



Joshua M. Birkholz to speak at Fall Conference

Joshua M. Birkholz is the director of DonorCast, people-driven analytics by Bentz Whaley Flessner. His areas of specialty include data mining, metrics for nonprofit fundraising, and constituent relationship management.

Mr. Birkholz provides services and counsel in program and constituency analysis, segmentation, building data mining programs, developing strong prospect management and tracking methodologies, and implementing integrated prospect identification systems. His cutting-edge data analysis and information strategy techniques help clients to understand their people and maximize the impact of major, annual, and planned gift development.

Prior to coming to Bentz Whaley Flessner, Mr. Birkholz engineered analytics and metrics strategies as a data mining analyst for the University of Minnesota Foundation. He is a sought-after speaker and presenter in the field of analytics, prospecting, and constituent relationship management.

Mr. Birkholz earned his bachelor of arts from Concordia University-St. Paul and his master of arts in arts administration from St. Mary's University in Winona, Minnesota.

Sponsored by Blackbaud, **this year's conference will be held on Tuesday, October 10, 2006, at Lehigh University in Bethlehem, Pa.** Cost for the conference is \$50 for PREP/APRA members and \$100 for non-members. This includes registration, a continental breakfast, lunch, and snacks. Non-members can save \$25 if they choose to register for the conference and become a member of PREP/APRA at the same time.

Join the PREP/APRA Board of Directors on Monday evening, October 9 from 7:00 to 10:00 for a pre-conference social and dinner at Bridgeworks in Bethlehem (check out their menu at <http://www.bridgeworksrestaurant.com/main.html>). Cost for the pre-conference gathering is \$15 for PREP/APRA members.

A block of rooms has been reserved at the Comfort Suites in Bethlehem. Call the hotel directly at 610.882.9700 to make your reservations. Remember to reference PREP/APRA Conference at Lehigh University to receive the conference rate of \$89 a night, plus tax.



Note: PREP/APRA's web site is currently under reconstruction and will soon have a whole new look! More information will be forthcoming.

Call for Nominations

The Nominating Committee is seeking nominations for the offices of Board **TREASURER** and **MEMBERSHIP DIRECTOR**—both two-year terms. The TREASURER handles the financial accounts for PREP/APRA, and the MEMBERSHIP DIRECTOR maintains the membership list, provides information to the APRA Board and to the APRA office, and coordinates the annual membership drive. If you—or someone you know within the organization—are interested in serving PREP/APRA in either of these capacities, please e-mail Sara Gruner at sgruner@wcupa.edu. Elections will take place at the Fall Conference.