



**2017 NEAGC PROGRAM**  
May 23 & 24, 2017  
Fordham University, New York City

**TUESDAY- MAY 23, 2017**

**9:45 a.m. – 10:30 a.m. - REGISTRATION AND COFFEE**

**10:40 a.m. – 11:00 a.m. - WELCOME AND OPENING REMARKS – *McGinley Ballroom***

- Louis Noce, President, Board of Directors, NEAGC & Major Gift Officer, Hartwick College
- Special Welcome by Roger Milici Jr., Vice President of Development and University Relations, Fordham University
- Stephanie Rasamny, President & Founder, MainSpring Media Communications, Inc.

**11:00 a.m. – 12:15 p.m. - KEYNOTE ADDRESS – *McGinley Ballroom 2<sup>nd</sup> Floor***

Derrick Feldmann, *President, Achieve Agency*  
Future of Fundraising

**12:30 p.m. – 2:00 p.m. - LUNCH – *Marketplace Ground Floor***

**2:15 p.m. – 3:15 p.m. - BREAKOUT SESSION 1**

1. Online Innovations in Annual Giving, *Bob Burdenski, Robert Burdenski Annual Giving, Fundlist – Room 234*
2. Young Alumni Giving, *Colin Hennessey, Executive Director of the Penn Fund, University of Pennsylvania – Room 235*
3. Growing an Annual Giving Program during a Campaign, *James Kopp, Managing Director, Changing Our World, INC. and James Urbanus, Director of Development, The Catholic Diocese of Dallas - Room 236*
4. Collaborating for a Sustainable Giving Day, *Melissa Lide, Associate Director of Annual Giving and Laura Smith, Annual Giving Coordinator, The College of New Jersey Room 237*

**3:30 p.m. – 4:30 p.m. - BREAKOUT SESSION 2**

1. Innovations in Annual Giving, *Colin Hennessey, Executive Director of the Penn Fund, University of Pennsylvania – Room 235*
2. Leadership Annual Giving, *Justine Franklin, Senior Director of Major Gifts, Fordham University*
3. Once Upon a Time: Storytelling and the Annual Appeal, *Tracey Palmer, Palmer Communications - Room 236*
4. Driving Participation, *Susan Ball, Senior Director of Annual Giving, Fordham University – Room 237*

**4:30 – 5:30 p.m. - BREAKOUT SESSION 3**

1. The Language of Annual Giving, *Bob Burdinski, Robert Burdinski Annual Giving, Fundlist*– **Room 236**
2. Ask a Legend, *Lishelle Blakemore, Director of Annual Giving, University of California, Berkeley*– **Room 237**
3. Phonathon 101 , *Kyle Nachreiner, Director of Annual Giving, Marymount Manhattan College* – **Room 235**
4. Athletics Annual Giving, *Nicholas Wormley, Executive Director of University Advancement and Todd Gibbs, Executive Director of Alumni Engagement, Sacred Heart University* - **Room 234**

**5:30 p.m. -DAY 1 CONCLUDES – Dinner on your own**

**WEDNESDAY- MAY 24, 2017**

**9:15 a.m. – 10:00 a.m. - BREAKFAST – Sponsored by MCR - Marketplace, Ground Floor**

**10:00 – 10:15 a.m. - WELCOME AND OPENING REMARKS – McGinley Ballroom**

**10:30 a.m. – 11:30 a.m. BREAKOUT SESSION 4**

1. Engagement Opportunities in a Digital World: Duke Annual Fund Case Study, *Chris Endicott, Assistant Director of Marketing and Communications, Duke University and Stephanie Rasamny, President & Founder, MainSpring Media Communications, Inc.* **Room 234**
2. Annual Giving Direct Mail Strategy, *Gina Fiorillo-Brady, Director of Annual Giving, Rutgers Foundation* - **Room 235**
3. Crowdfunding - *Scott Van Deusen, Director of Development, Office of Annual Programs, St. John's University* – **Room 236**
4. Challenges and Opportunities in integrating Annual Giving and Alumni Relations Programs, *Anthony Cernera, Director, Annual Giving and Alumni Relations, Geisinger Commonwealth School of Medicine* – **Room 237**

**11:45 p.m. – 12:45 p.m. - BREAKOUT SESSION 5**

1. Integrated Marketing/Social Media, *Joanne Meredith, Senior Director of Direct Response Marketing, and Wudassie Teklehaimanot, Associate Director of Direct Response Marketing, Johns Hopkins University, - Room 234*
2. Once Upon a Time: Storytelling and the Annual Appeal, *Tracey Palmer, Palmer Communications (REPEAT SESSION)- Room 235*
3. How Planned Giving and Annual Giving Work Together, *Jacqueline Comesanas, Senior Director of Gift Planning, Fordham University – Room 236*
4. Student Giving, *Daniela Puliafito, Assistant Director of the Fordham Fund and Elaine Ezrapour, Annual Giving Officer, Fordham University Room 237*

**1:00 p.m. – 2:30 p.m. - LUNCH – Marketplace**

**\*\*Giveaway – must be present to win! \*\***

**2:30 p.m. - Conference Concludes**