

JULY
17-18,
2008

Tennessee Advancement Resources Council
35th Annual Conference



Hotel Preston
Nashville, TN

"I'm with
the Band..."

Tennessee Advancement Resources Council's Annual Conference brings together alumni, development, communications, and advancement services professionals from higher education institutions and private K-12 schools from across the State of Tennessee. As a member of the advancement team at your educational institution, you play a key role in bringing together various constituencies. How do we as a collective unit engage in an inclusive way? Come to rehearsal in Music City USA and soon you too can say . . .

"I'm with the Band"

Julie Bauke

♪ President, *Congruity Career Consulting* ♪

Julie was a hit at the 2007 TARC Conference and she is back to share with all participants the Six Stages of Networking, how to Master the Three Key Moments in any Relationship, and How to Exchange Business Cards with purpose.

Henry W. Taylor

♪ Director of *Emerging Constituencies, Stanford University* ♪

At Stanford University, Henry is reaching outside of the traditional constituency groups of alumni and bringing new groups to the forefront. With over 12 years in development he has previously worked at Claremont McKenna College and Princeton University. He will offer a new way of thinking about how to communicate with students, alumni, and donors.

Dr. William (Danny) Nicholson II

♪ Vice President of *University Advancement, Coastal Carolina University* ♪

Danny is a 23 year veteran who was a recent recipient of CASE's John Grenzebach Award for Outstanding Doctoral Dissertation for "Leading Where It Counts: An Investigation of the Leadership Styles and Behaviors that Define College and University Presidents as Successful Fundraisers." He is active with CASE, serving as a board member for District III.

♪ Conference Cost ♪

TARC Members: \$95

Non-members: \$125

Students (Full-time): \$50

... quite a steal in this day and age.

Side Stages

... many to choose from

Register On-line:

<http://tarc2008conference.eventbrite.com>

Conference schedule, sessions, and speakers may change—for up-to-date information go to www.tarctn.org

Main Stage

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"I'm with
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Tennessee Advancement Resources Council's Annual Conference is back in a hotel and it is quite a hotel – from the opportunity to choosing a lava lamp or goldfish to stay with you in your room to taking in the incredible artwork depicting the local Nashville scene to enjoying live music at *The Pink Slip Bar* – it is quite a unique experience – JOIN US!



hotel
PRESTON

Hotel Preston 🎵 733 Briley Parkway 🎵 Nashville, Tennessee 37217

Call to make your reservations today 🎵 Toll Free: 877.361.5500

King and Double Rooms - \$107.00 (TN State Rate) 🎵 Be sure to mention TARC!

Please make your reservation by June 28, 2008 to be part of the TARC group.

Thursday, July 17, 2008

8:00 a.m.

The Green Room

Registration and Continental Breakfast – Silent Auction Begins

Bring items to include in the
Silent Auction from your school!

8:30 a.m. - 9:15 a.m.

Learning the Lyrics

Newcomer's Session: Advancement 101

Keith S. Carver, Jr., Assistant Vice Chancellor for Development, The University of Tennessee at Martin

9:20 a.m.

Intro: I'm With the Band

Welcome and Introductions

Angela Mills, President, Tennessee Advancement Resources Council, and Director of Alumni Programs, The University of Tennessee
Libba Andrews, Chair, CASE District III, and Associate Director of Alumni Programs, Mississippi State University

9:45 a.m.

Opening on the Main Stage

Building Your Network – Building Your Career

Julie Bauke, President, Congruity Career Consulting

Register On-line:

<http://tarc2008conference.eventbrite.com>

10:45 a.m. - 12:15 p.m.

Composing . . . Note by Note

Building a New Giving Program

Shawn Briggs, Former Regional Director of Development,
Monroe Carell Jr. Children's Hospital at Vanderbilt University

Perfect Harmony

Maximizing Involvement of Board Members & Volunteers

Christine Anderson, Senior Vice President, Clements Group

The Greatest Hits

Best Practices in Prospect Research

Lora Cowan, Research Associate, Tennessee Technological University

The Show Must Go On

Communicating Effectively in the Face of Tragedy

Tim Ellsworth, Director of Public Relations, Union University

12:30 p.m.

Live on the Main Stage

Diversity and Advancement: Taking the Conversation to the Next Level

Henry W. Taylor, Director of Emerging Constituencies, Stanford University

Side Stages
Session #1

2:00 p.m. - 3:15 p.m.

Appealing to All Audiences

Expanding on Diversity: Dissecting the Nuts & Bolts

Henry W. Taylor, Director of Emerging Constituencies, Stanford University

Being a One Man Band

Tips for a Small Shop

Kathy Gaston, Consultant, Lighthouse Counsel

New Age Advancement

Technology and Advancement

Bruce Downsborough, Assistant Vice President of Advancement Services, The University of Tennessee

In the Round . . .

Tennessee Independent Colleges and Universities Association Roundtable

Andrew Prisolovsky, Senior Director of Advancement, Christian Brothers University



3:30 p.m. - 4:45 p.m.

Stage Management

Managing Your Prospect Pool

Bobby Prince, Associate Vice President for Development, University of Memphis

Sopranos and Altos - Let's Rock

Female Alumni—How to involve them as donors and volunteers?

Lori Calvert, Director of Alumni Programs, The University of Tennessee

Kathleen Callen, Director of Development Programs, The University of Tennessee

Don't Forget the Fans . . .

Stewardship and Donor Relations

Kippy Todd, Assistant Director of Annual Giving & Stewardship,

Middle Tennessee State University; John W. Smith, Associate Director of Advancement

Services, Tennessee Tech University; and Tammie Allen, Director of Advancement

Services, Tennessee Tech University

Making a Name for Yourself

Developing an Effective Institutional Brand:

A look at UT's "FUTURE" Branding Campaign

David Bohan, Chairman, BOHAN

5:00 p.m.

Box Office Closes – Silent Auction Ends

Register On-line:

5:30 p.m.

After Party

<http://tarc2008conference.eventbrite.com>

Join fellow colleagues and vendors to unwind at the conference reception!

Dinner is on your own.

8:00 p.m.

Encore

Join us in the hotel for live music & entertainment at *The Pink Slip Bar!*

Side Stages

Session #2

Side Stages

Session #3

Friday, July 18, 2008

7:30 a.m.

The Green Room

Continental Breakfast

Register On-line:

<http://tarc2008conference.eventbrite.com>

8:15 a.m. – 9:30 a.m.

Jamming on the Main Stage

Leading Where It Counts

Danny Nicholson, Vice President of Advancement, Coastal Carolina University

9:45 a.m. - 10:45 p.m.

Snagging the Long-Term Record Deal

Planned Giving: How it fits into a Capital Campaign

Susan Iller, Director of Planned Giving, YMCA Nashville

Pop, Rock, or Country . . .

Developing a Culture of Advancement

Danny Nicholson, Vice President of Advancement, Coastal Carolina University

Managing the Box Office

Gift Processing

John W. Smith, Associate Director, Advancement Services

Tennessee Tech University

How Productive is your Band?

Advancement Measurement Tools

Jason McNeal, Vice President of Advancement, Maryville College

10:50 a.m.

The Big Finale

Young Alumni Panel

Moderator: *Andrew Shafer, Director of Young Alumni Programs,
The University of Tennessee, Knoxville*

Panel Participants – Young Alumni:

Robert Jobe, Tennessee State University National Alumni Association

Rebecca McKelvey, Belmont University Alumni Association

Brent Waugh, Tennessee Technological University Alumni Association

12:00 noon

That's All Folks...

Closing Remarks & Departure

Side Stages
Session #4

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"I'm with
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Thank you to our sponsors!

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Tennessee Advancement Resources Council
35th Annual Conference ♪ Hotel Preston ♪ Nashville, TN

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Conference Registration Form

CONFERENCE ATTENDEE INFORMATION

Name _____ Badge First Name _____

Professional Title _____

Institution _____

Institution Website _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ E-mail _____

Please make checks payable Tennessee Advancement Resources Council.

Registration Fee (includes three meals and reception)

Members—\$95 Non-members—\$125 Student (Full-time)—\$50

Please check all meals you plan to attend (register for each one separately):

Thursday Breakfast Thursday Lunch

Thursday Reception Friday Breakfast

Notes about any special dietary or accommodation needs:

*Please return this completed form
by July 3, 2008 with payment to:*

Gina Stanley

**Tennessee Advancement Resources Council
Box 109 Wood-Stegall Center
Murfreesboro, TN 37132**



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It's fast and easy!

You can still register online through July 14th!

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