



NATIONAL CATHOLIC DEVELOPMENT CONFERENCE

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2010 National Catholic Development Conference Session Tracker

Organizer: National Catholic Development Conference (NCDC)
Event: 42nd Annual National Catholic Development Conference and Exposition
Dates: September 18 - 22, 2010
Location: Chicago, IL

This form is a simple way for you to keep a record of the educational sessions you attended at the Conference. All of the sessions listed are eligible for continuing education points towards (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.

TRACK ABBREVIATIONS

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

SATURDAY, SEPTEMBER 18

Pre-Conference Workshops

- Writers' Workshop** Don Olson and Liz Burnham (3 hours)
- Spiritual and Contemplative Dimensions of Development Ministry: Being a Wholly Holy Provider** Fr. Adam Ryan, OSB (1.5 hours)
- Planned Giving Interactive** (3 hours)
- Making Decisions Based on Mission and Values** Scott Kelley, Ph.D. (3 hours)

SUNDAY, SEPTEMBER 19

- Presidential Opening Address:** Sr. Georgette Lehmuth, OSF (1 hour)
- Technology Classroom: Extreme Makeover-What's Happening With Credit Cards** Robert Wesolowski (1 hour)
- Technology Classroom: Secrets of Prospect Research** Jon Biedermann (1 hour)

MONDAY, SEPTEMBER 20

Breakout session #1 (1 hour)

- DM Integrating Communications and Marketing with Effective Fundraising and Friend Raising** Alice Black, Ph.D.
- EM Volunteers – An Untapped Resource** Leslie Biggins-Mollson
- FUN Mailing Smarter and Using Your Database to Its Fullest Potential** Jon Biedermann
- LD What Managers Really Do** Fr. J. Patrick Murphy, C.M., Ph.D.
- MG Major Gifts in a Small Shop – It Can Be Done** Marc A. Pitman, CFCC

- PG Planned Giving for the Boomer Generation** John W. Jensen, Barlow Mann
- SCH Getting Off the Seesaw: Balancing Your Revenue Sources** Joan Feiereisen
- SCH Even Superheroes Can Use a Hand: Prioritizing Your Time and Organizing Your Volunteers to Raise More Money** W. Greg Cornell (1 hour)
- SUP Roadmapping: A Comprehensive Integrated System for Planning from Vision to Execution** Sandra G. Ehrlich, D. Mgt, CFRE, and Dawn M.S. Miller, CFRE

Breakout session #2 (1 hour)

- DM Show Me the Money: Best Practices in Direct Response Fundraising** Bonnie O'Neill Meyer, CFRE, Dennis L. Meyer, CFRE
- EM Acquiring Donors Online** Sean Kehoe
- FUN Engaging Consultants and Service Providers in Your Mission (Panel)**
- LD Money, Management, and Ethics** Professor Laura Hartman
- MG Corporate Gifts and Grants for Program Funding** Marian Wolaver, M.Ed.
- PG Trust Everyone But Ask Questions** Daniel L. Woehrer
- SCH Following the Leader: Presidents, Principals and Board Chairs Who Work Together, Lead Together** Donald M. Demers, CFRE
- SUP Postal Savings: Strategies for Minimizing Your Biggest Expense** John Kennedy

MONDAY, SEPTEMBER 20

Breakout session #3 (1 hour)

- DM Social Networking: Can't Live Without It!** Keidra Chaney
- EM It's All About Integration: Online and Offline Fundraising** Eric Streiff
- FUN Best Practices for Direct Response Fundraising** Allison Bessette and Christine J. Erna
- LD The People Part of Managing** William A. Calzaretta, Ph.D.
- MG What's the Research Telling Us: The Giving USA and Bank of America Studies** John Biggins
- PG Changing the Conversation to Increase Planned Giving Commitments** Phyllis Freedman and Daniel G. Pritchard
- SCH Avoiding the Seven Deadly Sins and Embracing the Seven Virtues of School Capital Campaigns** Joan Feiereisen
- SUP Catholic Donor Stewardship: What Really Happens** Rick Christ, Jack Doyle

TUESDAY, SEPTEMBER 21

- General Session: Linked in to the New Generation of Donors** Robert W. Wendover (1 hour)

Breakout session #4 (1 hour)

- DM Lapsed Donors: How to Re-Engage Them** David Redmon, Dr. John J. Cain
- FUN You Gotta Have a Plan! Learn the Essentials!** Sr. Madeline Franze, SSJ, CFRE, and Sr. Mary McFadden, SSJ, CFRE
- LD Strategies: Managing and Planning** Lolita Sereleas
- MG Moving a Program from Direct Marketing to Major Gifts** William Tedesco
- PA What a Successful Parish Development Program Looks Like** William J. Bannon
- PA Why Do Development in a Parish?** Doug Tollefson, MPD
- PG Culling the File: Finding Hidden Planned Giving Donors** Roger Hiyama
- SUP Planning and Feasibility Studies for Capital Campaigns** Stanton L. Cadow, CFRE

Breakout session #5 (1 hour)

- DM Hot Postal Questions: What You Want to Know But You Were Afraid to Ask** Stephen Colella
- EM Visualizing Your Social Imprint** Casey Golden
- FUN In or Out? The Dilemma of Outsourcing vs. Doing Things In-House** Paulette Karas, CFRE, Br. Hugh Turley, FMS, CFRE
- LD Managing Fundraising Volunteers** Christopher Einolf, Ph.D.
- MG Building a Culture of Philanthropy** John Chandler
- PA Ten Steps in Strategic Planning** George C. Ruotolo, Jr., CFRE, Theresa Shubeck
- PG Marketing Planned Giving For Those Who Have Too Much on Their Plates** Marc Carmichael, J.D.
- SUP Facebook to Facebook: Competing for Donor Dollars in Today's Socially Networked Society** Robert W. Wendover

Breakout session #6 (1 hour)

- DM Breakthrough Formats = Breakthrough Results** Tom Gaffny
- EM Facebook to Facebook: Competing for Donor Relationships** Robert W. Wendover
- FUN The Secrets Behind Breakthrough Creative in Acquisition** Robin R. Riggs
- LD Working With Boards: Roles and Responsibilities** Fr. J. Patrick Murphy, C.M., Ph.D.
- MG Major Donors Live! Panel**
- PA Capital Campaign Studies: Lessons Learned in the New Economy** George C. Ruotolo, Jr., CFRE, and Theresa A. Shubeck
- PG Never Refuse a Planned Gift** Marc Carmichael, J.D.
- SUP Truth and Consequences of Provincial and Institutional Mergers (Panel)**

WEDNESDAY, SEPTEMBER 22

- General Session: New Media and New Evangelization: Five Ways to Make a Difference** Sr. Rose Pacatte, FSP (1 hour)
- Great Ideas I Had That Worked! Panel** (1 hour)

Name _____

Organization _____

Total Number of 2010 session hours (15 maximum) _____