

**Education Foundations for K-12 Conference**  
**“Successful Education Foundations for Strong Schools”**

**January 27-28, 2005**

8:30 am – 3:45 pm on January 27; 8:30 through lunch on January 28

Royal Palm Yacht Club  
2360 West First Street, Fort Myers, Florida  
Close to Fort Myers airport and I-75

A two-day national conference to strengthen your efforts in securing gifts and community support for your local education foundation.

Supporters:

Florida Association of School Administrators

The Foundation for Lee County Public Schools, Inc.

Rovins Educational Group is an Alliance Member of AASA.

Audience: Education foundation board members; school superintendents; school board members; executive directors; business, corporate, and community members.

Focus: Success Stories of Fundraising Events, Initiatives in Local Education Foundations

**January 27, 2005**

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| 8:30 – 9:00 am   | Registration and Continental Breakfast   |
| 9:00 – 9:15 am   | Welcome and Introductions<br>Judy Rovins, President, Rovins Educational Group  |
| 9:15 – 9:45 am   | <b>Successful Education Foundations for Strong Schools</b><br>Presenter: Dan H. McCormick, President & CEO, McCormick Group (Author of <i>Creating Foundations for American Schools</i> )  |
| 9:45 – 10:15 am  | <b>Marketing Your Education Foundation</b><br>Marketing strategies to reach your community and move potential donors to interact with your education foundation take creativity and persistence.<br><br>Presenter: Linda Lecht, Executive Director, Miami-Dade County Education Foundation |
| 10:15 – 10:40 am | Break  |

- 10:40- 11:40 am      **Success in Developing Your Alumni**  
 This interactive forum will explore strategies for developing your alumni donor base. The speaker’s model adapts to the culture/political environments of each state.
- Presenter: Clare McCully, Executive Director, Newton (MA) Schools Foundation
- 10:40 – 11:40 am      **Fundamentals of Education Foundations and How to Make the Startups Better** (limited to 20 persons)  
 This workshop is for start-ups of education foundations and also those who want to revitalize an education foundation. The fundamentals must be in place before the education foundation launches fundraising programs.
- Presenter: Liz Stokes, President, Connecticut Consortium of Education Foundations
- 11:40 – 12:10 pm      **Success Stories in the Audience**  
 Roving Moderator:  
 Judy Rovins, President, Rovins Educational Group,
- 12:10 – 1:30 pm      Lunch and Speaker  
**Building Top Quality Business Partnerships for K-12 Education**  
 Speaker: James Neville, Principal Facilitator, Development One LLC (former Acting Executive Director (ExxonMobil (ret), Texas Association of Partners in Education)
- National award winning facilitator for volunteer outreach for business partnerships with education foundations, James Neville will address what’s in it for businesses and what they want when they invest in education.
- 1:45 – 2:30 pm      **Panel: Successful Programs Funded by Education Foundations**  
 Darlene Grossman, President, Foundation for Lee County Public Schools (FL); Liz Stokes, President, Connecticut Consortium of William E. Hoffman, President, Hillsborough Education Foundation, Inc.
- 2:30 – 2:45 pm      Break
- 2:45 – 3:45 pm      **Panel: Successful Fundraising Events and Initiatives**  
 Chip Wichmanowski, Executive Director, Pasco Education

Foundation, Inc., President, Consortium of Florida Education Foundations; Stacy Carlson, Executive Director, Consortium of Florida Education Foundations

**January 28, 2005**

8:00 am Registration and Continental Breakfast

8:30 am **Creative Strategies for K-12 Education Foundations**  
Creative strategies for programming, marketing and fundraising are only limited by the creative potential of foundation members.

Presenter: Viktor J. Joganow, Ed.D., Superintendent, Passaic Valley Regional High School District (NJ), and Executive Director, Passaic Valley Regional High School Education Foundation, Inc.

9:20-10:00 am **Successful Foundations' Initiatives**  
The speaker has almost 20 years as an executive director of education foundations, knows what works in rural and urban districts, and oversees one of the most successful education foundations in Florida.

Presenter: Terry Boehm, President, Pinellas County Education Foundation

10:00 am Break

10:15 – 10:45 am **Let's Give Online and Be Accountable**  
Exciting new online donations programs designated for teachers and classroom projects

Carolyn Gillis, President, ClassroomClassifieds.com

10:45 – 11:15 am **What Do Local K-12 Education Foundations Need to Succeed?**  
Chip Wichmanowski, Executive Director, Pasco Education Foundation, Inc., President, Consortium of Florida Education Foundations

11:15 – 11:45 am **Study of Education Foundations in 40 Largest School Districts**  
A comparison of education foundations in the forty largest school districts in the nation will include dependent, independent and interdependent foundation configurations.

12:00 noon  
Presenter: Dewey Caruthers, President, Dewey & Associates  
Lunch and Close of Conference