



Virginia Chapter

## **Apra-Virginia Spring 2017 Conference Agenda**

Wednesday, April 5, 2017

Washington and Lee University – Hillel House  
204 W. Washington Street Lexington, VA 24450

- 9:30 a.m.**     **Registration and continental breakfast** (*sponsored by Target Analytics*)
- 10:00 a.m.**     **Welcome** – Elizabeth Branner, Assistant Dean for Law School Advancement, Washington and Lee University
- 10:15 a.m.**     **Starting Analytics in a Small Shop: A discussion and live demo of steps you can take today that will build your analytics know-how** – Andy Schultz, Director of Analytics, Bentz Whaley Flessner & Associates
- 11:15 a.m.**     **Break**
- 11:30 a.m.**     **How the Wheel Turns: Training and Prospect Development as a Support Cycle** – Leslee Gensinger, Advancement Services Trainer, Virginia Commonwealth University
- 12:30 p.m.**     **Chapter Meeting & Lunch** (*sponsored by DonorSearch*)
- 1:30 p.m.**     **Share the Knowledge Round Table Discussion: Don't be a nag! Positive ways to influence fundraisers** – Moderated by Nick Sollog, The Sollog Group
- 2:30 p.m.**     **Break**
- 2:45 p.m.**     **DonorSearch Presentation** – Andy Suther, Sales Manager, DonorSearch
- 4:00 p.m.**     **Meeting adjourns**
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