



## APRA Florida 2026 Conference: Going For Gold Schedule-At-A-Glance

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### Thursday, February 26, 2026

8:00 am – 8:45 am	<b>Breakfast, Registration and Sign-In</b>
8:45 am – 9:00 am	<b>Welcome and Conference Kick-Off/ Prospect Development Olympics</b>
9:00 am – 10:00 am	<p><b>SESSION 1: Diamond Sponsor Presentation: Personalization at Scale: How Fundraising Teams Meet Donor Expectations Without Adding Extra Work</b></p> <div style="text-align: center;">  </div> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: left;"> <p><i>Jen Lesshafft, MSM, Senior Account Executive</i> Evertrue</p> </div> </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 20px;"> <div style="text-align: center;">  </div> <div style="text-align: left;"> <p><i>Dom Giambattista, Account Executive, NPO</i> Evertrue</p> </div> </div>
10:00 am – 11:00 am	<b>SESSION 2: From Bronze to Gold: Stepping Up the Podium with Donor Profiles</b>



*Kerrianne Farrow, Associate Director, Prospect Research  
Shriner's Children Hospital*



*Alisha Overstreet, Prospect Analyst  
Shriner's Children Hospital*

**11:00 am - 11:45 am**

**SESSION 3: Beyond the CRM: Capturing Prospect Research & Prospect Strategy Impact with the Accountability Weekly Accomplishments Log**



*Jose Osorno, Director of Prospect Strategy  
University of South Carolina*

**11:45 am - 1:00 pm**

**Lunch/ Prospect Development Olympics**

**1:00 pm - 2:00 pm**

**SESSION 4: From Ancestors to Assets: Unearthing Connections Through Genealogy and AI**



*Rachel Hammond, Donor Research Coordinator  
Moody Bible Institute of Chicago*

**2:00 pm - 2:15 pm**

**Break**

**2:15 pm - 3:15 pm**

**SESSION 5: Yes, You Are A Leader**



*Theresa Clark, Assistant Director, Prospect Development  
Florida State University*

3:15 pm – 4:30 pm

**SESSION 6: Platinum Sponsor Panel Discussion: Prospect Development Tips and Tricks**



*Aisha Maddox, Director of Research & Relationship Management  
Rollins College*



*Jose Osorno, Director of Prospect Strategy  
University of South Carolina*



*Jennifer Filla, CEO and President  
Prospect Research Institute & Aspire Research Group*



*Lance Balding, Portfolio Optimization Analyst  
University of Miami*

4:30 pm – 5:00 pm

**Networking & Visit with Vendors**

5:00 pm – 6:30 pm

**Reception: Chelsea's Bar and Grille (on-site)**

6:30 pm

**Independent Dinner**



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**Friday, February 27, 2026**

8:00 am - 8:45 am	Breakfast
8:45 am - 9:00 am	Prospect Development Olympics
9:00 am - 9:30 am	<p><b>SESSION 7: Diamond Sponsor Presentation: Beyond Wealth Screening: How Aspire Finds Data and Donors That Others Miss</b></p>  <div style="display: flex; justify-content: space-between; align-items: flex-start; margin-top: 20px;"> <div style="text-align: center;">  </div> <div style="text-align: left;"> <p><i>Will Schrepferman, CEO</i> DonorAtlas</p> </div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start; margin-top: 20px;"> <div style="text-align: center;">  </div> <div style="text-align: left;"> <p><i>Jennifer Filla, CEO and President</i> Prospect Research Institute &amp; Aspire Research Group</p> </div> </div>
9:30 am - 10:30 am	<b>SESSION 8: The Progressive Edge: How AI is Redefining Prospect Development</b>



*Jess Channell-Iler, Director of Prospect Research  
Florida State University*



*Theresa Clark, Assistant Director, Prospect  
Development  
Florida State University*

**10:30 am - 11:30 am**

**SESSION 9: Understanding the Value of Your Network**



*Cheyenne St. Julian, Assistant Director of Prospect  
Research at the University of North Dakota & Owner of  
Coastal Clarity Consulting*

**11:30 am - 11:45 am**

**Prospect Development Olympics 2.0**

**11:45 am - 1:00 pm**

**Lunch Sponsored by Hatch.AI - Going Beyond "Who Would Give to Us"**



*Mark Cross, Director of Sales  
Hatch.AI*

**1:00 pm - 2:00 pm**

**SESSION 10: Impact Intelligence: Translating Wealth Advisor Trends into Prospect**

	 <p>Valerie Anastasio <i>Fundraising Consultant</i></p>
<b>2:00 pm - 2:30 pm</b>	<b>Closing Remarks</b>

*\*Schedule Subject to Change*