



	Executive Management	The Raiser's Edge®		The Raiser's Edge® Advanced	Financial Management		Technology	Development	Prospecting & Analysis	Internet	K-12	Cultural	Customer Input
<b>Monday</b> 10:00 a.m.	<b>Creating Donor Evangelists</b> (Marc Pitman) Rooms 12&13	<b>A Raiser's Edge Overview for GiftMaker Pro™ Users</b> (Craig Ahlquist & Laurel Kenerson) Room 5	<b>Introduction to Importing (Part I)</b> (Tiffany Elser) C1	<b>Reporting for the Power User: Taking the Mystery out of Reports</b> (Cassandra Plunkett) C3	<b>Accounting for Nonprofit Mergers and Acquisitions</b> (Sue Budak) Room 1	<b>Getting the Most out of The Financial Edge™</b> (David Kilmer) Rooms 10&11	<b>Blackbaud's Next Generation Platform: Code Name Infinity</b> (Rich Conte & Paul Gibson) Clubroom South	<b>Zero to \$60,000 (or more) in Just One Year: A Plan for Your First Annual Campaign</b> (Robin Johnston) Rooms 6&7	<b>Major vs. Planned Gift Fundraising</b> (Cary Colwell) C2	<b>Succeeding with ePhilanthropy: Where Technology and Philanthropy Meet</b> (Ted Hart, ACFRE, ePMT) Rooms 8&9		<b>The Patron Edge® User Group</b> Clubroom North	<b>Designing Blackbaud Applications</b> (Brenda Murray & James Poole) Room 4
<b>Monday</b> 11:30 a.m.	<b>The Role of Nonprofit Boards in Today's World</b> (Abbie J. von Schlegell, CFRE) C2	<b>Transitioning from GiftMaker Pro™ to The Raiser's Edge®</b> (Craig Ahlquist & Laurel Kenerson) Room 5	<b>Get Ready to Party! Setting up an Event in The Raiser's Edge®</b> (Jim Bush, CFRE) C1	<b>Microsoft® SQL Server 2005 and Blackbaud</b> (Joel Reed) C3	<b>The Uniform Management of Institutional Funds Act (UMIFA): How it Affects Your Endowment Spending</b> (Paul Silver) Room 1	<b>Integrating The Raiser's Edge® and The Financial Edge™ — The Technical Point of View (Part I)</b> (Stu Manewith & Richard Geiger) Rooms 10&11	<b>Cool Things You Should Know about Blackbaud® NetCommunity™</b> (Michael Andrews & Tim Wolf) Clubroom South	<b>Comprehensive Development for the Small Shop</b> (Lawrence Henze, JD) Rooms 6&7	<b>Attrition Modeling: Slowing the Leak in the "Leaky Bucket"</b> (Daric Brummett) Room 4	<b>Best Practices for Nonprofit Web Sites</b> (Bob Boyles) Rooms 8&9			
<b>Monday</b> 2:15 p.m.	<b>Getting to Giving — The Tools of Negotiation in Development</b> (Mitchell Gordon) Room 4	<b>Introduction to Mail Merging in The Raiser's Edge®</b> (Marc van Baar) C1	<b>Bird's Eye View: Simplifying The Raiser's Edge® Look for Other Departments with Custom Views</b> (Molly Maple) C3	<b>Advanced Crystal Reports® Formulas for Success</b> (Brian Harris) C2	<b>Building and Tracking Strategic Information in The Financial Edge™</b> (Kenneth Gentile) Rooms 10&11	<b>Querying, Exporting, and Importing in The Financial Edge™</b> (David Kilmer) Rooms 12&13	<b>Emerging Technology: What's on the Horizon for Blackbaud?</b> (Shaun Sullivan) Rooms 6&7	<b>Playing Nice: Integrating Membership and Annual Giving Programs</b> (Samantha Cohen) Rooms 8&9	<b>Prospect Strategy: Achieving a Successful Partnership</b> (Elizabeth Crabtree & Lawrence Henze, JD) Clubroom North	<b>What Can You Do in the Fight against Spam?</b> (John Young & Jake Berry) Room 1	<b>Converting to The Education Edge™</b> (Deadra Elliott) Clubroom South	<b>The Benefits of Using Point-of-Sale Software</b> (Joanna Cravens) Room 5	
<b>Monday</b> 4:00 p.m.	<b>How Your Nonprofit Can Leverage Itself as a Valued Business Partner</b> (Peter Jablow) Clubroom North	<b>The Art and Science of Stewarding Donors — Using The Raiser's Edge® to Maintain Strong Relationships</b> (Jim Bush, CFRE) C1	<b>From Illustrations to Realization: Planned Giving with PG Calc and The Raiser's Edge®</b> (Kathryn Johnson & Gary Pforzheimer) C3	<b>Advanced Importing (Part II) — Importing External Data in The Raiser's Edge®</b> (Tiffany Elser) C2	<b>Stump the GAAP Expert</b> (Sue Budak) Room 5	<b>Integrating The Raiser's Edge® and The Financial Edge™ — The Strategic Point of View (Part II)</b> (Stu Manewith & Richard Geiger) Rooms 12&13	<b>Using Automated Testing Techniques</b> (Gerhard Obenaus) Room 1	<b>Bringing it Back: A Case Study in Annual Giving</b> (Stephen Mally) Rooms 6&7	<b>Ultimate Giving — A New Concept to Maximize Gift Potential</b> (Lawrence Henze, JD) Rooms 10&11	<b>Building an Effective and Interactive Internet Strategy</b> (Steve MacLaughlin) Rooms 8&9	<b>Setting Up a Development Calendar and Making It Work for You</b> (Kristin Sargent) Clubroom South	<b>How to Prepare Yourself for an Integrated Solution</b> (Alison Fultz & Brian Adle) Room 4	
<b>Tuesday</b> 11:00 a.m.	<b>Beyond the Job Title: Adding Value through Internal Leadership</b> (Laura Deaton) Room 1	<b>Mastering the End-of-Year Appeal</b> (Molly Maple) C1	<b>Practical Tips for Creating a Policies and Procedures Guide</b> (Kathryn Johnson) C3	<b>Advanced Use of The Raiser's Edge®: A Forum for Discussion</b> (Jim Bush, CFRE) C2	<b>Fraud Prevention and Internal Controls (Part I)</b> (David Kilmer) Rooms 10&11	<b>Developing Custom Reports in The Financial Edge™ Using Pivot Tables</b> (Phil Carpenter) Rooms 12&13	<b>Building Practical Solutions Using Blackbaud's API</b> (Shaun Sullivan) Rooms 6&7	<b>Fiscal Fitness: Financial Reporting for the Development Office</b> (Stu Manewith) Clubroom North	<b>Turning Patients into Donors</b> (Cary Colwell & Amy L. Krause) Room 4	<b>Blackbaud® NetCommunity™ Showcase: A Tour of Great, Real-World Examples and a Peek at What's Ahead</b> (Steve MacLaughlin) Rooms 8&9	<b>Managing Records Using Blackbaud's Integrated School Solution</b> (Deadra Elliott) Clubroom South	<b>Reducing Lines and Understanding Patron Patterns with Access Control &amp; Kiosks</b> (Brian Stallings) Room 5	
<b>Tuesday</b> 2:00 p.m.	<b>The Centralized vs. De-Centralized Development Office: Deciding Which Approach is Right for Your Organization</b> (Cary Colwell) Clubroom North	<b>Don't Let Your Donors Slip Away! Mastering Major Gifts in The Raiser's Edge®</b> (Jim Bush, CFRE) C1	<b>Advocacy and Development: Bridging the Gap with The Raiser's Edge®</b> (Kevin Kreamer) C3	<b>Advanced Mail Merging — Streamlining Mail Processing in The Raiser's Edge®</b> (Tiffany Elser) C2	<b>Fraud Prevention and Internal Controls (Part II)</b> (David Kilmer) Rooms 10&11	<b>Preparing for Your Year-End Audit</b> (Claudia Volk) Rooms 12&13	<b>Usability for Developers</b> (Cason White) Room 1	<b>Auction Tricks, Traps, and Techniques: How to Avoid the Pitfalls of Live and Silent Auctions</b> (Jay Fiske) Rooms 6&7	<b>The Information Edge™: How Data Warehouses Can Be All Things to All People</b> (Thomas Duffy & Padget Spencer) Room 5	<b>Pass It On: Using the Social Networks of Your Supporters for Viral Marketing and Team Fundraising</b> (Bob Boyles & Julie C. Dye) Rooms 8&9	<b>Interactive Online Communities: The Web as a Critical Communication Tool for Your School</b> (Paul Finch) Clubroom South	<b>Self-Service Ticketing in the Real World</b> (Aspen Olmstead) Room 4	



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Ⓢ Indicates Repeat Session

\*All financial management sessions are CPE Eligible

**Conference Breakout Sessions**

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	Executive Management	The Raiser's Edge®		The Raiser's Edge® Advanced	Financial Management		Technology	Development	Prospecting & Analysis	Internet	K-12	Cultural	Customer Input
<b>Tuesday</b> 3:45 p.m.	<b>The New Accountability</b> (Liz Marenakos & Heidi Strenck) Rooms 10&11	<b>Prospect Relationship Management Using The Raiser's Edge®</b> (Kelly Geiser Johnson, BA & Nancy Appel, BA, MPA, CFRE) C3	<b>Introduction to Crystal Reports®</b> (Brian Harris) C1	<b>VBA/API — Objects to Make Development Easier</b> (Katie Hawes) C2	<b>Endowment Investment Risk Assessment</b> (Orlando Maldonado & Steve Shelton) Clubroom North	<b>The New Accountability</b> (Liz Marenakos & Heidi Strenck) Rooms 10&11	<b>Business Intelligence and Data Warehousing</b> (Jay Nathan & Tom Anderson) Room 1	<b>Reviving Your Fundraising Letters: What to Do When Your Appeals Have Lost Their Appeal</b> (Heather Lyman) Rooms 12&13	<b>Private Company Valuation</b> (David Lamb) Rooms 6&7	<b>Measuring Results to Drive Success Online</b> (Robert Goodman) Rooms 8&9	<b>Online Tools for Schools</b> (Emilie Thomson) Clubroom South	<b>So You've Integrated... Now What?</b> (Megan Close) Room 4	<b>Designing Blackbaud Applications</b> (Brenda Murray & James Poole) Room 5
<b>Wednesday</b> 8:15 a.m.	<b>Disaster Recovery &amp; Business Continuity</b> (Stuart Rosenberg, CPA) Rooms 8&9	<b>Introduction to Mail Merging in The Raiser's Edge®</b> (Marc van Baar) C1	<b>Improving Communications with RE: NetSolutions™</b> (Cassandra Plunkett) C3	<b>Crystal Reports® Round Table</b> (Gregory Heath) C2	<b>Top Tips from The Financial Edge™ Consultants</b> (Steven Losardo & Jeff Sobers) Rooms 12&13	<b>The Check 21 Edge: A Better Way to Handle Donations</b> (Elizabeth Piechocki & James Cowen) Room 4		<b>Asking for Money: Taking the Fear out of Face-to-Face Solicitations</b> (Marc Pitman) Rooms 6&7	<b>Increasing Fundraising Efficiency with The Researcher's Edge™</b> (David Lamb) Room 1	<b>Turning Online Donors into Advocates for Your Cause</b> (Sherry Stanley Whitworth) Rooms 10&11	<b>Reunions, Family Days, and Receptions Oh My!</b> (Kristin Sargent) Clubroom South	<b>Top 10 Troubleshooting Tips from Your Friends in Patron Edge Support</b> (Howard Chalmers) Room 5	
<b>Wednesday</b> 9:45 a.m.	<b>The Power of the Purse: Women's Philanthropy in Action</b> (Nancy Alexander) Room 4	<b>Beyond the Big Red Thermometer: Using The Raiser's Edge® to Analyze Fundraising Performance</b> (Elizabeth Oswalt) C1	<b>Membership 101 with The Raiser's Edge®</b> (Ryan Montgomery) C3	<b>The Art of Integration: Linking Blackbaud's Software to Third-Party Applications</b> (Zoey Cole & Shawn Fruchter) C2	<b>Advanced Financial Reporting with the Visual Chart Organizer</b> (Tiffany Elser & Bruce Monnery) Rooms 10&11	<b>Tools of Cash Management</b> (Claudia Volk) Rooms 12&13		<b>International Perspectives on Fundraising: Learning from Our Colleagues in Other Countries</b> (Mark Banbury, Ann Edmonds, Scott de Veber & Andrew Mosawi) Rooms 6&7	<b>Boosting ROI with Prospect Research: A Panel Discussion</b> (Jackie Koesters, Amy L. Krause & Elizabeth Dollhopf-Brown) Clubroom North	<b>Customer Panel: Q&amp;A of Blackbaud® NetCommunity™ Success Stories</b> (Bob Boyles) Rooms 8&9	<b>Student Billing™ — Version 7</b> (David Cote) Clubroom South	<b>Payment Card Industry (PCI) Data Security Standards — A Practical Approach</b> (Warren Evans) Room 5	
<b>Wednesday</b> 11:30 a.m.	<b>Integrating Philanthropy into Your Strategic Plan</b> (June Bradham, CFRE) Rooms 12&13	<b>Breaking the Code: Making Smart Decisions about How You Use Code Tables in The Raiser's Edge®</b> (Jim Bush, CFRE) C1	<b>The Accidental DBA: Database Administration Basics for Raiser's Edge Users</b> (Joel Reed) C3	<b>Custom Reporting On-Demand: Advanced Pivot Reports</b> (Molly Maple) C2	<b>Driving Financial Effectiveness with Best Practices in Accounts Payable</b> (Ryan Glushkoff) Rooms 6&7	<b>Business Process Alignment — Tailoring Your Office Processes to Meet Your Software Needs</b> (Phil Carpenter) Rooms 10&11		<b>Customizing The Patron Edge™ Online</b> (Brian Malak) Room 1	<b>Fundraising Right: Generating Annual, Unrestricted Operating Dollars</b> (Jenny Cooke & Kristina Carlson, CFRE) Clubroom North	<b>File Auditing — Analytical Techniques for Better Understanding Your Donors</b> (Alan Eager) Room 4	<b>Building Relationships with Major Donors Online</b> (Charlie Cumbaa) Rooms 8&9	<b>Understanding the Culture of Technology in Schools</b> (Dollye Evans) Clubroom South	

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