

**2011 AFP-NJ Chapter Conference on Philanthropy  
Wednesday, November, 2011**

1:00 – 5:30	<b>Naming Opportunities/Capital Campaigns</b> Joseph E. Stampe, MA	<b>The Fundamentals Track</b> <b>Grant Writing</b> John Hicks, MFA, CFRE	<b>Ballroom D</b> <b>The Annual Fund</b> Margaret Guellich, CFRE	<b>Fundraising Your A@@ Off</b> Marc Ensign & Thomas McVey
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6:00 – 8:00	<b>Networking Reception</b> <b>Heritage Ballrooms</b> <b>He said. She said. They said. A frank and open conversation about serious things!</b> Simone Joyaux, ACFRE, Joyaux Associates and Tom Ahern, Ahern Communications, Ink.
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**Thursday, November 3, 2011**

8:00 – 9:00	<b>Continental Breakfast and Affinity Roundtables</b> <b>Ballrooms B &amp; C</b>
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Featured Presenters 9:15 – 10:15	<b>Build Relationships with Your Donors by Creating Extraordinary Experiences</b> Simone Joyaux, ACFRE, Joyaux Associates <b>Ballroom D</b>	<b>It Starts With Your Elevator Speech: Making A Powerful Case for Donor Support</b> Tom Ahern, Ahern Communications, Ink. <b>Ballroom A</b>
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**MORNING COFFEE BREAK WITH RESOURCE PARTNERS**

	<b>Social Media &amp; Technology Track</b>	<b>Stewardship &amp; Donor Relations</b>	<b>Senior Professional's Career Track</b>	<b>Major &amp; Planned Gifts Track</b>	<b>Emerging Trends Track</b>	<b>Healthcare Track</b>	<b>Developing Your Development Efforts</b>
Breakout Sessions 10:45 – 11:45	<b>Social Media Marketing: Creating Clever Conversations</b>  Ellen Friedland Stacy Robin Lea Spencer <i>Cleversation, LLC</i>  <b>Johnes Room</b>	<b>Bootstrapping Techniques for Generating Revenue</b>  Sylvia Allen Founder & Principal <i>Allen Consulting</i>  <b>Symmes Room</b>	<b>Firing Lousy Board Members</b>  Simone Joyaux, ACFRE <i>Joyaux Associates</i>  <b>Ballroom D</b>	<b>Five (or Ten!) Principles for Planned Giving Success</b>  Phyllis Freedman Founder <i>Smart-Giving</i>  <b>Cobb</b>	<b>Branding: A Non-Profit Case Study</b>  David Kessler Founder, <i>Starfish</i>  Todd Polyniak Partner <i>Sax, Macy, Fromm</i>  <b>Vail</b>	<b>Impact of Health Care Reform on Philanthropy</b>  William C. McGinly, Ph.D. CAE President <i>Association for Healthcare Philanthropy (AHP) International</i>  <b>Condit</b>	<b>Telling Your Not-for-Profit Story: Selling the Sizzle, Not the Steak</b>  Kathy Swayze President & Creative Director <i>Impact Communications</i>  <b>Baldwin</b>

**NETWORKING WITH RESOURCE PARTNERS**

**12:00 – 1:45 LUNCH and CONFERENCE KEYNOTE ADDRESS: New World, New Rules: Surviving, Leading and Thriving in our New World, by Carlos Dominguez, VP, CISCO Systems**

Breakout Sessions 2:00 – 3:00	<b>Social Media for Non-Profit CEO's</b>  Sarah Durham Principal & Founder <i>Big Duck NYC</i>  <b>Johnes Room</b>	<b>Overcoming Objections</b>  Missy Ryan, CFRE Senior Director of Development College of Business and Behavioral Science <i>Clemson University</i>  <b>Symmes Room</b>	<b>Developing Your Personal &amp; Professional Brand</b>  Nancy Racette President <i>Development Resources</i>  <b>Baldwin</b>	<b>The Transforming Power of Major Gifts</b>  T. Christian Rollins, MBA, CFRE Executive Director <i>Southern Ocean County Medical Center Foundation</i>  <b>Cobb</b>	<b>The Psychology of Philanthropy</b>  Marian Z. Stern President <i>Projects in Philanthropy</i>  <b>Vail</b>	<b>Involving Physicians and Nurses in Grateful Patient Programs</b>  Joseph Stampe Vice-President of Development <i>Princeton Healthcare System Foundation</i>  <b>Condit</b>	<b>Marketing Bequests: The Delicate Art of Asking For That Final Gift</b>  Tom Ahern Ahern <i>Communications, Ink.</i>  <b>Ballroom A</b>
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**AFTERNOON REFRESHMENT BREAK**

Plenary Speaker 3:15 – 4:15	<b>How to Involve the Leadership and Volunteers with the ASK</b> Laura Fredricks, JD, Laura Fredricks LLC <b>Ballroom D</b>
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Mark your calendars and plan on joining us for the 2012 AFP-New Jersey Conference on Philanthropy, tentatively scheduled for Thursday, November 1, 2012