



The Association of Fundraising Professionals  
Orange County Chapter Presents  
**24th Annual Conference on Philanthropy**

**WELLS  
FARGO**

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# Charting Your Course In the New Economy



**(Start Here)**

Wednesday, July 28, 2010  
University of California Irvine  
Student Union  
[www.afpoconference.org](http://www.afpoconference.org)

## 24th Annual Conference on Philanthropy

Learn from the best while  
earning CEU credits.



For full conference details,  
visit our website at

[www.afpoconference.org](http://www.afpoconference.org)



1820 West Orangewood Ave., Suite 111  
Orange, CA 92888



**12 Successful  
Fundraisers will  
lead sessions for  
a Core Essentials  
Track and an  
Advanced Track**

**Shannon Barnes**  
CEO, Senior Advisor  
The Edge Group

**Dana Butler-Moburg**  
Executive Director  
Shea Center

**Denise Desmond, CFRE**  
Development Director  
Goodwill Orange County

**Betsy Densmore**  
President  
Academies for Social Enterprise

**Carol Geisbauer, MA**  
Grants Instructor  
Development Consultant

**Jim Greenfield, ACFRE, FAHP**  
CEO  
JM Greenfield & Associates

**Milly Heaton**  
Director of Development  
CSUF College of the Arts

**Mona Hobson**  
Director of Development  
Homeboy Industries

**Susan Hoover Miller, CFRE**  
VP Major Gifts  
Ocean Institute, Dana Point

**Janet Levine, MBA**  
President  
Janet Levine Consulting

**Collette Murray, JD**  
President, CEO  
Paschal Murray

**Kim Sherman**  
Founder  
Echo Media Group

## ★ Session Tracks

Registration starts at 7:30 am  
 Program starts at 8:15 am  
 Wrap-Up at 4:15 pm

4 sessions throughout the day with a choice between a Core Essentials Workshop or an Advanced Workshop at each session.

See website for full schedule:  
[www.afpocconference.org](http://www.afpocconference.org)

## Core Essentials

for fundraisers with less than 3 years experience

**The Annual Fund: Stay Afloat for the Long-Term**

**Weather the Storm with Diversified Funding Streams**

**Board Members & Volunteers:  
 Keep Everyone On Board & Motivated**

**Create a Roadmap to Successful Grant Writing**

## Advanced Track

for more experienced fundraisers

**Discover New Worlds: How Social Media and Marketing Strategies Support Traditional Fundraising**

**Don't Leave Friends Behind – the Importance of Major Gifts**

**Explore Your Strengths: Effective Leadership Defined**

**Become a Captain of Industry: How Social Enterprise Can Help You Generate Profit While Advancing Your Mission**

## Jeff R. Wilcox, CFRE

### Keeping Your Passion in Tough Times

With 22 years of United Way, philanthropic, health care and communications experience, Jeff Wilcox has held executive staff and board positions in nonprofit management throughout the West, including Seattle, Phoenix, Los Angeles and Orange County. Currently President of Executive Consulting for the Nonprofit Sector, Inc., Jeff and his team provide interim executives, executive performance review and improvement, and succession planning. Jeff inspires leadership through his teaching, executive coaching and his syndicated business column, *The Third Sector Report*.

## ★ Keynote Speaker

## NEW! Ask the Experts

An addition this year, "Ask the Expert" opportunities will allow you to spend one on one time with someone who can help you with questions about the specific dilemmas your organization is facing.

## Featured Sponsors



## REGISTER FOR THE CONFERENCE

### Register Early!! Save Money!!

#### Before June 30th (Early Bird)

AFP Member \$95  
 Non-Member \$115

#### After June 30th

AFP Member \$115  
 Non-Member \$135

\*includes lunch and parking

### Mail or Fax Form to:

AFPOC  
 1820 West Orangewood Ave, Ste 111  
 Orange, CA 92868

FAX: 714.744.8975

OR Register Online

at [www.afpocconference.org](http://www.afpocconference.org)

All refunds are subject to a 25% handling fee

No refunds after July 1st.

First name \_\_\_\_\_ Last Name \_\_\_\_\_

Organization \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Additional Attendees from same organization

First name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

First name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

#### Register by June 30th and save \$20!

Check for \$ \_\_\_\_\_ payable to AFP is enclosed

Charge for \$ \_\_\_\_\_  MasterCard  VISA  Am Express

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Signature \_\_\_\_\_