



April 7th NSFA Pre-Conference
1:00- 4:00 PM

Increasing Alumni and Donor Support for your K-12 Foundation, Dave Sternberg
Starting a Planned Giving Program for your Foundation, Suzanne Minnick
Stuck? Moving Your Foundation from Simply Existing to Thriving, Milli Christner & Laurie Cromwell
Board Building: Roles, Responsibilities, Recruitment and Training: Alan Zacharias & Sal Polizzotto

State Leaders Annual Meeting, 4:00 – 7:00 PM, Villa Park Board Room

April 8th NSFA Conference
7:15 AM – 5:30 PM

7:15 - 8:15 AM Breakfast

8:15 AM, Welcome: Jane Hirt, Managing Editor Chicago Tribune

Session I 8:45 - 10:00 AM

Fundraising	Planned Giving Ideas for your Foundation: Suzanne Minnick
Leadership	Policies, Procedures and Best Practices for Your Foundation: Elaine Free
Programs	Why a K-12 Foundation is Important to my District: Ken Arndt
Marketing	Effective Marketing Ideas for Your Foundation: Lynne Grasz

Coffee Break Visit Vendors

Session II 10:30 - 11:45 AM

Fundraising	Planning Your Legacy, Fundraising for the Future of Your Foundation: Alan Cotzin
Leadership	Key Legal and Organizational Decisions: Randall Hallett
Programs	Evaluating Grant Applications for Your K-12 Foundation: Darrell Slabaugh/Connie Pelphrey
Marketing	Effectively Measuring and Nurturing Community Support for the Programs Your Foundation Seeks to Fund: Nina Menis/Mark Trembacki

11:50 AM - 1:00 PM Lunch: "A Day Made Better"

Bob Thacker, Senior VP of Marketing/Advertising OfficeMax

Session III 1:10 - 2:15 PM

Fundraising	Are You Ready For a Capital Campaign? Nike Whitcomb
Leadership	Successful Foundation Boards: Developing Yours: Larry Goddard
Programs	Grant Program: Building Credibility and Accountability: Milli Christner, Laurie Cromwell
Marketing	Websites and Social Networking: Effective Fundraising Tools for your Foundation: Eric Hodgson

Coffee Break Visit Vendors

Session IV 2:45 - 4:00 PM

Fundraising	Staff Campaigns: Developing a Culture of Giving in Your School: Traci Skalberg
Leadership	Working From Within - Successful Strategies for Utilizing Your Board of Directors: Linda Johnson
Programs	Successful Grant Writing for the K-12 Foundation: Brooke Young
Marketing	Business/Education Partnerships 101: Essential Steps for Great Programs: Brett Pawlowski

Session V 4:15 - 5:30 PM

Fundraising	Organizing a Successful Alumni Fundraising Event Judy Taylor
Leadership	Foundation Success through Board & Community Involvement: Bill Hoffman
Programs	Programs that Connect with Your Community: Susan Sweeney
Marketing	Reaching Your Community of Donors through the Internet: Mike Kierce

5:30 - 7:00 PM, NSFA Annual Vendor Reception
(Wine, cheese, beverages, snacks & cash bar)
Sponsored by OfficeMax ®

7:15 – 9:00 PM, NSFA Annual State Leaders Dinner
Sponsored by Education Funding Group ®

Friday, April 9th
7:30 AM – 1:00 PM

7:30 - 8:30 AM Breakfast

8:30 -10:15 AM Roundtables (attend three different sessions)

- 1. Developing a State Organization of K-12 Foundations:** *Liz Stokes, President, Connecticut Consortium of Education Foundations*
- 2. Dealing with the Pressure of Increased Revenue Requests from Your District:** *Wendy Correll, Executive Director of the Ann Arbor Public Schools Educational Foundation*
- 3. Investing Effectively for Your Foundation in Today's Marketplace:** *Cary Clayborn, President, Bernstein Global Wealth*
- 4. When to hire an executive director + ED job descriptions:** *Judy Taylor, Executive Director, Decatur Public Schools Foundation*
- 5. School Administrators & Foundation Personnel: Bridging the Gap;** *Wayne Padover & Donna Elder, Associate Professors, National University*
- 6. Business Partnerships: Nuts and Bolts of Negotiations:** *Brett Pawlowski: President, DeHavilland Associates*
- 7. Managing a Small to Mid-Sized Foundation:** *Geva Thole: Executive Director, LaCrosse Education Foundation*
- 8. Getting Started: Foundation Years 1 – 5:** *Marianne Breen, Executive Director, New Trier Education Foundation*
- 9. Event Idea Exchange: Bring Yours to Share:** *Connie Pelphrey, Executive Director, Lewisville Independent School District & Valerie Foster, Executive Director, Sanger Independent School District.*
- 10. Building and Maintaining an Active Board of Directors:** *Bill Clow, President Elect, Illinois School Public Relations Association*
- 11. Bridging Relationships with your Alumni Association:** *Deb Smith Executive Director, North Platte Public Schools Foundation*
- 12. Fund a Need: Online Donation Program for Schools:** *Dave Snitily, President, Snitily-Carr*
- 13. Donor Management Software Success:** *Don Bayne, President, Cascade Data Solutions.*
- 14. Integrating Sustainable Online Fundraising:** *Jerry Cornelius, President, Canyon Creek Art & Frame*
- 15. Tix 4 Cause, Low Cost Service:** *Kenneth Nemetz, President, Tix 4 Cause*

**16. Foundation Mathematics: Five Principles of Foundation ROI and
Benchmarks for Performance: *Jim Collogan, NSFA***

10:15 - 10:45 AM, Visit Vendors

Session VI 10:45 - 12:00 AM

Fundraising	Fundraising in Difficult Economic Times: Jodi B. Sweeney
Leadership	Operating a Foundation Office: Large or Small: Valerie Foster and Connie Pelphrey
Programs	Strategic Planning: Improving your Foundation's Future: Wally Brown
Marketing	Lessons Learned from College and University Foundations: Wayne Padover and Donna Elder

**12:15 - 1:15 PM "Closing session/Lunch: Don Shalvey, Deputy Director
of the Bill and Melinda Gates Foundation**

1:30 PM – 3:30 PM NSFA BOD Meeting, Villa Park Board Room