



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

Thursday, February 26, 2026

8:00 am – 8:45 am	Breakfast, Registration and Sign-In
8:45 am – 9:00 am	Welcome and Conference Kick-Off/ Prospect Development Olympics
9:00 am – 10:00 am	SESSION 1: DonorSearch by EverTrue - Personalization at Scale: How Fundraising Teams Meet Donor Expectations Without Adding Extra Work Jen Lesshafft, Senior Account Executive, EverTrue
10:00 am – 11:00 am	SESSION 2: From Bronze to Gold: Stepping Up the Podium with Donor Profiles Kerrienne Farrow, Associate Director, Prospect Research Alisha Overstreet, Prospect Analyst, Shriners Hospital
11:00 am – 11:45 am	SESSION 3: Beyond the CRM: Capturing Prospect Research & Prospect Strategy Impact with the Accountability Weekly Jose Osorno, 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 & AI Rachel Hammond, Donor Research Coordinator, Moody Bible Institute
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	Panel Discussion Sponsored by Kaleidoscope: Prospect Development Tips and Tricks Aisha Maddox, Director of Research & Relationship Management, Rollins College Jose Osorno, Director of Prospect Strategy at the University of South Carolina Jennifer Filla, CEO and President Prospect Research Institute & Aspire Research Group Lance Balding, Senior Portfolio Optimization Analyst at the 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 – 10:00 am	SESSION 7: DonorAtlas - Beyond Wealth Screening: How Aspire Finds Data and Donors That Others Miss Will Schrepferman, CEO, DonorAtlas Jennifer Filla, CEO and President Prospect Research Institute & Aspire Research Group
10:00 am – 11:00 am	SESSION 8: The Progressive Edge: How AI is Redefining Prospect Development Jess Channell-Iler and Theresa Clark, Florida State University
11:00 am – 11:30 am	SESSION 9: Your Network Is Your Medal Stand: Building Career Resilience in Prospect Development Cheyenne St. Julian, Assistant Director of Prospect Research, University of North Dakota & Owner of Coastal Clarity Consulting
11:30 am – 11:45 am	Prospect Development Olympics
11:45 am – 1:00 pm	Lunch: 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 Strategy Valerie C. Anastasio Consultant for Strategic Philanthropy
2:00 pm – 2:30 pm	Closing Remarks

*Schedule Subject to Change

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