Law School Development Conference X

Raising Funds in Challenging Times: Staying on Offense While Using Good Defense

June 1-4, 2010 • Jackson Hole, Wyoming
How can your school build a stronger alumni community?

Martindale-Hubbell®

Martindale-Hubbell Connected is the perfect tool to help you build and nurture relationships with alumni, wherever they are. Connected makes it easy to create a sense of community and develop an ongoing dialog that goes beyond local channels. The University of Dayton School of Law is doing this right now! To find out more, go to: www.martindale.com/connected and start building your own alumni community today.

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“An effective tool to enhance relationship building with alumni, no matter the distance.”
– Lisa Kloppenberg, Dean, The University of Dayton Law School

Law School Development Conference X

Raising Funds in Challenging Times: Staying on Offense While Using Good Defense
June 1-4, 2010 • Jackson Hole, Wyoming

Tuesday, June 1, 2010

3:00 – 6:00 p.m.  Registration  Lower Lobby Desk
3:00 – 6:00 p.m.  Exhibit Hall Open  Antelope 1 & 2
6:00 p.m.  Reception  Trappers
7:00 p.m.  Dinner  Explorers/Trappers

Keynote Speaker:
Connie Collingsworth, General Counsel and Secretary
Bill and Melinda Gates Foundation

Wednesday, June 2, 2010

8:00 – 8:45 a.m.  Breakfast  Explorers/Trappers
9:00 – 4:00 p.m.  Exhibit Hall Open  Antelope 1 & 2
9:00 – 10:30 a.m.  Plenary 1:
Implications of the Economy on Development Practices: Adjusting Long-Term Strategy
Is it really all that bad? The stock market has lost a third of its value in less than a year, law firms are laying-off associates and partners, and you are still expected to raise money. We will discuss some of the glaring realities of the current recession, as well as strategies for raising money in a down economy.

Moderator: Trishana Bowden, Associate Dean, Development and Alumni Relations
American University Washington College of Law

John J. Glier, President and Chief Executive Officer
Grenzebach, Glier and Associates, Inc.

10:30 – 10:45 a.m.  Break  Trappers
Q: How can your school build a stronger alumni community?

A: Martindale-Hubbell® Connected.

Martindale-Hubbell Connected is the perfect tool to help you build and nurture relationships with alumni, wherever they are. Connected makes it easy to create a sense of community and develop an ongoing dialog that goes beyond local channels. The University of Dayton School of Law is doing this right now! To find out more, go to: www.martindale.com/connected and start building your own alumni community today.

“An effective tool to enhance relationship building with alumni, no matter the distance.”

– Lisa Kloppenberg, Dean, The University of Dayton Law School
### Wednesday, June 2, 2010

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Explorers</th>
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<tbody>
<tr>
<td>10:45 a.m. – Noon</td>
<td><strong>Plenary 2:</strong> Changing Nature of Law Practice</td>
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<td>Is the practice of law changing from top to bottom in a way that will have a profound impact on philanthropy? This panel will discuss what appears to be happening in the practice and, more importantly, the implications for law school development in the coming years.</td>
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<td><strong>Moderator:</strong> Jack Guttenberg, Dean, Capital University Law School</td>
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<td><strong>Speakers:</strong> Richard A. Matasar, Dean and President, New York Law School</td>
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<td>John Siamis, Partner, Reed Smith</td>
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<td>Richard Simpson, Dean, Capital University Law School</td>
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<td>Abbie Willard, Associate Dean for Career Services and Policy Initiatives, University of Chicago Law School</td>
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<td>Noon – 1:15 p.m.</td>
<td><strong>Lunch</strong></td>
<td>Mural Dining Room</td>
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<td>1:30 – 2:45 p.m.</td>
<td><strong>Plenary 3:</strong> Setting Priorities and Sticking to Them</td>
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<td>This session will explore the important topic of setting institutional priorities in development. It is commonly noted that institutional priorities should drive development, but that development should also be “donor centered.” This panel will explore the tensions between those two statements and provide advice about how to successfully negotiate them. The panel will also discuss best practices for successful collaboration between development officers and deans as the institution sets its priorities and provide advice on when and how to stick to them.</td>
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<td><strong>Moderator:</strong> Kellye Testy, Dean, University of Washington School of Law</td>
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<td><strong>Speakers:</strong> Annina Fabbioli, Assistant Dean for Advancement, Loyola University-Chicago School of Law</td>
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<td>Joan Howarth, Dean, Michigan State University College of Law</td>
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<td>Veryl Miles, Dean, The Catholic University of America, Columbus School of Law</td>
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<td>2:45 – 3:00 p.m.</td>
<td><strong>Break</strong></td>
<td>Trappers</td>
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<td>3:00 – 4:15 p.m.</td>
<td><strong>Breakouts</strong></td>
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<td><strong>Thinking Beyond Alumni:</strong> Effectively Engaging Foundations, Corporations, Law Firms and Non-Alumni Individuals</td>
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<td>These non-alumni donors have the ability to make a major impact on your institution. Learn directly from</td>
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fundraisers with proven track records about how you can effectively engage these organizations and individuals in order to bring additional resources to key areas of your institution. This session will cover the full range of the donor relationship with non-alumni donors from cultivation through solicitation to stewardship.

Moderator: Andrea DeChellis, Development Officer and Scholarship Coordinator, Seton Hall University School of Law

Speakers: Vicki Fleischer, Assistant Dean for Alumni and Development, Seton Hall University School of Law
Lawrence Kramer, Dean, Stanford Law School
David Yellen, Dean, Loyola University Chicago, School of Law

Strategic Stewardship Wrangler/Prospector/Homesteader
Moving beyond “thank-you” to steward and cultivate leadership giving and long-term major, principal, and planned gifts.

Moderator: Jonathan Stern, Associate Dean for External Affairs, University of Chicago Law School

Speakers: Jeffrey Coates, Associate Dean for Alumni and Development, Duke University School of Law
Scott Showalter, Associate Dean for External Relations, Stanford Law School

Campaign Wapiti
This panel will discuss fundraising campaigns at different types of schools. It will devote particular attention to how the current economic climate impacts campaigns – both those that are contemplated and those already underway.

Moderator: William Treanor, Dean, Fordham University School of Law

Speakers: Jeffrey Lewis, Dean, Saint Louis University School of Law
Julie Lucas, Assistant Dean of Institutional Advancement, Fordham University School of Law
Michael Schill, Dean, University of Chicago Law School

Development 101 Grizzly
This session will cover the fundamentals of fundraising upon which all cultivation and solicitation are based. Points covered provide a foundation not only for those new to development but the session is also a refresher for veterans to remember the basics of obtaining philanthropic support.

Speaker: John Bergholz, Vice President, University Advancement, University of Windsor, Ontario
Wednesday, June 2, 2010

5:15 p.m.  Buses leave Jackson Lake Lodge for reception
6:00 p.m.  Reception: Million Dollar Cowboy Bar – Jackson Hole
8:00 p.m.  Buses return to Jackson Lake Lodge
9:30 p.m.  Buses return to Jackson Lake Lodge

Thursday, June 3, 2010

8:00 – 8:45 a.m.  Breakfast  
(Sponsored by Lexis)  

9:00 – 4:00 p.m.  Exhibit Hall Open  
Antelope 1 & 2

9:00 – 10:15 a.m.  Plenary 4: Integration of Advancement Efforts  
Deans and senior advancement professionals will provide strategies on how development can be integrated with key departments and programs in support of the institution’s mission and goals. They will share examples of successful collaborations between the law school and the greater university as well as between advancement and other law school departments and programs.

Moderators: Thomas F. Guernsey, President and Dean, Albany Law School
Helen Adams-Keane, Vice President for Institutional Advancement, Albany Law School

Speakers: Jim Chen, Dean, University of Louisville, Brandeis School of Law
Charlene Mattison, Assistant Dean for Advancement, University of the Pacific, McGeorge School of Law
Frederic White, Dean, Texas Wesleyan University School of Law

10:15 – 10:30 a.m.  Break

10:30 – 11:45 a.m.  Breakouts  
Annual Fund  
Explorers
This breakout panel will focus on law school annual funds. It will address some of the tools used to build annual fund programs and focus on challenges to growing an annual fund in the current economy.
Moderator: **Melissa Essary**, Dean, Campbell University, Norman Adrian Wiggins School of Law

Speakers: **Jim Chen**, Dean, University of Louisville, Brandeis School of Law  
**James Kellerhouse**, Director of Development, Institutional Advancement, Albany Law School  
**Matt Roberts**, Assistant Dean for External Affairs, University of Oregon School of Law

**Major Gifts Wrangler/Prospector/Homesteader**

The panel will provide a general perspective of their school's process of identifying prospects and then cultivating, soliciting and closing major gifts. Brief discussions will follow on more specific and timely issues, such as: (1) postponement of major pledge payments from donors experiencing financial uncertainty, (2) fundraising challenges related to international graduates living stateside and abroad, and (3) implementing institutionally significant and complex gift agreements.

Moderator: **Richard L. Revesz**, Dean, New York University School of Law

Speakers: **Paul S. Berman**, Dean, Arizona State University, Sandra Day O'Connor College of Law  
**Dorothy Behlen Heinrichs**, Vice President for Institutional Advancement, Vermont Law School  
**Michael Schill**, Dean, University of Chicago Law School

**Planned and Structured Giving Grizzly**

This session takes a strategic rather than a technical approach, underscoring the centrality of planned and structured gifts to successful institution-building; an especially relevant topic in a time of economic downturns.

Moderator: **Carroll Stevens**, Senior Vice President, Cambridge Education

Speakers: **Hiram Chodosh**, Dean, University of Utah College of Law  
**Richard A. Matasar**, Dean and President, New York Law School  
**Seth Speyer**, Director of Planned Giving, American University

Noon – 1:00 p.m.  
Lunch  
Mural Dining Room

RuffaloCODY is uniquely positioned to help engage your alumni and other prospects. It has been our privilege to work with hundreds of colleges and universities, including law schools, since 1991.

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- email
- telefundraising

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800.756.7483
Thursday, June 3, 2010

1:15 – 2:30 p.m.  Plenary 5: Explorers Communications and Technology
This panel will address a variety of topics relating to communications including how development/alumni offices can strategize and work with communications departments to effectively integrate alumni in communications; branding communications; and use of web 2.0 communications, i.e., podcasts, blogs and online alumni communities.

Moderators: Veryl Miles, Dean, The Catholic University of America, Columbus School of Law
Trishana Bowden, Associate Dean, Development and Alumni Relations, American University, Washington College of Law

Speakers: David Bowers, Assistant Dean for External Affairs, California Western School of Law
Jeannie Forrest, Associate Dean for Development and Alumni Relations, New York University School of Law
Jean Flournoy Korinke, Assistant Dean for Development and Alumni Relations, University of California Davis School of Law

2:30 – 2:45 p.m. Break  Trappers

2:45 – 3:45 p.m. Q and A Roundtable Osprey/Grizzly Discussion with the Experts
Bring your questions, thoughts and ideas and have a group discussion with some seasoned deans and development professionals. This is an open-ended discussion session intended to generate ideas and strategies.

Speakers: Britt Davis, Director of Development, Campbell University, Norman Adrian Wiggins School of Law
David Ibbeken, President Emeritus, Law School Foundation, University of Virginia
Patricia “Trish” Jackson, Vice President for Advancement, Smith College
Nell Jessup Newton, Dean, Notre Dame Law School
Carroll Stevens, Senior Vice President, Cambridge Education
David Van Zandt, Dean, Northwestern University School of Law

6:00 p.m. Reception at Southwest Terrace
Jackson Lake Lodge
(In case of inclement weather, reception will be held in Explorers/Trappers)
8:00 – 8:45 a.m.  Breakfast  Explorers/Trappers

9:00 – 11:00 a.m.  Exhibit Hall Open  Antelope 1 & 2

9:00 – 9:45 a.m.  Plenary 6: Engaging the Unengaged – Setting the Stage

   Many of our graduates have traditionally not been engaged with the law school or the school’s philanthropic endeavors. Given that they are increasingly becoming a larger part of the alumni population they can no longer be ignored or overlooked. This panel will set the stage for the break-out sessions by focusing on some general issues about engaging those who traditionally have not been.

   Moderator: Jack Guttenberg, Dean, Campbell University School of Law

   Speakers: Linda L. Ammons, Dean, Widener University School of Law
   Patricia “Trish” Jackson, Vice President for Advancement, Smith College

0:00 – 0:00 a.m.  Break  Room?

10:00 – 11:00 a.m.  Breakouts  Recent Grads  Explorers

   This discussion will focus on proven techniques to keep recent graduates actively engaged with your institution while cultivating them for leadership volunteer positions and major gifts in the future.

   Moderator: Andrea DeChellis, Development Officer and Scholarship Coordinator, Seton Hall University School of Law

   Speakers: Elizabeth Branner, Director of Advancement, Washington and Lee University School of Law
   Matt Roberts, Assistant Dean for External Affairs, University of Oregon School of Law
   Nancy Stanley, Assistant Dean of Development and External Relations, The University of Arizona
   James E. Rogers College
10:00 – 11:00 a.m.  **Women Wrangler/Prospector/Homesteader**

Women are more than half of the US population. They outlive men by 5.2 years and will control a disproportionate share of the anticipated intergenerational transfer of wealth expected in the next 50 years. Today’s reality is that women, strengthened by increasing economic power and education, are as likely as men to be philanthropists. This panel will provide insights into women’s philanthropy and share examples of successful programs that encourage women’s giving.

**Moderator:** Helen Adams-Keane, Vice President for Institutional Advancement, Albany Law School

**Speaker:** Patricia “Trish” Jackson, Vice President for Advancement, Smith College

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**Alumni of Color Moose**

The panel members will discuss successful strategies and programs implemented at their law schools to encourage participation and giving from alumni of color.

**Moderator:** Trishana Bowden, Associate Dean, Development and Alumni Relations, American University Washington College of Law

**Speakers:** Stephanie Cox, Assistant Dean of Advancement, University of Washington School of Law

Teresa LaMaster, Associate Dean of Institutional Advancement, University of Maryland School of Law

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**Not Practicing Law Wapiti**

The panel members will discuss successful strategies and programs implemented at their law schools to encourage participation and giving from alumni not practicing law.

**Speakers:** Kellye Testy; Dean, University of Washington School of Law

David Van Zandt, Dean, Northwestern University Law School
Public School Issues  Explorers
The panel will address the most serious problems confronting publics and explore the options for making up revenue no longer provided by the state. It will also consider issues presented by university or law school foundations, making the case for publics and whether publics are disadvantaged in the law school rankings.

Moderator: David Ibbeken, President Emeritus, Law School Foundation, University of Virginia

Speakers: Donald Burnett Jr., Dean, University of Idaho College of Law
          David Getches, Dean, University of Colorado School of Law
          Nell Jessup Newton, Dean, Notre Dame Law School

Potential of Social Media  Wrangler/Prospector/ for Law School Development Homesteader
This panel will explore the potential of social media as a means of increasing involvement in support of goals and programs. The use of Twitter, Facebook, LinkedIn, YouTube and other media for creating community, developing friendly competition and generating contributions will be discussed.

Moderator: James N. Lewis Jr., Vice Dean, Samford University, Cumberland School of Law

Speakers: Georgina Angones, Assistant Dean, Alumni and Development, University of Miami School of Law
          Susan Scholes, Vice President, Marketing; iModules
          Lauren McCaghren, Assistant Director of Alumni Affairs, Samford University, Cumberland School of Law

12:15 p.m.  Box Lunch  Explorers/Trappers

2010 Law School Development Committee

Co-Chair: Trishana E. Bowden, Associate Dean American University, Washington College of Law

Co-Chair: Jack Guttenberg, Dean Capital University Law School


Michael A. Fitts, Dean University of Pennsylvania Law School

Vicki Fleischer, Assistant Dean Seton Hall Law School

Thomas F. Guernsey, President and Dean, Albany Law School

David H. Ibbeken, Professor University of Virginia School of Law

Lisa Kloppenberg, Dean University of Dayton School of Law

James N. Lewis Jr., Vice Dean Samford University, Cumberland School of Law

Jeffrey E. Lewis, Dean Saint Louis University School of Law

Veryl V. Miles, Dean Saint Louis University School of Law

Richard L. Revesz, Dean New York University School of Law

Jonathan S. Stern, Associate Dean University of Chicago Law School

Carroll D. Stevens, Vice President Cambridge Education

Kellye Y. Testy, Dean University of Washington School of Law

William Michael Treanor, Dean Fordham University School of Law