



**May 16, 2018**  
**DeSales University**  
**Institute.AFPEasternPA.org**



Conference Schedule at a Glance			
7:30 – 8:00	Registration and Continental Breakfast with Exhibitors		
8:00 – 8:15	Welcome and Sponsor Recognition		
<b>Opening Keynote</b> 8:15 – 9:15	<b>Amplifying Your Impact</b> Anne Ferola, Director of Education & Strategic Partnerships Center for High Impact Philanthropy, University of Pennsylvania		
9:15 – 9:30	Coffee with Exhibitors		
	<b>Essentials</b>	<b>Relationships</b>	<b>Insights</b>
<b>Session One</b> 9:30 – 10:30	Crafting Your Organization's Online Identity I Samantha Haentjens, Platformers Pete McConnell, Phoebe Ministries Rebecca Horst, CFRE, Phoebe Ministries	Why Change is So Hard in Non-Profit Organizations F Theresa Hummel-Krallinger High Five Performance, Inc.	Financial Stewardship in an Era of Increased Accountability I, A Eric Abel, US Trust Stephen Lanzo, US Trust
10:30 – 10:45	Coffee with Exhibitors		
<b>Session Two</b> 10:45 – 11:45	Science of Effective Solicitations F, I Arianne Andrusco Pace University	Awakening the Authentic Ask I Jennifer Harris JH Collective	Dealing Effectively with Complex & Problematic Donations A Meredith Sossman PlannedGiving.com Stuart Sullivan, Graham-Pelton
11:45 – 12:45	Networking Lunch with Exhibitors		
<b>Afternoon Keynote</b> 12:45-1:45	<b>The Need for Necessary Trouble: Philanthropy and Nonprofits in 2018 and Beyond</b> Douglas Bauer, Executive Director Clark Foundation, Scriven Foundation, Fernleigh Foundation		
1:45 – 2:00	Dessert with Exhibitors		
<b>Session Three</b> 2:00-3:00	Keys to Success in Asking & Closing Major Gifts F Gary Livent Fundraising Consultant Jeff Bastable ReLe, Inc.	Your Donors' Lives Your Donors' Legacies I, A Sophie Penney Penn State University i5 Fundraising	Government Funding for Capital Projects A Kevin Edwards & Paul Strunk Edwards+Strunk, Inc. Cathy Wechsler & Michelle McGloin Lackawanna College
3:00 – 3:15	Break		
<b>Session Four</b> 3:15 – 4:15	Adapting Tried & True Strategies to your Capital Campaign Plan I Marcella Moyer Schick, ACFRE, CAP MMS Advancement Associates Susan Nenstiel Lower Macungie Library	Fundraising is Everybody's Business G Stephanie Cory, CFRE, CAP Kendal-Crosslands Communities	Charitable Giving Under the New Tax Law I, A Mike Valoris PG Calc

6 credit hours  
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KEY: G General Interest  
F Fundamental  
I Intermediate  
A Advanced