



## 2008 Mid-America Conference



### FIELDS OF GREEN

Make Hay In Des Moines  
May 5 - 7, 2008

#### Registration Information

Full conference registration includes all educational sessions, Monday keynote luncheon, breaks and evening reception; Tuesday continental breakfast, keynote luncheon and breaks, Wednesday continental breakfast and breaks.

Registration for one day includes that day's educational sessions, meals and breaks. One-day registrants will receive only materials pertaining to their selected day's educational sessions upon registration.

Early bird registration deadline: **March 10, 2008**

Regular registration deadline: **April 7, 2008**

*Please note:* When registration information and payment is received, you will receive a **confirmation email** for informational and receipting purposes. **You will not receive confirmation by regular mail.** The confirmation email will include details about payment and registration option choices.

#### Registration and Payment

*Please download and mail the completed registration form with payment information or check to:*

**AFP Central Iowa Chapter  
100 East Grand Avenue, Suite 330  
Des Moines, Iowa 50309**

#### Conference Hotel Information and Reservations

The Downtown Des Moines Marriott is selected to provide accommodations at special AFP Conference rates (single \$104/night + tax, parking \$17/day).

Please contact the Downtown Des Moines Marriott directly to make room reservations, and reference your attendance of the **AFP Mid-America Conference**. All conference attendees are responsible for making individual hotel accommodations.

Downtown Des Moines Marriott  
700 Grand Avenue, Des Moines, Iowa 50309

Phone: 1-800-514-4681 Fax: 1-515-245-5567  
<http://www.marriott.com/hotels/travel/dsmia-des-moines-marriott-downtown/>

Hotel registration deadline: **April 14, 2008**

Alternate hotels and parking are available in the area. For a complete listing of hotels and parking in downtown Des Moines and surrounding area, please visit the conference web site at [www.afpmidamerica.org](http://www.afpmidamerica.org)

#### Refund Policy

All registration refund requests will be charged a \$25 administrative fee. No refunds will be made after April 7, 2008.



#### For assistance, contact:

AFP Central Iowa Chapter  
Linda Odson Phone: 515-243-1558 Fax: 515-243-2049 Email: [lodson@aml.org](mailto:lodson@aml.org)

#### Additional AFP Mid-America Conference, Central Iowa Chapter registration contacts:

Amy Yost Phone: 515-707-1783 Email: [a\\_yost@hotmail.com](mailto:a_yost@hotmail.com)  
Bob MacKenzie Phone: 515-276-3473 Email: [bobmackenzie@yhma.org](mailto:bobmackenzie@yhma.org)

**Conference web site:** [www.afpmidamerica.org](http://www.afpmidamerica.org)



# 2008 Mid-America Conference Registration



## FIELDS OF GREEN

Make Hay In Des Moines  
May 5 - 7, 2008

**Registration deadline: April 7, 2008**

*For conference planning purposes, please register in advance; on-site registrations will not be accepted.*

*Please type information, print form, and return with payment.*

### Participant Information

Name \_\_\_\_\_ Title \_\_\_\_\_  
*Please list your name/title exactly as you wish it to appear on your nametag.*

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone \_\_\_\_\_ Mobile Phone \_\_\_\_\_

Email Address (**required**) \_\_\_\_\_

AFP Chapter \_\_\_\_\_

### Attendance Information

	Full Conference	One Day	Please select <b>ONE</b> attendance option:
<b>Early Bird</b> ( <i>On or before March 10</i> )			<input type="checkbox"/> Attending <b>Full Conference</b> (3 days)
AFP Member registration .....	\$300	\$150	<input type="checkbox"/> Attending <b>Monday only</b>
Non-member registration .....	\$400	\$200	<input type="checkbox"/> Attending <b>Tuesday only</b>
<b>Regular Registration</b> ( <i>After March 10</i> )			<input type="checkbox"/> Attending <b>Wednesday only</b>
AFP Member registration .....	\$350	\$175	
Non-member registration .....	\$450	\$225	

Yes, I plan to attend the Cinco deMayo event on the evening of May 5th

### Payment Information

Total Enclosed \_\_\_\_\_

Check - *Please make checks payable to AFP Central Iowa Chapter*

VISA    MasterCard   Expiration date \_\_\_\_\_

Account number \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

Billing address (*if different from above*) \_\_\_\_\_

\_\_\_\_\_

Meal requirements  Vegetarian

*If you have special accessibility or accommodation needs, please contact Amy Yost at (515) 707-1783 or a\_yost@hotmail.com*

Name \_\_\_\_\_

**Please mark all you plan to attend**  
(One program per session)

**Additional presentation descriptions can  
be found at [www.afpmidamerica.org](http://www.afpmidamerica.org)**

<b>Monday, May 5</b>		
<b>Lunch Keynote</b>	<b>Robert Osborne The Osborne Group</b>	<b>Trends - How to use them to your advantage</b>
<input type="checkbox"/> 1:30 - 2:50	Robert Osborne, Vice President The Osborne Group	Strategic Questioning and Listening
<input type="checkbox"/> 1:30 - 2:50	Larry Stelter, Vice President The Stelter Company	Building Relationship with Donors - Part 1
<input type="checkbox"/> 1:30 - 2:50	Elaine Hansen, President and CEO RSVP of North Central Iowa – Waldorf College	Boomer Power: Harnessing the energy of a generation
<b>Break</b>		
<input type="checkbox"/> 3:20 - 5:00	Ginny Wilson Peters, President Integrity Integrated, Inc.	Busting the Myths of Leadership
<input type="checkbox"/> 3:20 - 5:00	Larry Stelter, Vice President The Stelter Company	Building Relationship with Donors - Part 2
<input type="checkbox"/> 3:20 - 5:00	Willard L. Boyd, Chair / Richard F. Koontz, Director Iowa Non-Profit Resource Center	Board Governance
<b>Tuesday, May 6</b>		
<input type="checkbox"/> 8:30 - 9:00	Frank Maher, Midwest President The Integer Group	Applied Leadership
<input type="checkbox"/> 9:15 - 10:20	Betty Johnson, President Betty Johnson & Associates	Moving Annual Gift Donors to Major Gift Donors and Beyond
<input type="checkbox"/> 9:15 - 10:20	Johni Hays, Senior Planned Giving Consultant The Stelter Company	Hot Topics in Planned Giving
<input type="checkbox"/> 9:15 - 10:20	Michael Audino, Chief Operating Officer Charitable Giving Resource Center	The Best Way to Predict Your Future is to Create It
<input type="checkbox"/> 9:15 - 10:20	Diana Hoyt, President / Christina Adams, President Heritage Designs, LLC / Custom Recognition, LLC	Planning for Success: Creating the policies and plans to execute a successful fundraising program
<b>Break</b>		
<input type="checkbox"/> 10:50 - 12:00	Angie Chaplin, Director Center for Learning & Leading	Bias and Beyond: Exploring diversity
<input type="checkbox"/> 10:50 - 12:00	Russell Jensen, President Jensen Consulting	Exiting Your Comfort Zone
<input type="checkbox"/> 10:50 - 12:00	Johni Hays, Senior Planned Giving Consultant The Stelter Company	Ethical Issues in Planned Giving
<input type="checkbox"/> 10:50 - 12:00	Dee Vandeventer, President ME&V	Media Relations: The best of times and the worst of times
<b>Lunch Keynote</b>	<b>Miles McCall, President Lon Norris College</b>	<b>Generational Leadership</b>
<input type="checkbox"/> 1:30 - 2:50	Betty Johnson, President Betty Johnson & Associates	Whew, the campaign is over – but how do we keep our momentum?
<input type="checkbox"/> 1:30 - 2:50	Christine Twait, Interim Associate Vice President for Sponsored Programs University of Northern Iowa	Salesmanship in Writing: Grants 101
<input type="checkbox"/> 1:30 - 2:50	Dee Vandeventer, President ME&V	Makeovers Can Be Fun: Branding your nonprofit organization
<input type="checkbox"/> 1:30 - 2:50	Jodie Nolan, Vice President - Gift Planning Services Paul J. Strawhecker, Inc.	Planned Giving 101

Name \_\_\_\_\_

<b>Break</b>		
<input type="checkbox"/> 3:20 - 4:45	Paul Strawhecker, President Paul J. Strawhecker, Inc.	National Trends in Campaign Fundraising
<input type="checkbox"/> 3:20 - 4:45	John Smith, Vice President Alumni and Development Drake University	Ethical Issues in Fundraising
<input type="checkbox"/> 3:20 - 4:45	Larry Stelter, President and CEO The Stelter Company	Using the Internet to Market Major/Planned Gifts
<b>Wednesday, May 7</b>		
<input type="checkbox"/> 8:30 - 9:30	Miles McCall, President Lon Norris College	Your CEO and Fundraising
<input type="checkbox"/> 9:45 - 11:00	Johnne Syverson / Don Ireland Schunick Syverson, Strege & Co.	6 Planned Gifts That Work
<input type="checkbox"/> 9:45 - 11:00	Angie Chaplin, Director Center for Learning & Leading	Mission or Money? Behavior's Role in Fundraising
<input type="checkbox"/> 9:45 - 11:00	Brooke Goodwin, Director of Development Council on Sexual Assault and Domestic Violence	Giving Circles: What fundraisers need to know
<input type="checkbox"/> 9:45 - 11:00	Panel of Experts	Making Lifetime Connections
<b>Break</b>		
<input type="checkbox"/> 11:15 - 12:30	Elizabeth Weinstein, Owner Elizabeth Weinstein and Associates	The Power of Visioning
<input type="checkbox"/> 11:15 - 12:30	Craig Bjork, Director, Account & Business Development CDS Global	Improving Donor Service Through Outsourced Lockbox and Exceptions Processing
<input type="checkbox"/> 11:15 - 12:30	Brian Tingleff, Vice President-Institutional Advancement Mercy College of Health Sciences	Wealth Transfer
<input type="checkbox"/> 11:15 - 12:30	Patricia Moline, Asst. Vice President of Development Iowa State University	Women & Philanthropy: Chicks, checks and charity

**Additional presentation descriptions can be found at [www.afpmidamerica.org](http://www.afpmidamerica.org)**

*Programs subject to change.*