

# SCHEDULE

## SYMPOSIUM 2010

OCTOBER 13-OCTOBER 15  
RANCHO LAS PALMAS RESORT

OCTOBER 13  
WEDNESDAY

7:00 a.m. – 5:00 p.m.	Registration   Information		
7:30 – 9:00 a.m.	NETWORKING CONTINENTAL BREAKFAST   Las Palmas Ballroom Foyer (Sponsored by CollegeBuys)		
7:30 a.m. – 5:00 p.m.	Exhibits Open (Exhibitor Area   Las Palmas Ballroom Foyer)		
9:00 – 10:30 a.m.	<b>CEO ACADEMY</b> Developing Sustainable Alternative Sources of Revenue for Campus Programs, Scholarships, and Services (Salon C)	<b>ADVANCEMENT PROFESSIONALS</b> How Community College Foundations Can Use The CASE Management and Governance Checklist for IRFs (Salon G/F)	<b>BOARD TRAINING</b> It's a New Day: Trends in charitable giving and the board's critical role in advancing philanthropy in a new economy (Salon A/B)
10:30 – 10:45 a.m.	Morning Break (Exhibitor Area   Las Palmas Ballroom Foyer)		
10:45 – 12:00 p.m.	Panel Discussion: The Community College Foundation—Are you maximizing its potential? (Salon C)	"Paying it Forward" Best practices and real-world examples for engaging existing donors and cultivating new donors (Salon G/F)	Seeking the Big Gift: How to identify, cultivate, and successfully motivate donors to "Yes!" (Salon A/B)
12:00 – 1:30 p.m.	LUNCHEON   Las Palmas Ballroom <b>A PIVOTAL TIME: ASSESSING THE REVENUE-GENERATING CAPACITY OF CALIFORNIA'S COMMUNITY COLLEGES</b> (Sponsored by CASE) KEYNOTE SPEAKER: <b>Dr. Paul Lanning</b> , President and CEO, Foundation for California Community Colleges		
1:30 – 3:00 p.m.	The Actively Engaged CEO: Proactively supporting the work of the college foundation (Salon C)	Social Enterprise Academy—Social Enterprise ideas for California Community College foundations (Salon G/F)	The Engaged Board: Maximizing resources and opportunities as a foundation leader (Salon A/B)
3:00 – 3:30 p.m.	Afternoon Break (Exhibitor Area   Las Palmas Ballroom Foyer)		
3:30 – 5:00 p.m.	GENERAL SESSION   Las Palmas Ballroom <b>COMMUNITY COLLEGES-AMERICA'S NEWEST ENTREPRENURIAL ORGANIZATIONS</b> (Sponsored by the Foundation for California Community Colleges) KEYNOTE SPEAKER: <b>Dr. Tony Zeiss</b> , President, Central Piedmont College		
5:00 – 6:30 p.m.	<b>NCCCF RECEPTION AT THE STARLIGHT TERRACE</b> (Sponsored by Harris Connect) Starlight Terrace		
7:00 – 9:00 p.m.	DINNER   Las Palmas Ballroom <b>ACCOMPLISHING THE IMPOSSIBLE</b> (Sponsored by SunGard Higher Education) KEYNOTE SPEAKER: <b>Ken Kragen</b>		

OCTOBER 14  
THURSDAY

7:00 a.m. – 4:00 p.m.	Registration   Information		
8:00 – 9:00 a.m.	BREAKFAST   Las Palmas Ballroom <b>PHILANTHROPY DURING THE STORM: AN EXAMINATION OF DONOR'S NEEDS, WANTS, AND EXPECTATIONS IN A TIME OF GREAT CHANGE</b> (Sponsored by Microsoft) KEYNOTE SPEAKER: <b>Joe Lumarda</b> , The Capital Group Companies		
8:00 a.m. – 5:00 p.m.	Exhibits Open (Exhibitor Area   Las Palmas Ballroom Foyer)		
9:15 – 10:15 a.m.	CASE: Building Institutional Support for Your Foundation (Salon A)	Time for a Tune Up... How a Foundation Assessment Will Increase Your Results (Salon C)	Governance: A New Perspective (Salon F)
10:15 – 10:30 a.m.	Morning Break (Exhibitor Area   Las Palmas Ballroom Foyer)		
10:30 – 11:30 a.m.	Good Governance: Will Your Board's Governance Policies Withstand IRS Scrutiny? (Salon A)	The Best Fundraising Practices We Probably Don't Practice (Salon C)	Planned Gift Marketing Strategies: Tried and True, and Darn Near New (Salon F)
11:30 a.m. – 1:00 p.m.	LUNCHEON   Las Palmas Ballroom <b>IT'S A JUNGLE OUT THERE</b> (Presented by Pepsi Bottling Group) KEYNOTE SPEAKER: <b>Dr. Pam Cox-Otto</b> , CEO, Interact Communications		
1:00 – 2:00 p.m.	Your Asset Allocation in Today's Environment: The New "Normal" (Salon A)	Best Practices: Managing and fundraising for community colleges in a time of change (Salon C)	Technology ROI: What? How? When? (Salon F)
2:15 – 3:15 p.m.	Trend and Strategies in Endowment Management and the Fiduciary Investing Process (Salon A)	Annual Giving on a Shoestring—How to do More with Less (Salon C)	Effective Grants Management (Salon F)
3:15 – 4:00 p.m.	Afternoon Networking Break (Exhibitor Area   Las Palmas Ballroom Foyer)   (Sponsored by iModules)		
4:00 – 5:00 p.m.	Technology and Advancement for the California Community Colleges (Salon C)	It's All About The Message (Salon A)	
5:30 – 7:30 p.m.	<b>NETWORKING RECEPTION AT THE SUNRISE TERRACE</b> (Sponsored by Payden & Rygel) Sunrise Terrace		

OCTOBER 15  
FRIDAY

8:00 – 10:00 a.m.	Registration   Information		
9:00 – 10:30 a.m.	CONTINENTAL BREAKFAST   Las Palmas Ballroom <b>THE FRONT DOOR OF PHILANTHROPY: COMMUNITY COLLEGES AND ANNUAL GIVING FUNDRAISING</b> SPEAKER: <b>Bob Burdenski</b> , Author, <i>Innovations in Annual Giving</i>		
11:00 – 11:30 a.m.	ROUND TABLE DISCUSSIONS AND SYMPOSIUM CLOSING SESSION   Las Palmas Ballroom		