

Crescendo

Total Planned Giving Solutions

2010 Practical Planned Giving Conference Course Schedule

Instructions: You will find a registration form under the “Register” tab located at www.practicalpgc.com/register. Please fill it out and fax it to Crescendo at 805.388.2483. **Note:** Each session is held twice on the same day in order to accommodate more people. To take full advantage of PPGC be sure to sign up for FOUR breakout sessions per day.

Monday, September 27, 2010

TIME	FUNDAMENTALS	GIFT ANNUITIES	EMARKETING	PROPERTY MEGAGIFTS	MAJOR/PLANNED GIFTS	ART OF THE ASK
8:30 – 8:50 a.m.	Opening Welcome	Opening Welcome	Opening Welcome	Opening Welcome	Opening Welcome	Opening Welcome
9:00 – 10:15 a.m.	Gift Planning Highway Ilana Ormond	CGA Buffet Cam Kelly	Wills/IRA/CGA Campaign Charles, June, Jennifer	Washington Update Jerry McCoy	Finding Major Donors Jay Love	Relationship Risks Steve Marken
10:15 – 10:45 a.m.	Break	Break	Break	Break	Break	Break
10:45 – 12:00 p.m.	Gift Planning Highway Ilana Ormond	CGA Buffet Cam Kelly	Wills/IRA/CGA Campaign Charles, June, Jennifer	Washington Update Jerry McCoy	Finding Major Donors Jay Love	Relationship Risks Steve Marken
12:00 – 1:30 p.m.	Lunch/Awards Jay Love	Lunch/Awards Jay Love	Lunch/Awards Jay Love	Lunch/Awards Jay Love	Lunch/Awards Jay Love	Lunch/Awards Jay Love
1:30 – 2:45 p.m.	Valuation, Deductions & Reporting Kristen Schultz	Creative Annuities Jim Soft	eGifts Success Panel Ardis Schultz/Panel	Stock Gifts Tom Ray	Reaching Board Members Marshall Howard	4 R's of Major Donors Rob Mitchell
2:45 – 3:15 p.m.	Break	Break	Break	Break	Break	Break
3:15 – 4:30 p.m.	Valuation, Deductions & Reporting Kristen Schultz	Creative Annuities Jim Soft	eGifts Success Panel Ardis Schultz/Panel	Stock Gifts Tom Ray	Reaching Board Members Marshall Howard	4 R's of Major Donors Rob Mitchell
4:30 – 5:30 p.m.	Cocktail Reception	Cocktail Reception	Cocktail Reception	Cocktail Reception	Cocktail Reception	Cocktail Reception

Tuesday, September 28, 2010

TIME	FUNDAMENTALS	GIFT ANNUITIES	EMARKETING	PROPERTY MEGAGIFTS	MAJOR/PLANNED GIFTS	ART OF THE ASK
8:30 – 9:45 a.m.	Start-up Marketing Gene Christian	Risk/Reinsurance Bob Rock	eMarketing Innovations Jennifer, June, Sandra, Tyler	Real Estate Gifts Erik Dryburgh	Lead Trust Marketing Lani Starkey	The Art of the Ask Steve Mourning
9:45 – 10:15 a.m.	Break	Break	Break	Break	Break	Break
10:15 – 11:30 a.m.	Start-up Marketing Gene Christian	Risk/Reinsurance Bob Rock	eMarketing Innovations Jennifer, June, Sandra, Tyler	Real Estate Gifts Erik Dryburgh	Lead Trust Marketing Lani Starkey	The Art of the Ask Steve Mourning
11:30 – 1:00 p.m.	Lunch/Graduation Lani Starkey	Lunch/Graduation Lani Starkey	Lunch/Graduation Lani Starkey	Lunch/Graduation Lani Starkey	Lunch/Graduation Lani Starkey	Lunch/Graduation Lani Starkey
1:00 – 2:15 p.m.	Unitrust Pitfalls Bill Knox	CGA Marketing Lewis von Herrmann	Cross Marketing Heidi Lundgren, Sandra Henningsen	Non-Cash Asset Gifts Bryan Clontz	Business Owner Gifts Charles Schultz	Donor Centered Planning Amanda Ferrari
2:15 – 2:45 p.m.	Break	Break	Break	Break	Break	Break
2:45 – 4:00 p.m.	Unitrust Pitfalls Bill Knox	CGA Marketing Lewis von Herrmann	Cross Marketing Heidi Lundgren, Sandra Henningsen	Non-Cash Asset Gifts Bryan Clontz	Business Owner Gifts Charles Schultz	Donor Centered Planning Amanda Ferrari