing The Raiser's Edge for the Internet Age (Molly Maple) Rooms 8 & 9	Reports You Should Run (Bill Connors) Rooms 6 & 7	API/VBA: Accessing Gift Batch Objects Programmatically (Brandon Winchester) Clubroom South	Capitalism with a Conscience: Structural Options for Social Enterprise (Tom McLaughlin) C1	The Power of the Visual Chart Organizer in The Financial Edge (Tiffany Elser and Bruce Monnery) Rooms 12 & 13	Emerging Technology: What's on the Horizon for Blackbaud (Shaun Sullivan) PAC	Deal or No Deal? The Importance of Gift Acceptance Policies in the Fundraising Process (Alyce Lee Stansbury) C3	What To Do To Prepare for a Capital Campaign (Cary Colwell) C2	You've Got Mail! Now What?: Improving Your Email Communication (Part I) (Steve MacLaughlin and Tambrea McMillan) Rooms 10 & 11	The Dos and Don'ts of Nonprofit Website Marketing (Victoria Whittier and Josh Hopkins) Room 1	More Than Thanks: Stewardship as Art and Craft (Starr Snead) Room 5	What's New in The Patron Edge and The Patron Edge Online (Brian Stallings) Clubroom North	
Tuesday 11:00 a.m.	Nonprofit Strategic Positioning: Decide Where To Be, Plan What To Do (Tom McLaughlin) C1	Don't Let Your Donors Slip Away — Master Major Giving in The Raiser's Edge (Jim Bush) PAC	Managing Memberships in The Raiser's Edge (Tiffany Elser and Ken Meifert) Rooms 8 & 9	Operation Recovery: The Backup Files (Katie Hawes, Brandon Winchester, and Mike Auby) Rooms 10 & 11	Fraud Prevention and Internal Controls (Part II) (David Kilmer) Rooms 12 & 13	Increasing Stewardship by Purchasing and Procurement (Bruce Monnery and Brent McNeil) Room 1	Integrating .NET Applications with The Raiser's Edge Using RE:API (Chris Woodill) Clubroom South	Asking For Money: Taking the Fear out of Face-to-Face Solicitations (Marc Pitman) Rooms 6 & 7	Raising Big Money in a Small Shop (Mitchell Linker) Room 5	A Practical Approach to Fundraising Online (Andrew Mosawi) C2	What's New: Blackbaud Direct Marketing (Richard Geiger) C3	Enrollment Management: A Comprehensive Discussion (Geordie Mitchell) Room 4	Series Management in The Patron Edge (Leslie Bradford) Clubroom North	Managing Memberships in The Raiser's Edge (Tiffany Elser and Ken Meifert) Rooms 8 & 9
Tuesday 2:00 p.m.	Harnessing an Effective Board of Directors (Gregory Fields) Room 5	Simple Crystal Reports® for Your Office That You Can Do — Yes, YOU! (Joe Meehan) Rooms 6 & 7	Getting the Best Success with Mailings from The Raiser's Edge (Bill Connors) PAC	Advanced Use of The Raiser's Edge: A Forum for Discussion (Jim Bush) Rooms 10 & 11	Managing Campaigns, Funds, and Appeals in The Financial Edge (David Cote) C2	Process Management — It's Not Just About Being Paperless! (Wadih Pazos and Stuart Rosenberg) Room 1	Implementation and Hosting Planning: Technical Considerations (Paul Bamert, Ned Foster, and Tom Mulyca) Clubroom North	Companies Want to Say "Yes!" — Developing a Corporate Funding Program (Mikel Koon) Rooms 8 & 9	Prospect Relationship Management — A Systematic Approach through the Donor Cycle (Jenny Cooke and David Lamb) Clubroom South	The Power of TrueCRM: Unleashing Integrated Online and Offline Strategies To Get Results (Steve MacLaughlin) C3	Innovations and Trends in Cause Branding (Kristian Darigan) Rooms 12 & 13	School Volunteers: Use Them or Lose Them (Starr Snead) Room 4	Real Customer Relationship Marketing for Arts and Cultural Organizations (Roger Tomlinson) C1	






Conference titles, times, content, and descriptions are subject to change.

🕒 Indicates repeat session

*All financial management sessions are eligible for CPE credit.

Conference Breakout Sessions

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	Executive Management	The Raiser's Edge®		The Raiser's Edge® Advanced	Financial Management		Technology	Development	Prospecting & Analysis	Marketing		K12	Cultural
Tuesday 3:45 p.m.	Maximizing an Integrated Fundraising Model (Aleli Alcala and Temple Elliott) Room 5	Crystal Clear: Advanced Formatting Techniques in Crystal Reports® (Drew Allen) Rooms 6 & 7	Planned Gift Tracker — The Art of Tracking Planned Gift Solicitations (Kathryn Johnson) Room 10 & 11	Advanced Importing (Tiffany Elser and Ken Meifert) C1	Future Plans for The Financial Edge — A Road Map Preview (David Tunesi) Rooms 12 & 13	Development and Finance: An Imperative Alliance (Nancy Appel and Michael Lowstetter) C2	Security and the Blackbaud Infinity Platform (Paul Gibson) Clubroom South	Development and Finance: An Imperative Alliance (Nancy Appel and Michael Lowstetter) C2	Passion Matters: Data Collection Strategies To Find the Donors that Love You Most (Erin McHugh Saif) C3	Web 2.0 — A Buzzword Demystified (Andrew Mosawi) Rooms 8 & 9		Prospect Research for Schools: Getting Started (Laura Nash Volovksi) Room 4	Tips and Tricks for The Patron Edge (Nicholai Burton) Clubroom North
Wednesday 8:15 a.m.	Performance Management and Scorecards for Nonprofits (Alan Eager) C1	Introduction to Mail Merging in The Raiser's Edge (Marc Van Baar) Rooms 6 & 7 	The Anatomy of an Event (Stacey Segal) Rooms 10 & 11	What Makes a Good Blackbaud Database Server (Joel Reed) C3	E-Requisitions v2: Feature Preview (Chris Horgan) Room 4	Allocation Management — A Basic Primer (Jeff Sobers) C2	What Makes a Good Blackbaud Database Server (Joel Reed) C3	Preparing a Major Gift Strategy (Aleli Alcala) Rooms 8 & 9	Current Trends in Healthcare Fundraising (Cary Colwell) Rooms 12 & 13		How Marketing Drives Fundraising — Measuring the Impact of Marketing on Time, Treasure, and Talent (Allison Van Diest) Clubroom South	Student Billing 7 Best Practices (Chuck Miranda) Room 5	A Case Study: American Players Theatre and The Patron Edge Online (Brian Stallings and Katie Dewey) Clubroom North
Wednesday 9:45 a.m.	Trends in IT Outsourcing — Evolution Toward Software as a Service (SaaS) (Shaw Drummond) C1	Advanced Report Troubleshooting for The Raiser's Edge (Cassandra Plunkett) Rooms 6 & 7	How to Bring Direct Mail in House and Save Thousands! (Lisa Kilby) PAC	Microsoft® SQL Server 2005 and Blackbaud (Joel Reed) C3	Managing the Double Bottom Line (Michael Lowstetter) Room 4	Exploring New Grant Functionality in The Financial Edge (David Kilmer) Clubroom South	Data Warehousing and Business Intelligence — The Next Generation at Blackbaud (Alan Eager) Room 5	Ethics in Fundraising (Joy A. Simpson) Rooms 8 & 9	Emerging Prospect Research Solutions (Dorie Wallace) Rooms 12 & 13	Building Customer Relationships with America's Largest Generational Demographic (Brian Brilliant) Rooms 10 & 11	Deep Dive into Blackbaud NetCommunity (Tom McHale) C2		To Catch a Thief (Leslie Bradford) Clubroom North
Wednesday 11:30 a.m.	Aligning Departmental and Organizational Growth To Achieve Success (Julie R. Gonzalez) Room 4	When "Soft Crediting" Gets Messy (Stacey Segal) Rooms 6 & 7	The Road Warrior's Tool Kit: How To Make The Raiser's Edge Work for Staff on the Go (Molly Maple) Rooms 8 & 9	Installing and Using Read Only Database Access (Katie Hawes) C1	What Investment Powers Does a Charity Really Have? (Yvonne Chenier) Clubroom South	Lower Costs. Improve Service. Focus on People. (Kay Lucas) C3	Test Technology: Increasing Capacity with Virtualization (David Tunesi and Antonio Drusin) Rooms 12 & 13	You Want To Do What? How to Get (and Keep) IT's Support (Jim Bush and Ann Edmonds) Rooms 10 & 11	Leveraging The Researcher's Edge and WealthPoint Online To Boost Fundraising Results (Kelly Grant) Room 5	You've Got Mail! Now What?: Improving Your Email Communication (Part II) (Steve MacLaughlin and Tambrea McMillan) PAC	It's a Small World — Strengthening Connections through Social Networks (Tim Wolf) C2		Data-Driven Decisions: Making More with What You Already Have (Samantha Cohen) Clubroom North

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