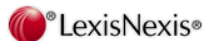


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Please join us for our
FALL 2011 MEETING

featuring **Marianne Pelletier**, Director, Advancement Research and Data Support, Cornell University
October 21, 2011 hosted by Marshfield Clinic
8:00 a.m. – 2:30 p.m.



Marianne M. Pelletier, CFRE, has been in the fundraising field since 1988, when she joined the research team at Harvard's University Development Office. She has served as a researcher for Harvard and Lesley University, and as Director of Advancement Research at Carnegie Mellon University. Pelletier has served as Director of Annual Giving and Development Services for Southern New Hampshire University. She also worked with Datatel's clients on the Benefactor product and process improvement. She has a bachelor's degree from Rockford College and an MBA from Southern New Hampshire University. Pelletier is an APRA board member and immediate past president of APRA's Upstate New York chapter, and actively involved in the data mining and modeling community.

Big Picture, Little Picture: Where Do I Start?

Today, research teams are charged with data mining, donor modeling, and other complex prospecting techniques. However, the first thing to do when building or rebuilding a prospecting program is not to add complex systems, but instead to do some hands-on reporting and analysis to show trends as well as donors who are raising their hands as good prospects. In this discussion, we will review different ways to see prospecting and how different techniques fit in from both angles – looking for that one incredible donor to understanding the patterns among all constituents. Techniques for simple analyses are demonstrated.

program

- 8:00 – 8:30 Breakfast
- 8:30 – 8:45 Welcome and introductions
- 8:45 – 10:15 Big Picture, Little Picture:
Where Do I Start?
- 10:15 – 10:30 Break
- 10:30 – 11:00 Big Picture, Little Picture (continued)
- 11:00 – 12:00 Q&A with Marianne Pelletier
- 12:00 – 1:00 Lunch
- 1:00 – 2:00 Q&A with Marianne Pelletier
(continued)
- 2:00 – 2:30 Chapter Business Meeting

MEETING LOCATION:

**Marshfield Clinic
Research Foundation**
Melvin R. Laird Center, 1st Floor
Conference Room ML0050
1000 N Oak Ave
Marshfield, WI 54449

OUT-OF-TOWN ACCOMODATIONS

Holiday Inn Conference Center
750 S Central Ave.
Marshfield, WI 54449
(715) 387-5511 or (800) 782-8581
<http://www.holidayinn.com/hotels/us/en/marshfield/mfiwi/hoteldetail>

REGISTRATION FORM

Name _____

Organization _____

Address _____

Telephone _____ E-mail _____

I am an APRA-WI member (check one) Yes No

I will attend the pay-your-own-way Networking Dinner at 6:30 p.m. on Thursday, October 20 at the Gondolier Restaurant and Lounge in the Holiday Inn Conference Center, Marshfield, WI 54449 (check one) Yes No

I will attend the Fall APRA-WI meeting on Friday, October 21 (check one) Yes No

PROGRAM & LUNCH (APRA-WI members, \$40; non-members, \$50; students, \$20)

Please indicate any dietary restrictions here: _____

PROGRAM ONLY (APRA-WI members, \$30; non-members, \$40; students, \$10)

Send completed form and check (payable to "APRA-WI")

Send completed registration form to: Melanie Rayhorn, Research Database Assistant, Marshfield Clinic, 1000 North Oak Avenue, Marshfield, WI 54449, 715-387-9190, rayhorn.melanie@marshfieldclinic.org