



**2018 Annual Conference  
July 24-26, 2018**

## **Conference Agenda**

### **Monday, July 23<sup>rd</sup>**

#### **7:00 p.m. • Optional networking meet-up**

Location: White Oak Kitchen, 270 Peachtree St. – Across from the Hyatt Regency

### **Tuesday, July 24<sup>th</sup>**

#### **9:15 a.m. – 4:00 p.m. • Preconference Option: NACRO Mastery Series**

Location: 3<sup>rd</sup> Floor West, Goizueta Business School, Emory University

#### **8:00 a.m. • Bus departs from Hyatt Regency Downtown for Mastery Series**

#### **9:00 a.m. – 9:15 a.m. • Mastery Breakfast Available**

Location: W320, Goizueta Business School, Emory University

#### **Mastery Series 5: Leadership**

**Session Leaders: Susan Fonseca, Senior Associate Director, Corporate and Foundation Relations, Boston College; Mark Coleman, Senior Director, Corporate Relations, Syracuse University**

Location: W300, Goizueta Business School

*Designed for Mastery level with at least 5 years of professional experience and two years "corporate relations" experience. This class will explore ways to develop and expand your influence and leadership skills through the use of case studies. Participant-prepared case studies will focus the learning on real-life situations and allow participants to apply what they learn at their own institution. Different from a typical classroom-style session, the peer-to-peer format allows participants to share and learn from the experience and knowledge of other professionals in the industry. At the end of this full-day session, you will have a custom action plan that you have created with input from experienced professionals in the room. Examples of the topics that will be discussed include: understanding your leadership style, which aspects of your style are working for you which are working against you; ways to flex your style to interact with a varied set of constituents (your team, department leaders, faculty members, and university/industry leaders); ways to set up an environment for continuous development for yourself and your team. One example, effectively managing discussions in a large meeting requires that you are prepared to do some or all of the following: insert yourself to ensure meeting objectives are met, reframe the conversation if it's gotten off point; elevate the discussion to make a larger point; and effectively use silence or a lull in the conversation as an advantage vs. rush to fill the void. How you manage yourself in these situations will set you apart as an effective leader.*

#### **Mastery Series 10: Roadmapping**

**Session Leaders: Sacha Patera, Senior Managing Director, Corporate Relations, Dartmouth University; Stavros Kalafatis, Professor, Texas A&M University**

Location: W330, Goizueta Business School

*Designed for the expert relationship management professional, with 10 years of professional experience and at least 5 years of "corporate relations" experience. The goal of this course will be to provide dedicated, concentrated time and peer mentoring to develop a concrete actionable plan on a specific complex project in your portfolio. Different from a typical classroom-style session,*

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*the peer-to-peer format allows participants to share and learn from the experience and knowledge of other professionals in the industry. At the end of the full day session you will have created a specific action plan that you can implement immediately upon your return. Guided strategic planning, project management, and relationship brokering principles, will be used in combination with the expertise of the peer-mentors in the room to help the participant derive their own tailored plan with tactics and timelines that integrate the interests of their stakeholders and the particulars of their institution. The scope of the cases that will be worked-over will likely have longer completion trajectories. The timeline, in particular, will be a powerful tool for helping you staying on track in the year(s) to come to accomplishing set goals. The cases can be external-facing or internal administrative projects. Some examples could include: roadmapping the implementation of your strategic plan; identifying and prioritizing the many steps towards executing a multi-faceted and complex partnership; implementing new systems that involve multiple internal stakeholders; developing a plan for your priority projects that will enable you to achieve your annual goals. The participants will benefit as much from working on the challenging projects of their peers as they will from sharing and tackling their own case-study. The principles acquired will be transferable to other projects and relevant throughout your professional university or industry relations career. In 2018, this course is designed for the professional with 10 or more years of experience, five of which in a corporate relations role.*

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### **8:30 a.m. – 4:00 p.m. • Preconference Option: NACRO Corporate Relations Bootcamp Day**

Location: 3<sup>rd</sup> Floor Ballroom, Cox Hall, Emory University

*Corporate Engagement Bootcamp, formerly Blueprint Day, is a foundational course focusing on NACRO best practices for holistic university corporate relations, and incorporating two of the best parts of any NACRO Conference: peer learning and networking with other members. Bootcamp is intended for new corporate relations (CR) professionals (fewer than three years of CR experience), CR professionals new to higher education, new NACRO members, or for individuals who are considering becoming CR professionals. While geared to newer professionals, there's always something new to learn and a new perspective to consider. CR is not a 'one size fits all' approach because it must be responsive to the needs of the programs, research centers and students that it supports, and also the particular cultures and needs of the institutions where it is practiced. This course will not capture every looks and feel of CR, but it will provide a framework for understanding how CR professionals operate in different office types, their main responsibilities and activities, what makes them successful and resources that CR professionals can use in their work.*

### **7:15 a.m. • Bus departs from the Hyatt Regency Downtown for Bootcamp**

### **8:15 a.m. – 8:45 a.m. • Corporate Relations Bootcamp Breakfast and Registration**

Location: 3<sup>rd</sup> Floor Ballroom, Cox Hall, Emory University

### **8:45 a.m. – 9:00 a.m. • Welcome from NACRO Co-Presidents**

**Speakers:** Mona Ellerbrock, Director of Corporate Relations, University of California, Davis; Jessica Shepard Watts, Executive Director of Corporate and Foundation Relations, University of North Texas

### **9:00 a.m. – 9:30 a.m. • Corporate Relations Across the Map**

**Speaker:** Stephanie Froehlich, Director of Corporate Relations, Harbert College of Business, Auburn University

### **9:30 a.m. – 10:30 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*

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*foundational presentation will first describe current corporate relations models, discuss the specific variables that influence structure, and explore "what matters" using empirical data from two empirical studies. Following this session, attendees will have a common base of knowledge to enhance their NACRO experience and advance their perspectives.*

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

**10:30 a.m. – 10:45 a.m. • Networking Break**

**10:45 a.m. – 11:45 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: Beth Bryant, Director, Corporate Relations, Georgia Institute of Technology, Susan Beckett Mitchell, Corporate & Foundation Relations Officer, Spelman College**

**11:45 a.m. – 1:00 p.m. • Lunch & Networking by Affinity**

**Tables: Central Role, Engineering, Business, Medical/Health, Technology/CS, Liberal Arts, Centers/Institutes**

**1:00 p.m. – 2:15 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 Corporate Relations Officers to navigate curve balls, and maybe even a little role play, to demonstrate proven techniques to close the deal.*

**Speaker: Adam Paul Causgrove, Associate Director, Corporate Relations, Dietrich and Mellon Colleges, Carnegie Mellon University**

**2:15 p.m. – 3:15 p.m. • Networking Break**

**2:30 p.m. – 3:30 p.m. • Stewarding Your 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. This session will review examples and best practices for stewardship at two universities, which is a core activity in a successful corporate relations program. These are overviews of all of the different touchpoints between the university and the company, including recruiting, procurement, alumni employees, leadership engagement, and giving.*

**Speakers: Audrey Metcalf, Assistant Director, Prospect Research & Stewardship, Washington University in St Louis, Amber Day Padgett, Development Coordinator, Corporate and Foundation Relations, Clemson University**

**3:30 p.m. – 4:00 p.m. • Wrap Up the Day, Conference Preview, Q & A**

**Speakers: Leslie Crawford, Assistant Director, University of Texas at Dallas; Stephanie Froehlich, Director of Corporate Relations, Harbert College of Business, Auburn University; Heath Wood, Director of Development, Corporate and Foundation Relations, Georgia State University**



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4:15 p.m. • Bus Departs Cox Hall for the Hyatt Regency Downtown

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

Location: Hyatt Regency Atlanta, Centennial I Ballroom Atrium

5:30 p.m. – 7:30 p.m. • Opening Night Reception sponsored by NACRO

Location: Hyatt Regency Atlanta, Centennial I Ballroom

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

### Wednesday, July 25<sup>th</sup>

7:00 a.m. – 4:00 p.m. • Registration

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

7:00 a.m. – 8:30 a.m. • Breakfast

Location: Hyatt Regency Atlanta, Regency Ballroom VI & VII

8:30 a.m. – 8:45 a.m. • Opening Remarks and Welcome from the NACRO Co-Presidents

**Speakers:** Mona Ellerbrock, Director of Corporate Relations, University of California, Davis and Jessica Shepard Watts, Executive Director of Corporate and Foundation Relations, University of North Texas

Location: Hyatt Regency Atlanta, Regency Ballroom VI & VII

8:45 a.m. – 9:15 a.m. • NACRO Welcome Panel and Committee Introductions

*Co-VPs Megan Greenawalt and Adam Johnson help kick-off NACROcon 2018 with an overview of NACRO structure, leadership, and the committees that make it all possible. This session will help you meet the people behind the scenes and learn how to join them in their efforts. They'll have an interactive demo on how to get the most out of the app, so keep your phones handy!*

**Speakers:** Megan Greenawalt, Director of Corporate Relations, Medical and Health Sciences Foundation, University of Pittsburgh and UPMC and Adam Johnson, Director of Industry Program Development, Michigan Technological University

Location: Hyatt Regency Atlanta, Regency Ballroom VI & VII

9:15 a.m. – 10:00 a.m. • Keynote Address • Fireside Chat with Hala Modellmog, President and CEO, Metro Atlanta Chamber

**Introduced by:** Mathwon Howard, Associate Vice President, Development Programs, Emory University Office of Development and Alumni Relations

**Moderator:** Erika James, John H. Harland Dean and Professor in Organization & Management, Goizueta Business School, Emory University

Location: Hyatt Regency Atlanta, Regency Ballroom VI & VII

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

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

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### 10:15 a.m. – 11:15 a.m. • Concurrent Session I

#### **Diversity and Inclusion in your Holistic Corporate Engagement Strategy**

*The session will identify ways a development officer can effectively collaborate with their university's office of diversity and inclusion to foster corporate relationships. The panel will discuss how to create authentic and intentional conversations to promote on-campus diversity efforts. The panel will share the types of programs companies are seeking, how a university can begin the dialogue to champion those efforts with corporate prospects and how to create meaningful dialogue with companies to enhance diversity and inclusion efforts on campus.*

**Moderator:** Lynell Cadray, Vice Provost, Office of Equity, Inclusion and Diversity, Emory University

**Speakers:** Dawn Jones, Director of Policy and External Relations, Global Diversity & Inclusion Group, Intel Corporation; Kaye Morgan-Curtis, Founder The Changemakers Commission (former Newell Rubbermaid); Andrew Davis, Global Chief Diversity, Inclusion and Equity Officer, The Coca-Cola Company; Michael Brown, Vice President of Human Resources, Equity, Inclusion & Diversity, Kaiser Permanente - Georgia

Location: International Ballroom South, International Tower

### 10:15 a.m. – 11:15 a.m. • Concurrent Session II

#### **Creating a New Corporate Relations Program One Year In: A Case Study**

*This session will describe why a new position was created, how it evolved and lessons learned from the perspective of one year in to the new system. The panel will share insights on starting a new corporate relations program, provide real world examples of challenges faced and will have open discussion time with the leadership of the units at Carnegie Mellon that created this position.*

**Moderator:** Adam Paul Causgrove, Associate Director, Corporate Relations – Dietrich and Mellon Colleges, Carnegie Mellon University

**Speakers:** Liz Cooper, Associate Dean for Development, Dietrich College of Humanities and Social Sciences, Carnegie Mellon University; Nancy Felix, Associate Dean for Development, Mellon College of Science, Carnegie Mellon University; Mark Nolan, Associate Vice President, Institutional Partnerships at Carnegie Mellon University

Location: International Ballroom North, International Tower

### 10:15 a.m. – 11:15 a.m. • Concurrent Session III

#### **Knowing Your Client: What is Biopharma Looking For?**

*This session will bring together a diverse panel of pharma/biotech representatives 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.*

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

**Speakers:** Gayatri Varma, Director, Collaborations Partnering & Strategy, Medimmune; Wesley Chen, Manager of External Innovation, Johnson & Johnson Innovation Center Boston; Jeremiah Treanor, Manager of Innovation Services, MassBIO (Massachusetts Biotechnology Council)

Location: Embassy AB, International Tower

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### 10:15 a.m. – 11:15 a.m. • Concurrent Session IV

#### Leveraging Alumni Relations to Strengthen Corporate Engagement

*This panel presentation will describe successful tactics used in collaborating with your alumni relations partners to identify, engage and steward corporate relationships. By evolving traditional methods such as alumni events to showcase visibility of the university, your alumni partner can help to identify high level managers within a corporation who can foster diverse engagement opportunities. This focused success story of leveraging alumni relations shows how a continuum of engagement was critical to a large corporate gift and also to the longevity of the institutional relationship with the corporation.*

**Moderator:** Eileen Murphy, Senior Director, Rutgers University Foundation

**Speakers:** Lisa English, Director, Alumni Relations, Rutgers University Foundation

Location: Embassy CD, International Tower

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### 11:15 a.m. – 11:30 a.m. • Networking Break

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

### 11:30 a.m. – 12:30 p.m. • Find Your People: Affinity Group Discussions

*In these sessions, NACRO members have the opportunity to participate in an Affinity Group discussion. 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.*

**Affinity Group:** Large Central Office

Location: International Ballroom South, International Tower

**Moderators:** Todd Cleland, University of Washington and Roger VanHoy, University of Illinois at Urbana-Champaign

**Affinity Group:** Research/Economic Development

Location: International Ballroom North, International Tower

**Moderators:** Patricia Young, LeHigh University

**Affinity Group:** Engineering

Location: Embassy AB, International Tower

**Moderators:** TBD

**Affinity Group:** Medical/Health Sciences

Location: Embassy CD, International Tower

**Moderator:** Megan Greenawalt, University of Pittsburgh and James Zanewicz, Tulane University

**Affinity Group:** Business

Location: Hanover C, Exhibit Level, Hyatt Tower

**Moderators:** Monica Parker-James, Boston University

**Affinity Group:** Small Central Office

Location: Hanover D, Exhibit Level, Hyatt Tower

**Moderator:** Paul Sturm, Kent State University

**Affinity Group:** Liberal Arts

Location: Hanover E, Exhibit Level, Hyatt Tower

**Moderator:** Derrick Harris, University of Southern California

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**Affinity Group:** Industry/Corporate

Location: Hanover F, Exhibit Level, Hyatt Tower

**Moderator:** David Liaw, Northrop Grumman and Rhiannon Clifton, Huawei

### 12:30 p.m. – 1:30 p.m. • Affinity Lunch

*Tables labeled with Affinity Group names for optional additional networking*

Location: Hyatt Regency Atlanta, Regency Ballroom VI & VII

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### 1:45 p.m. – 2:45 p.m. • Concurrent Session I

#### **Disruption in Corporate Landscapes: M&A, Divestitures, and University Relationships**

*In today's agile environment, companies are merging, reorganizing, downsizing, and changing focus. When there is major disruption in our corporate partners, how can Universities position themselves to maintain and adjust to changing demands, new rules, and different leadership directions? What are the transitioning companies seeking from university partners during these changes? How can we continue to collaborate when disruption/change occurs or the bottom falls out? Representatives from GE and Corteva will speak to their recent restructuring and provide insights and suggestions to manage these changes from a university perspective.*

**Moderator:** Roger VanHoy, Director, Life Sciences, Office of Corporate Relations, University of Illinois at Urbana-Champaign

**Speakers:** Tony Denhart, University Relations Leader, GE; Lakshmi Sastry Dent, External Technology Leader, R&D, Corteva Agriscience, the Ag Division of DowDuPont

Location: International Ballroom South, International Tower

### 1:45 p.m. – 2:45 p.m. • Concurrent Session II

#### **Corporate Tiering Strategy: How and Why?**

*This session will cover the use of tiering methods to distinguish among companies based on their level of engagement and future potential. Tiering can help identify a school's top companies and best new prospects and can be useful for allocating scarce resources for outreach and stewardship. A tiering framework can help corporate relations offices be more strategic vs. reactive. In this session, you will hear from three different schools about how and why they do corporate tiering and have the opportunity to engage in Q&A*

**Moderator:** Todd Cleland, Director, Corporate Relations, University of Washington

**Speakers:** Jim Desrochers, Associate Director, Industry Relations, Michigan Technological University; Brad Fravel, Director of Business Development, LINK – The Center for Advancing Industry Partnerships, Virginia Tech

Location: International Ballroom North, International Tower

### 1:45 p.m. – 2:45 p.m. • Concurrent Session III

#### **Meeting Workforce Demands: AT&T and Georgia Tech**

*This session will cover everything from concept to hurdles to the implementation of how the Georgia Institute of Technology and AT&T created an online Master's degree in Computer Science and how they made the degree available and affordable. The session will include real data points to underscore the overall impact of the program and the panelists will explain how they thought outside the box on this opportunity, took a risk to stand up the program and how the risk paid off in a major way.*

**Moderator:** Beth Bryant, Director, Corporate Relations, Georgia Institute of Technology



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**Speakers:** Jason Oliver, Vice President, Human Resources, AT&T; David White, Assistant Dean for Academic Programs, Georgia Institute of Technology; David Joyner, Associate Director for Student Experience, Georgia Institute of Technology

Location: Embassy AB, International Tower

### 1:45 p.m. – 2:45 p.m. • Concurrent Session IV

#### **Use Your WITs (Wisconsin, Illinois, and Texas) to Get Ahead: Central Office NACRO Members Collaborate to Develop an Industry Day on Campus Event Toolkit!**

*Has your university considered launching an Industry Day on Campus Event? If so, we have just the Toolkit for you! Learn from three central offices of NACRO universities that have come together to develop a Toolkit that will jump-start your efforts to launch a successful industry day! In our Toolkit we will share our approaches on building a steering committee from across campus, developing and executing a marketing strategy, invitation list, event agenda, budget, and feedback surveys. We will also talk about the partnership and support we found from our network at NACRO that allowed us to share similarities and differences, learn from each other and continue to make improvements for future events.*

**Speakers:** Leslie McCormac Crawford, Assistant Director of Corporate Relations, University of Texas at Dallas; Katheryne Rehberg, Associate Director, Office of Corporate Relations, University of Illinois at Urbana-Champaign; Melissa Simon, University Business Liaison, Office of Corporate Relations, University of Wisconsin-Madison

Location: Embassy CD, International Tower

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### 2:45 pm - 3:00 p.m. • Networking Break

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

### 3:00 p.m. – 3:45 p.m. • Industry Panel Discussion: Strategic Partnerships with Georgia's Business Leaders

*This panel will focus on collaborations and strategic partnerships between several key Georgia-headquartered industry leaders and the University of Georgia. The holistic corporate relations approach will be discussed, as well as industry perspective on topics such as multi-million dollar funding, corporate matching campaigns, corporate chapter structures established among alumni, need-based scholarships, and more.*

**Moderator:** Kelly Kerner, Vice President for Development and Alumni Relations, University of Georgia

**Speakers:** Katelyn Jackson, Director, Community Partnerships, The Coca-Cola Company; Hayley Johnson, College Recruiter, Georgia-Pacific; Lauren Barrs, Assistant Director, Campus Recruiting, EY; Casey Dusenbery, Vice President for Research, Development and Engineering, Ecolab

Location: Hyatt Regency Atlanta, Regency Ballroom VI & VII

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

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

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### 4:00 p.m. – 5:00 p.m. • Concurrent Session I

#### **External Reports: Communicating Impact to your Industry Partners**

*This session will focus on and provide examples of how reporting tools can be used to foster relationship activities with companies.*



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*From monthly dashboards to annual reports, this panel session will offer insights on current best practices and facilitate discussion to effectively communicate outcomes of your relationships with companies. External reporting not only highlights the level of dedication to a company, but it can also shed light on growth areas within the relationship.*

**Moderator:** Megan Puzey, Associate Director, Office of Corporate Relations, University of Illinois at Urbana-Champaign

**Speakers:** Barry Feuerborn, Associate Vice President, Office of Corporate Relations, University of Oklahoma; Wendy Elder, Director of Corporate and External Relations, University of Texas, Austin; Katie Buehner, Assistant Director, Industry Relations, Michigan Tech University

Location: International Ballroom South, International Tower

### 4:00 p.m. – 5:00 p.m. • Concurrent Session II

#### **University-Corporate Relationship Case Study: Northrop Grumman & Florida Institute of Technology**

*This session will focus on the relationship between Northrop Grumman and the Florida Institute of Technology and how these two organizations have worked together to create a successful university-corporate relationship.*

**Moderator:** David Liaw, Corporate University Relationship Manager for the Southern California Region, Northrop Grumman Corporation

**Speakers:** Gretchen Sauerma, Vice President, Corporate Relations, Florida Institute of Technology; Sophia Kim, Senior Manager, University Relations & STEM Initiatives Project & Strategy, Northrop Grumman; Rob Salonen, Director, Global Business Development, Florida Institute of Technology; Jeff Reed, Director, Engineering, Northrop Grumman Aerospace Systems

Location: International Ballroom North, International Tower

### 4:00 p.m. – 5:00 p.m. • Concurrent Session III

#### **Value of Corporate Officers Working with Research Development Units: Four Case Studies**

*In this panel presentation, appropriate for all audiences, we will describe several successful case studies at different types of academic institutions. The success stories emphasize the importance of building strong connections and partnerships between university corporate offices with university representatives from the research office, alumni relations, advancement, career services, faculty development, sponsored research, technology transfer & commercialization, and government relations. As corporations lean more toward partnerships, universities must be prepared to provide simple and comprehensive services. Attendees will receive crucial information about how and when to engage university colleagues through the initiation, stewarding and engagement of corporate partners.*

**Moderator:** Kerry Morris, Director of Corporate and Foundation Relations, Valdosta State University

**Speakers:** Brent Burns, Director, Federal and Industry Relations, Michigan Tech University; Rachel Dresbeck, Director, Research Development and Communication Services, Oregon Health & Science University; Eileen Murphy, Senior Director, Rutgers University Foundation

Location: Embassy AB, International Tower

### 4:00 p.m. – 5:00 p.m. • Concurrent Session IV

#### **Models of Success for Transformational Corporate Partnerships**

*Companies want to easily engage with multiple areas on campus without getting trapped in University silos. This session will summarize the process the University of Minnesota has developed to bring together colleges from across campus, (Development, VP Research Office, Learfield Sports, Athletics, Office of Equity and Diversity, etc.) to develop multi-unit corporate proposals. This process*



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*has led to two \$25M+ corporate investments and two \$10M+ corporate investments since the process was launched in 2015.*

**Speakers: Steve Corkery, Associate Vice President, Corporate and Foundation Relations, University of Minnesota**

Location: Embassy CD, International Tower

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### **6:00 p.m. – 8:00 p.m. • Evening Reception sponsored by NACRO**

Location: Chick-fil-A College Football Hall of Fame, Playing Field

*Relax, have fun, be casual - wear your school colors or the colors of your favorite team!*

*After the reception, join fellow NACRO members for more socializing at one of the recommended restaurants found on the NACRO Conference App*

## Thursday, July 26<sup>th</sup>

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

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

### **7:00 a.m. – 5:00 p.m. • Luggage Hold Available**

Location: Room TBD

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

### **7:30 a.m. – 8:45 a.m. • Breakfast**

Location: Hyatt Regency Atlanta, Regency Ballroom VI & VII

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

Location: Hyatt Regency Atlanta, Regency Ballroom VI & VII

### **9:15 a.m. – 10:15 a.m. • Plenary Session/Keynote • Industry and University Collaborations – Principles of Corporate Social Responsibility**

**Speaker: Ann Cramer, former Director of Corporate Citizenship, IBM and Senior Consultant, Coxe Curry and Associates**

Location: Hyatt Regency Atlanta, Regency Ballroom VI & VII

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

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

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### **10:30 a.m. – 11:30 a.m. • Concurrent Session I**

#### **Beyond The Norm: Investor & Principal Gift Collaborations**

*This session will assemble a diverse panel of Investors & Principal Gift representatives for an interactive discussion on what*

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*creative opportunities exist to engage them with academia, especially in an entrepreneurial realm. Topics will include why university engagements are needed, the expectations they (and their portfolio companies) have when working with academia, and what motivates them and truly drives their actions.*

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

**Speakers:** Katie Acuff, Associate VP for Advancement, Principal Gifts, Tulane University; Karen Heidelberger, Partner, Deerfield Management; Kris Khalil, Managing Director, Biofund II, New Orleans BioInnovation Center; Gaythari Srinivasan, Director of Public & Private Partnerships, Robert W. Woodruff Health Sciences Center, Emory University

Location: International Ballroom South, International Tower

### 10:30 a.m. – 11:30 a.m. • Concurrent Session II

#### Companies Engaging Students as Customers

*Companies from a variety of industries are looking to engage students as customers. This panel will explore several examples of innovative ideas through which companies are building relationships with students and faculty directly and how that is leading to broadened institutional partnerships.*

**Moderator:** Alex Pietsch, Associate Vice President, Corporate Relations, Washington State University

**Speakers:** Chad Cunningham, Vice President, Commercial Bank and Trust, Bank of America; Joseph Furlong, Managing Director, Due Diligence Group and Borrower Analytics Group, MIAC; Lee Wilson, Program Manager, IBM Academic Initiative

Location: International Ballroom North, International Tower

### 10:30 a.m. – 11:30 a.m. • Concurrent Session III

#### Working Towards a Common Goal: Engaging your Technology Transfer Office

*As roles keep changing at universities, corporate relations and technology transfer can each benefit from communicating and working together. This session will provide examples of different ways four different universities are approaching how corporate relations and technology transfer work together. The conversation will be story-based, not broad brush strokes, to allow a deeper view into different successes and failures while explaining why each is doing what they do and how important personalities are to decisions.*

**Moderator:** Michael Rondelli, Associate Vice President for Innovation and Commercialization, University of North Texas

**Speakers:** Holly Meadows, Senior Licensing Associate, Institute for Innovation and Entrepreneurship, University of Alabama, Birmingham; Alison Campbell, Director, Knowledge Transfer Ireland; Brad Fravel, Director of Business Development, LINK – The Center for Advancing Industry Partnerships, Virginia Tech

Location: Embassy AB, International Tower

### 10:30 a.m. – 11:30 a.m. • Concurrent Session IV

#### Measuring. We Are Doing It Wrong.

*Do you ever think your office is being measured incorrectly based on the work you do? Are you frustrated with institutional leadership not grasping buying in to the trends we all talk about at NACRO? Wish you had some data to share that could compel some change? Want to see a kitten riding a turtle? Well then this session is for you! We will explore leading academic theories underlying the reasons “why” institutions are so reticent to shift models. Next, you will discover a robust university-business collaboration (UBC) ecosystem framework developed by practitioners and academic researchers from across the globe to help explain “what” is important in modern CR work. Then, we will explore the results of a comprehensive study that helps better understand that “how” we are all measured is misaligned with institutional objectives. Finally, we’ll close the session with a discussion of “where” we go*

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*next as a profession. Let's go change the story together loaded with some foundational data and collective enthusiasm for institutional impact.*

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

Location: Embassy CD, International Tower

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### 11:30 a.m. – 12:45 p.m. • NACRO Business Meeting & Lunch

Location: Hyatt Regency Atlanta, Regency Ballroom VI & VII

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### 1:00 p.m. – 2:00 p.m. • Concurrent Session I

#### Corporate Engagement Hub: How to get started

*We are all seeking nirvana in the corporate relations professional space - a collaborative campus hub model for corporate engagement - but how do you actually get started? At the Colorado School of Mines, we have recently started down this path and would like to share some key learnings. We will provide some of the nuts and bolts documents and encourage you to consider taking the journey. Even if you don't reach nirvana, there are benefits to being on the path.*

**Speaker: Emily Kelton, Senior Director, Corporate and Foundation Relations, Colorado School of Mines**

Location: International Ballroom South, International Tower

### 1:00 p.m. – 2:00 p.m. • Concurrent Session II

#### Corporate and Foundation Stewardship in the Digital Age

*Corporations and Foundations have broad and deep connections to the universities they support, and stewarding these complex relationships can be a challenge. The University of Minnesota has evolved our strategy and found success using digital platforms to keep corporate donors informed of the full range of impact they are having. Corporate relations officers at all levels will benefit from learning about Minnesota's CASE-award-winning approach, including demos of regularly updated stewardship websites and annual digital report templates. Team members will share insights into digital stewardship strategy, basics of production, and how to use online report platforms to generate wider visibility for corporate-university partnerships.*

**Speakers: Meaghan VanderSanden, Director, Corporate and Foundation Relations, University of Minnesota;**

**Patricia Peluso, Senior Project Manager, Stewardship, University of Minnesota**

Location: International Ballroom North, International Tower

### 1:00 p.m. – 2:00 p.m. • Concurrent Session III

#### Engaging Fin Tech Companies

*This panel will focus on the rapidly-growing Financial Technology ("FinTech") industry and its collaborations with universities. Hear from Atlanta-based FinTech company panelists about ways in which universities can build partnerships to meet industry demands for talent and recruitment. Panelists will also offer insights into the current trends of the FinTech industry.*

**Moderator: Santanu Chatterjee, Director, Full-Time MBA and MS in Business Analytics Programs and Josiah Meigs Distinguished Professor of Economics, University of Georgia**

**Speakers: Kelly Wise, University Relations Specialist, Equifax; Steven Riddick, Head of Gaming Product**

**Management, Global Payments, Inc.; Carl Woodruff, Director of IT Vendor Management, Fiserv**

Location: Embassy AB, International Tower

### 1:00 p.m. – 2:00 p.m. • Concurrent Session IV

## Conference Agenda

### **Leading from the Middle: Claiming your Full Potential**

*Corporate relations officers who explicitly focus on leading change from the middle (LFM) bring distinctive and invaluable competitive advantages to the institutions they serve. Updated and reprised from the 2017 CASE Annual CFR Conference, this session invites participants to explore how LFM applies to the sphere of corporate engagement. The corporate funding landscape has shifted in recent years, creating both challenges and opportunities for the most proactively minded and nimble officers in our field. Experienced corporate relations professionals are well positioned within colleges and universities to hone and master the core competencies of LFM. This interactive session recasts our role as strategic leaders who possess the "keys to success" that, if applied consistently and leveraged appropriately, can unlock the benefits of LFM within our colleges and universities in new and innovative ways.*

**Speakers: Ryan Sauder, Assistant Dean of Academic Advancement, Senior Director of College Grants and Foundation & Corporate Relations, Franklin and Marshall College; Michelle Wamsley, Assistant Vice President, Office of Foundation, Corporate and Government Relations, University of Richmond**

Location: Embassy CD, International Tower

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

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

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### **2:15 p.m. – 3:15 p.m. • Concurrent Session I**

#### **Convergence of Philanthropy & Workforce Development: State Farm Engagement at Four Partner Universities**

*You have to date before you get married, right? Yet we expect companies to marry our university on the first date! It takes time to build mutually beneficial partnerships that span both the university campus and multiple departments within a company. This session will showcase State Farm engagement at four partner schools: University of Illinois at Urbana-Champaign, Georgia State University, University of Texas at Dallas and Arizona State University. The partnerships represent both longevity in the example at Illinois and its 35 plus year relationship, while the other three university's partnerships were formed and/or deepened more recently when State Farm opened regional hubs in Atlanta, Dallas and Phoenix. Attendees will learn about: (1) State Farm's priorities and learnings as they developed their priority schools process, (2) how these university partnerships provide relevancy, mutual benefit and continuity and (3) best practices and learnings from challenges along the way.*

**Speakers: Lonnie Smith, HR Philanthropy Manager, State Farm; Lindsay Wilson, Site Director, State Farm Research & Development Center at the University of Illinois at Urbana-Champaign; Laura Madden, Director of Corporate Relations, University of Texas at Dallas; Shaun Brenton, Vice President of Corporate and Foundation Relations, Arizona State University; Heath Wood, Director of Development, Corporate and Foundation Relations, Georgia State University**

Location: International Ballroom South, International Tower

### **2:15 p.m. – 3:15 p.m. • Concurrent Session II**

#### **Capstone Projects: A Systematic Way to Engage Companies**

*Academic engagement is a great way to lure corporate relationships, from speaking engagements to academic partnerships with students and faculty. Georgia Tech's Vertically Integrated Projects program (VIP) has created a system for attracting undergraduate capstone sponsors whose projects may carry on through graduate/PhD/faculty sponsored research agreements.*

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



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**Speakers:** Ed Coyle, John B. Peatman Distinguished Professor and Director of the VIP Program and Consortium, School of Electrical and Computer Engineering, GA Tech; Sonia Thekkedath, Senior Data Analyst, McKinsey & Company; Dmitriy Kastel, Founder, Spring Theory

Location: International Ballroom North, International Tower

### 2:15 p.m. – 3:15 p.m. • Concurrent Session III

#### **A Minute to Win It in the Shark Tank: Steal this Idea**

*Who knew so many good ideas could fit into one session? During this rapid-fire hour, a select group of corporate relations experts will pitch their best ideas and best practices for corporate relations offices/officers, and take questions from the audience, who in turn will be asked to share their successful ideas. Everything from better communications to a highly recommended productivity app, you are guaranteed to have several good take-aways at the end of the session.*

**Moderator:** Wendy Elder, Director, Corporate and Foundation Relations, McCombs School of Business, The University of Texas at Austin

**Speakers:** Angela Bostick, Chief Growth Officer, Goizueta Business School, Emory University; Brandy Taulbee, Director, Corporate & Foundation Relations, Kelley School of Business, Indiana University; Barbara Thompson, Assistant Director, Corporate Relations, Cockrell School of Engineering, The University of Texas at Austin; John Clamme, Director of Corporate Partnerships, Haas School of Business, University of California, Berkeley

Location: Embassy AB, International Tower

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### 3:15 p.m. – 3:45 p.m. • Networking Break and NACRO Committee Launch Meet-ups

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

### 3:45 p.m. – 4:45 p.m. • Plenary Session – Keynote • Smart Cities and Government/Industry/University Relationships

**Speaker:** Dan Gordon, Vice President for Community Partnerships and Chief Community Engagement Officer, Emory University and former Chief Operating Officer, City of Atlanta

Location: Hyatt Regency Atlanta, Regency Ballroom VI & VII

### 4:45 p.m. – 5:00 p.m. • Concluding Remarks

Location: Hyatt Regency Atlanta, Regency Ballroom VI & VII

### 5:00 p.m. • Optional Networking Event

Location: Park Tavern, 500 10th St NE, Corner of 10th and Monroe, Atlanta, Georgia 30309