



On behalf of the New York Chapter of APRA - the Association of Professional Researchers for Advancement - we would like to invite you and your staff to attend an exciting one-day workshop to be held June 13, 2007: “Navigating the Trail to Success”

Join Greater New York researchers and Cecilia Hogan, the author of *Prospect Research: A Primer for Growing Nonprofits* (2003, 2d ed. 2007 Jones & Bartlett), in a lively presentation of the best practices of major gift research. Learn techniques for operating a winning research office. No researcher? Hear tips for adding the essential elements of research to your fund-raising efforts.

Cecilia Hogan has led the development research effort at the University of Puget Sound in Tacoma, Washington, for more than 13 years. She is the international editor for *Internet Prospector*, an electronic newsletter and website reviewing Internet resources for development researchers. She is a former president of the Northwest chapter of the Association of Professional Researchers for Advancement (APRA) and served on the APRA International Board of Directors from 1999-2002. In the latter role she managed APRA's professional journal, *APRA Connections*. Limited copies of the first edition of her book will be available for sale at the workshop.

Opening remarks will be given by Catherine Reed, Director of Development at Hadassah WZOA and filling out the morning slate will be two senior professionals in the science and art of prospect research and management, David Shanton, Executive Director of Development at Baruch College, New York and Christopher Hughes, Deputy Chief Development Officer for Prospect Research and Strategic Planning at The Metropolitan Museum of Art, New York.

We have kept the cost of the workshop low to enable as many as possible the opportunity to be there. For \$85.00 for members and \$100.00 for non-members, those attending will receive a one-day workshop and a sandwich buffet lunch. (Scholarships are available for those professionals new to Prospect Research.)

You may also want to take the opportunity of joining the Greater New York Chapter of APRA. For the cost of \$35.00 for one year and \$55 for two years, members receive notification of our monthly programs, opportunities to network with local and national leaders in the development research profession, mentoring with senior professionals, access to the job site, the opportunity to apply for a scholarship to attend the APRA International Conference, the Membership Directory and login to the Members Gateway which offers lists of web based and other research resources and profile templates.

APRA of Greater New York Presents a One-Day Workshop:
Navigating the Trail to Success

Wednesday, June 13, 2007

**Location: NYC Seminar & Conference Center
71 West 23rd Street, New York, NY**

- 8:30 Registration**
9:00 Catherine Reed, National Director of Development, Hadassah WZOA
“Opening Remarks: Research as the First Step in Development”
9:30 David Shanton, Executive Director of Development Baruch College, New York
“Money, Politics and Philanthropy: Is There a Link?”
11:00 Christopher Hughes, Deputy Chief Development Officer for Prospect Research & Strategic Planning, The Metropolitan Museum of Art, New York
“A Collaborative Campaign: Working with Trustees, Volunteers, and Development Staff”
1:00 Networking Lunch (Included)
2:00 Cecilia Hogan, Director, University Relations Research, University of Puget Sound, Tacoma, Washington
“Around the Research Campfire: Stories of Dismal Failure, Near Misses and Great Success”
3:30 Book signing by Cecilia Hogan: Prospect Research: A Primer for Growing Nonprofits (Limited copies will be available for sale.)

Registration for One-Day Workshop with Lunch

Name: _____

Organization: _____

Address: _____

E-mail: _____ Phone: _____

Members: \$85 in advance (\$100 at the door)

Non-Members: \$100 in advance (\$120 at the door)

Membership: \$35 for one year \$55 for two years

(Scholarships are available for researchers new to the profession)

Please return with a check for the appropriate amount to:

Arek Lipinski, Prospect Research Coordinator
Pace University, Office of Philanthropy
One Pace Plaza, New York, NY 10038