

# WYNDHAM SAN ANTONIO RIVERWALK NSFA REGIONAL HOLIDAY CONFERENCE

## THURSDAY DECEMBER 1ST 2016

---



08.00 **Registration and Vendor Networking**

09.00 Welcome and Introductions

Robin Callahan, NSFA Executive Director

Fred Markham & Michelle Coburn, Texas Pioneer Foundation & Texas Education Foundation Network

Laurie Cromwell, CFRE, Foundation Innovation Principal Consultant

09.30 Keynote Speaker, Suzie Humphreys  
"If All Else Fails, Laugh"

10.15 **Break and Vendor Networking**

10.30 Breakout Session 1

**Executive Salon 3** Session A: Diversity in Fundraising, Priscilla Cortez, Bacon Lee & Associates

**Executive Salon 4** Session B: Education Foundation Sustainability, Credibility & Transparency  
Laurie Cromwell, CFRE, Foundation Innovation & Maya Bethany, 1:3 Foundation

**Executive Salon 5** Session C: Inform, Involve, Inspire: Alumni Relations  
Christine Martinez & Lexi Read, Trinity University

11.30 Vendor Showcase, Lunch

What to Expect in the Legislature (January 2017) State Representative Diego Bernal, District 123

12.30 Breakout Session 2

**Executive Salon 3** Session D: Building and Strengthening Your Major Gifts Program,  
Robin Callahan, Executive Director, NSFA

**Executive Salon 4** Session E: Millennials, Justin Elbert, Klein ISD Education Foundation

**Executive Salon 5** Session F: Coordinating and Collaborating School District and Education Foundation  
Fundraising, Judy Geelhoed, SAISD Foundation

01.30 **Break and Vendor Networking**

01.45 Roundtables • Foundation and School District Relationships • Education Foundation Leadership Certification • Managing Scholarship Programs • Special Events • Starting an Education Foundation • Panned Giving/Fund Development • Alumni Engagement • Staff Campaigns • Social Media/Marketing/Website • Crowdfunding

02.45 **Break and Vendor Networking**

03.00 Panel - How to Engage Education Foundation Board Members

Suzi Pagel, CFRE, Executive Director, Midway ISD Education Foundation

Laci Felux, President, La Vernia Education Foundation

Chris Ary, President, Blue Springs Education Foundation

Dr. Sherri Bays, Superintendent, Floresville ISD/Floresville Education Foundation

04.00 **Vendor Door Prize Drawing, Closing, and Vendor Networking**