

# 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	<b>Welcome and Introductions</b> <b>Be Mindful: All of This Year's Sessions You Don't Want to Miss</b> Bob Burdenski with Deidra Miles, DePaul University		
1:45-2:00 p.m.	Break	Screen Break		
2:00-3:15 p.m.	Breakout Sessions	<b>What's In and What's Out: Annual Giving Trends</b> Adam Niermann, U. of Chicago Booth Liz Sullivan, Northwestern U.	<b>Advanced Email Marketing: Best Practices + Other Nerdy Secrets</b> Beth Hatcher, Beth Interactive	<b>Direct Mail Recipes – Add Spice to All Your Channels</b> Christina Brandel MCR
3:15-3:30 p.m.	Break	Screen Break		
3:30 - 4:45 p.m.	Breakout Sessions	<b>Business Etiquette in a Covid and Zoom World</b> Bob Burdenski & Speakers TBA	<b>"Segments of One" – The Art of Personalized Communication</b> Jonathan Van Oss, Pledgemine	<b>An Advancement Services Q&amp;A Forum</b> Kristine Petroschius Lake Forest Academy
5-6:00 p.m.	Opening Reception	<b>Conference Opening Drinks Reception at the Palmer House</b> <i>Sponsored by MCR</i>		

## Thursday, July 21st - All Times are Central Time

Time	Activity	Session 1	Session 2	Session 3
9:00-10:15 a.m.	Breakout Sessions	<b>Relationship Management Models for Major and Leadership Annual Giving</b> Christina Pulawski, Zuri Group	<b>Cutting the (Phonathon) Cord: Things We Miss - and Don't Miss at the University of Iowa</b> Erin Allen, University of Iowa	<b>LGBTQ+ Giving Motivations - Allies and Affiliations</b> Peter Robertson Ed.D. Fresno State
10:15-10:30	Break	Screen Break		
10:30-11:45 a.m.	Breakout Sessions	<b>Building Content for Annual Giving &amp; Engagement</b> Jeff Neal & Greg Miller Loyola University Chicago	<b>A Stewardship Forum – Featuring UNICEF's Brand-New Donor Journey</b> Mary Weingartner, UNICEF	<b>Your New Org Chart: Remote Work, Skill Sets, Outsourcing &amp; Staffing for Success</b> Ellen Rohwer Pappas, Zuri Group Tim Pappas, Pappas Delaney LLC
11:45-1:00 p.m.	Lunch	Lunch (on your own)		
1:00-1:50 p.m.	Breakout Sessions	<b>An Alumni Engagement Forum – Pandemics, Metrics, and More</b> Jessica Mueller, NEIU Dirk Matthews, Columbia College Chicago Jacqui Glasener, Fresno State Maurice Willis, Chicago-Kent College of Law	<b>Digital Wallets: What We've Learned So Far</b> Felicity Meu, GiveCampus	<b>Tips &amp; Trends from Record-Breaking Giving Days</b> Kristi Pease, U. of Nebraska Foundation Colleen Cook, Vinyl Marketing
1:50-2:00 p.m.	Break	Screen Break		
2:00-3:15 p.m.	Breakout Sessions	<b>Writing for Annual Giving</b> Shannon Dale, GVSU Carol Flanigan, Loyola U. Chicago	<b>Leadership Annual Giving: The Do-It-Yourself Digital Giving Officer</b> Emily Berry, Miami University and Bob Burdenski	<b>A Giving Day Forum</b> Heidi Hopewell South Dakota State University
3:15-3:30 p.m.	Break	Screen Break		
3:30-4:45 p.m.	Breakout Sessions	<b>Favorite Shared Ideas From the 22nd Annual Giving Idea Exchange</b> Bob Burdenski	<b>Women &amp; Philanthropy: Collaborative Leadership Annual Giving</b> Adrienne Penney and Kelly Brault, Oakland University	<b>Donor Fatigue - What It Is and How to Combat It</b> Emily Etzkorn, VanillaSoft

## Friday, July 22nd - All Times are Central Time

Time	Activity	Session 1	Session 2	Session 3
<b>Morning Sessions at the DePaul Conference Center and on Zoom</b>				
9:00-9:45 a.m.	Breakout Sessions	<b>Chair Yoga!</b> Heidi Hopewell, South Dakota State University	<b>A Bitcoin About Cryptocurrency</b> Bob Burdenski	<b>Engaging Young Alumni Professionals</b> Jessica Mueller NEIU
9:45-10:00	Break	Screen Break		
10:00-11:15 a.m.	Breakout Sessions	<b>Thirty Years of Fundist: The Most Enduring Ideas Ever Shared</b> Bob Burdenski	<b>An Independent School Fundraising and Engagement Forum</b> Filomena Spero, North Side Montessori School Theresa Sutter, The Latin School of Chicago Connie Molzberger, Francis W. Parker School Kristine Petroschius, Lake Forest Academy	<b>Crowdfunding 2.0 - Beyond the Basics</b> Shaina Spencer University of Iowa Foundation
11:15-11:30	Break	Screen Break		
11:30-12:45 p.m.	Breakout Sessions	<b>Reports, Dashboards and Data: Getting the Information You Need</b> Meredith Howell University of Illinois Chicago Christina Pulawski, Zuri Group	<b>A Digital Fundraising Forum</b> Ramona Maza, UIC Shaina Spencer, U of Iowa Deidra Miles, DePaul University	<b>The Journey From Phonathon Room to "Advancement Center"</b> Adrienne Penney, Oakland University
12:45-2:00	Lunch	Lunch (on your own) (Reconvene at the Buckingham Fountain at 2 p.m.)		
<b>Weather Permitting - Afternoon Sessions at Buckingham Fountain and on Zoom</b>				
2:00-3:00 p.m.	Closing Session	<b>Fountain Plenary Final Q&amp;A Session</b> Bob Burdenski, Christina Pulawski, Meredith Howell and Other Faculty TBA		
3:00 p.m.-?	Reception	Closing Conference Reception at Buckingham Fountain		