























2025 PROSPECT DEVELOPMENT						
	BLUE = GENERAL SESSION (See below for breakout key)	GREEN = EXHIBIT/SPONSOR	YELLOW = NETWORKING	ORANGE = ADD-ON PROGRAMMING	GRAY = REGISTRATION	
ALL TIMES IN ET Monday, August 18, 2025						
3:00 PM - 5:00 PM	Registration Desk Open Key Ballroom Foyer					
ALL TIMES IN ET DAY 1 - Tuesday, August 19, 2025						
7:30 AM - 6:00 PM	Registration Desk Open Key Ballroom Foyer					
8:00 AM - 8:30 AM	Breakfast for Apra Fundamentals and Data Science Now Key Ballroom Foyer & Third Floor South Foyer					
8:30 AM - 4:00 PM	Data Science Now Key Ballroom 9-10 & Key Ballroom 11-12					
8:30 AM - 4:00 PM	Apra Fundamentals: Relationship Management Tubman AB					
8:30 AM - 4:00 PM	Apra Fundamentals: Prospect Research Paca					
11:45 AM - 1:00 PM	Lunch Break for Data Science Now (attendees on own)					
12:00 PM - 1:00 PM	Lunch Break for Apra Fundamentals (attendees on own)					
12:30 PM - 4:30 PM	Executive Leadership Cohort Peale ABC					
12:30 PM - 4:30 PM	Emerging Leaders Cohort Johnson AB					
4:30 PM - 6:30 PM	Welcome Reception in the Exhibit Hall Holiday Ballroom					






ALL TIMES IN ET		DAY 2 - Wednesday, August 20, 2025				
7:30 AM - 3:30 PM	Registration Desk Open Key Ballroom Foyer					
8:00 AM - 8:45 AM	Breakfast in Exhibit Hall Holiday Ballroom					
8:45 AM - 10:00 AM	Key Ballroom 6-8 📺					
	Keynote Presentation: The Recovery Blueprint: Implementing Resets, Personal Data, and Self-Connection to Sustain Success Leah Marone, Corporate Mental Wellness Consultant					
10:00 AM - 10:30 AM	Beverage Break in Exhibit Hall Holiday Ballroom					
10:05 PM - 10:25 PM	Sponsor Innovation Session Apra Theater - Holiday Ballroom					
10:30 AM - 11:30 AM	Key Ballroom 9-10 *60-minutes 📺	Key Ballroom 11-12 *60-minutes 📺	Peale ABC *60-minutes	Johnson AB *60-minutes 📺	Paca *60-minutes 📺	Tubman AB *60-minutes
	Doing More With Less: Taking Care of Your Team During Turnover Presenter: Jennifer Russell, The Ohio State University Level I	From Overlooked to Engaged: Capturing Hidden, Forgotten, and Untapped Prospects with a Referral Tracking System That Drives Fundraising Success Transforming Prospect Discovery and Qualification Through Data and Accountability Presenters: Prisca Zaccaria, University of South Carolina; John Trussell, University of South Carolina Level I; Level II	Small Shop, Big Help: Let Generative AI Lighten Your Load Presenter: Bethany Morley, West Chester University Foundation Level I	A Diversity, Equity, and Inclusion Initiative: A Journey to both diversifying pipelines and portfolios and communicating findings to external stakeholders Presenter: Anaya Carter-Duckett, Villanova University Level I	Optimizing Travel Regions: Data-Driven Strategies Amid a Restructure and Database Conversion Presenters: Jenna Majzoub, Washington University Business Intelligence; Emily Martin, Washington University Business Intelligence Level II	Dashboard Design for User Experience Presenter: Megan Van Dorn, Rutgers University Foundation Level II
11:30 AM - 12:45 PM	Lunch in Exhibit Hall Holiday Ballroom					
12:45 AM - 1:30 PM	Networking Roundtables Key Ballroom 6-8					
12:45 PM - 1:05 PM	Sponsor Innovation Session Apra Theater - Holiday Ballroom					
1:10 PM - 1:30 PM	Sponsor Innovation Session Apra Theater - Holiday Ballroom					

1:30 PM - 1:45 PM	Transition Break					
1:45 PM - 2:30 PM	Key Ballroom 6-8 					
	General Session - Partner Industry Session					
2:30 PM - 2:45 PM	Transition Break					
2:45 PM - 4:00 PM	Key Ballroom 9-10 *75-minutes 	Key Ballroom 11-12 *75-minutes 	Peale ABC *75-minutes	Johnson AB *75-minutes 	Paca *75-minutes 	Tubman AB *75-minutes
	Making the Case for More Staff: A Comprehensive Guide to Demonstrating the Need for Additional Staff to Enhance Productivity, Efficiency, and Employee Well-being Presenter: Kayla Ly, University of South Carolina Level II	PROST! PRoactive, STRategic Research - a \$1 Billion Tool for Cultural Transformation Presenter: Edward Wynne, National Geographic Society Level I	Beat the Burnout: A Case Study in Overcoming Workload Challenges Presenters: Doug Huffman, Innovative Insights; Abby Palsic, Innovative Insights; Annie Baccary, AccuData Integrated Marketing Level I; Level II	What Makes a Good Fundraiser: Is the Devil in the Details? Presenters: Kari Stokosa, Wisconsin Foundation & Alumni Association; Rachel Brandell-Mayers, Virginia Commonwealth University; Heather McPhail, University of Michigan Level I; Level II	Breaking it Down - A Different Way to Approach Portfolio Pipelines and Movement Presenter: Bethany Morley, West Chester University Foundation Level I; Level II	Using Python to Create Propensity Scores Presenter: Luke Liu, Santa Clara University Level II
4:00 PM - 4:30 PM	Beverage Break in Exhibit Hall Holiday Ballroom					
4:05 PM - 4:25 PM	Sponsor Innovation Session Apra Theater - Holiday Ballroom					
4:30 PM - 5:30 PM	Key Ballrom 9-10 *60-minutes 	Key Ballroom 11-12 *60-minutes 	Peale ABC *60-minutes	Johnson AB *60-minutes 	Paca *60-minutes 	Tubman AB *60-minutes
	The Journey Unfolds: Choosing a Career Path in Prospect Development Presenter: Kelyn Klein, International Fund for Animal Welfare Level I; Level II	Building the Foundations of a Prospect Development Program in a Solo Shop Presenter: John Whitney, TMS Global Level I; Level II	The Only Thing Harder than Herding Cats- Training Them! (Addressing the Challenges of Internal Trainings) Presenter: Heather Lannon, Harold Grinspoon Foundation Level I	Don't Assume! Presenters: Amy Modin, Air Force Academy Foundation; Emily Tedeschi, CommonSpirit Health Level I; Level II		Data Management for Reporting Presenters: Jessica Roberts, CCS Fundraising; Tory Pedonti, Tufts University Level I

ALL TIMES IN ET		DAY 3 - Thursday, August 21, 2025				
7:15 AM - 8:00 AM	Apra Walks Location TBD					
7:30 AM - 1:00 PM	Registration Desk Open Key Ballroom Foyer					
8:00 AM - 9:00 AM	Breakfast in Exhibit Hall Holiday Ballroom					
8:30 AM - 8:45 AM	Passport to Prizes Drawing in Exhibit Hall Holiday Ballroom					
9:00 AM - 10:30 AM	Key Ballroom 6-8 					
	Apra Talks: Sailing Through the Storm: Navigating and Growing From a Challenging Work Environment Moderator: Anne Brownlee, Teach for America Jon Garrow, Willamette University Cindy Urick, Memorial Sloan Kettering Cancer Center Stephanie Willis, Creative Fundraising Advisors					
10:30 AM - 10:45 AM	Beverage Break Holiday Ballroom					
10:45 AM - 11:45 AM	Key Ballroom 9-10 *60-minutes 	Key Ballroom 11-12 *60-minutes 	Peale ABC *60-minutes	Johnson AB *60-minutes 	Paca *60-minutes 	Tubman AB *60-minutes
	Beyond Buy-In: Driving Lasting Change in Prospect Development & Data Management Presenters: Allison Willner, CCS Fundraising; Peggy DeAngelo, Cato Institute Level I; Level II	Connection Capital: Activating Ultra High Net Worth Prospects in a New Market Presenters: Dehnel Petre, The Nature Conservancy; Alexis Clausen, The Nature Conservancy Level II	A Roadmap to Building AI Literacy and Adoption in 5 Steps Presenter: Debbie Ferguson, Advancement Operations Strategies LLC Level II	Designing an Excel-lent Prospect Management Revamp Presenters: Emily Kahn, Yale University; Mikhaila Eller, Yale University Level I; Level II		R You Ready? Automate, Analyze, and Accelerate with R Presenter: Ashutosh Nandeshwar, CCS Fundraising Level I; Level II
11:45 AM - 1:15 PM	Lunch Break (attendees on own)					

1:15 PM - 2:15 PM	Key Ballroom 9-10 *60-minutes 	Key Ballroom 11-12 *60-minutes 	Peale ABC *60-minutes	Johnson AB *60-minutes 	Paca *60-minutes 	Tubman AB *60-minutes
	From Excel to Python - A Journey in Name Matching Techniques Presenter: Jack Pitfield, Alumni Relations and Development, University of Chicago Level I	Partners That Align: Due Diligence Strategies for Corporate and Foundation Relations Presenter: Kevin Vaughn, University of Notre Dame Level I	Yes, You ARE A Leader! Tips for Leadership Success Presenter: Theresa Clark, Florida State University Level II	Ask the Ethicist: When Donor Behavior is an Organizational Risk; How to Protect Your Organization and Your Staff Presenters: Stephanie Huggins, The END Fund; Kate McConnell, City of Hope Level I	Consultant Mastery: Hire Smart, Utilize Wisely Presenters: Kelley McGeehan, McGeehan Research; Julie Davis, Dayton Children's Hospital Level I	From Python to Portfolio: Reporting Solutions for Everyday Problems in Prospect Development Presenters: Teo Icliyurek, The University of Chicago; Jacob Leslie, Alumni Relations and Development, University of Chicago Level I
2:15 PM - 2:30 PM	Beverage Break Key Ballroom Foyer					
2:30 PM - 3:45 PM	Key Ballroom 9-10 *75-minutes 	Key Ballroom 11-12 *75-minutes 	Peale ABC *75-minutes	Johnson AB *75-minutes 	Paca *75-minutes 	Tubman AB *75-minutes
	From Volunteer to Leader: Unlocking Career Paths Through Service Presenters: Lindsey Nadeau, UNICEF USA; Catherine Flaatten, BWF; Prisca Zaccaria, University of South Carolina; Shalonda Martin, Pomona College Level I	Getting Started with R for Data Science: A Non-Expert's Guide Presenter: Jon Garrow, Willamette University Level I	Building Trust, Boundaries, and Effective Relationships Between Fundraisers & Prospect Development Professionals Presenters: Jacob Reed, American Cancer Society; Darcie Haigwood, American Cancer Society Level I	Decoding the SEC's Alphabet Soup for Dollars Presenters: Robin Dunham, Kaleidoscope; Elise Lynch, Kaleidoscope Level I	Can ChatGPT Write My Profile? Presenter: Geoff Little, Vanderbilt University Level I	Framing for the Frontline: Leveraging UX Principles in Prospect Management Presenter: Ellen Mahoney, New York - Presbyterian Level I
3:45 PM - 4:00 PM	Transition Break					
4:00 PM - 5:00 PM	Key Ballroom 9-10 *60-minutes 	Key Ballroom 11-12 *60-minutes 	Peale ABC *60-minutes	Johnson AB *60-minutes 	Paca *60-minutes 	Tubman AB *60-minutes
	From Solo to Duo: Designing and Scaling an Effective Prospect Management System for a Growing Team Presenter: Don Irwin, Lutheran Social Service of Minnesota Level I; Level II	Hidden Figures: Identifying High Net Worth Prospects of Color Through Non-Bias Screening Techniques Presenters: Mandy Heath, Gobel Group; Maia McGill, Inclusive Philanthropy Institute Level I; Level II	Researching UK Based Donors and Prospects Presenter: Kerry Rock, Prospecting for Gold Level I	Enhancing Fundraising Efficiency through Tiered Services Presenters: Alda Bolsteins, Indiana University Foundation; Tania Osborn, Indiana University Foundation Level II	From 0 to 100: A Newbie's Journey in Power BI Presenter: Janelle Wilson, Colonial Williamsburg Foundation Level I	AI in Action: Democratizing Predictive Analytics for Everyday Prospect Research Presenters: David Schroeder, United Way of Central Indiana; Gan Chen, United Way of Central Indiana; Cathy Spieth, United Way of Central Indiana Level I

ALL TIMES IN ET			DAY 4 - Friday, August 22, 2025			
7:15 AM - 8:00 AM	Apra Breathes Location TBD					
8:00 AM - 8:30 AM	Breakfast Key Ballroom Foyer					
8:30 AM - 9:30 AM	Key Ballroom 9-10 *60-minutes 	Key Ballroom 11-12 *60-minutes 	Peale ABC *60-minutes	Johnson AB *60-minutes 	Paca *60-minutes 	Tubman AB *60-minutes
	Championing Collective Success: Leadership Through Managing Up, Down, and Across Presenter: Amy Carrier, Advancement Resources Level I; Level II	Apra Debates: 2025 Edition Presenters: Stephanie Willis, Creative Fundraising Advisors; Brittani Williams, Houston Zoo; Jen Nettles, OhioHealth Foundation; Jon Garrow, Willamette University; Rachel Hammond, Moody Bible Institute; Jill Meister, Yale University; Rebecca Fullmer, University of Central Florida Foundation Level I; Level II	Streamlining Success: The Power of In-House Prospect Data Analytics Presenters: Katie Walker, University of Florida; Peter Davis, UF Advancement Level II	From Chaos to Clarity: Change Management Strategies for Prospect Development Teams Presenter: Liz Mills, Roanoke College Level II	Reeling in Results: Turning Portfolio Reviews into Fundraising Strategy Presenter: Krystal Wilson, Appalachian State University Level I; Level II	Mastering Engagement: Wichita State's CASE Standardization Success Story Presenters: Scotland Lamb, Wichita State University; Shannon Koehn, Wichita State University Foundation Level I; Level II
9:30 AM - 9:45 AM	Beverage Break Key Ballroom Foyer					
9:45 AM - 10:45 AM	Key Ballroom 9-10 *60-minutes 	Key Ballroom 11-12 *60-minutes 	Peale ABC *60-minutes	Johnson AB *60-minutes 	Paca *60-minutes 	Tubman AB *60-minutes
	She Doesn't Even Go Here!: Researching Outside of the Lines Presenters: Sarah Price, BWF; Andrea Dowd, Walker Art Center Level I	Researching Land Investments and LLCs Presenter: Stephen Deutsch, Seton Hall University Level I	Prospect Development as Agents of Ethical Organizational Change Presenter: Adrienne Robertson, Virginia Commonwealth University Level II	Planting the Seeds of Philanthropy: A Stardew Valley Approach to Discovery Management Presenter: Rebekah Hodgman, Western Michigan University Level I	What's in a Model? The Inner Workings of LLMs Presenter: Matthew Charters, CharityCAN Level I	Building Boundaries for Better Prospect Development: Establishing Policies to Drive Accountability and Efficiency Presenter: McKenzie Criswell, Ball State University Foundation Level I
10:45 AM - 11:00 AM	Transition Break					

11:00 AM - 12:00 PM	Key Ballroom 9-10 *60-minutes 	Key Ballroom 11-12 *60-minutes 	Peale ABC *60-minutes	Johnson AB *60-minutes 	Paca *60-minutes 	Tubman AB *60-minutes
	Navigating Transitions: Effective Change Management and CRM Transformation Presenters: Candis Arthur, Berea College; Kelly Embry, Berea College; Will Reynolds, Berea College Level II	Sailing the Seas of Success: Charting the Course with Prospect Research in Healthcare Presenter: Caroline Osmeyer, Mercy Health Services Level I	They Said WHAT?! Fundraisers' Brutal Remarks on Prospect Development'and How We Can Move Forward Presenter: Prisca Zaccaria, University of South Carolina Level I; Level II	The Prospect Strategy Puzzle Presenters: Mia Simonetti, LCV Research and Data; Kelyn Klein, International Fund for Animal Welfare Level I	An Exploratory Approach to Predictive Modeling Presenter: John Sammis, CCS Fundraising Level II	From Aristotle to Action: Philosophical Questions for Building Your Prospect Program Presenter: Virginia McCuen, Second Harvest Food Bank of Middle Tennessee Level I
				BODY OF KNOWLEDGE TRACKS:		
	 Indicates the session will be recorded.			<i>Leadership and Professional Development</i>		
				<i>Data Science</i>		
				<i>Prospect Research</i>		
				<i>Relationship Management</i>		
				<i>Collaborative Sharing</i>		
				Updated on 4/9/2025		