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President's Corner

It seems like a long time since the August 2008 APRA International Conference in Denver. Pike's Peak, the Colorado State Capitol, the Boz Skaggs concert and the tea party at the Brown Palace Hotel are distant memories. Yes, I actually did attend the conference sessions too, but why not take advantage of Denver's awesome sights!

About a dozen APRA Florida members attended the APRA Florida "Let's Meet in Denver" networking luncheon where we presented the APRA Conference scholarship award to **Victoria Ogden**, Coordinator of Prospect Research at the University of North Florida.

The APRA International Conference is always an eye opener for those new to the profession and a wonderful reunion of colleagues for those who have attended in the past. APRA unveiled its new branding platform to promote Partners in Fundraising. We will hear more about the new logo in the near future.

APRA Florida presented "The Ins and Outs of Prospect Research" on November 7 at the Orlando Health Foundation. APRA International board member Michael Quevli, of Kintera Inc., did an exceptional job entertaining both new and seasoned research-

ers. Twenty-three attended this valuable workshop. Evaluations were very positive.

Thanks to all who participated and a special thanks to our terrific hosts at Orlando Health Foundation.

To date, our ambitious board promoted several new initiatives, including the salary survey with results posted in the newsletter, and new features on the website. Thanks to everyone's contributions to those new efforts. We also thank **Mary Jamieson Dee** for reviving the newsletter.

During this challenging economy, APRA Florida is aware of members' budgetary constraints, which we will take in to consideration for program planning and fees. We are in the midst of planning the annual conference, so watch for announcements coming soon!

Best regards,

Debbie Menoher
APRA Florida President

On the Move...

Steve Knight is now Manager, Client Services with WealthEngine.

Debbi Mirra is now Research & Development Services Manager at Eckerd Youth Alternatives.

Lori Hood Lawson is now Co-founder and Chief Experience Officer of WorkingPhilanthropy.

Join Us for a Meet and Greet at Flagler College

On February 6, 2009, join APRA-FL at a Meet and Greet at Flagler College in beautiful St. Augustine. This networking opportunity will feature a brown bag lunch (be sure to pack your favorite goodies) as well as a webinar, “**Essential Components of Relationship Tracking.**” This webinar will be sponsored by Flagler College, and no fee will be charged to APRA-FL members. The fee for non-members is \$25 to cover the cost of APRA membership. Networking will begin at 11:00 a.m., the webinar starts at noon, and a tour will follow. Stay tuned for more details!

New Scholarship Committee Formed

We are happy to announce our new 2008-09 APRA Florida scholarship committee: **Sharon Brown**, University of Florida; **Victoria Ogden**, University of North Florida; and **Jessica Hanson**, Flagler College. Sharon will chair the committee. All were past winners of scholarship awards and know the value and opportunity that APRA Florida offers through the scholarship program. Thank you all for serving!

Research Resources on APRA FL Web Page

Are you a small shop looking to expand, a large shop curious about the way other research departments operate, or do you wish to share some of your own resources such as profile templates? APRA Florida has created a clearinghouse of materials that will be available on its website. Go to www.aprafl.org to access the clearinghouse under the “Members Only” section. If you have a contribution, e-mail **Audrey Geoffroy** at webmaster@aprafl.org.

APRA International 2008

APRA International Conference in Denver was a fantastic opportunity for researchers to come together with their peers to plan, brainstorm and process. Though the sheer volume of information was daunting, each session offered helpful nuggets and over-arching themes to apply to daily practice.

The session Changing the Landscape: Transforming Your Shop from Reactive to Proactive echoed the sentiments of many researchers, stating that the best donors are ones known to the organization. Michelle Franke stressed the idea of fewer multi-page profiles and tailoring research to ones placed in the ask process. Researchers were encouraged to empower the development officers by ensuring information was easily accessible in the database, allowing researchers more time to gather and cull information and less time formatting. The session also emphasized the importance of an open, communicative working relationship with the development team.

The Basics of Estimation : Asset-Based Giving Capacity outlined a high level process to aid in identifying who within a database or prospect should receive the most attention. Tools were presented to help researchers build a quick financial profile and therefore identify at a glance who are aligned with their common donor and help to prioritize donors and prospects within a researcher's pools of prospects.

Learn About Real Estate Research and Financial Analysis covered a variety of helpful information about real estate and what it reveals about donors. Among all the real estate information available, a home's recent (within one to three years) selling price is the most telling about the value. The course outlined that for the wealthy, about 1/3rd-1/6th of total assets often are in real estate and depending on other factors, one can multiply by 3, 4, 5 or 6 to get an idea of total wealth. Mr. Hampsey also suggested looking for certain desirable zip codes or towns within a database.

Putting It All Together-Developing Analysis and Strategy Christina Pulawski discussed how synthesizing an entire picture of a donor will allow you and your organization to create the best course of action and to consider wealth and life events in order to understand a prospect or donor. She also impressed upon attendees the importance of clearly presented and timeless data.

Leveraging the Prospect Researcher/Fundraiser Relationship for Campaign Success mentioned that it was important for researchers to be our own champions. Armando Zumaya suggested that researchers talk about our own accomplishments, identify issues and problems and keep communication lines open to allow for success.

Slicing and Dicing in the Research Kitchen summarized two case studies and monitored the pitfalls and successes of specific campaigns.

In addition to the sessions, the conference provided the opportunity to network with colleagues, compare processes, methods, useful tools, workload and in general plug in to the growing network of research professionals.

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Victoria Coyle Ogden is Coordinator of Prospect Research at the University of North Florida.

APRA FL's 2008 Salary Survey Results

Below are the top three responses to the recent 2008 Salary Survey:

Which of the following best describes the range of your annual salary:

\$35,001-\$45,000	38.5%	15 respondents
\$45,001-\$55,000	20.5%	8 respondents
\$25,000-\$35,000	15.4%	6 respondents

Which best describes your position title?

Researcher/Research Analyst	26.3%	10 respondents
Other	23.7%	9 respondents
Director of Research	21.1%	8 respondents

Which of the following best describes the range of your years of experience in advancement/development research:

1-3 years	42.1%	16 respondents
7-10 years	23.7%	9 respondents
More than 10 years	18.4%	7 respondents

Which of the following best describes your level of educational attainment:

Master's degree	52.6%	20 respondents
Bachelor's degree	28.9%	11 respondents
Associate's degree/some college	7.9%	3 respondents

Which of the following best describes the type of institution where you are employed:

Higher Education, Public	55.3%	21 respondents
Higher Education, Private	23.7%	9 respondents

APRA FL's 2008 Salary Survey Results (cont'd.)

Which range best indicates how many staff at your organization are allocated to the performance of advancement/development research:

2-4	31.6%	12 respondents
5-10	28.9%	11 respondents
11-15	18.4%	7 respondents

What range best describes the number of development officers at your organization:

1-10	39.5%	15 respondents
11-25	26.3%	10 respondents
51-100	23.7%	9 respondents

Approximately how many development officers are allocated to one researcher at your organization:

2	2 respondents
4-5	1 respondent
7	2 respondents
10	1 respondent
15	1 respondent
25	1 respondent
ALL	2 respondents

If your organization is engaged in a capital campaign, please indicate the range of your overall campaign goal:

Above \$1,000,000,000	33.3%	9 respondents
\$100,000,001-\$500,000,000	22.2%	6 respondents
\$500,000,001-\$1,000,000,000	18.5%	5 respondents

Which range best describes the size of your organization's endowment:

\$100,000,001-\$500,000,000	27.3%	9 respondents
Above \$1,000,000,000	18.2%	6 respondents
\$500,000,001-\$1,000,000,000	15.2%	5 respondents
\$50,000,001-\$100,000,000	15.2%	5 respondents
\$10,000,001-\$50,000,000	15.2%	5 respondents

Research Is a Bear by Lori Hood Lawson

But this is no time to hibernate. Whether or not you are a development researcher, I think we all agree – we would love to go into a cave, sleep through the winter, and awake to a new and revitalized economy in the spring. Not only is that notion unrealistic, it would be detrimental to all of the organizations we serve. In the midst of all the fear segments with which we are being bombarded there really is good news. So put away your pillow and comfy blanket and let's start hunting.

You have certainly heard by now that 70 percent of the US economy relies on consumers and they are dramatically cutting back on their spending. Big ticket items have been especially hard hit as people put expenditures they see as a luxury on hold. But everyone still needs to eat, people still require healthcare and medicine, and unless we all move to a nudist colony, we all still require clothing. Alcohol, cigarettes, and chocolate are perennials and will continue to do well.

For every loser, there is a winner. And as such, an abundance of industries are poised for phenomenal growth. Here are some of the ones to watch:

- Home improvement. Yes, home improvement. With the crash around subprime mortgages and the resulting bank, credit and lending crisis, more home owners are staying put in their current house, as prospective buyers are simply not available. According to *Business Week*, both Lowe's and Home Depot bested Wall Street's estimates this past quarter, and they may be among the first companies to succeed coming out of the downturn. Think of staycations – whereby businesses specializing in pool and spa installations will also do well.
- Consumer staples. These are the companies that sell the most common consumer products, the things without which we just can't live. Mac & Cheese is a good example of the simple things that are selling. Businesses providing these necessities are doing very well or at least better than others. Here are a few:
 - o Wal-mart
 - o Costco
 - o Kohl's
 - o JC Penney's
 - o McDonald's – important note: look for your McDonald's franchise owners
 - o Kraft
- Death and taxes (and healthcare). Funeral directors have historically not been adversely affected during rough economic times. Accountants are also well-positioned, due in no small part to regulatory agencies (think Sarbanes-Oxley) and bankruptcy (think forensic accounting). Healthcare facilities will continue to be in high demand as baby boomers age. Two pharmaceutical companies also come to mind – Abbott Laboratories and Novartis.
- Alaska and DC. OK – one could argue neither of these are industries per se. But look behind the curtain. DC, for obvious reasons, will grow with the incoming administration. According to *ABC News*, Alaska remains the last State with an expanding economy, not because of the moose trade but rather due to oil even with the recent drop in price. The point is, while the nation as whole is not doing well you need to look at where your prospects live and do business. Check out the glowing news around North Dakota (yes, Google North Dakota and recession).
- Debt collection firms and liquidators. One man's trash... Look for M&A around debt collection firms

Research Is a Bear (cont'd.)

throughout 2009. Additionally, when companies fail, liquidators come in with the lawyers to provide a smooth transition to “lights out.”

Construction equipment. Take a look at Caterpillar (CAT), Terex (TEX) and Manitowoc (MTW). If Obama’s stimulus package is approved shortly after his inauguration, significant infrastructure projects will begin immediately – know as “shovel ready” projects. If the package does manage to include the caveat of “use it or lose it” for each state, construction equipment companies and contractors alike should experience an immediate boon.

Beyond the Basics

- **Cleantech.** Deutsche Bank has predicted a 20-percent growth rate for the global solar industry in 2009, according to *The Standard*. Additionally, look for President-elect Obama’s stimulus package to include retrofitting public buildings for use of clean energy. Don’t rule out coal or discount oil either.
- **Virtual meeting providers and teleconferencing companies.** Corporations around the world are significantly restricting all travel. Yet the act of doing business must still continue. Sales of videoconferencing systems were up 24 percent in the first half of 2008 alone. Companies positioned to deliver on virtual meetings, such as GoToMeeting, expect to see dramatic increases in sales through 2009 and into 2010. Additionally, look for companies who are utilizing Cisco’s Telepresence® (if you were watching *CNN* on election night, you may recall Will I. Am “telepresencing” into the studio, although he was physically in Chicago). Cisco’s Telepresence is a hefty investment, and companies who can afford to utilize this and still save money are likely weathering the storm extremely well. Go ahead – a quick Google will provide a number of company names.
- **Entrepreneurs.** A hallmark of bad economic times is the creation of new businesses as the risk of a new venture doesn’t seem so risky when you are unemployed. While they won’t help you today, tomorrow’s prospects are being created now.

This is by no means intended to be investment advice. This is also not intended to disrupt your entire research operations. Rather, keep in mind the greatest period of innovation tends to happen during a crisis of any sort. Companies that have been winners in the past may return to that position at the end of this recession. Others will no longer be in operation, as crises tend to weed out weak competitors. History has shown those companies who are successful at telescoping – i.e., finding other avenues for selling their products/services - during difficult periods will survive.

It has been said this will be an industrial recovery – not one that is consumer led. There is no doubt that fundamental change is happening. When our economy comes out of its hibernation, there is no return to normal. Consumers and businesses are changing their habits. But that’s for another article.

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Lori Hood Lawson has served as Associate Director of Research at the Florida State University Foundation and recently resigned her tenure at P!N. Lori spent 79.4 hours writing this article, by voraciously reading every seemingly depressing piece on the current climate. She still remains optimistic, and so should you. You can reach her at her new venture, WorkingPhilanthropy.com, where she is focusing her efforts on professional development for the nonprofit community. Her email is Lori@workingphilanthropy.com.

Review of Ins and Outs of Prospect Research

On Friday, November 7, twenty-three researchers convened at the Orlando Healthcare Foundation for the Ins and Outs of Prospect Research, facilitated by Michael Quevli of Kintera. Over the course of the day, Michael informed and captivated the group, drawing on his experience not only in the prospect research field but also in the entertainment industry.

The Ins and Outs of Prospect Research provided researchers with a framework of research resources and databases, explained the importance of capacity and inclination, and offered newcomers an overview of various days-in-the-life of the prospect research field. Michael covered a variety of topics, including the role research plays in the development process. Stressing that researchers and fundraisers are partners, Michael discussed best ways to share information and dispelled myths about the types of information that prospect researchers can uncover.

Perhaps most impressive were Michael's knowledge of private and public company valuation, his keen ability to demystify a proxy statement and his sound understanding of the foundation 990 form. His refresher was most helpful — even for seasoned researchers! Thank you, Michael, for a day packed with vital information and laughs!

New Researcher Spotlight

APRA Florida welcomes new member Andrea Scholsko, who was unofficially given the task of researching for Big Brothers/Big Sisters of the Suncoast in January of 2007. One of three individuals in a small development shop, Andrea is extremely resourceful since she has no subscriptions to databases and has had no formal training as a prospect researcher. She has, however, enjoyed reading Cecilia Hogan's [Prospect Research: A Primer](#).

Andrea got her first computer job as a computer operator at NYU. When the Internet originated, she fell instantly in love with it and all the knowledge that was just a few keystrokes away. She confesses that her first true researching began at her last job, when she worked for a state agency and was appalled at the amount of fraudulent claims. She started "playing detective," using a local newspaper and periodically passing some of her research to the Fraud Department. She does admit that while finding "bad guys" was intriguing, she much prefers finding the "good guys"! After that, she branched out to finding answers to radio quizzes so that her co-workers could win prizes! (Did you know that Panama Hats are made in Ecuador?).

Today, Andrea makes the most of her free resources to find money to support Big Brothers/Big Sisters of Suncoast. Some of her favorite sites include [manta.com](#), [pipl.com](#), [Zoominfo.com](#), and [moneyline.com](#).

Many Thanks...

...to **Lori Hood Lawson**, **Victoria Ogden**, and **Laura Kiely** for their assistance with this edition of the Florida Enquirer!