NEDRA 2017 Annual Conference
April 27-28, 2017
Schedule-at-a-Glance*

Thursday — April 27, 2017			
7:45 a.m.–4:00 p.m.	Registration/Information Desk and Exhibitor Hall Open		
7:45 a.m.–8:45 a.m.	Breakfast Buffet		
8:15–8:45 a.m.	Volunteer Orientation in Harbor's Edge		
8:15–8:45 a.m.	Welcome & Networking for First-Time Attendees & Members at 250 Market (Lobby Bar)		
9:00–10:00 a.m.	**Keynote Session: Julissa Arce**** (including Q&A)		
10:00–10:30 a.m.	Book Signing with Julissa Arce		
10:35–11:50 a.m.	(A1) **City Mouse, Country Mouse: Ownership, Value and Trends from Park Avenue to Waggoner Ranch** *Kelly Labrecque & Heather Willis* Helen Brown Group Room: TBD	(A2) **Crowd-Based Prospecting: Parents Fund Meets Grateful Patients** *Bill Gotfredson & Sean Harris* Boston Children's Hospital Trust Room: TBD	(A3) **How Do Donors Love Us? Let Us Count the Ways: DIY Affinity Scores** *Molly Carocci, Meg Cushing & Donna Bursey* Beth Israel Deaconess Medical Center Room: TBD	(A4) **International Fundraising: Cultural Intelligence** *Jon Garrow* Albert Einstein College of Medicine Room: TBD
12:00–1:00 p.m.	Luncheon and Welcome Remarks		
1:15–2:30 p.m.	(B1) **Exhilarating Email** *Sarah Richards* Otterbein University Room: TBD	(B2) **New Data = New Prospects** Hugh Bennett MIT Room: TBD	(B3) **Don't Just Excel, Pivot!: Data Driven Wealth Analysis from Annual Fund to Major Gift** *Amy Begg & Meghan Hakanson* Harvard University Room: TBD	(B4) **Risk, Reputation & Research** *Lori Hood Lawson & David Lawson* WorkingPhilanthropy.com, LLC/ NewSci, LLC Room: TBD
2:40–3:10 p.m.	**Platinum & Gold Sponsor Presentations** TBD (Snacks located in vendor sessions)		
3:10–3:20 p.m.	Break		
3:30–4:45 p.m.	(C1) **Help-My Electronic Screening is Dying!** *Armando Zumaya* USS Hornet Museum Room: TBD	(C2) **The Next 30: Meeting the Needs of Nonprofits in Decades to Come (Panel)** *Moderator: Valerie Anastasio* Boston Children's Hospital Trust *Featuring: Elizabeth Crabtree, James Cheng, Helen Brown & Dina Zelleke* Room: TBD	(C3) **Where Do I Start? Incorporating Data Analysis into your Prospect Development Shop** *Tory Pedonti* Tufts University Room: TBD	(C4) **My Year as a Man in a Women's Prison: Understanding Socioeconomic Influences on Giving & Wealth** *Mark Vogel* Excelsior College Room: TBD
4:45–7:00 p.m.	**Networking Reception** at the Portsmouth Gaslight (64 Market St) sponsored by iWave; open to all NEDRA members as well as conference attendees		
7:00–9:00 p.m.	Group Dinners		
8:30 p.m.	Karaoke - TBD		

*Schedule is subject to change
**Arrangements for the appearance of Julissa Arce made through Greater Talent Network, Inc., New York, NY

Updated 1/25/2017

Friday — April 28, 2017				
8:00 a.m. – 3:15 p.m.	Registration/Information Desk and Exhibitor Hall Open			
8:00–9:00 a.m.	Breakfast Buffet			
8:30–9:00 a.m.	Volunteer Orientation in Harbor's Edge			
9:00–10:15 a.m.	**(D1)** **Best Practices for Identifying Top Incoming Parent Prospects** *Rachel Pike-Norton* University of Chicago Room: TBD	**(D2)** **Emotion or Engagement: a Study of Key Drivers for Donor Motivation** *Dan Lowman* GG+A Room: TBD	**(D3)** **Developing an Interactive Reporting and Prospect Research Tool using R/Shiny** *Rich Majerus* Colby College Room: TBD	**(D4)** **The Wealth of New England: an Overview** *Marianne Pelletier* Staupell Analytics Group Room: TBD
10:15 a.m.–10:25 p.m.	Break			
10:30–11:00 a.m.	**Platinum & Gold Sponsor Presentations** TBD (Snacks located in vendor sessions)			
11:10 a.m.–12:25 p.m.	**(E1)** **The Wealth Management Industry** *Valerie Anastasio* Boston Children's Hospital Trust Room: TBD	**(E2)** **Navigating the Changing Landscape of Philanthropy** *Elizabeth Roma & Rachel Dakarian* Helen Brown Group Room: TBD	**(E3)** **The Digital Advancement Office: How Williams College Is Integrating Best-in-Class Solutions Across the Giving Pyramid** *Brent Grinna/TBD* Evertrue/Williams College Room: TBD	**(E4)** **Research Renovations** *Victoria Sundgren, Carol Chidley & Cecily Channer-Schmid* Brandeis University Room: TBD
12:30 p.m.-2:00 p.m.	Luncheon, Heather Reisz Memorial Scholarship, The Helen Brown Group-NEDRA Conference Scholarship, Sponsor Raffles and Annual Business Meeting, Ann Castle Award			
2:10–3:25 p.m.	**(F1)** **Research, Riches, and Ratings: Using Wealth Indicators to Determine Gift Capacity (Panel)** *Moderator: Melissa Bank Stepno* Target Analytics Featuring: Ian Wells, Suzy Campos, Erin Dupuis, and Lindsay Brown Room: TBD	**(F2)** **Moving Beyond Us vs Them: Embracing Our Fundraiser Role** *Kristen Watson* Tufts University Room: TBD	**(F3)** **Predictive Modeling: Using Existing Data to Segment Prospects and Improve Fundraising Results** *Doug Cogswell* Advizor Room: TBD	**(F4)** **Why the Wealthy Are Wealthy: Understanding the Composition of Wealth** *David Sterling* Western New England University Room: TBD
3:30-4:30 p.m	**Think Tanks** Join these informal discussions about a variety of topics including: **Prospect Management for Small Shops** **Prospect Management for Large Shops** **How to Leverage My Conference Experience for Small Shops** **How to Leverage My Conference Experience for Large Shops** **Fundraising Data Science** Locations: TBD			
4:30 p.m.	Conference Close			

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