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Fall Conference Recap

With the fall conference behind us, we want to thank Lehigh University, for their hospitality and Blackbaud Analytics for their sponsorship.

Close to 50 people attended the October 10 event, and seventeen members joined speaker Josh Birkholz at the pre-conference Social the night before at the Bridgeworks in Bethlehem.

Plans are already underway for the 2007 Spring Conference.

New Board Members

Diane Cashman, development researcher at Messiah College, has been appointed to fill the position of board secretary left vacant by Janice Natale's resignation after she accepted the position of assistant to alumni and parent relations at Messiah. Diane can be reached at cashman@messiah.edu.

Dor Remsen, manager of communications and research for the Bloomsburg University Foundation, was elected to the position of membership director for 2007–2009. Dor can be reached at dremsen@bloomu.edu.

John Luvisi, director of grants and prospect research at Alvernia College, was reelected as treasurer for 2007–2009. John can be reached at john.luvisi@alvernia.edu.

PREP/APRA Sponsors Virtual Seminar in December

Alvernia College in Reading, Pa., will be the host site for the APRA virtual seminar to be held on Wednesday, December 13 from 12–2 p.m. *Best Practices for Prospect Management and Reporting During a Campaign* will be presented by Karen Greene, assistant vice president of operations and special projects, at Creighton University in Nebraska. The following information can be found on the APRA web site at aprahome.org.

Campaigns offer the perfect opportunity to benchmark your organization's activities and results against its goals. A strong prospect management system ensures accountability, tracks activities and revenues, and promotes informed decision-making. During a campaign, this system can differentiate your campaign prospects and segment campaign activities to provide revenue projections. Examine sample reports that can enable your organization to accurately track progress and realize its objectives.

Karen L. Greene is the assistant vice president for Operations and Special Projects at Creighton University in Omaha, Nebraska. Formerly she was a partner with Bentz Whaley Flessner where she led the prospecting practice and assisted a wide variety of clients in creating their own institutional research and campaign programs. Ms. Greene is a member of APRA and is a former chair of the APRA Foundation and a former board member of APRA. She has been a chair, author, and frequent presenter for APRA, CASE, and AFP. Ms. Greene received her BA from Old Dominion University and has done post-graduate studies at the University of San Diego. She is a member of the Phi Alpha Theta honor society.

The virtual seminar will be held at Alvernia College in the Upland Center at 540 Upland Avenue, Reading, Pa. Cost for the seminar is \$10 for members and \$25 for nonmembers. Lunch will cost an additional \$5.

For registration or more information, email John Luvisi at john.luvisi@alvernia.edu.