



Virginia's Finest
25 Years and Counting

Apra-Virginia 25th Anniversary Conference Agenda

Thursday, May 16th & Friday, May 17th

Virginia Foundation for Community College Education
300 Arboretum Place, Richmond, VA 23236

THURSDAY – MAY 16TH

8:30 a.m. Registration and continental breakfast

9:30 a.m. Welcome – *Jennifer Sager Gentry, Vice Chancellor, Institutional Advancement at Virginia's Community Colleges*

10:00 a.m. Sponsor Presentation

10:30 a.m. Break

10:45 a.m. Writing to Get Your Message Across - *Kristin Walinski, Legal and B2B Content Marketer, Content Strategist, and Thought Leader at Scribe*

11:30 p.m. Sponsor Presentation

12:15 p.m. Lunch & Keynote Presentation - Campaigns and Prospect Development - *Jay Davenport, Vice President of Development and Alumni Relations at Virginia Commonwealth University*

1:15 p.m. Break

1:30 p.m. Demystifying Data Science: How Children's National Uses Advanced Marketing Analytics to Generate More Revenue with Less Investment - *Jon Jeffries Thompson, Director, Philanthropic Marketing & Communications at Children's National Health System*

2:00 p.m. Break

2:30 p.m. Call to Arms: Transforming relationship management at George Washington University - *Catherine Flaatten, Associate Director, Relationship Management at The George Washington University*

3:30 p.m. From Dream to Reality: Building a Prospect Management Policy for a Decentralized Institution - *Arcadia Rodriguez-Ruiz, Senior Development Researcher, Prospect Management & Research at University of Virginia*

4:30 p.m. Happy Hour, Arboretum Terrace– *Sponsored by iWave*

A huge thank you to our conference sponsors, Evertrue, iWave, DonorSearch, Tableau in partnership with The Solas Group, LexisNexis, Blackbaud and to our host, Virginia Foundation for Community College Education!





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8:30 a.m. Registration and continental breakfast

9:30 a.m. Prospect ID: When You Don't Have a Natural Affinity Group/Alumni Base
- Erik Williams, Director of Development at Virginia Community College System

10:30 a.m. Finding Prospects in Your Database - *Beth Inman, National Director, Prospect Management at JDRF International*

11:30 a.m. Break

11:45 a.m. Leveraging Strengths Within Your Organization: What Makes Us Different Makes us Stronger - *Leslee Gensinger, Advancement Services Trainer at Virginia Commonwealth University*

12:30 p.m. Lunch & Tableau Presentation

1:30 p.m. A Career in Prospect Development: The Long and Winding Road - *Aimee Fitzgerald, Executive Director, Prospect Development and Information Strategy at William & Mary, and Elizabeth Herrity, Prospect Development Analyst at William & Mary*

2:30 p.m. Closing Remarks – *Kristin Richardson, President of Apra-Virginia*

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