

SEC/ACC

ANNUAL GIVING CONFERENCE

AT THE UNIVERSITY OF ARKANSAS

JANUARY 24 - 26, 2024



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SEC/ACC ANNUAL GIVING CONFERENCE | Sponsors



ADDITIONAL SPONSORS

Gravyty | Wilson-Bennett Technology Inc. | TY INK Promotions | BlueRidge Giving
Ruffalo Noel Levitz | Salesforce

SEC/ACC ANNUAL GIVING CONFERENCE | Information

Getting Here

Hotel: [The Graduate Fayetteville](#) | 70 N East Ave, Fayetteville, AR 72701

Hotel Parking: [Meadow Street Parking Deck](#) | Located behind the hotel
1st Floor: \$4/per entry | 3rd Floor: \$3/per entry

Airport: XNA | Bentonville, AR | 22 Miles from Hotel

Plan Visit: [Experience Fayetteville](#) has a comprehensive list of things to do while you are in town. Additionally, we've made a map just for you on page 5 that lists nearby restaurants, coffee shops, late-night hangouts, and places to shop.

FAQs

Where is the conference taking place? It will be located at the University of Arkansas Union. Shuttles will be provided between the hotel and conference locations. The shuttle schedule is included on **page 12**.

Location: *Arkansas Union | 435 Garland Ave, Fayetteville, AR 72701*

Have questions during the conference? Contact Jen Boyer. Also, be on the lookout for "Event Staff" lanyards. These designate members of our team who can assist you.

Jen's Contact Information: (316) 213-0315 (text preferred) | jl061@uark.edu

What should I wear? You can wear whatever is most comfortable. Though business casual is fine, do know that we will be taking a short walking tour of campus. Therefore, be sure to wear comfortable shoes and plenty of warm layers.

Will I receive a goodie bag? Absolutely! These will be available at conference check-in on Wednesday morning.

How do I access the University of Arkansas Wi-Fi? Use "UARK Guest Wi-Fi" and enter your email address.

Where can I get away to take a phone call or reply to an email? Flex spaces are available in rooms 515 and 516, which can be viewed on the Union map on **page 13**. There are also tables and booths available in the Union food court.

Where can I store my luggage on Friday morning after I check out? The Graduate will gladly store them for you! Simply request this when checking out and let them know you are with the SEC/ACC Annual Giving Conference. A shuttle will be provided back to the hotel after the conference.

If I want to bring my luggage with me Friday morning and be picked up straight from the conference location, where is the best place to be picked up? The most accessible point for an Uber or taxi pick-up is in the parking deck next to the Union. To get to it, walk out of the south exit of the Union and into Union Station. Take the elevator down one level to Level 3. This is the top of the parking garage. This point can be located on the maps on **pages 11 and 12.**

Address: 380 N. Stadium Dr. Fayetteville, AR 72701 | Stadium Dr. Parking Garage | Level 3

University of Arkansas Team

Annual Giving

Events



Amy Linimon

Assistant Vice Chancellor of Engagement



Emily Money

Senior Director of Engagement



Julie Simpson

Senior Associate Director of Events



Derrick Hartberger

Assistant Director of Donor Engagement



Kristen Blanchard

Assistant Director of Annual Giving



Melissa Brawner

Assistant Director for Annual Giving, Data Management



Christa Davis

Associate Director, Stewardship



Colin Doege

Assistant Director, Stewardship



Jen Boyer

Executive Assistant and Project Manager of Engagement



Robyn Riggins

Annual Giving Specialist

SEC/ACC ANNUAL GIVING CONFERENCE | Schedule

Wednesday, January 24, 2024

8:00 AM – 1:00 PM **Shuttle:** Runs loop from Graduate Hotel to Arkansas Union (ARKU)

10:30 AM – 12:00 PM **Registration:** Pick up nametag and goodie bag
ARKU 5th Floor

11:30 AM – 12:30 PM **Lunch**
Big Red Room (ARKU 507-511)

12:30 PM – 12:50 PM **Welcome** – Scott Varady, Vice Chancellor for University Advancement
Big Red Room (ARKU 507-511)

1:00 PM – 1:45 PM **SESSION 1: AG Newcomers**
Pork Chop Room (ARKU 512)
Jake Strang, Assistant Vice Chancellor for Alumni Annual Giving
University of Pittsburgh

SESSION 2: AG Veterans
Sue E Room (ARKU 513)
Kim Bowden, Vice President of Annual Giving
Georgia Tech Alumni Association

1:45 PM – 2:00 PM **Break**

2:00 PM – 3:15 PM **SESSION 1: Blackbaud Benchmarking Debrief and Retention Discussion**
Pork Chop Room (ARKU 512)
Erick Weber, Assistant Vice Chancellor of Annual Giving
University of Tennessee

SESSION 2: Young Alumni and Student Philanthropy Programs
Sue E Room (ARKU 513)
Alyssa Roberts, Assistant Director of Digital Fundraising
University of Tennessee

SESSION 3: Digital Engagement Centers – Utilizing Digital Ambassadors and Gift Officers

Tusk Room (ARKU 514)

Angie Floyd, *Director of Annual Giving and Membership*
University of Missouri

Joe Montante, *Director of Virtual Philanthropy*
University of Virginia

3:15 PM – 4:00 PM **Refreshment Break** – Sponsored by Teuteberg
Refreshments Room (ARKU 503-504)

4:00 PM – 5:00 PM **SESSION 1: Unlocking the Potential of Generative AI: A Deep-Dive into Innovative Strategies for Fundraising**

Pork Chop Room (ARKU 512)

Cameron Hall, *Executive Director of Annual Giving*
University of South Carolina

SESSION 2: Crowdfunding – Choosing the Right Projects and Implementing Best Practices

Sue E Room (ARKU 513)

Kristen Blanchard, *Assistant Director of Annual Giving*
University of Arkansas

Robyn Riggins, *Annual Giving Specialist*
University of Arkansas

SESSION 3: Merging Annual Giving with Alumni Engagement

Tusk Room (ARKU 514)

Kara St. John Tompkins, *Executive Director of Philanthropic Engagement*
Syracuse University

Adam Compton, *Executive Director of Annual Giving*
NC State University

Yoon Van Hout, *Executive Director of Annual Giving*
University of Florida Alumni Association

5:15 PM – 5:45 PM **Shuttle:** Runs loop from ARKU to Graduate Hotel

5:45 PM – 8:30 PM **Shuttle:** Runs loop from Graduate Hotel to SEC Club

6:00 PM – 8:00 PM **Dinner and Drinks at SEC Club**
Donald W. Reynolds Razorback Stadium

Thursday, January 25, 2024

7:30 AM – 8:45 AM **Shuttle:** Runs loop from Graduate Hotel to ARKU

8:00 AM – 8:45 AM **Breakfast** – Sponsored by GiveCampus
Big Red Room (ARKU 507-511)

8:45 AM – 9:00 AM **Welcome and Announcements**
Big Red Room (ARKU 507-511)

9:00 AM – 10:15 AM **SESSION 1: CRM Conversion Roundtable Discussion – The Good, the Bad, and the Ugly**
Pork Chop Room (ARKU 512)
Jen Boyer, *Executive Assistant and Project Manager of Engagement*
University of Arkansas

SESSION 2: Utilizing Athletics to Drive Donations

Sue E Room (ARKU 513)

Yoon Van Hout, *Executive Director of Annual Giving*
University of Florida Alumni Association

Sherry W. Abrams, *Senior Director of Annual Giving*
University of Georgia

Roxanne Combs, *Annual Giving Specialist*
Auburn University

SESSION 3: Leadership Annual Giving

Tusk Room (ARKU 514)

Jake Strang, *Assistant Vice Chancellor for Alumni Annual Giving*
University of Pittsburgh

Jeff McGinn, *Executive Director of Annual Giving and Membership*
University of Missouri

10:15 AM – 10:30 AM **Break**

10:30 AM **POLL CLOSES: Voter's Choice Session Topic Submissions**

10:30 AM – 11:30 AM **Spotlight Session: Featured Campaigns & Success Stories**
Verizon Ballroom (ARKU 526)

11:30 AM – 12:30 PM **Lunch**
Big Red Room (ARKU 507-511)

12:15 PM – 1:05 PM **Campus Walking Tour to Old Main**

Group A: 12:15 PM – 12:45 PM

Group B: 12:25 PM – 12:55 PM

Group C: 12:35 PM – 1:05 PM

Note: Your group letter assignment is written on your nametag.

12:30 PM – 2:00 PM **Hot Chocolate Bar Available**

Verizon Ballroom (ARKU 526)

1:15 PM – 1:45 PM **Presentation: University of Arkansas Research and Impact**

Union Ballroom (ARKU 526)

Dr. Ranu Jung, Associate Vice Chancellor, Distinguished Professor of Biomedical Engineering, and founding Executive Director of the Institute for Integrative & Innovative Research (I³R)

1:45 PM – 2:00 PM **Break**

2:00 PM – 3:15 PM **SESSION 1: Direct Mail**

Pork Chop Room (ARKU 512)

*Logan Smart, Senior Associate Director of Annual Giving
University of Kentucky*

SESSION 2: Giving Days

Sue E Room (ARKU 513)

*Angela Atkins, Associate Director of Annual Giving
University of Mississippi*

*Lisa Lofland, Assistant Director of Digital Marketing
Auburn University*

*Brittany Staggers, Associate Director of Digital AG Programs & Strategies
University of South Carolina*

SESSION 3: Philanthropic Commerce and Incentives

Tusk Room (ARKU 514)

*Alexis Allen, Director of Annual Giving
University of Louisville*

*Megan Poole, Director of Direct Marketing
University of Virginia*

*Katherine Leatherman, Associate Director of Direct Marketing
University of Virginia*

*Mary Finnerty, Project Associate for Direct Marketing
University of Virginia*

3:15 PM – 4:00 PM **Refreshment Break & Voter’s Choice Session Voting** – Sponsored by Legends
Refreshments Room (ARKU 503-504)
Voting: Poll closes at 3:50 PM.
Directions: The QR code to vote will be provided at the start of the break.
The top 3 winners will be arranged in the order below.

4:00 PM – 4:45 PM **SESSION 1: Voter’s Choice #1**
Pork Chop Room (ARKU 512)

SESSION 2: Voter’s Choice #2
Sue E Room (ARKU 513)

SESSION 3: Voter’s Choice #3
Tusk Room (ARKU 514)

Submit Topic Ideas



bit.ly/TopicSuggestion

View Submissions



bit.ly/ViewSuggestions

5:00 PM – 5:30 PM **Shuttle:** Runs loop from ARKU to Graduate Hotel

5:45 PM – 6:30 PM **Shuttle:** Runs loop from Graduate Hotel to Arkansas Alumni House

6:00 PM – 6:45 PM **Reception:** Beer, wine, and non-alcoholic drinks available
Janelle Y. Hembree Alumni House (Boyer Hall)

6:45 PM – 8:00 PM **Dinner** – Sponsored by MCR
Janelle Y. Hembree Alumni House (Boyer Hall)
Welcome: Dr. Brandy Jackson, Associate Vice Chancellor & Executive Director, Arkansas Alumni Association
Remarks: Matt Sulzer, VP Sales & Marketing at MCR

7:45 PM – 8:30 PM **Shuttle:** Runs loop from Alumni House to Graduate Hotel

Friday, January 26, 2024

7:30 AM – 8:45 AM **Shuttle:** Runs loop from Graduate Hotel to ARKU

8:00 AM – 9:00 AM **Breakfast** – Sponsored by VanillaSoft
Big Red Room (ARKU 507-511)

9:00 AM – 9:15 AM **Welcome and Announcements**
Big Red Room (ARKU 507-511)

9:15 AM – 10:30 AM **SESSION 1: Phonathon**

Pork Chop Room (ARKU 512)

*Andrew Palmer, Director of Annual Giving
University of Kentucky*

*Erick Weber, Assistant Vice Chancellor of Annual Giving
University of Tennessee*

SESSION 2: Annual Giving Dashboards – Utilizing Data to Make Decisions

Sue E Room (ARKU 513)

*Kim Bowden, Vice President of Annual Giving
Georgia Tech Alumni Association*

*Heather Duiser, Exec. Director of Annual Giving and Communications
University of Georgia*

10:30 AM – 10:45 AM **Break**

10:45 AM – 11:30 AM **SESSION 1: AG Directors**

Pork Chop Room (ARKU 512)

*Lauren Herbstritt, Senior Director of Annual Giving and Digital Strategy
University of Tennessee, Knoxville*

SESSION 2: AG Team Members

Big Red Room (ARKU 507-511)

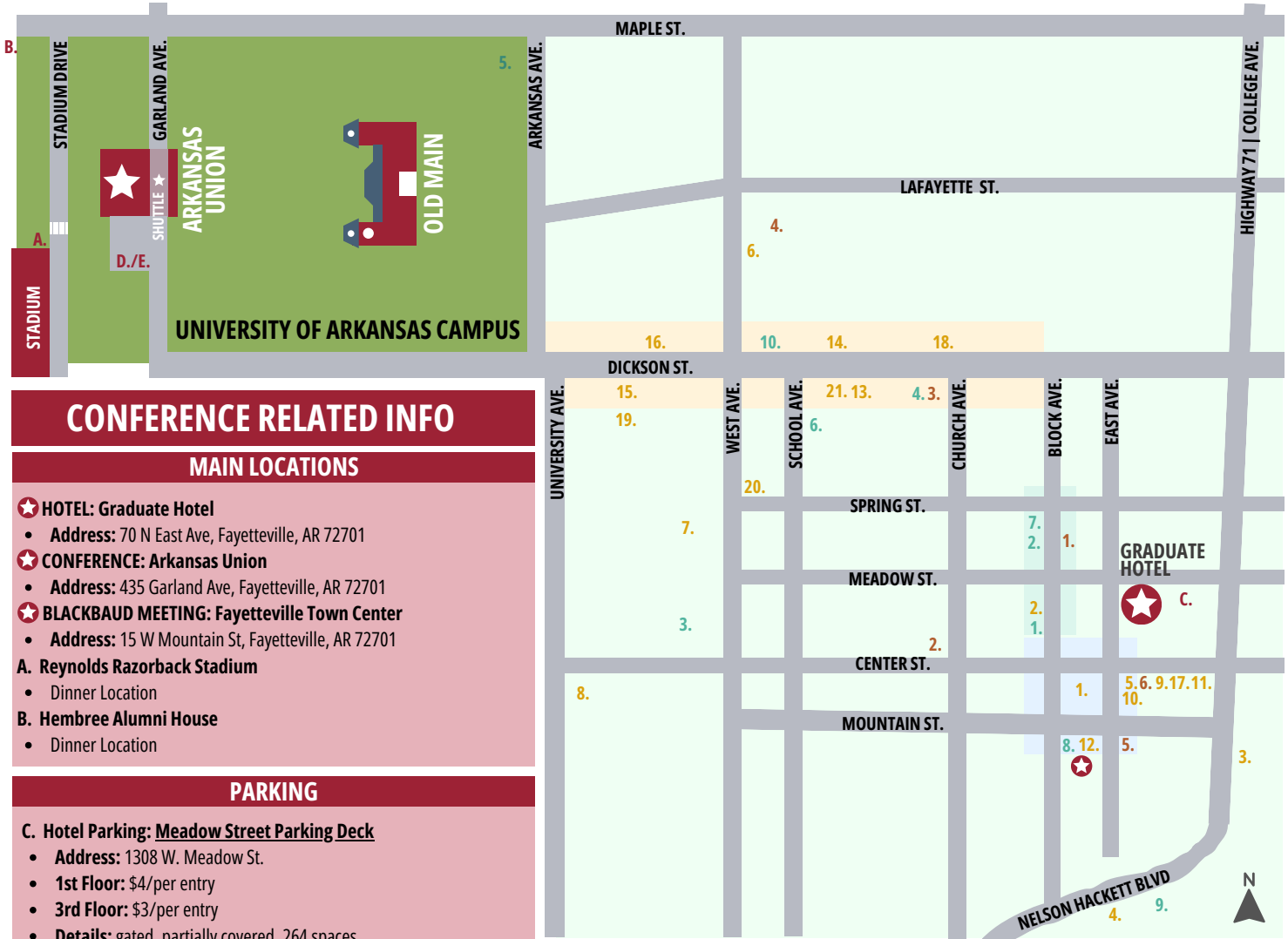
11:30 AM – 12:00 PM **Wrap Up: Final Remarks & Discussing 2025 Conference Host**

Big Red Room (ARKU 507-511)

*Amy Linimon, Assistant Vice Chancellor of Engagement
University of Arkansas*

12:00 PM – 1:00 PM **Shuttle:** Runs loop from Arkansas Union to Graduate Hotel

SEC/ACC ANNUAL GIVING CONFERENCE | Map



CONFERENCE RELATED INFO

MAIN LOCATIONS

- ★ **HOTEL: Graduate Hotel**
 - **Address:** 70 N East Ave, Fayetteville, AR 72701
- ★ **CONFERENCE: Arkansas Union**
 - **Address:** 435 Garland Ave, Fayetteville, AR 72701
- ★ **BLACKBAUD MEETING: Fayetteville Town Center**
 - **Address:** 15 W Mountain St, Fayetteville, AR 72701

A. Reynolds Razorback Stadium

- Dinner Location

B. Hembree Alumni House

- Dinner Location

PARKING

C. Hotel Parking: Meadow Street Parking Deck

- **Address:** 1308 W. Meadow St.
- **1st Floor:** \$4/per entry
- **3rd Floor:** \$3/per entry
- **Details:** gated, partially covered, 264 spaces

D. Conference Location Parking: Stadium Drive Parking Garage

- **Address:** 380 N Stadium Dr.
- **Metered parking:** only requires license plate #, takes cash and card, can be paid [via app](#)
- **Rate:** \$1.90/hr.
- **Details:** Only park in numbered spots that do not say "Reserved". Take elevator to Level 4, which puts you in Union Station. Union entrance is behind elevator.

POST-CONFERENCE UBER/TAXI PICK-UP

E. Stadium Drive Parking Deck: Level 3 (Top Level)

- **Disclaimer:** A shuttle will be provided back to the hotel after the conference. Luggage storage is also available at the hotel.
- **Address:** 380 N Stadium Dr. | Level 3
- **Details:** Walk through the south Union exit and into Union Station. Take elevator down to Level 3.

RESTAURANTS

- | | | |
|---|---------------------------------------|---|
| 1. Cheers Sandwiches & Burgers | 8. Geraldi's Local Italian | 15. Spoon Korean |
| 2. Hugo's Steak & Burgers | 9. Xuma Kitchens Mexican | 16. Sushi 101 Japanese |
| 3. Feed & Folly Salads, Sandwiches | 10. Tula Mexican | 17. A Taste of Thai Thai |
| 4. Penguin Ed's BBQ Local BBQ | 11. Damgoode Pies Pizza | 18. US Pizza Pizza & Sandwiches |
| 5. Vetro 1925 Fine dining Italian | 12. Tiny Tim's Local pizza | 19. Marley's Chicago Style Pizza |
| 6. Hammontree's Grilled Cheese | 13. Emelia's Mediterranean | 20. Grubs's Bar & Grille Burgers |
| 7. Rolando's Ecuadorian | 14. Bordino's Italian Dining | 21. Ferrell's Lounge Burgers |

COFFEE SHOPS

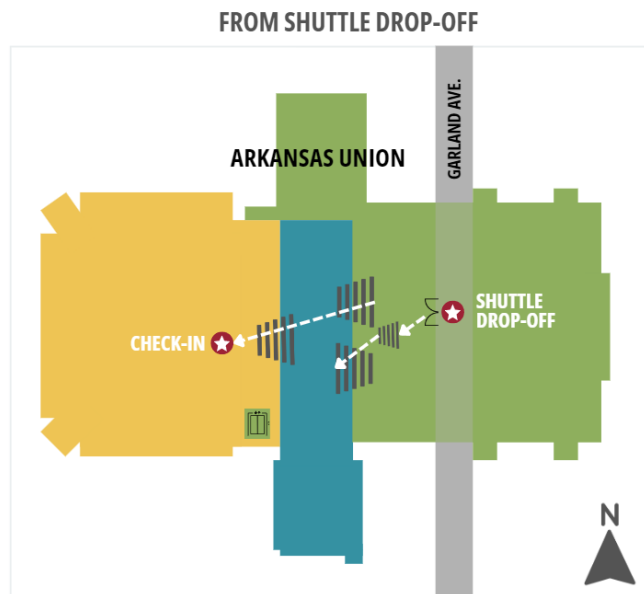
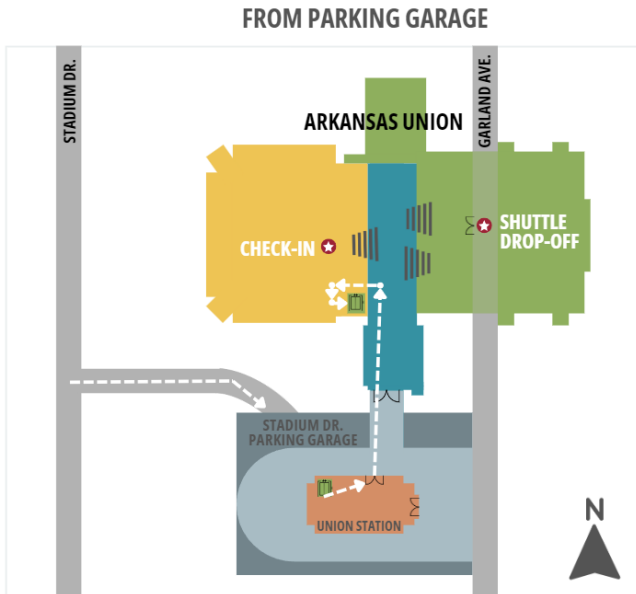
1. **Little Bread Co.** | Coffee and Bakery
2. **Arsaga's** | Toast, Bowls, & Salads
3. **Puritan Coffee and Beer**
4. **Doomsday Coffee** | Breakfast Tacos
5. **Jammin Java** | Breakfast, Sandwiches
6. **Savoy Tea** | Tea Room

HANG OUTS

1. **Pinpoint** | Pinball Bar
2. **Maxine's** | Old, Beloved Dive Bar
3. **AM/PM Bar** | Quirky, Comfy Dive Bar
4. **Puritan Coffee and Beer** | Wine & Beer
5. **Lambeth Lounge** | On Campus, Carnall Hall
6. **Kingfish** | Dive Bar
7. **Big Box Karaoke** | Karaoke & Asian Fusion
8. **West Mountain Brewing** | Brew Pub & Pizza
9. **Crisis Brewing** | Brew Pub

SEC/ACC ANNUAL GIVING CONFERENCE | Map & Shuttles

Arkansas Union – How to Get to the 5th Floor of the Union



Directions: Park in a numbered spot and pay at the machine near the elevator. Take elevator to the 4th floor. Exit Union Station, enter Union, and continue down the hall. Turn left at the food court and take the elevator to the 5th floor. You will see the check-in desk once you exit the elevator.

Detailed Video Directions: bit.ly/UnionParkingGarage

Directions: The shuttle stop is located under the Union bridge. Enter the door and keep taking the staircase up until you have reached the 5th floor landing. You will see the check-in desk.

Detailed Video Directions: bit.ly/ShuttleStop

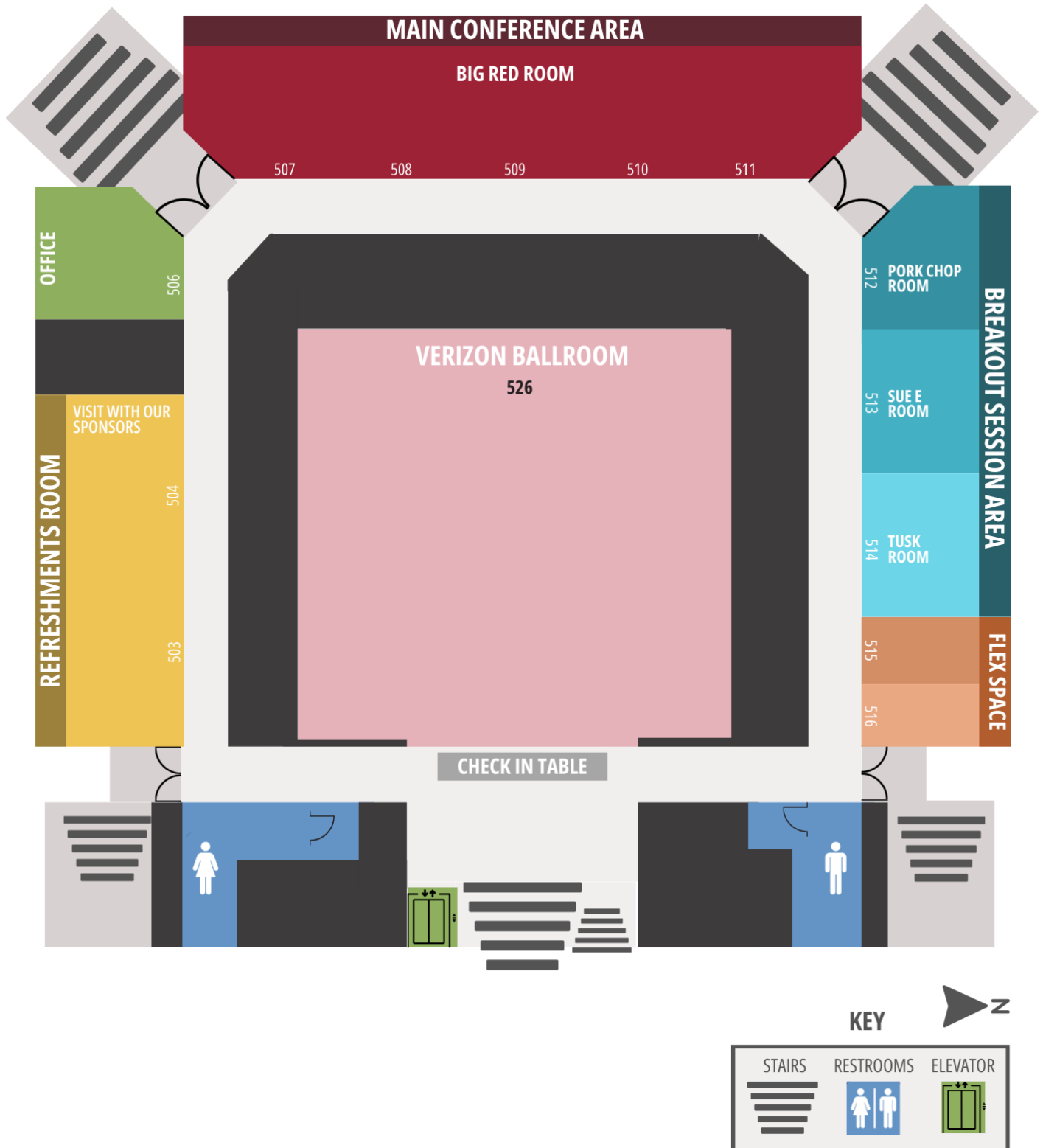
Shuttle Schedule

TIME	DAY	LOCATION FROM	LOCATION TO	CONTINUOUS LOOP?
8:00 AM - 1:00 PM	Wed, Jan. 24	Graduate Hotel	Arkansas Union	Yes
5:15 - 5:45 PM		Arkansas Union	Graduate Hotel	2-3 Loops*
5:45 - 8:30 PM		Graduate Hotel	SEC Club	Yes
7:30 - 8:45 AM	Thurs, Jan. 25	Graduate Hotel	Arkansas Union	Yes
5:00 - 5:30 PM		Arkansas Union	Graduate Hotel	2-3 Loops*
5:30 - 8:30 PM		Graduate Hotel	Alumni House	Yes
7:30 - 8:45 AM	Fri, Jan. 26	Graduate Hotel	Arkansas Union	Yes
12:00 - 1:00 PM		Arkansas Union	Graduate Hotel	4-5 Loops

** Though the shuttle will make 2 loops at a minimum and more if time permits, please try and get on the bus as soon as you can to ensure you make it to the venue on schedule.*

SEC/ACC ANNUAL GIVING CONFERENCE | Map of Venue

Arkansas Union, 5th Floor



SEC/ACC ANNUAL GIVING CONFERENCE | Attendees

AUBURN UNIVERSITY

Roxanne Combs, *Annual Giving Specialist* | rlc0045@auburn.edu

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GEORGIA TECH

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LOUISIANA STATE UNIVERSITY

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Mary Julia Klug, *Annual Giving Strategist* | mklug@lsufoundation.org

NORTH CAROLINA STATE UNIVERSITY

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Adam Compton, *Executive Director* | agcompto@ncsu.edu

Erica Fuller, *Associate Director of Annual Giving* | eacinder@ncsu.edu

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SYRACUSE UNIVERSITY

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TEXAS A&M UNIVERSITY

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UNIVERSITY OF ARKANSAS, LITTLE ROCK

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VIRGINIA TECH

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SEC/ACC ANNUAL GIVING CONFERENCE | Sponsors

Dinner Sponsor

Marketing Communication Resource

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Matt Sulzer, *VP Sales & Marketing* | Matt.sulzer@mcr-inc.com

Shawn Thomas, *Sales Consultant* | shawn.thomas@mcr-inc.com

Transportation Sponsor

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Breakfast Sponsors

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Rachel Spencer, *Account Executive* | rachel.spencer@vanillasoft.com

Refreshment Sponsors

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David Wishart, *Senior Director, Philanthropic Partnerships* | dwishart@legends.net

Teuteberg

Margaret Munson, *Development Executive* | mmunson@teuteberg.com

Jon Szpizar, *Director of Sales* | jszpizar@teuteberg.com

Exhibit Table Sponsors

BlueRidge Giving

Mike Smith, *President* | msmith@blueridgegiving.com

Bob Sands, *Vice President, Sales & Partnerships* | bsands@blueridgedata.com

Gravyty

Kevin Massimino, *Enterprise Account Executive* | kevin.massimino@gravyty.com

Ruffalo Noel Levitz

Nick Herman, *Vice President* | Nick.Herman@RuffaloNL.com

Scott Kruger, *Vice President* | scott.kruger@ruffalonl.com

Salesforce

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TY INK Promotions

Susan Baker, *President* | Susan@tyinkpromotions.com

Wilson-Bennett Technology Inc.

Alexandra Beard, *Director of Operations* | abeard@wilson-bennett.com

SEC/ACC ANNUAL GIVING CONFERENCE | History

- | | | |
|----------------------------|-----------------------|--|
| 2005 Florida | 2012 Alabama | 2019 LSU |
| 2006 Arkansas | 2013 LSU | 2020 Auburn |
| 2007 Georgia | 2014 Tennessee | 2021 Virginia Tech (<i>Virtual</i>) |
| 2008 Auburn | 2015 Kentucky | 2022 (<i>Hiatus</i>) |
| 2009 South Carolina | 2016 Texas A&M | 2023 North Carolina State |
| 2010 Mississippi | 2017 Florida | 2024 Arkansas |
| 2011 Vanderbilt | 2018 Georgia | |



Schools in attendance this year:

SEC	ACC
Auburn University	Clemson University
Louisiana State University	Duke University
Texas A&M University	Florida State University
University of Alabama	Georgia Tech
University of Arkansas	North Carolina State University
University of Florida	Southern Methodist University
University of Georgia	Syracuse University
University of Kentucky	University of Louisville
University of Mississippi	University of North Carolina, Chapel Hill
University of Missouri	University of Notre Dame
University of Oklahoma	University of Pittsburgh
University of South Carolina	University of Virginia
University of Tennessee, Knoxville	Virginia Tech
University of Texas at Austin	



Link to add yourself to the LISTSERV: bit.ly/AG_Listserv



Interested in hosting the 2025 conference?

Email Jen Boyer at jlb061@uark.edu and/or attend the Wrap Up on Friday morning. We would be delighted to share all our planning files with you to help you get the ball rolling. We will gladly answer any questions or assist in any way!

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