



Association of American Law Schools

2008 Annual Meeting

**AALS Section on  
Institutional Advancement**

January 2-4, 2008

Sheraton New York Hotel

New York, New York

# AALS Section on Institutional Advancement 2008 AALS Annual Meeting

The advancement areas/tracks appear after the topic in parenthesis for example: Annual Fund (Development).

The Section's program sessions & luncheons will take place at  
Sheraton New York Hotel  
811 7th Avenue at 53rd Street  
New York, New York

## ***Wednesday, January 2, 2008***

6:00 – 9:00 p.m.

### **AALS Registration**

Americas Hall II, 3rd floor, Hilton New York

## ***Thursday, January 3, 2008***

7:00 a.m. – 8:00 p.m.

### **AALS Registration**

Americas Hall II, 3rd floor, Hilton New York

8:00 a.m.

Coffee, Tea, Breakfast Pastries

Foyer of Empire Ballroom, 2nd floor, Sheraton New York Hotel

9:00 – 9:15 a.m.

### **Welcome**

Empire Ballroom East, 2nd floor, Sheraton New York Hotel

D. Malcolm McNair, Jr., University of Arkansas, School of Law and Chair, AALS Section on Institutional Advancement

9:15 – 10:30 a.m.

### **The Art and Science of Law School Philanthropy, Breaking Myths and Developing Truth with Fresh Research, Part I (All Tracks)**

Empire Ballroom East, 2nd floor, Sheraton New York Hotel

Moderator: David C. Condliffe, Brooklyn Law School

Speaker: Joe K. Golding, Chairman and Chief Executive Officer, Advancement Resources, Cedar Rapids, Iowa

Mr. Golding's presentation targets both law school advancement professionals and deans. The presentation incorporates fresh Advancement Resources research. His research-based methodology provides an objective message based on quantitative approaches and hundreds of structured, in-depth qualitative interviews with benefactors and top organizational representatives.

10:30 – 10:45 a.m.

Refreshment Break

Foyer of Empire Ballroom, 2nd floor, Sheraton New York Hotel

10:45 – 12:00 noon

**The Art and Science of Law School Philanthropy, Breaking Myths and Developing Truth with Fresh Research, Part II (All Tracks)**

Empire Ballroom East, 2nd floor, Sheraton New York Hotel

Moderator: David C. Condliffe, Brooklyn Law School

Speaker: Joe K. Golding, Chairman and Chief Executive Officer, Advancement Resources, Cedar Rapids, Iowa

12:00 noon – 1:30 p.m.

**AALS Section on Institutional Advancement Luncheon: 21st Century Issues Facing Higher Education and the Importance of the Advancement Professional**

Metropolitan East, 2nd floor, Sheraton New York Hotel

Speaker: G. David Gearhart, Vice Chancellor for University Advancement, University of Arkansas, Fayetteville, Arkansas

(Tickets will not be for sale at the luncheon. Tickets were sold in advance of the meeting. Tickets may be purchased at AALS On-Site Registration until 9:00 p.m. Wed, January 2nd)

1:30 – 2:45 p.m.

**Concurrent Sessions**

**Career Counseling with Alumni: An Integrated Strategy for Recruitment, Retention and Fundraising (Alumni Relations)**

Empire Ballroom East, 2nd floor, Sheraton New York Hotel

Moderator: Rod Schultz, University of Iowa College of Law

Speaker: Steve Langerud, University of Iowa College of Law

**Major Gifts 201 (Development)**

Empire Ballroom West, 2nd floor, Sheraton New York Hotel

Moderator: D. Malcolm McNair, Jr., University of Arkansas, School of Law

Speaker: G. David Gearhart, Vice Chancellor for University Advancement, University of Arkansas, Fayetteville, Arkansas

**A Glance at the Law Schools from the Foundation Perspective: Opportunities and Pitfalls (Development)**

Metropolitan West, 2nd floor, Sheraton New York Hotel

Moderator: David C. Condliffe, Brooklyn Law School

Speaker: Lance E. Lindblom, President and Chief Executive Officer, The Nathan Cummings Foundation, New York, New York

2:45 – 3:00 p.m.

Refreshment Break

Foyer of Empire Ballroom, 2nd floor, Sheraton New York Hotel

3:00 – 4:30 p.m.

**Concurrent Sessions**

**Advancing In Advancement: Thoughts on Building a Successful Career in Advancement (All Tracks)**

Empire Ballroom East, 2nd floor, Sheraton New York Hotel

Moderator: Mary Matheron, Georgetown University Law Center

Speakers: Lois L. Lindauer, Director, Lois L. Lindauer Searches, Boston, Massachusetts

Karen Rasch, Senior Recruiter, Office of Advancement, Georgetown University, Washington, D.C.

**Quantifiable Results, Good Data, and Best Practices in the World of Alumni Relations (Alumni Relations/Communication)**

Empire Ballroom West, 2nd floor, Sheraton New York Hotel

Moderator: Marianne Lord, Boston College Law School

Speaker: Eustace Theodore, Principal, eAdvancement, Washington, DC

4:30 – 6:30 p.m.

**Reception**

Lenox Ballroom, 2nd floor, Sheraton New York Hotel

# **Friday, January 4, 2008**

7:00 a.m.-7:00 p.m.

## **AALS Registration**

Americas Hall II, 3rd floor, Hilton New York

8:00 a.m.

Coffee, Tea, Breakfast Pastries

Foyer of Empire Ballroom, 2nd floor, Sheraton New York Hotel

8:00 – 9:00 a.m.

## **Roundtable Discussions**

Metropolitan East, 2nd floor, Sheraton New York Hotel

9:15 – 10:30 a.m.

## **Concurrent Sessions**

### **Alumni Relations: What They Do, How They Do It & Well Developed Programs – What's Next (Alumni Relations)**

Empire Ballroom East, 2nd floor, Sheraton New York Hotel

Moderator: Linda Harvey, Brooklyn Law School

Speakers: Elizabeth Outland Branner, Washington and Lee University School of Law

Linda Harvey, Brooklyn Law School

Gina Rieger, University of California, Berkeley School of Law

### **Squares, Hippies and Slackers Become Philanthropists: Intergenerational Strategies for Fundraisers (Communications)**

Empire Ballroom West, 2nd floor, Sheraton New York Hotel

Moderator: Rod Schultz, University of Iowa College of Law

Speaker: Steve Langerud, University of Iowa College of Law

10:30 – 10:45 a.m.

Refreshment Break

Foyer of Empire Ballroom, 2nd floor, Sheraton New York

10:45 – 12:00 noon

## **Concurrent Sessions**

### **Planned Giving – Nuts and Bolts (Development)**

Empire Ballroom East, 2nd floor, Sheraton New York Hotel

Moderator: Mary Matheron, Georgetown University Law Center

Speaker: Mary Todd Hardeman, Senior Director, Gift Planning, Georgetown University, Washington, D.C.

### **Connecting Athletics and Academics: Cultivating Academic Support from Athletic Donors (Development/Communications)**

Empire Ballroom West, 2nd floor, Sheraton New York Hotel

Moderator: Matt Roberts, University of Oregon School of Law

Speaker: Jeffrey Stinson Ph.D., Assistant Professor of Marketing, North Dakota State University College of Business, Fargo, North Dakota

### **Reunions – Programs and Strategies, What Works/What Doesn't, Five Things You Want From Them (Alumni Relations)**

Metropolitan West, 2nd floor, Sheraton New York Hotel

Moderator: Timothy L. Walsh, University of Mississippi School of Law

Speakers: Erik N. Fulwider, University of Maryland School of Law

Janie Ausburn Harmon, University of Missouri-Columbia School of Law

Teresa M. Stafford, University of Arkansas, School of Law

12:00 noon – 1:30 p.m.

**AALS Section on Institutional Advancement Luncheon: Secrets from Central**

Metropolitan East, 2nd floor, Sheraton New York Hotel

Scott G. Nichols, Vice President for Development & Alumni Relations, Boston University, Boston, Massachusetts

Business Meeting at Luncheon Conclusion

(Tickets will not be for sale at the luncheon. Tickets were sold in advance of the meeting. Tickets may be purchased at AALS On-Site Registration until 9:00 p.m. Wed, January 2nd)

1:30 – 2:45 p.m.

**Concurrent Sessions**

**Innovative Ideas for Technology Use in Advancement (Communications)**

Empire Ballroom East, Sheraton New York Hotel

Moderator: Matt Roberts, University of Oregon School of Law

Speaker: Thomas A. DeBacco, President and Chief Executive Officer, iModules Software, Overland Park, Kansas

**Faculty Involvement in the Development, Alumni Relations and Communications Process (All Tracks)**

Empire Ballroom West, Sheraton New York Hotel

Moderator: Vicki Fleischer, Seaton Hall University School of Law

Speakers: Adell Louise Amos, University of Oregon School of Law

Robert C. Illig, University of Oregon School of Law

Nancy A. Stanley, University of Arizona School of Law

Julia Erwin-Weiner, Stanford Law School

2:45 – 3:00 p.m.

Refreshment Break

Foyer of Empire Ballroom, 2nd floor, Sheraton New York Hotel

3:00 – 4:30 p.m.

**University Advancement, It's Not Just Development Anymore. The Need for an Integrated and Institutional Approach to Fundraising (All Tracks)**

Metropolitan West, 2nd floor, Sheraton New York Hotel

Moderator: Jane E. Whitfield, University of California, Berkeley School of Law

Speakers: Mark LaFontaine, Yale Law School

M. Elizabeth Leverage, University of Virginia School of Law

Jane E. Whitfield, University of California, Berkeley School of Law