



presents

Register
today!

Early Registration:

\$25 for APRA Mid-South Members

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For more info:

Contact Rebecca Nies at (615) 936-5814 or vice.president@apramidsouth.org

Our Premier Sponsor:

FIND YOUR FUNDERS: TOOLS TO INCREASE YOUR DONOR BASE

October 28, 2011 ♦ 8:30–noon
Dutch lunch to follow

Hosted by
Western Kentucky University, South Campus
Knically Conference Center, Regency Room
2355 Nashville Road, Bowling Green, KY

Join us for a morning of educational sessions and networking while you and other non-profit professionals investigate ways to increase your donor base.

Kick off the morning with seasoned development professional, Deb Darling, Director of Prospect Research at Washington and Lee University, as she explores various research strategies to locate funders, as well as how to use and present this information. Next will be a lively panel discussion with peer non-profit leaders on how prospect research has enhanced their fundraising operations.

Stick around and continue the conversation at our Dutch lunch following the workshop sessions.

Presenters:

- ♦ **Deb Darling**, Director of Prospect Research, Washington & Lee University
- ♦ **Ginger Cole**, Team/Leader and Account Executive, LexisNexis

Panelists:

- ♦ **Brian Becker**, CEO, Big Brothers Big Sisters of South Central Kentucky
- ♦ **Heather Rogers**, Exec Director, Junior Achievement of South Central Kentucky
- ♦ **Susan Cohen**, Grant Writer/Prospect Researcher, Kentucky Center for the Performing Arts
- ♦ **Deb Darling**, Director of Prospect Research, Washington & Lee University



OUR SPEAKERS

DEB DARLING

Deb joined Washington and Lee University in 2008 as the first Director of Prospect Development to prepare for their campaign, now in the public phase with a \$500 million goal, one of three liberal arts colleges to seek this level of commitment. She has 23 years of fundraising experience in major gifts and prospect research. Prior to joining W&L, she spent ten years as a major gifts officer for Berea College (KY) and Director of Development for Comfort Zone Camp (VA). She started her fundraising career at the Thomas Jefferson (Memorial) Foundation in 1988, joined Hampden-Sydney College in 1990 as their first Director of Prospect Development, and later joined the consulting firm, Bentz Whaley Flessner, as its full-time consultant for prospect development.

She has been a frequent speaker at national and regional APRA conferences, as well as AFP, MARC, AHP, and many others. Deb received her BA in history from the University of Virginia in 1985.

GINGER COLE

Ginger has been with LexisNexis for 22 years, holding a variety of different positions. All positions have been customer-facing in some capacity; therefore, customer service/satisfaction is an area of expertise. She has been within LexisNexis' Academic Market since 2004, working as a Product Manager for the LexisNexis for Development Professional service since 2007.

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Speaker Bios



OUR PANELISTS

BRIAN BECKER

Brian has served as CEO of Big Brothers Big Sisters of South Central Kentucky for over four years. Brian was previously a satellite office Outreach Coordinator and Program Director with the agency. During his nearly nine-year tenure with the agency, special event revenue grew 180% before the recession and still grosses nearly \$200,000 annually. Brian brings experience as both a program staff member and a director managing agency revenue goals and performance for a multi-county youth development agency. He is a 2009 graduate of Leadership Bowling Green. He has been appointed to committee positions through Big Brothers Big Sisters of America and is currently the BBBS Statewide Association Chair. Brian is a Bowling Green native and Western Kentucky University graduate who enjoys spending time with his wife and two young children as well as reading, hiking and canoeing.

SUSAN COHEN

Susan has been the Manager of Grants and Prospect Research at The Kentucky Center for the Performing Arts in Louisville, Kentucky, for the past eight years. She has been working in the non-profit sector for over 25 years, having worked for the Boy Scouts of America, the United Way, Life Adventure Camp, and the National Multiple Sclerosis Society. She gained her experience in prospect research working for over six years at Hanover College in Hanover, Indiana. While at Hanover, Susan assisted the development staff with prospect research for two successfully executed capital campaigns. In her current position at The Kentucky Center for the Performing Arts, in addition to writing grants, Susan continues to work on her true work passion, prospect research work for individuals (annual and planned giving), corporations, foundations and government. Susan received her B.A. from Carleton College in Northfield, Minnesota, in Biology. Susan is married, has three daughters, 5 dogs and 2 cats.

PANELIST BIOS CONTINUED
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Panelist Bios



OUR PANELISTS (CONTINUED)

HEATHER ROGERS

Heather has served as President of Junior Achievement of South Central Kentucky since 1999. She joined Junior Achievement after a six-year tenure at United Way of Southern Kentucky, where she held positions of Marketing Director and Director of Community Investments. Heather is a 1997 graduate of Leadership Bowling Green, 2009 President of the Chamber Ambassadors and a previous member of the Chamber Board of Directors. She currently serves on the Industry Appreciation Committee and was instrumental in helping to establish the Work Ethic Seal program in partnership with the Chamber. Heather was a finalist for the national Junior Achievement's 2003 Karl Flemke Pioneer Achievement Award and, under her leadership, JA of South Central Kentucky received the organization's highest recognition, the Peak Performance Team Award (2006 & 2007). Heather volunteers for numerous community organizations in the Bowling Green area. She is a 1989 graduate of Western Kentucky University with a BA in Advertising, and was named 2010 WKU Alumna of the Year. Heather and her husband Jay have two children: Hunter, age 15 and Taylor, age 13.

DEB DARLING

Deb is Director of Prospect Research at Washington and Lee University. For more, see her bio on "Speaker Bios" page.

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Panelist Bios

