



Virginia Chapter

Apra-Virginia Fall 2017 Conference Agenda

Wednesday, October 11, 2017

Longwood University – Maugans Alumni Center

201 High Street, Farmville, VA 23909

- 9:30 a.m.** **Registration and continental breakfast (*sponsored by Advizor Solutions*)**
- 10:00 a.m.** **Welcome** – Courtney Hodges, Vice President of Institutional Advancement, Longwood University
- 10:15 a.m.** **New Masters of Wealth: Engaging Philanthropic Advisors in Your Fundraising Efforts** - Elizabeth Roma, Assistant Director, Research, The Helen Brown Group and Angie Stapleton, Research Associate, The Helen Brown Group
- 11:15 a.m.** **Break**
- 11:30 a.m.** **Will the Mouse Take the Cheese: A Curious Experiment in Portfolio Building** - Vicki O'Brien, Associate Director of Prospect Research Analysis, University of South Carolina
- 12:30 p.m.** **Lunch (*sponsored by DonorSearch*)** - Chapter Update & Scholarship Recipient Presentation (Anna Roberts)
- 1:30 p.m.** **Apples, Peaches, Pumpkin π : Metrics that Matter** - Aimee Fitzgerald, Executive Director, Prospect Development and Information Strategy, The College of William & Mary
- 2:30 p.m.** **Break**
- 2:45 p.m.** **DonorSearch Presentation** – Brian Fair, Direct Sales & Relationship Manager, DonorSearch
- 4:00 p.m.** **Meeting adjourns**

Conference Sponsors

A huge **thank you** to our conference sponsors DonorSearch and Advizor Solutions!

