

# Fundraising - Refocused

Texas Association of Community College Foundations

**2017 Annual Conference**

**February 15 - 17, 2017**

**Renaissance Austin Hotel - Arboretum**

Wednesday: February 15, 2017	
1:30 p.m. – 2:00 p.m.	Check-In
2:00 p.m. – 5:00 p.m.	<b>NEW Preconference:</b> <i>Build a Major Gift Portfolio &amp; Nail the Ask</i> Rachel Muir, Executive Fundraising Expert & Trainer <a href="#">Sponsored by Texas Pioneer Foundation</a>
5:00 p.m. – 6:00 p.m.	Welcome Reception at the Treehouse Kitchen <a href="#">Sponsored by PFM Asset Management</a>
6:30 p.m. – 8:30 p.m.	For those interested, casual dinner with TACCF members at North by Northwest Restaurant & Brewery close to the hotel. (Dutch Treat) Meet in hotel lobby at 6:15 p.m.
Thursday: February 16, 2017	
7:30 a.m. – 8:30 a.m.	Check-In & Buffet Breakfast <a href="#">Sponsored by Academic Works</a>
8:30 a.m. – 8:45 a.m.	Welcome – Michelle Alexander, TACCF President
8:45 a.m. – 9:00 a.m.	Networking – Jennifer Graham, Ph.D.
9:00 a.m. – 10:00 a.m.	<i>Refocus: How to Conduct an Advancement Audit and Create a 1 Year Plan</i> Kristen Bennett, Ph.D., Vice President/Executive Director Trinity Valley Community College
10:00 a.m. – 10:15 a.m.	Break
10:15 a.m. – 11:15 a.m.	<i>The Message is YOU!</i> Jim Comer, Executive Speech Coach Comer Communications
11:15 a.m. – 12:15 p.m.	<i>Donor Stewardship</i> Shelby Gould, Director Advancement Services & COO Tyler Junior College
12:15 p.m. – 1:15 p.m.	Lunch <a href="#">Sponsored by Dini Spheris</a>
1:15 p.m. – 1:45 p.m.	TACCF Annual Meeting
1:45 p.m. – 2:45 p.m.	<i>Best Practices Before You Launch Your Next Campaign</i> Khalid Yasin, CHP & Timothy Nelson, MBA PFM Asset Management & Medal of Honor Museum Foundation
2:45 p.m. – 3:00 p.m.	Dessert Break <a href="#">Sponsored by Talisma</a>

3:00 p.m. – 4:00 p.m.	<i>Motivations of High-Net Worth Donors: Your Path to Securing Big Gifts</i> Thomas W. Cullinan, J.D., FCEP, Senior Vice President & Regional Manager Thompson & Associates
4:00 p.m. – 5:00 p.m.	Rotating Roundtable Discussions
5:00 p.m. – 6:00 p.m.	Happy Hour Reception at the Treehouse Kitchen <a href="#">Sponsored by Blackbaud</a>
6:30 p.m. – 8:30 p.m.	Dinner at the Treehouse Kitchen *Included in conference registration
<b>Friday: February 17, 2017</b>	
7:30 a.m. – 8:30 a.m.	Buffet Breakfast *Optional Round Table Discussions
9:00 a.m. – 10:00 a.m.	<i>Ten Critical Factors in Fundraising</i> J. Terry Johnson, J.D. Former OCC President, Accomplished Fundraiser & Author <a href="#">Sponsored by Texas Pioneer Foundation</a>
10:00 a.m. – 10:15 a.m.	Break
10:15 a.m. – 10:45 a.m.	Share Session
10:45 a.m. – 11:45 a.m.	<i>Making the Annual Campaign More Than a Christmas Card</i> Jennifer Graham, Ph.D., Executive Director Temple College Foundation
11:45 a.m. – Noon	Closing Remarks

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