



**2016 Annual Conference**  
Hosted by Washington University in St. Louis  
**August 3-5, 2016**

## **Agenda**

### **Wednesday, August 3<sup>rd</sup>**

**7:00 a.m. – 4 p.m. • Registration**

**Location:** *Knight Center, First Floor Alcove*

**8:00 a.m. • Mastery Breakfast Available**

**Location:** *Second Floor, Knight Center*

**8:00 a.m. – 3:00 p.m. • Preconference Option: NACRO Mastery Series**

**Location:**

*Mastery 1: Knight Center 340*

*Mastery 2: Knight Center 211*

**The Mastery Series** is designed for senior level corporate relations officers who seek to build their peer network, increase their strategic skills, and bring new ideas back to their campuses. Each class is assigned an overarching theme, with content driven by the attendees. Attendees will submit a case study (template provided) and will be guided through a series of interactive exercises by the facilitator. Participants should come prepared to share both their successes and their challenges, ask questions and answer others questions, and present on their approaches to the group.

**Mastery Series** participants should have 10+ years of professional experience (at least three in a leadership role) and manage a corporate portfolio. Attendance is limited to 25 NACRO members per session. Mastery Class registration is separate from conference registration and must be approved in advance. If approved, the registration fee for the Mastery Series is \$100. Please apply.

### **Mastery Series 1: Developing and Implementing a Corporate Relations Strategic Plan**

**Facilitator:** Kathy Lynch, Director of Corporate Relations, Boston University

**Target Audience:** *NACRO Members who are corporate relations senior leaders developing strategy, hiring staff, and managing budgets for university-wide CR programs.* Participants should leave class with a stronger peer network, an understanding of broad issues around a CR plan, and concrete advice and ideas for action for their own program.



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## **Mastery Series 2: Building a Culture of Trust and Respect within your School or College**

**Facilitator:** Lorena McLaren, Executive Director, Corporate and Foundation Relations, North Carolina State University

*Target Audience: NACRO Members who are responsible for leading the corporate relations office for a school or college within a research university. Participants will have broadened their peer network, gained a deeper understanding of common relationship issues in CR across universities, and have actionable recommendations for raising the profile of CR within your school.*

### **8:00 a.m. – 9:00 a.m. • Blueprint Breakfast Available**

**Location:** AB Dining Room, Knight Center, Third Floor

### **9:00 a.m. – 5:00 p.m. • Preconference Option: NACRO Blueprint Day**

**Location:** AB Dining Room, Knight Center, Third Floor

Blueprint Day is handcrafted for new NACRO members, new corporate relations officers, and those new to higher education. This optional content focuses on the NACRO “blueprint” for holistic university corporate relations, and incorporates two of the best parts of any NACRO Conference: peer learning and networking with other NACRO members. ***The Blueprint registration fee is \$100, and can be paid at the time of NACRO conference registration.***

### **9:00 a.m. – 9:15 a.m. • Welcome**

**Blueprint Co-Chairs:** Kim Jacobs, Director of Corporate and Foundation Relations, Herbert Wertheim College of Engineering, University of Florida and Brad Ricker, Associate Director for Corporate Relations, Michigan State University

**NACRO Co-Presidents:** Ryan Elias, Assistant Vice President of Leadership and Regional Development, University of Cincinnati and Stacey Willenborg, Director of Corporate Relations, Warrington College of Business Administration, University of Florida

### **9:15 a.m. – 10:15 a.m. • The Evolution of Corporate Relations Offices**

The structure of corporate relations offices and their associated responsibilities differ greatly from one university to another. This presentation will utilize case studies to first describe current corporate relations models, and then discuss those specific variables that influence structure.

**Speaker:** Cameron McCoy, Assistant Vice President, Office of Economic Engagement, Lehigh University

### **10:15 a.m. – 10:30 a.m. • Networking Break**



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### **10:30 a.m. – 11:30 a.m. • Corporate Outreach: Building Mutually Beneficial Partnerships**

Generating and maintaining new corporate partnerships, while coordinating corporate outreach efforts with many motivated players on campus, is a challenge. Corporate Relations Officers address the varied goals of their university and corporate partners, while connecting the dots to develop comprehensive strategies for engagement, support, and partnership. This session will focus on proven corporate outreach strategies and success stories.

**Speakers:** Nell Dority, Director, Business Engagement Center, University of Michigan and Jessica Watts, Senior Director of Corporate Relations, University of Texas at Dallas

### **11:30 a.m. – 1:00 p.m. • Lunch – Networking with Affinity Groups**

NACRO has established Affinity Groups that aim to create opportunities for interaction, peer-to-peer learning, and connection between members with similarities. The affinity groups are designed for those members that have identified as working in Business, Central (Large and Small) Offices, Engineering, Medical/Health Sciences, or Research and Economic Development. Over lunch, participants will have the opportunity to engage in discussion and establish connections in advance of the conference.

### **1:00 p.m. – 2:00 p.m. • Art of the Deal**

This session will guide you through the Art of the Deal. When do you push the ROI? When do you back off and take it slow? What do you do when the “deal” is getting diverted by a well-meaning but anxious faculty member who doesn’t have the strategic picture in mind? This HIGHLY interactive session will combine success stories, tales of woe, essential skill sets necessary for CROs to navigate curve balls, and maybe even a little role play to demonstrate proven techniques to close the deal.

**Speakers:** Kathy Lynch, Director of Corporate Relations, Boston University and Anne O’Donnell, Executive Director for Corporate Research Partnerships, Jacobs School of Engineering, UC San Diego

### **2:00 p.m. – 2:15 p.m. • Networking Break**

### **2:15 p.m. – 3:15 p.m. • Sharing the Love: Stewardship of Corporate Partners**

Stewardship is the careful and responsible management of something that has been entrusted to you. In the context of corporate relations, it is imperative that in addition to prospecting for new partners, we also steward what we already have – we must show our institutional “love” for our existing corporate relationships. This session will review common areas of academic engagement and share examples and best practices for stewardship, which is a core activity in a successful corporate relations program.

**Speakers:** Michael Marion, Associate Vice President, Rutgers University Foundation and Cynthia Sweet, Director, Corporate Relations Office, West Virginia University

### **3:15 p.m. – 3:30 p.m. • Networking Break**



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**3:30 p.m. – 4:45 p.m. • From Blueprint to Reality: A University Panel Discussion**

So how do you apply what you have learned today? This panel of newer NACRO members sat in your chairs last year! Learn about their first conference experiences, the NACRO benefits they have gained personally and professionally, and their advice for first time attendees geared to maximize the value of their experience.

**Speakers:** Kolt Codner, Director of Corporate Relations, Kent State University; Danielle Jenkins, Program Coordinator, Corporate Relations, Boston University; Tom Nguyen, Senior Director, Corporate Relations, DePaul University; and Po On Yeung, Corporate Relations Officer, University of British Columbia

**Moderator:** Adam Causgrove, Corporate Relations Associate, Medical and Health Sciences Foundation, University of Pittsburgh and UPMC

**4:45 p.m. • Closing Comments**

**5:30 p.m. – 7:00 p.m. • Registration (badge pickup for pre-registered conference attendees only)**

**Location:** *Hillman Hall*

**5:30 p.m. – 7:30 p.m. • Opening Night Reception**

**Location:** *Hillman Hall, Washington University in St. Louis*

Network with colleagues at the first official event of the conference on the WashU campus.

**Speakers:**

**NACRO Co-Presidents:** Ryan Elias, Assistant Vice President of Leadership and Regional Development, University of Cincinnati and Stacey Willenborg, Director of Corporate Relations, Warrington College of Business Administration, University of Florida

**Washington University in St. Louis:** David Blasingame, Executive Vice Chancellor of Alumni and Development Programs

After the reception, join fellow NACRO members for more socializing at one of the recommended restaurants listed in the NACRO Conference App.



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**Thursday, August 4<sup>th</sup>**

**7:00 a.m. – 4 p.m. • Registration**

**Location:** *Knight Center, First Floor Alcove*

**7:00 a.m. – 8:15 a.m. • Breakfast**

**Location:** *AB Dining Room, Knight Center, Third Floor*

**8:30 a.m. – 8:45 a.m. • Opening Remarks**

**Location:** *Emerson Auditorium, Knight/Bauer Hall*

**\*\*\* Please note no food/drink allowed in auditorium \*\*\***

**NACRO Co-Presidents:** Ryan Elias, Assistant Vice President of Leadership and Regional Development, University of Cincinnati and Stacey Willenborg, Director of Corporate Relations, Warrington College of Business Administration, University of Florida

**Conference Planning Committee Co-Chairs** Amy Pridmore, Corporate Relations Research and CRM System Coordinator, Olin School of Business, Washington University in St. Louis and Megan Greenawalt, Director of Corporate Relations, Medical and Health Sciences Foundation, University of Pittsburgh and UPMC

**8:45 a.m. – 9:00 a.m. • University Welcome**

**Location:** *Emerson Auditorium, Knight/Bauer Hall*

**\*\*\* Please note no food/drink allowed in auditorium \*\*\***

**Introduction:** Amy Pridmore, Corporate Relations Research and CRM System Coordinator, Olin School of Business, Washington University in St. Louis

**Speaker:** Dr. Holden Thorp, Provost and Executive Vice Chancellor for Academic Affairs and Rita Levi-Montalcini Distinguished University Professor, Washington University in St. Louis

**9:00 a.m. – 9:45 a.m. • Keynote Address •**

**Location:** *Emerson Auditorium, Knight/Bauer Hall*

**\*\*\* Please note no food/drink allowed in auditorium \*\*\***

**Introduction:** Dorothy Kittner, Assistant Dean and Director, Corporate Relations, Olin Business School, Washington University in St. Louis

**Speaker:** Lisa Mitchell-Kastner, Vice President, Talent Acquisition, AT&T

**9:45 a.m. – 10:00 a.m. • Networking Break**

**Location:** *Knight Center, Second Floor*



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**10:00 a.m. – 11:00 a.m. • Concurrent Session • Driving Innovation Through Skillful Partnership**

**Location:** *Knight Center, Room 200*

Companies are attentive to the time required for realizing innovation. Industry executives often want faculty to help them answer related questions like “What investment would bring this research to market sooner? How can this research help solve pressing challenges we face?” These partnerships can help university faculty further their research goals at the same time as meeting industry needs to bring innovation to the market quickly and efficiently. This industry panel will discuss how CR professionals can optimize these relationships by understanding common corporate needs and challenges. Suggestions will include skillful restructuring of meetings and effective practices for coaching faculty to respond to company concerns about potential applications of their research and timelines for results.

**Speakers:** Nathan Cushing, Senior Systems Engineer & Lead, University R&D Effort, General Dynamics Mission Systems; Dewey Houck, Chief Data Analytics Officer, Boeing Defense, Space, and Security; and Kiersten Stead, Investment Director, Monsanto Growth Ventures

**Moderator:** Afroze Mohammed, Associate Director, Strategic Alliances, Office of Economic Development, Virginia Tech

**10:00 a.m. – 11:00 a.m. • Concurrent Session • The ROI in Engaging Financial Services Firms**

**Location:** *Knight Center, Room 211*

Many financial institutions highly value their relationships with universities. These companies are exceptionally engaged with academia, recruiting great talent, collaborating on potential research initiatives, and contributing in the classroom. They also place high value on developing and educating their own workforce and often encourage their employees to give back to their communities through financial support and the gift of time. This corporate panel will discuss their broad involvement on university campuses and share ideas for multi-beneficial, multifaceted engagement opportunities.

**Speakers:** Vanessa Cooksey, Senior Vice President, Community Affairs, Wells Fargo Advisors; Rodney Kinzinger, St. Louis Managing Partner, Deloitte; and Larry Thomas, Partner, Edward Jones

**Moderator:** Dorothy Kittner, Assistant Dean and Director, Corporate Relations, Olin Business School, Washington University in St. Louis

**10:00 a.m. – 11:00 a.m. • Concurrent Session • Measuring the Intangible: a Suggested Approach to Quantifying the Total Value and Return on Corporate Relations**

**Location:** *Knight Center, Room 340*

Universities around the world are attempting to measure the benefits of engaging with corporate partners beyond traditional metrics. This panel will discuss an array of topics around how we measure, evaluate, and communicate corporate engagement activities. Frameworks and methodologies for capturing the total value of engagement, including suggestions on how to measure intangible outcomes, will be explored with the panelists.

**Speakers:** Margaret Hudson, Director of Corporate Engagement, Macquarie University and Charles Hasemann, Assistant Vice President for Innovation and Economic Development at the Michigan State University Innovation Center



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**Moderator:** Kim Jacobs, Director of Corporate and Foundation Relations, Herbert Wertheim College of Engineering, University of Florida

**10:00 a.m. – 11:00 a.m. • Concurrent Session • The Balancing Act: Centralized vs. Decentralized Models of Corporate Engagement**

**Location:** *Knight Center, Room 210*

When you work in higher education, raising money is often the easy part – it is the internal politics that are hard. If you work in a central corporate relations office, are you the one that owns the relationships? Do schools go rogue and ask for forgiveness rather than permission? If you are a school-based officer, do you find yourself battling the mothership so you can actually get something done? We all have jobs to do, and navigating the complexities of centralized and decentralized prospect management often ends up being as much of a time suck as entering contact reports. This session will attempt to bring all of the points of view to the table for a lively discussion and brainstorm of potential solutions.

**Speakers:** Jill Bond, Executive Director of Corporate and Foundation Relations, University of Texas at Austin; Iris Magid, Director, Industry Engagement & University Relations; University of California, San Diego; and Jennifer Schwartz, Senior Director of Corporate and Foundation Relations, A. James Clark School of Engineering, University of Maryland

**Moderator:** Adam Causgrove, Corporate Relations Associate, Medical and Health Sciences Foundation, University of Pittsburgh and UPMC

**11:00 a.m. – 11:15 a.m. • Networking Break**

**Location:** *Knight Center, Second Floor*

**11:15 a.m. – 12:15 p.m. • Find Your People: Affinity Group Discussions (Corporate Relations Structure)**

In these sessions, NACRO members have the opportunity to participate in an Affinity Group discussion. The groups are designed around the primary constituencies we serve in our Corporate Relations roles. During these concurrent sessions, members will share interests, common goals, and current challenges. Affinity sessions are designed to be conversational with a moderator and discussion leaders. In an effort to prepare the moderators, we urge participants to submit a question or challenge ahead of time.

To submit a question or if you notice that we are missing an affinity group, please contact Debra Baker and Margaret Bankoff at [affinity@nacronline.org](mailto:affinity@nacronline.org).

**Affinity Group:** Business

**Location:** *Bauer Hall, Room 240*

**Moderators:** Margaret Bankoff, Associate Director, Corporate Relations, Leeds School of Business, University of Colorado and David Broughton, Senior Executive Director of Corporate Relations, University of North Texas



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**Affinity Group:** Large Central Office      **Location:** *Knight Center, Room 340*

**Moderators:** Brad Fravel, Executive Director, Corporate Relations, Indiana University; Curt Hadley, Associate Director, Corporate Relations, University of Illinois at Urbana-Champaign; Christine Lanoie-Newman, Deputy Director, Corporate, Foundation, and Research Relations, University of California, Los Angeles; and Megan Puzey, Assistant Director, Corporate Relations, University of Illinois at Urbana-Champaign

**Affinity Group:** Small Central Office      **Location:** *Knight Center, Room 200*

**Moderators:** Kelly Ard, Coordinator, Corporate and Foundation Relations, Auburn University; Jessica Crutchfield, Director of Foundation Relations, Auburn University; and Nancy Katz, Executive Director, Strategic Relations, Foundation and Corporate Relations, Drexel University

**Affinity Group:** Engineering      **Location:** *Knight Center, Room 210*

**Moderators:** Michael Bivens, Senior Advancement Officer, Corporate Relations, Rensselaer Polytechnic Institute and Brandon Zollner, Director, Corporate and Foundation Relations, Rose-Hullman Institute of Technology

**Affinity Group:** Medical/Health Sciences      **Location:** *Bauer Hall, Room 210N – McGinnis Classroom*

**Moderators:** Mary Lynn Ulch, Director of Development, Corporate and Foundation Giving, West Virginia University Health Sciences Center and James Zanewicz, Chief Business Officer, Office of Research Business Development, Tulane University School of Medicine

**Affinity Group:** Ag/Life Sciences      **Location:** *Bauer Hall, Room 210S – McGinnis Classroom*

**Moderators:** Barry Dickerson, Senior Director of Corporate Engagement, College of ACES, University of Illinois at Urbana-Champaign; Brad Ricker, Associate Director, Corporate Relations, Michigan State University; and Deborah Thompson, Director of Research Partnerships, North Carolina State University

**Affinity Group:** Research/Economic Dev't      **Location:** *Bauer Hall, Room 130 – Guller Classroom*

**Moderator:** Emily Abbott, Director of Corporate and Strategic Relationships, University of California, Riverside and Marc Gibson, Senior Director of Industry and Economic Relations, University of Tennessee

**12:15 p.m. – 12:30 p.m. • Travel to Lunch and Begin Lunch Selections**

**12:30 p.m. – 1:15 p.m. • Lunch and NACRO Business Meeting**

**Location:** *Frick Forum, First and Second Floor Atrium, Knight/Bauer Hall*

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**1:15 p.m. – 1:30 p.m. • Travel to Concurrent Sessions** (*Knight/Bauer Hall to Knight Center*)

**1:30 p.m. – 2:30 p.m. • Concurrent Session • University/Corporate Partnerships: Addressing Community Health Needs**

**Location:** *Knight Center, Room 211*

Universities partner with industry in many ways. This session examines university/industry collaborations, from both philanthropic and research perspectives, that address looming public health disparities.

**Speakers:** Rochelle Henderson, Senior Director of Research and Clinical Services, Express Scripts; Rafael Malpica, National Manager, Community Affairs, Walgreens; and Dr. Winston F. Wong, Medical Director, Community Benefit, Kaiser Permanente

**Moderator:** Dr. Bill Powderly, Director of the Institute for Public Health and Co-Director in the Division for Infectious Disease at Washington University School of Medicine

**1:30 p.m. – 2:30 p.m. • Concurrent Session • How Research Partnerships Augment Innovation, Economic Development, and Careers**

**Location:** *Knight Center, Room 340*

This panel will explore case studies that illustrate successful research relationships between academia and industry, including the increasing focus on addressing complex systemic problems. The discussion will cover the growing importance of translational research in aerospace, optics, and biomedicine. Through examples, the panel will demonstrate how these multifaceted relationships aid economic and scholarly development and add value to institutional missions.

**Speakers:** Todd Cleland, Director, Industry Relations, College of Engineering, University of Washington; Lawrence Lau, Associate Director, Corporate Collaborations, Physical and Information Sciences, Stevens Institute of Technology, University of Southern California; and Kate Tallman, Associate Vice President, Technology Transfer, University of Colorado

**Moderator:** Rick Silva, Executive Director, Biomedical Corporate Alliances, University of Arizona Health Sciences Center

**1:30 p.m. – 2:30 p.m. • Concurrent Session • Internal Allies: Corporate Relations Intersections Across Campus**

**Location:** *Knight Center, Room 200*

Campuses are complex. Many university offices are often interacting with companies at any given time, and working together across units can present a series of unique challenges. This academic panel will present case studies on effectively leveraging the intersecting work of various campus units involved in industry engagement, including fundraising, career services, research, tech transfer, and alumni services. Through case studies, the panel will provide working examples of internal campus partnerships for central CR offices, outline frameworks for identifying and developing university allies, and discuss benefits and challenges of working collaboratively with various units with different metrics.



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**Speakers:** George Darakos, Associate Director, Corporate and Institutional Partnerships, Carnegie Mellon University; Victor Haroldsen, Senior Analyst, Corporate Relations, UC Davis; Charley Hasemann, Assistant Vice President for Innovation and Economic Development, Michigan State University Innovation Center; and Mitzi Richards, Senior Director of Corporate Relations, Kansas State University Foundation

**Moderator:** Jamie Shattuck, Manager, Corporate Relations, UC Davis

**1:30 p.m. – 2:30 p.m. • Concurrent Session • Diversity and Inclusion – Attracting Corporate Partners Through Diversity Initiatives: Recruitment, Scholarship, Philanthropy**

**Location:** *Knight Center, Room 210*

This session will identify ways university development teams can utilize diversity initiatives to foster corporate relationships. The panel will discuss authentic and intentional conversations to promote on-campus diversity efforts. Examples will include types of programs companies are seeking, how a university can champion those efforts with corporate prospects, and how to create meaningful dialogue with companies to enhance diversity and inclusion efforts on campus.

**Speakers:** Angela Roseboro, Head of Diversity and Inclusion, T. Rowe Price Investments; Susan Stith, Vice President, Diversity, Inclusion, and Corporate Giving, Express Scripts; and Cedric D. Thurman, U.S. Head, Inclusion, BMO Harris Bank

**Moderator:** Pearl Alexander, Executive Director of Diversity, Inclusion and Engagement, Georgia Institute of Technology

**2:30 p.m. – 2:45 p.m. • Networking Break**

**Location:** *Knight Center, Second Floor*

**2:45 p.m. – 3:45 p.m. • Concurrent Session • Bio and Pharma Collaborative Research Partnerships**

**Location:** *Knight Center, Room 210*

This session will bring together a diverse panel of pharma/biotech representatives and a VC who works with them for an interactive discussion on what opportunities are available when they engage with academic research partners. Topics will include why university partnerships are needed, the expectations these companies have when working with academia, and what motivates them and truly drives their actions. The panel will be presented talk show style – with an active moderator for half the session, and the remaining time reserved for interaction with attendees to ask candid questions and get immediate feedback.

**Speakers:** Jarrod Borkat, Head, External Collaborations, Biotech Hubs and Government Contracting, MedImmune; Sharon Semones, Advisor, External Environment, Search and Evaluate, Discovery Chemistry, Open Innovation Drug Discovery Program, Eli Lilly and Company; and David Taylor, Managing Director, Mankind Venture Group

**Moderator:** James Zanewicz, Chief Business Officer, Office of Research Business Development, Tulane University School of Medicine



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**2:45 p.m. – 3:45 p.m. • Concurrent Session • Choose Your Own Adventure: Lessons Learned from the Fluor – University of Houston Collaboration**

**Location:** *Knight Center, Room 211*

Ever wonder how fundraising decisions impact gift outcomes? This session will focus on lessons learned from the multi-year cultivation of a \$1M gift from the Fluor Corporation to the College of Technology at the University of Houston. In a “Choose Your Own Adventure” format, participants will explore the development of the proposal, experience the hurdles faced, and learn the results and consequences of each action. Challenges on the adventure of closing the gift will include handling personality clashes, integrating campus priorities, translating academic and industry-speak, shaping proposals to maximize corporate ROI, disappearing matches, and ever-changing gift agreements.

**Speaker:** Magda M. Herrera, Associate Director of Corporate Relations, University of Houston

**Moderator:** Kolt Codner, Director of Corporate Relations, Kent State University

**2:45 p.m. – 3:45 p.m. • Concurrent Session • Innovative Ways to Engage Industry Partners and Prospects**

**Location:** *Knight Center, Room 340*

As collaborations between businesses and universities become more sophisticated, it is imperative that corporate relations officers continuously investigate new and creative approaches to interfacing with the private sector. This session will explore three programs aimed at increasing the quantity and quality of university-industry partnerships – a campus-wide open house, an interactive event designed to help students network with companies, and a unique internship program that places multi-disciplinary teams of engineering interns with industry sponsors. A panel of NACRO members will discuss how these original initiatives might help you pioneer a new way of thinking about engaging with industry partners and prospects.

**Speakers:** Jim Desrochers, Associate Director for Employer Relations, Michigan Technological University; Loren Metzger, Team Internship Program Manager, Jacobs School of Engineering, UC San Diego; and Nicholas Pasquarello, Senior University Business Liaison, University of Wisconsin-Madison

**Moderator:** Whitney Riley, Director, Corporate and Foundation Relations, Office of Advancement, Miami University of Ohio

**2:45 p.m. – 3:45 p.m. • Concurrent Session • Data-Driven Company Tiering: How to Prioritize Companies to Focus on the Most Strategic Partners**

**Location:** *Knight Center, Room 200*

What matters is measured. This session encourages attendees to use data to rank and tier companies that have the most potential to become strategic partners. Presenters will share several industry models and share results from brand new surveys, and then attendees will work in small groups on a company ranking exercise. Attendees can expect to learn how to tier their corporate portfolios to prioritize resources and develop metrics.

**Speakers:** Brendan McGinty, Director of Corporate Engagement, College of Liberal Arts and Sciences, University of Illinois at Urbana-Champaign; Julie Totten, Associate Director, Corporate Relations, Boston University; and John Wendelken, Senior Development Research Analyst, Boston University



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**Moderator:** Christine Lanoie-Newman, Deputy Director, Corporate, Foundation and Research Relations, UCLA

**3:45 p.m. – 4:00 p.m. • Networking Break**

**Location:** *Knight Center, Second Floor*

**4:00 p.m. – 5:00 p.m. • Concurrent Session • Mutual Value Exchange with Multiple University Partners**

**Location:** *Knight Center, Room 210*

What defines a great partnership between a research university and a company? Mutual value exchange. This panel of corporate executives highly values their university partners because they achieve more by working together than without each other. Panelists will share examples of how to create these relationships between companies and academia.

**Speakers:** Edgar Aguilar, Group Executive, Infrastructure and Operations Services, MasterCard; Dennis Fortner, Senior Manager of Intellectual Property and Strategic Technology Agreements, Advanced Concepts & Technologies Division, Northrop Grumman; and Jeff Powrie, Managing Director, Deloitte Digital

**Moderator:** Rebecca Spear, Industry Relations Manager, School of Engineering and Applied Science, Washington University in St. Louis

**4:00 p.m. – 5:00 p.m. • Concurrent Session • Partnering with Companies that Support STEM Education**

**Location:** *Knight Center, Room 340*

This session will feature industry representatives from companies with STEM interests in recruiting, philanthropy, and research. Attendees will gain a deeper understanding of how institutions can partner with companies that support STEM education.

**Speakers:** Maureen Hergenroether, Vice President, Corporate Philanthropy and Citizenship, MasterCard; Vicki May, Assistant Dean and Director, Institute for School Partnership, Washington University in St. Louis; and Jeffrey Whitford, Director, Global Citizenship, MilliporeSigma

**Moderator:** Dana Ulrich, Senior Development Officer, Missouri University of Science and Technology

**4:00 p.m. – 5:00 p.m. • Concurrent Session • Breaking Barriers, Building Trust: Creating Corporate-Faculty Partnerships That Succeed and Endure**

**Location:** *Knight Center, Room 200*

A successful industry relations strategy must involve faculty, but many faculty lack experience in corporate relationships and are unaware of university resources available to help them develop industry collaborations. Other faculty believe they “own” their corporate relationships, and may hinder or even sabotage corporate relations staff attempts to develop a strategic approach to holistic corporate partnerships. Who do you turn to for guidance? How do you navigate the political climate, moving faculty members to a position of trust and openness toward greater opportunities for the university? In this session, presenters will describe their approach to building faculty-corporate partnership, and offer case studies to illustrate the good, the bad, and the ugly encountered when navigating the stormy seas between Industryland and the Isles of Academia.



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**Speakers:** Tony Hazarian, Associate Development Director, UC Davis and Richard Potter, Director of Corporate Engagement, Kansas State University

**Moderator:** Nancy Katz, Executive Director, Strategic Relations, Foundation and Corporate Relations, Drexel University

**4:00 p.m. – 5:00 p.m. • Concurrent Session • Successful Campus Partnerships that Optimize Corporate Investments**

**Location:** *Knight Center, Room 211*

Corporate relations is a campus-wide endeavor. However, our institutions are often built in silos which make collaboration difficult, leading to a lack of direct reporting lines, centralized database services, and standardized processes. These factors create a challenging environment for everyone, including our industry partners. This session will share best practices and approaches to coordinating corporate engagement across large research institutions. Panelists will discuss two different holistic approaches to corporate engagement which include technology and innovation, workforce, community outreach, and leadership involvement.

**Speakers:** Steve Corkery, Assistant Vice President of Corporate and Foundation Relations, University of Minnesota Foundation; Julie Nagel, PhD, President, KU Innovation & Collaboration and Associate Vice Chancellor for Innovation & Entrepreneurship, University of Kansas; Meaghan Vandersanden, Corporate and Foundation Relations Officer, University of Minnesota; and Scott Zerger, Director, Corporate and Foundation Development, University of Kansas

**Moderator:** Alexa Hansen, Strategic Partnerships, Heinz College, Carnegie Mellon University

**5:00 p.m. – 6:00 p.m. • Metrolink to Busch Stadium**

**6:00 p.m. – 8:00 p.m. • Evening Reception**

**Location:** *Busch Stadium, Redbird Club, 700 Clark Street, St. Louis MO 63102*

Please join us as we feast on ballpark favorites and enjoy views of the St. Louis skyline, including the Gateway Arch. The reception is included in conference registration. Additional tickets are available for purchase.

**6:30 p.m. – 8:30 p.m. • Pitching in the Bullpen, Busch Stadium**

Guests will be able to make their way down to the field and use the warning track to access the bullpen, where they can pitch to a staffer in uniform. Further details and instructions will be provided during the reception – you may want to consider wearing comfortable footwear for this unique and exciting experience!

After the reception, join fellow NACRO members for more socializing at one of the recommended restaurants found on the NACRO Conference App, including those on site at Ballpark Village.



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**Friday, August 5<sup>th</sup>**

**7:00 a.m. – 3:00 p.m. • Registration**

**Location:** *Knight Center, First Floor Alcove*

**7:00 a.m. – 4 p.m. • Luggage Hold Available**

**Location:** *Marking and Communication Conference Room – Knight Center First Floor*

This service is for luggage only. We recommend that you keep any valuables with you.

**7:00 a.m. – 8:45 a.m. • Breakfast**

**Location:** *AB Dining Room, Knight Center, Third Floor*

**9:00 a.m. – 9:15 a.m. • Opening Remarks**

**Location:** *Emerson Auditorium, Knight/Bauer Hall*

**\*\*\* Please note no food/drink allowed in auditorium \*\*\***

**Conference Planning Committee Co-Chairs** Amy Pridmore, Corporate Relations Research and CRM System Coordinator, Olin School of Business, Washington University in St. Louis and Megan Greenawalt, Director of Corporate Relations, Medical and Health Sciences Foundation, University of Pittsburgh and UPMC

**9:15 a.m. – 10:00 a.m. • Plenary Session**

**Location:** *Emerson Auditorium, Knight/Bauer Hall*

**\*\*\* Please note no food/drink allowed in auditorium \*\*\***

**Introduction:** Theresa Menk, Senior Director, Corporate Relations, Washington University in St. Louis

**Speaker:** Scott G. Drach, Vice President, Human Resources, Boeing Defense, Space, and Security

**10:00 a.m. – 10:15 a.m. • Networking Break**

**Location:** *Knight Center, Second Floor*

**10:15 a.m. – 11:15 a.m. • Concurrent Session • AT&T/Boeing Case Study with WashU**

**Location:** *Knight Center, Room 210*

This panel features representatives from companies with a formal university relations structure, with personnel dedicated as counterparts for corporate relations officers. They will share how they choose university partners and spotlight their deep relationship with WashU as a showcase of what is possible.

**Speakers:** Matt McCarthy, Regional Portfolio Manager, Central/Great Lakes, Boeing and Becky Parson, University Relations Manager, AT&T

**Moderator:** Theresa Menk, Senior Director, Corporate Relations, Washington University in St. Louis



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**10:15 a.m. – 11:15 a.m. • Concurrent Session • 21<sup>st</sup> Century Agriculture and University Partnerships**

**Location:** *Knight Center, Room 211*

This panel will highlight modern agriculture and share best practices for engagement with corporate partners. The panel will include ag analytics, seed, ag machinery and equipment, processing, and food and beverage.

**Speakers:** Pradip Das, Ph. D., Principal Researcher, The Climate Corporation; Ryan Lane, Vice President, Research and Development, Archer Daniels Midland Company (ADM); Ron Lloyd, Agronomy Director, 360 Yield Center; and Steve Webb, External Technology and Intellectual Property Portfolio Development Leader, Dow AgroSciences.

**Moderator:** Barry Dickerson, Senior Director of Corporate Engagement, College of ACES, University of Illinois at Urbana-Champaign

**10:15 a.m. – 11:15 a.m. • Concurrent Session • Case Study: Creating a Business-Friendly Innovation Center at the University of Missouri**

**Location:** *Knight Center, Room 200*

University campuses are centers of innovation and creativity, but nurturing, licensing, and funding those ideas are not easy. The University of Missouri wanted to become an Innovation Center, which would facilitate, invite, and support economic development and new business creation. Panelists will discuss the challenges and opportunities the university faced, the path of developing an integrated, welcoming and efficient process across campus to engage industry, and the progress made toward attaining this goal.

**Speakers:** Bill Turpin, President and CEO of the Missouri Innovation Center, University of Missouri and Steve Wyatt, Associate Vice Chancellor and Vice Provost for Economic Development, University of Missouri Columbia

**Moderator:** Sherry Wilson, University of Missouri

**10:15 a.m. – 11:15 p.m. • Concurrent Session • Innovative Ways to Engage Industry Partners and Prospects**

**Location:** *Knight Center, Room 220*

As collaborations between businesses and universities become more sophisticated, it is imperative that corporate relations officers continuously investigate new and creative approaches to interfacing with the private sector. This session will explore three programs aimed at increasing the quantity and quality of university-industry partnerships – a campus-wide open house, an interactive event designed to help students network with companies, and a unique internship program that places multi-disciplinary teams of engineering interns with industry sponsors. A panel of NACRO members will discuss how these original initiatives might help you pioneer a new way of thinking about engaging with industry partners and prospects.

**Speakers:** Jim Desrochers, Associate Director for Employer Relations, Michigan Technological University; Loren Metzger, Team Internship Program Manager, Jacobs School of Engineering, UC San Diego; and Nicholas Pasquarello, Senior University Business Liaison, University of Wisconsin-Madison

**Moderator:** Whitney Riley, Director, Corporate and Foundation Relations, Office of Advancement, Miami University of Ohio



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**11:15 a.m. – 12:30 p.m. • Lunch and Optional Networking with Affinity Groups**

**Location:** *AB Dining Hall, Knight Center, Third Floor; Affinity Group networking space in 340 Knight Center*

**12:30 p.m. – 1:30 p.m. • Concurrent Session • Successful Campus Partnerships that Optimize Corporate Investments**

**Location:** *Knight Center, Room 200*

Corporate relations is a campus-wide endeavor. However, our institutions are often built in silos which make collaboration difficult, leading to a lack of direct reporting lines, centralized database services, and standardized processes. These factors create a challenging environment for everyone, including our industry partners. This session will share best practices and approaches to coordinating corporate engagement across large research institutions. Panelists will discuss two different holistic approaches to corporate engagement which include technology and innovation, workforce, community outreach, and leadership involvement.

**Speakers:** Steve Corkery, Assistant Vice President of Corporate and Foundation Relations, University of Minnesota Foundation; Julie Nagel, PhD, President, KU Innovation & Collaboration and Associate Vice Chancellor for Innovation & Entrepreneurship, University of Kansas; Meaghan Vandersanden, Corporate and Foundation Relations Officer, University of Minnesota; and Scott Zerger, Director, Corporate and Foundation Development, University of Kansas

**Moderator:** Alexa Hansen, Strategic Partnerships, Heinz College, Carnegie Mellon University

**12:30 p.m. – 1:30 p.m. • Concurrent Session • Engaging Alumni in Support of Corporate Partnerships – Possibilities and Pitfalls**

**Location:** *Knight Center, Room 210*

Alumni can be valuable advocates for your institution and may be key partners in building strong industry connections. However, these engagements must be approached with care to ensure that both the alumni and corporate relationship are strengthened. Come hear experienced leaders from both corporate relations and alumni development share their stories and offer best practices for working with alumni in developing corporate partnerships. Audience participation will be encouraged!

**Speakers:** Jeremy Diener, Executive Director for Advancement, Trulaske College of Business, University of Missouri; Bob Paul, Director of Corporate and Foundation Relations, Wharton School of Business, University of Pennsylvania; and Michael Ransom, Assistant Dean for Advancement, College of Engineering and Computer Science, Syracuse University

**Moderator:** Caroline Baker, Assistant Vice President, Careers and Corporate Partnerships, University of Maryland, Baltimore County

**12:30 p.m. – 1:30 p.m. • Concurrent Session • Recruiting & Retention**

**Location:** *Knight Center, Room 211*

In this session, attendees will learn about the talent management strategies being employed to attract, develop and retain talent, as well as the emerging field of People Analytics -- using data to improve the success rate in talent acquisition -- which is being adopted by leading edge for-profit companies. Considering t





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the critical importance of human capital to an organization's prosperity and the high costs associated with recruiting, on-boarding, hiring, and firing, these lessons will be valuable to those corporate relations officers in supervisory roles. Session participants will gain insight into what is happening out in industry with regard to talent acquisition and will learn methods to help the right people stay in the right jobs.

**Speakers:** Dr. Joseph Frank, Manager, HR Reporting and Compliance, Washington University in St. Louis and Kim Jacobs, Director of Corporate and Foundation Relations, Herbert Wertheim College of Engineering, University of Florida

**Moderator:** Lucy Provost, Senior Associate Director, Corporate and Foundation Relations, Wharton School of Business, University of Pennsylvania

**1:30 p.m. – 1:45 p.m. • Networking Break and Travel to Plenary**

**Location:** *Knight Center, Second Floor to Emerson Auditorium, Knight/Bauer Hall*

**1:45 p.m. – 2:45 p.m. • Plenary Session: Surviving and Thriving in the Ever-Changing World of Corporate Relations: Our Past, Present, and Future**

**Location:** *Emerson Auditorium, Knight/Bauer Hall*

**\*\*\* Please note no food/drink allowed in auditorium \*\*\***

Join a panel of past and current NACRO presidents as they reflect on the most significant changes to the corporate relations profession over the past ten years. In this candid conversation, the speakers will explore the role of institutional environment on the impact of the CR office and NACRO's influence on the profession and their personal career path. The panelists will also include thoughts from all past NACRO presidents on the essential elements CR officers need for success in the coming decade.

**Speakers:** Ryan Elias, Assistant Vice President of Leadership and Regional Development, University of Cincinnati; Mary Beth Maddox, Executive Director, The Academy of Medicine, Engineering, and Science of Texas; Lorena McLaren, Executive Director, Corporate and Foundation Relations, North Carolina State University; and Bill Swisher, Chief Development Officer, Morgridge Institute for Research

**Moderator:** Megan Greenawalt, Director of Corporate Relations, Medical and Health Sciences Foundation, University of Pittsburgh and UPMC

**2:45 p.m. – 3:00 p.m. • Closing Remarks**

**Location:** *Emerson Auditorium, Knight/Bauer Hall*

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**NACRO Co-Presidents:** Ryan Elias, Assistant Vice President of Leadership and Regional Development, University of Cincinnati and Stacey Willenborg, Director of Corporate Relations, Warrington College of Business Administration, University of Florida

**Incoming NACRO Co-Presidents:** Todd Cleland, Director, Industry Relations, College of Engineering, University of Washington and Roger VanHoy, Director, Office of Corporate Relations, University of Illinois at Urbana-Champaign



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**Optional Evening Activity: St. Louis Cardinals vs. Atlanta Braves Baseball Game – Busch Stadium**

First Pitch: 7:15 p.m.