

2022 Midwest "Meeting of the Minds"

Wednesday, July 20 - All Times are Central Time

Time	Activity	Session 1	Session 2	Session 3
1:00-1:45 p.m.	Opening Session	Welcome and Introductions Be Mindful: All of This Year's Sessions You Don't Want to Miss Bob Burdenski with Deidra Miles, DePaul University		
1:45-2:00 p.m.	Break	Screen Break		
2:00-3:15 p.m.	Breakout Sessions	The Journey From Phonathon Room to "Advancement Center" Adrienne Penney, Oakland University	Advanced Email Marketing: Best Practices + Other Nerdy Secrets Beth Hatcher, Beth Interactive	Session TBA Adam Neirmann U of Chicago Booth School
3:15-3:30 p.m.	Break	Screen Break		
3:30 - 4:45 p.m.	Breakout Sessions	Business Etiquette in a Covid and Zoom World Speakers TBA	"Segments of One" – The Art of Personalized Communication Jonathan Van Oss, Pledgemine	Your New Org Chart: Remote Work, Skill Sets, Outsourcing & Staffing for Success Ellen Rohwer Pappas, The Zuri Group
5-6:00 p.m.	Opening Reception	Conference Opening Drinks Reception at the Palmer House Sponsored by MCR		

Thursday, July 21st - All Times are Central Time

Time	Activity	Session 1	Session 2	Session 3
9:00-10:15 a.m.	Breakout Sessions	From Annual Giving Up to Advancement Leadership – Career Paths and Changing Perspectives Bridget Haggerty, Carthage College Ryan Robinet CFRE, Trine University	Cutting the (Phonathon) Cord: Things We Miss - and Don't Miss at the University of Iowa Erin Allen, University of Iowa	LGBTQ+ Giving Motivations - Allies and Affiliations Peter Robertson PhD, Fresno State
10:15-10:30	Break	Screen Break		
10:30-11:45 a.m.	Breakout Sessions	Building Content for Annual Giving & Engagement Jeff Neal & Greg Miller Loyola University Chicago	A Stewardship Forum – Featuring UNICEF's Brand-New Donor Journey Mary Weingartner, UNICEF	Advancement Services Session TBA Kristine Petroschius Lake Forest Academy
11:45-12:30 p.m.	Lunch	Lunch (on your own)		
12:30-1:45 p.m.	Breakout Sessions	An Alumni Engagement Forum – Pandemics, Metrics, and More Jessica Mueller, NEIU Dirk Matthews, Columbia College Chicago Jacqui Glasener, Fresno State Maurice Willis, Chicago-Kent College of Law	Leadership Annual Giving 1: Prospects, Mechanics and More Christina Pulawski, The Zuri Group Keelie Johnson, Roosevelt University and Bob Burdenski	Tips & Trends from Record-Breaking Giving Days Kristi Pease, U. of Nebraska Foundation Colleen Cook, Vinyl Marketing
1:45-2:00	Break	Screen Break		
2:00-3:15 p.m.	Breakout Sessions	Writing for Annual Giving – A Forum Shannon Dale, GVSU Carol Flanigan, Loyola U. Chicago	Leadership Annual Giving 2: The Do-It-Yourself Digital Giving Officer Emily Berry, Miami University and Bob Burdenski	A Giving Day Forum Heidi Hopewell South Dakota State University
3:15-3:30 p.m.	Break	Screen Break		
3:30-4:45 p.m.	Breakout Sessions	Favorite Shared Ideas From the 22nd Annual Giving Exchange Bob Burdenski	Women & Philanthropy: Collaborative Leadership Annual Giving Adrienne Penney and Kelly Brault, Oakland University	Donor Fatigue - What it is and How to Combat It Emily Etkorn, VanillaSoft

Friday, July 22nd - All Times are Central Time

Time	Activity	Session 1	Session 2	Session 3
Morning Sessions at the DePaul Conference Center and on Zoom				
9:00-9:45 a.m.	Breakout Sessions	Chair Yoga! Heidi Hopewell, South Dakota State University	A Bitcoin About Cryptocurrency Christina Pulawski Zuri Group	Engaging Young Alumni Professionals Jessica Mueller NEIU
9:45-10:00	Break	Screen Break		
10:00-11:15 a.m.	Breakout Sessions	Thirty Years of Fundist: The Most Enduring Ideas Ever Shared Bob Burdenski	An Independent School Fundraising Forum Filomena Spero, North Side Montessori School Theresa Sutter, The Latin School of Chicago	Crowdfunding 2.0 - Beyond the Basics Shaina Spencer University of Iowa Foundation
11:15-11:30	Break	Screen Break		
11:30-12:45 p.m.	Breakout Sessions	Reports, Dashboards and Data: Getting the Information You Need Meredith Howell University of Illinois Chicago Christina Pulawski, Zuri Group	A Digital Fundraising Forum Ramona Maza, UIC Shaina Spencer, U of Iowa Deidra Miles, DePaul University	Direct Mail Recipes – Add Spice to All Your Channels Christina Brandel MCR
12:45-2:00	Lunch	Lunch (on your own) (Reconvene at the Buckingham Fountain at 2 p.m.)		
Weather Permitting - Afternoon Sessions at Buckingham Fountain and on Zoom				
2:00-3:00 p.m.	Closing Session	Fountain Plenary Final Q&A Session Bob Burdenski, Christina Pulawski, Meredith Howell and Other Faculty TBA		
3:00 p.m.-?	Reception	Closing Conference Reception at Buckingham Fountain		