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FLORIDA

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President's Corner

APRA Florida is here to serve you as an organization dedicated to promoting the profession and the professional development of its members. Our past 10 years of growth, program enhancements and communications efforts are testimony to our legacy of service. We hope our next year will continue to offer value to your membership. We encourage your involvement in our direction and initiatives.

We celebrated our 10th anniversary at Morton Plant Mease in Clearwater in April, thanks to our host **Debbi Mirra** and our sponsor, **Noza**. The feedback was terrific. We thank all those who served in the planning. Thanks for attending!

This year, we are excited to revive the chapter newsletter thanks to **Mary Jamieson Dee** and **Steve Knight** spearheading the effort. The newsletter will provide a wealth of information, announcements of upcoming activities, and news of chapter members.

We are also excited about new enhancements to the APRA Florida website thanks to our dedicated web master, **Audrey Geoffroy**. The addition of documents for board members is extremely valuable for smoother transition and operation of future boards. We also plan to post archived newsletters.

Our Fall program on the the "Ins and Outs of Prospect Research" will offer workshops on the basics in wealth indicators, researching individuals, ethics, and more. Watch for announcements!

I am excited to serve as your APRA Florida president this next year and welcome your ideas. It's a team effort of the board and its membership to excel in our mission.

Best Regards,

Debbie Menoher
APRA Florida President

Thank You for Ten Years of Dedicated Service!

The following charter members of APRA Florida were instrumental in forming our professional chapter ten years ago. As Marlynn Duval, the first APRA Florida President, mentioned in her inaugural APRA Florida, address, "History shows that chapters begin to fizzle after the 2nd or 3rd year." Without the efforts of the following individuals, we would not have the resources and the network of which we are so proud — a decade after our inception.

Marlynn Duval

Carol Harlow, Director of Prospect Research and Management, University of Tampa

Debbie Menoher, Director of Research, University of Florida Foundation

Elizabeth Nelson, Prospect Research Specialist, H. Lee Moffitt Cancer Center Foundation

Jo Ann W. Tibbs, PhD., Director of Grants and Research, Orlando Health Foundation

APRA Florida's First...

President's Corner

First, I would like to say thank you to everyone that helped to make APRA-FL's inaugural year so successful. I attended the Advisory Council meeting during the APRA International conference. I was so proud to report the status of APRA-FL. I received several impressive comments on the success of our young chapter. In the first year, our chapter made a donation to the Margaret Fuhry Scholarship and gave a conference fee scholarship to Angela Walker, Research Coordinator for Tampa Bay Performing Arts Center. We had tremendous representation at the conference, with over 28 Floridians in attendance. Our membership exceeds 60 and over 19 APRA-FL members participated in the APRA Mentor Program 1998/99.



I encourage everyone to participate in the APRA Mentor program. I feel this program is extremely important for professional development and growth. Whether you're an old timer, like me, or new to the field of research, prospect management and development, this program benefits everyone. For more information on this program and how you can participate, please contact me.

I would like to invite everyone to become more involved with APRA-FL. It is important to continue strong participation. History shows chapters begin to fizzle in about the 2nd or 3rd year of operation. Therefore, we must work together to keep APRA-FL strong and vibrant. Don't just wait for a state or regional conference. Be creative, form a geographic group and have an informal after hours get together. Invite a speaker for a brown bag lunch at the park or host a roundtable at your institution or organization. APRA-FL is a group of intelligent, creative, talented professional researchers; let's use our resources. The APRA-FL Board is here to help, just contact us.

I would like to see everyone attending the APRA International Conference in Anaheim, CA. Volunteer your service. Volunteer to be a speaker, facilitate a round table, help with registration or the Hospitality Desk. Staff the Model Library or Computer Lab. It's a lot of fun and a great way to meet others! Strong participation and representation in APRA International will help to build visibility, character and leadership for APRA-FL.

Let's strive this next year to surpass our present membership, get more involved with APRA International conference and continue to be a strong chapter. I applaud everyone for such a great year.

Collegially,

Marlynn Duvall

President APRA-FL

Welcome New Officers

Congratulations to the new officers appointed for the 2008-2009 year: **Mark Noll**, President-Elect; **Erin Hoyle**, Chief Financial Officer; and **Mary Jamieson Dee**, Chief Information Officer. This is also the first year that our new process of transitioning the sitting President-Elect to President, and sitting President to Immediate Past President will take effect. As a result, **Debbie Menoher** is now the President of APRA-FL, and **Steve Knight** is now the Immediate Past President. Your new board will for the next year will be composed as follows:

President:

Debbie Menoher

University of Florida Foundation

President-Elect:

Mark Noll

University of Central
Florida Foundation

Chief Financial Officer:

Erin Hoyle

Florida State University Foundation

Chief Information Officer

Mary Jamieson Dee

Florida State University Foundation

Director of Professional

Development:

Brenda Knight

Flagler College

Director of Membership

and Marketing:

Debbi Mirra

Morton Plant Mease
Healthcare Foundation

Director of Technology

Audrey Geoffroy

University of Florida Foundation

Immediate Past President:

Steve Knight

University of Florida Foundation

On the Move...

Jennifer Kehoe is now Director of Research and Prospect Management at the University of South Florida.

Lisa Maldonado is now Foundation Financial Manager at St. Vincent's HealthCare Foundation.

Debbie Miller is now Director, Prospect Research and Management at Embry-Riddle Aeronautical University.

Kathryn McGoldrick is now Prospect Researcher and Stewardship Coordinator at Jacksonville University.

Many Thanks...

Lori Hood Lawson, **Elaine Kessinger** and **Erika Henderson** have rotated off the board. The chapter wishes a heartfelt thank you to Lori, Elaine and Erica for their service as officers and volunteers for APRA Florida.

Also, the efforts of this year's Election Committee were much appreciated; thanks go to **Mia Clay** of the Orlando Healthcare Foundation and **Debbie Savage** of the University of Florida Foundation.

APRA Florida Spring Conference a Success!

The 10th Annual APRA Florida conference, held at Mort Plant Mease hospital in Clearwater, commemorated a decade of our professional organization.

This year's guest speakers, **David Lawson** and **Christina Pulawski**, each spoke about the future of prospect research, giving us a glimpse of what our field

may look like in 2018. **David Lawson** examined issues such as the environment, tighter regulation of charitable activities, and longer life spans and reviewed how these factors may affect prospect research.

Christina Pulawski spoke of a greater sense of urgency in retrieving information. Forasmuch as technology has advanced over the past ten years, so too will it continue to explode over the next decade. We will best serve our fundraisers by giving them information immediately — as soon as it becomes available.

Christina also shared ways in which we can start preparing for the future now. By fostering strong relationships with our fundraisers and evaluating our processes now, we can prime ourselves for the challenges that lie ahead.

This year's discussion roundtables ranged from basic research methods, prospect management and advanced issues in the research profession.

"We will best serve our fundraisers by giving them information immediately — as soon as it becomes available."

A special thanks to NOZA for sponsoring the conference.

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Congratulations to Scholarship Winners

Congratulations to **Jessica Lidh**, Manager of Prospect Research and Stewardship at Flagler College, who won the scholarship to attend the APRA Florida conference this year.

Victoria Ogden, Coordinator of Prospect Research at the University of North Florida, won the scholarship to attend the APRA-International conference this year. A new researcher who has a degree from Tulane University, she held marketing and analyst positions in Massachusetts and Florida. Congratulations, Victoria!

APRA Intl. — Let's Meet in Denver!

APRA Florida members will have a chance to network and share chapter information at the APRA International Conference. The chapter reserved two tables at the Friday, August 22 networking luncheon. Please join us to celebrate our chapter's 10th anniversary, meet board members, congratulate the scholarship winner, and hear about upcoming programs. See you there! Contact Debbie Menoher for more information at dmenoher@uff.ufl.edu.

Membership News

APRA Florida is 74 members strong! We welcomed the following new members over the past year:

Jonathan K. Flint
Shirley L. Kennedy
Brevard Community College

Ginelle C. Hewitt
Diocese of Orlando

Jessica L. Hanson
Flagler College

Mary R. Brooks
Florida A & M University

Steven J. Rogers
Alexis V. Zyski
Laura Kiely
Florida State University
Foundation

Esther S. Angell
Habit for Humanity of Jacksonville

Jean S. Frey
Lawson Associates

Phillip R. Iletto
Alice W. Rivera
Orlando Health Foundation

Claudia P. D'Allessandro
Shelter for Abused Women and
Children

Misha Kelarestani
Rachael L. Cataline
University of Central
Florida Foundation

Amy J. Kocher
University of Florida Foundation

Victoria J. Coyle Ogden
University of North Florida

Julia M. Murray
Christian Larsen
University of South Florida

Craig Daughtery
Wycliffe Bible Translators

New Researcher Spotlight

APRA Florida welcomes new member **Alexis Zyski**. Alexis is a Research Analyst at the Florida State University Foundation. A graduate of Georgia Tech, she comes to FSU from a corporate environment. She worked as a Marketing Coordinator for previous credit card giant MBNA as well as Bank of America in Atlanta, Georgia. Most recently, she worked with Ameriprise Financial, an independent corporation previously known as the financial planning division of American Express. Although not a Seminole by degree, Alexis enthusiastically supports the university as well as her hometown team. Alexis enjoys philanthropy both in and out of the office and was recently appointed to the Stubbs Educational Foundation Board of Directors in Tallahassee, Florida.

Fall Conference Introductory Research Course

Would you like to learn more about basic research tools, techniques and strategies? Plan to attend an introductory research class at the APRA Florida's Fall conference. This workshop is specifically designed for development professionals who are new to advancement/prospect research, looking to begin a research function for their organization, or just need a refresher course. This workshop is meant not only to be informative but interactive. Come prepared with questions and to have a great time!

Program Title: -- "The Ins & Outs of Prospect Research"

Speaker: Michael Quevli

Date: Friday, November 7, 2008

Host: Orlando Health Foundation

Researching in a Challenging Economy

As researchers, rarely a day goes by when we don't read something about the current state of the economy, especially the Florida economy. Gas and food prices are soaring while home prices are deflating. People are struggling to keep their jobs and their mortgages. Many who wish to retire cannot, and some who do find themselves back in the workforce. Some who desire to relocate are often strapped with two mortgages, unable to sell the homes they left behind. These realities no doubt affect giving, especially at the annual and planned giving levels.

Those of us in higher education have been struck with steep legislative budget cuts. As a result, faculty and programs have been cut, positions remain unfilled, and students have been turned away. Those of us in health care have seen fewer donations, which has led to fewer resources. And those of us in the arts and social services have seen even greater reductions in productions and services, all of which is discouraging. Yet all of these issues create a stronger case for support – and a stronger reason for researchers to be vigilant in sharpening our focus, skills, and sense of purpose.

As researchers, we need to be sensitive to these hard times yet remain steadfast in our search for major donors—whatever our institutions perceive them to be. Some of us feel as though our work goes unnoticed, yet we are a crucial part of the economic engine that drives not only our institutions but the communities around us. As recent times have shown us, public monies are only a small part of an organization's funding. And we are the ones charged with finding the rest of it. By staying on top of financial trends and focusing on finding those individuals who remain successful despite the current climate, we have the power to **change** the current climate.

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There is a greater sense of urgency to what prospect researchers do than before. Over the coming months, I invite you to share information about real estate trends in your area of the state, proactive research strategies, or ways that you keep perspective as a researcher in these challenging times. Feel free to post your ideas on the APRA-FL blog < <http://www.aprafl.org/blog/apraflblog.html>> or on our Facebook page or send them to Mary Jamieson Dee at mdee@foundation.fsu.edu for inclusion in the next issue of the Florida Enquirer.

Join APRA Florida on LinkedIn.com and Facebook

Recently, we established sites with LinkedIn and Facebook, respectively, as a way to communicate and network with members across the state. These sites will by no means replace the APRA-Florida website or the wonderful features it offers; rather, they will serve to complement the information provided on the website. Joining LinkedIn and Facebook are optional – but if you are already using those networking sites, we hope you join these APRA Florida groups online.