

| Time/Location | Activity/Session Facilitator(s) |
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| | Tuesday, July 15 |
| 8:00 - 10:00 p.m. Faculty/Staff Club Room, Nittany Lion Inn | Pre-Conference Reception hosted by the ABSAP Council <i>Kick off your conference experience by joining the group for an informal reception at the Nittany Lion Inn. Say hello to friends, old and new, and enjoy this first evening in Happy Valley over light cocktails and hors d'oeuvres.</i> |
| | Wednesday, July 16 |
| 7:00 - 8:20 a.m. Atrium, Nittany Lion Inn | Registration |
| 7:00 - 8:20 a.m. Penn State Room, Nittany Lion Inn | Breakfast Buffet <i>Tickets for the breakfast buffet can be found in your registration materials.</i> |
| 8:00 - 8:25 a.m. Assembly Room, Nittany Lion Inn | New Member Orientation Janice Headley, Indiana University (Kelley School of Business) Erika Murphy, Purdue University (Krannert School of Management) <i>If this is your first ABSAP conference, please plan to attend this brief and casual session. At the end, you'll be connected with your "buddy" for the conference, if you've requested one.</i> |
| 8:30 a.m. Front Entrance, Nittany Lion Inn | Bus Leaves for the Business Building |
| 8:45 - 8:55 a.m. 125 Business Building | Welcome Dean Charles H. Whiteman, Penn State University (Smeal College of Business) |
| 8:55 - 9:15 a.m. | Tour of the Business Building Penn State Smeal College of Business Students |
| 9:15 - 10:30 a.m. 125 Business Building | Session #1: The Agony & Ecstasy of Alumni Relations Jennifer Crispell, Penn State University (Smeal College of Business) <i>"Break the ice" by learning about your ABSAP colleagues, including the successes and challenges of each school. In the end, you'll see just how strong the ABSAP network is!</i> |
| 10:30 - 10:45 a.m. MBA Commons | Break |
| 10:45 a.m. - Noon 125 Business Building | Session #2: Is Your Alumni Board Working for You? Erika Murphy, Purdue University (Krannert School of Management) Susan Evans, Washington University in St. Louis (Olin Business School) Emily Mahon, Washington University in St. Louis (Olin Business School) <i>Board members often have a lot of energy, big ideas, and a strong desire to contribute. How do you manage all of this, so that they are making an impact in the most effective way possible?</i> |
| 12:05 p.m. | Bus Leaves for the Arboretum |

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| <p>12:15 - 1:30 p.m. The Arboretum at Penn State</p> | <p>Lunch <i>The Arboretum at Penn State is one of the most beautiful landmarks on campus. Take some time during lunch to wander around the gardens.</i></p> |
| <p>1:35 p.m.</p> | <p>Bus Leaves for the Business Building</p> |
| <p>1:45 - 2:45 p.m. 125 Business Building</p> | <p>Session #3: Using Social Media to Make Alumni Connections Keary Kinch, University of Texas at Austin (McCombs School of Business) Treshea Wade, Carnegie Mellon University (Tepper School of Business) <i>The sky is the limit when it comes to ways to utilize social media platforms. But how do you rise above the noise? This discussion will focus on how Alumni Relations professionals can use social media to engage with alumni...and help them connect with each other!</i></p> |
| <p>2:45 - 3:00 p.m. MBA Commons</p> | <p>Break</p> |
| <p>3:00 - 4:00 p.m. 125 Business Building</p> | <p>Session #4: Alumni Engagement Tools Rebecca Ricksen, University of California Berkeley (Haas School of Business) Catherine Nichols, University of North Carolina (Kenan-Flagler Business School) <i>Are the tools doing what you need them to do? What options are out there, and what should you consider and evaluate in order to find the best system for your Alumni Relations initiatives?</i></p> |
| <p>4:00 p.m.</p> | <p>Bus Departs for the Nittany Lion Inn</p> |
| <p>5:15 p.m. Front Entrance, Nittany Lion Inn</p> | <p>Bus Departs for Seven Mountains Wine Cellars*</p> |
| <p>6:00 - 8:30 p.m. Seven Mountains Wine Cellars</p> | <p>Wine Tasting & Dinner <i>The evening will begin with an hour-long reception, and those who would like to partake in the wine tasting are welcome to do so. Dinner will follow. Enjoy the Central PA scenery!</i></p> |
| <p>9:15 p.m.</p> | <p>Bus Arrives at the Nittany Lion Inn*</p> |
| Thursday, July 17 | |
| <p>7:00 - 8:10 a.m. Alumni Lobby, Nittany Lion Inn</p> | <p>Breakfast Buffet <i>Tickets for the breakfast buffet can be found in your registration materials.</i></p> |
| <p>8:15 - 8:45 a.m. Assembly Room, Nittany Lion Inn</p> | <p>ABSAP General Meeting</p> |
| <p>8:45 - 10:00 a.m. Assembly Room, Nittany Lion Inn</p> | <p>Session #5: Developing High-Impact Events for Your Alumni Josh DeMott, Rice (Jones Graduate School of Business) Jennifer Allen, University of Georgia (Terry College of Business) Christine Smith, University of Georgia (Terry College of Business) <i>High impact events come in all shapes and sizes. Specific purpose and goals are critical for generating desired outcomes. In this session, we will candidly discuss both small and large events geared toward your alumni network.</i></p> |
| <p>10:00 - 10:15 a.m. Break Area</p> | <p>Break</p> |

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| <p>10:15 - 11:30 a.m. Assembly Room, Nittany Lion Inn</p> | <p>Session #6: Alumni Engagement & Fundraising in Times of Crisis Todd Sloan, Penn State University (Smeal College of Business) <i>Penn State was confronted with unprecedented public scrutiny in the fall of 2011. Hear about how the Smeal College of Business navigated through the scandal by communicating with alumni and stressing philanthropic priorities to its donors.</i></p> |
| <p>11:30 a.m. - 12:45 p.m. Faculty/Staff Club Room, Nittany Lion Inn</p> | <p>Lunch and ABSAP Awards</p> |
| <p>1:00 - 2:15 p.m. Assembly Room, Nittany Lion Inn</p> | <p>Session #7: Strategy in Context Tracy McCabe, University of Chicago (Booth School of Business) <i>Discussion of how effective strategy is considered and formed in alumni relations, using a case example from Chicago Booth. The session will focus on clarifying vision and strategic imperatives, and bringing the institutional conversation in line.</i></p> |
| <p>2:15 - 2:45 p.m. Nittany Lion Shrine & Break Area</p> | <p>Group Photo & Break</p> |
| <p>2:45 - 4:00 p.m. Assembly Room, Nittany Lion Inn</p> | <p>Session #8: Fostering an Alumni Mindset in Students Meg Roundy, University of California Berkeley (Haas School of Business) <i>As alumni relations professionals, we hope to instill an understanding of the depth and breadth of our communities, of our benefits and services, and establishing expectations of what it means to be a member of our alumni network as soon as our students set foot on campus (or before!). This conversation will touch on best practices for involving current students in alumni activities (what, why, how), and keeping them informed of the benefits and volunteer opportunities available throughout their lifetime.</i></p> |
| <p>5:00 p.m. Front Entrance, Nittany Lion Inn</p> | <p>Bus Departs for Historic Penn's Cave*</p> |
| <p>5:45 - 8:00 p.m. Historic Penn's Cave</p> | <p>Cookout & Water Cavern Boat Tour; SAPY Awards <i>Following a summer BBQ-style dinner, you'll get to experience one of Central PA's most unique attractions. Our group will take a 50-minute water cavern tour featuring magnificent stalactites and stalagmites. Be sure to bring a jacket (it's 52 degrees inside the cave!) and wear comfortable walking shoes.</i></p> |
| <p>8:45 p.m.</p> | <p>Bus Arrives at the Nittany Lion Inn*</p> |
| Friday, July 18 | |
| <p>7:00 - 8:00 a.m. Alumni Lobby, Nittany Lion Inn</p> | <p>Breakfast Buffet <i>Tickets for the breakfast buffet can be found in your registration materials.</i></p> |
| <p>8:00 - 9:00 a.m. Assembly Room, Nittany Lion Inn</p> | <p>Session #9: Leveraging Your Alumni as Brand Ambassadors Justine Schaffner, Georgetown University (McDonough School of Business) <i>We all know how passionate our alumni can be. But how do you take that passion and translate it into action? Learn about one of Georgetown McDonough's success stories – a project that generates revenue, along with alumni engagement and leadership – results we all strive for!</i></p> |
| <p>9:00 - 9:15 a.m. Break Area</p> | <p>Break</p> |

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| <p>9:15 - 10:15 a.m. Assembly Room, Nittany Lion Inn</p> | <p>Session #10: ABSAP Top Takeaways John Sengenberger, Carnegie Mellon University (Tepper School of Business) <i>We've shared a lot of great ideas – now what will you focus on when you get home? Evaluate your most valuable takeaways in small groups, and begin to think about topics that should be considered for the 2015 conference.</i></p> |
| <p>10:15 - 10:30 a.m. Assembly Room, Nittany Lion Inn</p> | <p>Farewell/2015 ABSAP Conference Preview Jennifer Crispell, Penn State University (Smeal College of Business) Susan Evans, Washington University in St. Louis (Olin Business School) Emily Mahon, Washington University in St. Louis (Olin Business School)</p> |
| <p>10:30 a.m. Assembly Room, Nittany Lion Inn</p> | <p>Lunch To-Go</p> |
| <p>*Please note that travel times include time for bus loading and unloading. Actual travel time to each location is approximately 30 - 35 minutes.</p> | |
| <p>Additional conference materials, including session presentations, are available: http://www.smeal.psu.edu/alumni/our-community/2014-absap-conference</p> | |