



## Big Ten Development Conference Agenda

### Monday, July 21, 2008

- 6:45 AM – 1:00 PM     **Golf**  
Stone Creek Golf Club, Urbana  
6:45 Van will pick up golfers at Illini Union and Hampton Inn  
7:30 Tee off  
Continental breakfast and box lunch are included.  
For more information, please visit [www.stonecreekgolfclub.com](http://www.stonecreekgolfclub.com).
- 7:00 AM – 5:30 PM     **Registration and Hospitality Suite**  
Illini Union Pine Lounge, 1401 West Green Street, Urbana
- 7:30 AM – 1:00 PM     **Bus Trip to Abraham Lincoln Presidential Museum, Springfield**  
Departing from Illini Union and Hampton Inn.  
Box lunch is included.  
For more information, please visit [www.alplm.org/home.html](http://www.alplm.org/home.html).
- 12:00 PM                **Box Lunch Pickup**  
Illini Union Pine Lounge, 1401 West Green Street, Urbana
- 1:30 PM                 **General Session**  
Beckman Institute for Advanced Science and Technology Auditorium  
405 North Mathews Avenue, Urbana  
  
“The Lincoln Legacy”—Orville Vernon Burton, University of Illinois distinguished teacher and scholar and renowned author of more than a hundred articles and numerous books. Professor Burton’s most recent publication *The Age of Lincoln* received the *Chicago Tribune’s* Heartland Literary Award for Nonfiction.  
  
“The Modern Research University”—Richard Herman, Chancellor, University of Illinois
- 3:00 PM                 **Break**  
Walk or ride bus back to Illini Union for Breakout Sessions.
- Breakout Sessions #1**
- 3:30 PM                 **Associate VPs (closed session)**  
Illini Union, 1401 West Green Street, Urbana  
  
**Chief Development Officers**  
Illini Union, 1401 West Green Street, Urbana  
“Walking the Tightrope”—Join chief development officers in a group discussion on how to juggle mounting administrative duties with the pressure to raise money.

**Monday, July 21, 2008 (continued)**

***Breakout Sessions #1 (continued)***

**Planned Giving**

Illini Union, 1401 West Green Street, Urbana

**Presidents/CEOs (closed session)**

Harker Hall Executive Conference Room, Third Floor  
1305 West Green Street, Urbana

**Prospect Research**

Illini Union, 1401 West Green Street, Urbana

**Stewardship**

Illini Union, 1401 West Green Street, Urbana  
“All Advancement Roles Deal with Stewardship”

4:30 PM – 5:30 PM

**Break – Hospitality Suite and Bar**

Illini Union Pine Lounge, 1401 West Green Street, Urbana

5:45 PM

**Buses to President’s House**

Departing from conference hotels.  
*Campus tour included.*

6:30 PM

**President’s Reception**

Home of President and Mrs. B. Joseph White  
711 West Florida Avenue, Urbana

7:30 PM

**Buses to Alice Campbell Alumni Center**

Departing from President’s House.

7:45 PM

**Dinner**

Alice Campbell Alumni Center, 601 South Lincoln Avenue, Urbana

9:45 PM - 11:00 PM

**Buses to Conference Hotels**

Departing from Alice Campbell Alumni Center.

**Tuesday, July 22, 2008**

7:30 AM – 5:30 PM

**Registration and Hospitality Suite**

Illini Union Pine Lounge, 1401 West Green Street, Urbana

8:00 AM

**General Session and Breakfast**

Illini Union Ballroom, 1401 West Green Street, Urbana

8:00 Breakfast

9:00 “Donor-Centered Fundraising”—Penelope Burk, President, Cygnus Applied Research, will present her research and breakthrough concept in communication that improves donor retention while setting a new standard for fundraising success. Supported by eight years of research with thousands of donors from across North America, this session provides valuable information on why donors stop giving or give less than they could, and how retention and average gift value can be dramatically improved.

***Breakout Sessions #2***

10:45 AM

**Annual Giving Part I**

Illini Union, 1401 West Green Street, Urbana

**Tuesday, July 22, 2008 (continued)**

***Breakout Sessions #2 (continued)***

**Associate VPs (closed session)**

Illini Union, 1401 West Green Street, Urbana

**Major Gifts – Case Studies**

Illini Union, 1401 West Green Street, Urbana

**Presidents/CEOs (closed session)**

Harker Hall Executive Conference Room, Third Floor  
1305 West Green Street, Urbana

**Special Events Roundtable (closed session)**

Illini Union, 1401 West Green Street, Urbana

**Undergraduate Scholarship Panel Presentation**

Illini Union, 1401 West Green Street, Urbana

12:00 PM

**Break**

Walk or ride bus to Beckman Atrium for lunch.

12:15 PM

**Lunch**

Beckman Atrium

1:30 PM

**General Session**

Beckman Auditorium, 405 North Mathews Avenue, Urbana  
“Panel of Big Ten CEOs and Presidents—a lively discussion on current issues in institutional advancement.”

2:45 PM – 3:00 PM

**Break**

Walk or ride bus to Illini Union.

***Breakout Sessions #3***

3:00 PM

**A Discussion on Fundraising for Interdisciplinary Initiatives**

Illini Union, 1401 West Green Street, Urbana

**Annual Giving Part II**

Illini Union, 1401 West Green Street, Urbana

**On-Line Marketing/Professional and Social Networking**

Illini Union, 1401 West Green Street, Urbana

**Presidents/CEOs (closed session)**

Harker Hall Executive Conference Room, Third Floor  
1305 West Green Street, Urbana

**Staff Recruitment, Retention and Career Development**

Illini Union, 1401 West Green Street, Urbana

4:30 PM – 5:30 PM

**Break and Hospitality Bar**

Illini Union Pine Lounge, 1401 West Green Street, Urbana

6:00 PM

**Buses to Krannert Center for the Performing Arts**

Departing from conference hotels

**Tuesday, July 22, 2008 (continued)**

- 6:30 PM                   **Cocktail Reception/Dinner**  
6:30 Reception—Krannert Center Lobby, 500 South Goodwin, Urbana  
7:30 Dinner—Krannert Center Great Hall Stage
- 9:00 PM                   **Buses to Conference Hotels and Downtown Champaign Bars**  
Departing from Krannert Center.
- 10:00 PM – Midnight   **Buses Shuttle Between Downtown Champaign and Conference Hotels**

**Wednesday, July 23, 2008**

- 8:00 AM                   **General Session and Breakfast**  
Illini Union Ballroom, 1401 West Green Street, Urbana  
8:00 Breakfast  
9:00 Closing Session  
“How the Discoveries and Accomplishments of Big Ten Universities  
Affect our Daily Lives”—Chester S. Gardner, Special Assistant to the  
President for the Global Campus, University of Illinois.
- 10:00 AM                   **Conference Concludes**