



Women in Development of Northeastern New York

Building networks, sharing best practices, and
working collaboratively for our collective success.

Mission Infused Events: A Different and Powerful Approach

Wednesday, April 17, 2013 • Registration Deadline: April 10, 2013

Program: 11:30 am - 2:00 pm (lunch 11:30 am -12:30 pm, followed by program)
Location: Pat's Barn in the Rensselaer Technology Park, 100 Defreest Drive, Troy NY *directions at rpitechpark.com*
Registration: Members \$30, Non-members \$40

You work hard on them: planning, inviting, recruiting, managing, ensuring your events send a powerful message about your work, your guests have a great experience and you raise as much possible through the event. But, are your events really serving as a point of leverage for your work the other 364 days a year? Or are they a drain on the many other things you could be doing?

Join us for this interactive, “get up and move” session where we’ll discuss ways to make the most of your pre-event and post-event opportunities, and make sure you – and your whole team – are ready to work this event's room strategically to build relationships and inspire new investors.

About Our Speaker Laura Goodwin

Laura Goodwin is Vice President of The Osborne Group, a leading, internationally recognized firm. Since joining The Osborne Group in 2002, Laura has worked closely with national organizations such as the American Cancer Society, Big Brothers Big Sisters of America, Easter Seals, National 4-H Council and Girls Incorporated to design and deliver comprehensive fund development training solutions enterprise-wide, for their affiliate offices – large and small.

Laura enjoys an excellent reputation as a practical, hands-on workshop leader training groups as large as 1,000 and as small as one-to-one coaching. Her content-rich sessions, that are both fun and experiential, with CASE, AFP, AACSB and AAMC, as well as dozens of colleges, universities, schools, and not-for-profits, have made Laura a highly sought-after trainer.

Laura was the Director of Annual Giving, and Director of Donor Relations and Campaign Communications for Sarah Lawrence College, overseeing the development of a comprehensive stewardship program, double-digit growth in the annual fund and actively managed a major gifts portfolio.

Learn more about the Osborne Group by visiting <http://TheOsborneGroup.com>

Please Note: At this time, we are accepting mail-in registration only.

Yes! I would like to attend “Mission Infused Events” on Wednesday, April 17, 2013.

- Please reserve _____ spots for WID members (at \$30/member).
- Please reserve _____ spots for non-WID members (at \$40/non-member).
- I would like to become a member of Women in Development (\$60/annually).

Please list the names of the people who will be attending this program.

Name _____ Member Non-Member
Name _____ Member Non-Member

Please share your contact information.

Organization _____
Address _____
City _____ State _____ Zip _____
Daytime phone _____ E-mail _____

**Registration Deadline is
April 10, 2013**
Registrations made after this date will be assessed a \$5 late fee. Unpaid reservations will be invoiced regardless of whether someone is in attendance at the program. We thank you for understanding that WID must pay for every reservation made.

Please send payment to: Women in Development • P.O. Box 5871 • Albany, NY 12205 • membership@widneny.net