



NATIONAL CATHOLIC DEVELOPMENT CONFERENCE

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2007 National Catholic Development Conference and Exposition Session Tracker

Organizer: National Catholic Development Conference (NCDC)
Event: 39th Annual National Catholic Development Conference and Exposition
Dates: September 12-16, 2007
Location: Phoenix, AZ

This form is a simple way for you to keep a record of the education sessions you attended at the Conference. All of the sessions listed are eligible for continuing education points toward (re)certification as a Certified Fund Raising Executive (CFRE). Even if you are not planning on (re)certifying, we recommend you track your sessions for future reference. You do not need to submit a copy of this form to NCDC. Retain a copy for your own records.

WEDNESDAY, SEPTEMBER 12

Pre-conference workshops

- Fundamentals Workshop (3 hours)
- Planned Giving Interactive (3 hours)
- Making a Way in the Wilderness: Leadership for Challenging Times (3 hours)

THURSDAY, SEPTEMBER 13

- General Session:** Sustaining America's Tradition of Citizen Generosity: The Greater Good in the 21st Century - Claire Gaudiani (1 hour)

FRIDAY, SEPTEMBER 14

- Presidential Address:** Sr. Georgette Lehmoth, OSF (1 hour)

Breakout session #1 (1 hour)

- LD** **Leading from Below** - Joel Zimmerman
- MG** **Data Mining For Major Gifts (Part 1 of 2)** - Susan Boyette
- DM** **The Future of Direct Marketing: Integrating Multiple Marketing Channels into your Fundraising Program** - Dawn Brelsford, Nick Stavarz
- FUN** **Direct Mail 101** - Sr. Peggy Scarano, OP
- PG** **Point- Counterpoint: What Finance & Direct Mail Want You to Know About Planned Giving** - J.B. Mantz, Cheryl Murphy, Dan Pritchard
- EM** **A Multi-channel World for a Younger Donor and a Channel for Every Age (Part 1 of 2)** - Vinay Bhagat, Mark Connors, Dominic Manfredi
- SUP** **Learning From How People Give** - Melissa Brown

FRIDAY, SEPTEMBER 14 (CONT.)

Breakout session #2 (1 hour)

- LD** **Leading for Accountability (Part 1 of 2)** - Kevin Kearns
- MG** **Data Mining For Major Gifts (Part 2 of 2)** - Susan Boyette
- DM** **Acquisition: Finding the Balance** - Angelo Licursi
- FUN** **Ten Things I'd Wished I'd Known When I Started This Job** - Paulette Karas, CFRE, Br. Hugh Turley, FMS, CFRE
- PG** **Mining the File: How to Market Planned Gifts** - Barlow Mann
- EM** **A Multi-channel World for a Younger Donor and a Channel for Every Age (Part 2 of 2)** - Vinay Bhagat, Mark Connors, Dominic Manfredi

Breakout session #3 (1 hour)

- LD** **Leading for Accountability (Part 2 of 2)** - Kevin Kearns
- MG** **Open the Door to Major Gifts: Build Donor Relationships** - Sandra Ehrlich
- DM** **Creative Development and Strategy** - Lester Zaiontz
- FUN** **Learn the KISS (Keep it simple, silly) Method of Writing Direct Mail** - Marilyn Martin-Cull
- PG** **How to Really Manage a Bequest Program** - Dan Woehrer
- EM** **The Impact of Globalization on US Catholic Fundraising** - Nadine DeVries, Neoma Rossow
- SUP** **Learning From How People Give** - Melissa Brown

MORE SESSIONS ON REVERSE

TRACK ABBREVIATIONS

LD Leadership Development	DM Direct Marketing	PG Planned Giving	SUP Supplemental
MG Major Gifts	FUN Fundamentals	EM Emerging Markets	

SATURDAY, SEPTEMBER 15

Breakout session #4 (1 hour)

- LD** **There Ought to Be a Law: Best Fundraising Practices We Probably Do Not Practice** - Lawrence Henze
- MG** **It's Time to Make the Ask** - Eddie Bauer
- DM** **What I Need to Know about Postal Issues** – Anthony Conway
- FUN** **Creating A Complete Communications Mix** Fr. Fred Briers, CR, Michelle Coe, Hallie Wall
- PG** **The Risks & Rewards of Planned Giving: 12 Magic Ideas in 60 Minutes** - Marjorie Martin, Ed Savage, Fr. Emil Tomaskovic, S.A.
- EM** **The Future of Hispanic Catholic Fundraising in the United States** - Joseph Alaniz, Lucy Razuri, Esperanza Sanchez
- SUP** **Endowments and Legacy Clubs: The Whats, Whys and Hows** - Carl Meirose

Breakout session #5 (1 hour)

- LD** **There Ought to Be a Law: Best Fundraising Practices We Probably Do Not Practice** - Lawrence Henze
- MG** **Major Gifts 101** - George Ruotolo, Jr., CFRE
- DM** **Testing: Soar Above the Rest** - Ray Morrissey, Kathleen Jackson, Karen Kansala, Carlene Rauh
- FUN** **Unique Ways to Recognize Your Donors** Eleanor Jordan, Mary Lambert, Mary Zacharias
- PG** **Planned Giving for the One Person Office** Steve Settle
- EM** **Creating Philanthropic Values in the Next Generation** – Donna Adair
- SUP** **You Have Built Your Web Site, Now Let's Build a Relationship!** - Dan Boehning

- General Session:** Out of their Own Resources – Providing for your Mission
Rev. Richard Rohr, OFM

Name _____

Organization _____

Total Number of 2007 session hours _____

TRACK ABBREVIATIONS			
LD	Leadership Development	DM	Direct Marketing
MG	Major Gifts	FUN	Fundamentals
		PG	Planned Giving
		EM	Emerging Markets
		SUP	Supplemental