

Plenary Session Speakers

Penelope Burk

Penelope Burk, author, trainer and President of Cygnus Applied Research, Inc., has over 30 years experience in not-for-profit management, fundraising, marketing and research. She has held management positions in both fundraising and communication in arts, social services, and sport/recreation charities and is today one of the most sought-after trainers in the sector. A native of Montreal, Canada, her in-depth and varied career established her as a senior professional advocating innovative approaches to fundraising and marketing.

A highly sought-after presenter and researcher, Penelope has written two books and more than fifty seminars, training programs, articles, and plays especially for not-for-profit organizations. Her presentations are widely acclaimed as unique, engaging and among the most effective training programs in the sector today.

Penelope's leading edge research in donor communication resulted in the publication of *Donor-Centered Fundraising*, in 2003. The book is the only statistically based research ever published on the effect of meaningful communication on donor retention and gift value.

Bernard Ross - =mc (The Management Centre)

Bernard Ross is Director of =mc and is an expert in strategic thinking, organizational change and personal effectiveness. Bernard is one of Europe's leading authorities on fundraising and management in the not-for-profit sector. He has served as a keynote speaker at major international conferences and workshops in Europe, Asia, North and Central America.

For over 20 years, Bernard has advised NGOs, public sector and cultural organizations - in the UK and overseas - on fundraising issues. His specialties are fundraising strategy, breakthrough work and working with VHVD (very high value donors). He has written and published widely on strategy and leadership.

Marnie Spears – KCI

Marnie Spears, President and CEO of KCI (Ketchum Canada Inc.) has played an integral role in making KCI Canada's largest and most successful fundraising consultancy. Since joining KCI in 1995, Marnie and her team of consultants, research professionals and management have provided custom solutions for extraordinary organizations across the country.

Her insightful relationship management, organizational health, and campaign strategies have helped pave the road to success for non-profits of all sizes. In addition, under her guidance, KCI's focus on coaching, mentoring and skills development continues to allow for the transfer of knowledge and expertise to clients in all areas of advancement, helping to build a stronger, more viable philanthropic landscape.

As Chair of Ketchum's *Philanthropic Trends*© Advisory Board, she is an internationally recognized expert on fundraising and philanthropy and is a sought-after executive coach and speaker.

Speakers

Tina Alto - Balmoral Hall School

Currently Director of Advancement for Balmoral Hall School in Winnipeg, Manitoba, Tina has over 10 years experience in fundraising. Utilizing her years in marketing and human resources, Tina has developed the advancement program at BH from one part-time person to a small shop of three full-time individuals. As one of the founders of *Leave-a-Legacy Manitoba*, Tina spent her early years involved with AFP and now serves on the CAGP Manitoba Roundtable executive, chairing the *Leave A Legacy* program for Manitoba. Committed to the growth of strong advancement programs in small shops, Tina has consulted to both arts and education organizations across Canada.

Jennifer Bizzari – Greenwood College School

As Director, Marketing & Communications, Jennifer brings a variety of fundraising and communications experience to the Advancement office at Greenwood. She came to Greenwood at the time of its founding from the University of Toronto, where she worked first as Senior Development Officer, Student Awards, and later as Associate Director, Alumni Relations. In addition to being the editorial voice of *life@greenwood*, the school's electronic newsletter, Jennifer offers print and electronic communications expertise to both the Advancement operation and the school at large. She is currently on the board of Visual Arts Ontario, an organization that supports and promotes the work of emerging local visual artists.

Susan Bloch Nevitte – Art Gallery of Ontario

Susan Bloch-Nevitte joined the Art Gallery of Ontario in May 2004 as executive director of Public Affairs. She was director of Public Affairs for the University of Toronto from 1995 until joining the AGO. She held the same position at the University of Calgary for six years and at the University of Windsor for two years. She was also a member of the communications staff for the 1988 Calgary Winter Olympics. Prior to coming to Canada, she was a reporter for the Durham (North Carolina) Sun and later was features editor of Duke University Magazine. She is a frequent presenter on ethics in advancement, integrated communications and marketing, media training and issues management.

Denise Buchanan – Toronto French School

Denise has been a Development Officer at TFS since 2000 and has worked in many capacities such as supporting the *Building on Excellence 2000* Campaign and coordinating special school events. Presently, her main responsibilities include overseeing the Grade Captains and Grade Volunteers for the annual giving campaign, as well as Donor Relations and Stewardship and Major Gifts. She works closely with parent volunteers and, in particular, acts as a liaison with the Parents' Association. Denise has more than 20 years of experience as a Financial Manager and was instrumental in the development of two international leasing companies. She has extensive experience leading teams and managing large budgets. Presently, Denise Buchanan serves on the Board of Operation Herbie of Sick Kids.

Deborah Burgess - Octopus Design

Deborah Burgess has presented on the topic of donor recognition to both AFP and AHP Regional Conferences in Toronto and Whistler, and most recently, AHP International in Orlando. Deborah's career accomplishments span over 20 years. In 1982, Deborah successfully launched a corporate communications firm in Toronto, which served national "blue-chip" companies for ten years. Her 1984 work on North York General Hospital's highly successful donor recognition program – one of the first of its type in Canada – inspired her to specialize in philanthropy. In 1996, Deborah established Octopus Design, providing creative and original communication solutions, and donor recognition consultation and design to a wide range of philanthropic organizations including education, healthcare and the arts. Over the years, under Deborah's direction, Octopus Design has continually received accolades for both the many outstanding recognition installations they have created as well as the numerous communication and philanthropic marketing programs they have developed.

Nic Carhart – Rothesay Netherwood School

Nic first became involved with the independent school system nearly two years ago when he went to work at RNS. Since then, he has been responsible for the implementation of a media relations programme at the school. Within his role as Communications Coordinator, Nic also oversees all print publications, advertising and the website. Nic holds a diploma in Graphic Design from Holland College. Prior to working at RNS, he spent five years in the communications field within the advertising, newspaper and education industries.

Edna Collins - St. Andrew's College

After a number of years with a major corporation in the energy sector, Edna joined the Advancement Team at St. Andrew's in 1990. She spent several years as Special Events Coordinator before being promoted to Advancement Officer managing the Annual Fund and Alumni Relations. Recently promoted to Associate Director, Edna is also a member of the Board of Trustees and Corporate Secretary of The St. Andrew's College Foundation and Executive Director of the S.A.C. Association.

Sharon Cozens – Trafalgar School for Girls

Sharon Cozens is the Associate Director of Development at Trafalgar School for Girls, a 7-11 day school. Prior to this, Sharon was the Director of Alumni and Parent Relations for eight years at Selwyn House School, an all-boys K-11 day school.

Janice Cunning ~ KCI (*Ketchum Canada Inc.*)

Janice Cunning is a Senior Consultant at KCI where she has been an integral part of KCI's Research Services department for the past seven years. Prior to joining KCI, Janice served as Senior Research Officer at the University of Toronto where she identified donors for a \$1 billion campaign. While earning a Masters degree in Library Science from the University of Toronto, she played an active role in student politics. Janice is currently serving a three-year term as a Director of APRA (Association of Professional Researchers for Advancement) where she is Vice President of Information Resources. She was a founding Director of APRA-Canada.

Liane Davey – Knightsbridge Human Capital Management

Liane is a Principal in Knightsbridge's Organization Effectiveness team in Toronto. She has over 10 years consulting experience in the areas of Organization Development, Human Resource Strategy, and Measurement. Prior to joining Knightsbridge, Liane was the National Solution Leader for Measurement at a large global consulting firm.

Liane works in several areas within Organizational Effectiveness including strategic planning, human resource planning, and change management. Some examples of her projects include: facilitation of business and human resource strategy development; culture transformation and post-merger integration; definition of organizational values and core competencies; building employee engagement; human resource audits; creation of total reward strategies; and development of employee value propositions and HR branding. In addition to her Strategy and Organization Development work, Liane is continually helping to develop clients' organization measurement and research capabilities.

Liane holds an Honours Bachelor of Arts from the University of Western Ontario, a Master of Applied Science from the University of Waterloo, and a Ph.D. in Industrial/Organizational Psychology from the University of Waterloo. She is currently on the executive of the Canadian Society for Industrial/Organizational Psychology.

Adrienne Davidson – Hillfield Strathallan College

Adrienne has an established background as a Marketing Consultant specializing in sales, communications and training. Following almost ten years working in the corporate field of international transportation, she then began working with smaller companies requiring additional expertise in sales and marketing, strategic planning, fundraising and communications. In 2000 Adrienne directed a \$1.4 m capital campaign for the Burlington Art Centre, and then joined St. Joseph's Healthcare Foundation as Director of Major Gifts for the Firestone Institute of Respiratory Health, and subsequently as Vice-President of Development. She has worked in the non-profit field for seven years, including a position as Executive Director of the Burlington Community Foundation and has held her current role as Director of College Advancement for Hillfield Strathallan College in Hamilton since February 2005. At HSC, she works with a team of other professionals responsible for alumni relations, fundraising, donor stewardship, prospect research, e-communications and website development, as well as all College marketing and communications functions.

Adrienne became involved in the development field as a direct result of her own volunteer participation. She has served on the Board of Directors for the YMCA of Hamilton Burlington, the Rotary Club of Hamilton, and the Burlington Art Centre. She is also a founding Board member of the newly formed Association of Fundraising Professionals Golden Horseshoe Chapter.

John Davies – St. Michaels University School / Davies Strategic Direction

John Davies completed a twenty-year career at Shawnigan Lake School, on Vancouver Island in June 2002. Shawnigan made a significant investment in its future by supporting a bold advancement strategy. John, a passionate advocate of independent school education, served as Director, The Shawnigan Foundation from 1993-2002. In his career at Shawnigan he has also served as an English teacher, Housemaster, Director of Advancement and Deputy Headmaster.

In his role as Director, The Shawnigan Foundation, John pioneered the concept of major gift fundraising in Canada's independent schools. In John's search for philanthropic support he has traveled to Britain, China, Holland, Hong Kong, Thailand, Singapore, Korea, Mexico, Malaysia, Taiwan, Saudi Arabia, U.A.E and every corner of Canada and the USA. His single-minded focus on major gift philanthropy and board development enabled Shawnigan to attract significant resources to the school.

John is the Past-President of the Vancouver Island Chapter of A.F.P. and a former board member at Queen Margaret's School. He founded Davies Strategic Directions Inc., a provider of complete solutions for independent schools in, July 2002. D.S.D.I. specializes in Long-Range Planning, Board Governance, Executive Search, and all aspects of independent school philanthropy.

Louis de Melo – Ashbury College

Louis de Melo is Executive Director, Advancement at Ashbury College in Ottawa, and has just completed a very successful capital campaign at that school. He earned his Bachelor of Commerce degree at the University of Ottawa and is a certified management accountant. He owned and operated a retail business in the late 80's and then worked with Human Resource Development Canada as senior financial officer.

Before moving to Ashbury, Louis was Executive Vice-President, Corporate Social Responsibility / Resource Development for United Way / Centraide Ottawa and CEO for the *Government of Canada Workplace Charitable Campaign*. Louis led the successful United Way team that increased their achievement from 13.6 million to over 20 million dollars during his term. He was instrumental in developing the vision of a web-based system to enhance the fundraising efforts of United Way. At Ashbury, Louis is valued for his vision, innovation, dedication and expertise in fundraising. Louis is a superb communicator and well known in the Ottawa community.

Brian Denney – Stanstead College

Brian Denney has a long history with Stanstead College, having graduated in 1964 and returned as a teacher in 1967. Now in his 40th year at the College, Brian has worn many hats, such as senior boys residence director, director of studies, director of university guidance, coach of senior football, basketball, and track teams, and now as Alumni Coordinator.

During his long-time association with Stanstead College, Brian has come to know many alumni. In 2003, with alumni relations nearly stagnant, the Board of Trustees made a serious move to reorganize the entire advancement office. One of the changes initiated was to create the position whose sole responsibility was to maintain connections with our alumni. Brian is currently in his 4th year in this role. Brian has a BA in history from Bishop's University, and a BED from the University of New Brunswick.

Julia Drake - Upper Canada College

The Director of Communications at Upper Canada College, Julia Drake has 20 years' experience in marketing and communications. Prior to joining UCC, she helped build the brands of a variety of non-profit organizations, including the Canadian Diabetes Association and the Addiction Research Foundation. Julia has also worked as a magazine editor, a newspaper reporter, and a public relations consultant. In her spare time, she chairs the Board of Directors of Breakaway, a Toronto-based addictions agency.

Laura Edwards - York House School

Laura Edwards is Director of Development, responsible for fund raising and marketing, at York House School in Vancouver. York House is a 74 year old, independent, K-12 all girls school. Laura has an extensive background in business and volunteer work. She has been Marketing Director for a 5-Star Hotel chain, and she ran her own investment and insurance business where she received numerous awards and recognition for her achievements. Laura has been a member of the Board of Directors of CARE Canada for the past eight years serving on the Executive Committee and chairing the Marketing Committee for four years.

Laura also volunteers her time working with young people coaching *Destination ImagiNation*, an international competitive, creative problem-solving program, helping teams achieve success at the global level. For her work in the volunteer segment, Laura was awarded a Queen's Jubilee medal in 2004. Laura holds a CFRE designation, is Secretary of the Vancouver Chapter of AFP, and holds the Professional Development portfolio on the Board of CAISAP.

David Fisher – Trinity College School

David started his career as a teacher at Trinity College School and the Country Day School in Costa Rica. After teaching for five years he worked in small business development for three years and then returned to Trinity College School as the Director of Alumni and Parent Relations.

Angie Foster – Upper Canada College

Angie Foster graduated from the University of New Brunswick (Saint John Campus) in 2000 with a Bachelor of Business (economics major, co-op option). Angie worked for several years for the New Brunswick government as an Employment Standards officer and as an Economist before moving to Montreal in 2002. In Montreal, Angie worked for a community-based non-profit organization called Youth Employment Services that helps English-speaking youth find employment or start their own businesses. Angie was responsible for the organization's marketing & communications and managed two mentoring programs (career and entrepreneurship). In 2005, Angie moved to Toronto and joined the UCC Advancement team as the Manager of the Common Ties Alumni Mentorship program. Angie has over five years of professional experience within the mentoring realm and has volunteered as a mentor with the Boys and Girls Club of Canada and Big Brothers/Big Sisters.

Robin Fowler – The Offord Group

The Offord Group is a fund development consulting organization located in Toronto, with expertise in large-and small-scale fundraising enterprises. Nicholas Offord has over 20 years of experience in the non-profit sector and is one of only a few individuals in Canada to have been instrumental in not just one, but two successful \$100 million plus capital campaigns. Robin Fowler, a recognized and respected fundraising professional with over 15 years of experience in non-profits, was most recently the former Director of Advancement at Havergal College before she joined The Offord Group in 2005. Robin worked with Nicholas on two multi-million dollar campaigns at McGill University and Mount Sinai Hospital.

Derek Fraser – Strathcona-Tweedsmuir School

Derek Fraser is the Director of Advancement at Strathcona-Tweedsmuir School in Okotoks, Alberta (just south of Calgary). Prior to STS, Derek was at St. George's School in Vancouver and at his alma mater, Ridley College. Derek has been in advancement for almost 20 years and very much enjoys the independent school milieu. Derek earned his CFRE accreditation in December 2004 and currently is the president of CAISAP, treasurer of AFP Calgary and Area Chapter, serves on the Board of Lunchbox Theatre (Calgary), and also sits on the Steering Committee of CESI's National Tracking Project. Derek served for three years as the Communications Chair of AFP Vancouver Chapter and has been involved over the last five years with the CAISAP Executive.

Ian Fraser – The Fundraising Network

As a senior consultant for The Fundraising Network, Ian Fraser offers clients more than 20 years of practical experience and an outstanding record of success, in healthcare and higher education philanthropy. Over the years, Ian has helped organizations raise more than \$100 million in private gift support. He is a Fellow of the Association for Healthcare Philanthropy (FAHP) and is widely recognized for his expertise in all aspects of resource development and gift planning.

Ian began his career in fund raising as the first Director of Development (and later Vice President) at Kingston General Hospital. He then accepted the role of Director of Development at Queen's University. Over almost four years at Queen's, Ian guided a comprehensive resource development program that generated some \$25 million in private gift support annually. During this time, he led the initiative to expand student aid endowment under the Ontario Student Opportunity Trust Fund (OSOTF), which generated more than \$30 million in new gifts that were matched by the provincial government to produce more than \$60 million in new endowed funds for the university.

Ian is an active member of several national and international professional associations including the AFP, CAGP and AHP. In 2004, he co-authored AHP's Advanced Course Handbooks, designed to assist members in advancing their professional knowledge, while preparing for the CFRE certification process and examination. In 2006/07, Ian is serving as an Anniversary Ambassador for the 25th anniversary of voluntary certification (CFRE) for fundraisers internationally. Ian continues to be active professionally in the Canadian Association of Gift Planners (CAGP) and has lectured extensively on all aspects of gift planning in Canada. An alumnus of the Banff Centre for Management's Gift Planning courses, he also served for two years as a faculty member there.

Tara George – Rothesay Netherwood School

As the Director of Development & Alumni Affairs at Rothesay Netherwood School, Tara oversees all fundraising, communications, and alumni programmes at the school. She is also a member of the school's Management Team. Prior to coming to RNS, Tara served as Director of Development at Appleby College, and as Manager of Annual Giving for the University of Guelph. She has experience in the private sector in advertising, event management and public relations, and has worked as a public school teacher in Ontario.

Tara holds an MBA in Marketing and Technology Management (McMaster University), as well as a BEd (U Toronto) and a BSc (U Guelph). She is qualified as a CFRE. A strong believer in professional development and camaraderie, Tara has been involved as a volunteer with CAISAP since 2002. At various times, she has also volunteered with CAGP, CCAE, CASE, and CESI.

Royal Govain –

Royal Govain of Montréal joins GG&A as the first Chief Executive of the firm's new Canadian arm, Grenzebach Glier Canada (GGC). He brings to the firm 32 years of professional experience in fundraising, volunteer relations, public affairs, and institutional advancement in higher education and non-profit organizations in Canada and the United States.

Royal most recently served as the Executive Director, External Affairs, of the Montreal Neurological Institute and Hospital at McGill University. In that role he was responsible for all private gift support, media and community relations, and all worldwide alumni/ae relations. He also oversaw all board management issues and was engaged in strategic campaign development planning with McGill and the McGill hospital system. During his tenure, the Institute completed a \$26 million Brain Tumour Research Centre Campaign. Prior to that role, Mr. Govain was founding executive officer and chief development officer at the NeuroScience Canada Foundation. He also served Centraide du Grand Montréal (United Way) as a senior management consultant, and worked in Development at Harvard and Cornell universities.

Kevin Graham – Lookout Management Inc.

Kevin Graham is President of Lookout Management Inc., a consulting firm dedicated to conducting constituent surveys for independent schools. He has been conducting surveys for more than twenty years, and has been conducting surveys for independent schools since 1994. He has completed more than 150 surveys for independent schools, working with more than 60 schools, both in Canada and the United States.

With four children who have attended, or now attend independent schools, Kevin has sat on the Boards of two of these schools, serving as founding Vice Chair for one, as well as Chair of Strategic Planning. Kevin holds a degree in English Literature, and an MBA.

Sharon Gregg – Bishop Strachan School

As the Director, Marketing & Communications at The Bishop Strachan School, Sharon has nearly 20 years experience in a variety of marketing communications roles. She has extensive experience in the non-profit sector with positions that include Director of Communications for TVOntario; Director of Public Affairs for Women's College Hospital; and Director of Marketing & Communications for the Art Gallery of Ontario. Sharon also served as publisher of an independent visual arts magazine called *Lola*.

In addition to working part-time at BSS, Sharon continues to run her own consulting practice with a range of clients including the Toronto Symphony Orchestra, Sunnybrook and Women's College Health Sciences Centre, the Women's Health Network, University Health Network, the Ontario Hospital Assoc., U of T, the Ontario travel regulator, and Verity Women's Club. She is also a Board member of *This* magazine and past Board member of the Toronto Fringe Festival.

Sharon Gregory – Toronto French School

Director of Development at TFS since 2003, Sharon has over 20 years experience in the charitable sector. Sharon has worked in health care, research, universities, colleges, social service, and cultural organizations. As a consultant, she advised clients throughout Ontario on their fundraising programs, organizational development, and strategic planning. As a development officer, she raises funds for annual, capital campaign, major and planned gift programs, with goals ranging from \$300,000 to \$75 million. An active volunteer and frequent speaker at professional development conferences, Sharon was a founding Board member of the CAGP.

Victoria Hadden - The Scarborough Hospital Foundation

Victoria Hadden is Associate Director of Communications for The Scarborough Hospital Foundation, currently winding down a successful \$20 million campaign to replace the oldest and busiest ER in Toronto. Prior, she was the major gift stewardship specialist for the University of Toronto's billion-dollar campaign, the largest fundraising effort in the nation where the integrated advancement concept was pioneered. She was marketing and communications director for The Canadian Encyclopedia, the most successful publishing project in Canadian history; Public Relations Director for The Commonwealth Expedition to India, and spent four years in senior level communications with the Alberta Government. An honours graduate of Mohawk College's Communication Arts co-op program, her major in film and television production launched a communications career spanning radio broadcaster, newspaper journalist, book publicist, and advancement communications professional. She is also an award-winning fine artist and resides in the urban Toronto community of Cabbagetown.

Jeanette Hepburn –Albert College

Jeanette Hepburn graduated from Albert College and then received her Bachelor of Commerce Honours degree with a major in marketing from Queen's University. She spent six years in sales and marketing and countless volunteer hours with the Canadian Cancer Society before becoming a professional fundraiser. Jeanette has ten years of development experience gained at Queen's University, Ashbury College and, currently, Albert College. As Director of Development, Jeanette has revamped the school's alumni relations and development program and recently completed Albert's largest capital campaign.

Jim Herder – St. Andrew's College

Jim Herder has been involved, in one capacity or another, with St. Andrew's College, since he enrolled as a twelve year old boarding student in the fall of 1958.

In 1972, Jim became involved with the school as a volunteer member of the S.A.C. Association Council. He later served as its President from 1979-1982. A member of the Board of Governors of the College from 1979-1985, Jim joined the administrative staff of the school as Director of Advancement in September 1985. In addition, he has been a Trustee of the S.A.C. Foundation continuously since 1979 and in 2001 was named President of the Foundation.

Jim has received several awards in the field of alumni and development. In July 1989 he was awarded a gold medal from the Council for Advancement and Support of Education for the school's historical video *Quit Ye Like Men, Be Strong*. In 1991 he won another gold medal, this time from the New York Festivals for the admission video *A Day At St. Andrew's*. In 2002 Jim was awarded *The Sam Heaman Award* from the Canadian Association of Independent School Advancement Professionals for distinguished service to CAISAP, to St. Andrew's College and to independent schools across Canada.

Alison Holt - Greenwood College School

Alison Holt, the Executive Director of Advancement, came to Greenwood College School from the University of Toronto, where she managed an 11-member alumni relations team. Before joining Greenwood (on the very first day of school in 2002) she had spent two years at the University Toronto as Associate Director, Alumni Relations, and more than ten years at Queen's University in alumni relations and advancement communications.

At Greenwood, Alison leads a small shop which coordinates leadership and annual giving programs, communications, marketing and special events for the school. Alison is a member of both the Ontario and national boards of the CCAE and also of the University Council at Queen's University.

Stefanie Hopf – Toronto French School

Having worked as a fundraising professional for over nine years, Stefanie's experience ranges from annual and major gifts, to corporate sponsorship and foundation giving. Stefanie joined the Development team at Toronto French School in 2004. Prior to this, she was busy raising funds for the cultural sector.

Robin Kester – The York School

Robin Kester is the Director of Advancement at The York School, a co-ed, IB, 500+ JK-12 School in Toronto. Prior to her current appointment she was the Associate Director of Advancement at The Bishop Strachan School, she has also worked for The University of King's College, The National Ballet of Canada and the Canadian Film Centre. Robin received her professional training through the Income Manager's Program, a specialized program in fundraising and marketing for the not-for-profit sector. She also sits on the Executive Committee of the CAISAP. Robin is passionate about independent school advancement and loves being in the family business-she also loves to talk 'shop' and hear what's new & what's working in your program.

Anne Kubu - Ridley College

Anne Kubu has had a career in graphic design and publishing for thirty years. Educated at Sheridan College back in the dark ages before desktop publishing, Anne worked for small advertising firms in Kingston, Guelph, Ottawa and Niagara before she decided to freelance to spend more time with her then young family. In 1995, Ridley College came calling. Her job at the school involves alumni and admission publications - both print and web, press officer, special events gopher, students' newspaper advisor and equestrian coach. Eleven years later she is still thrilled to be working there.

Linda Landymore – King’s-Edgehill School

Linda Landymore is the Director of Alumni Relations and Archives of Canada’s oldest independent school (founded in 1788). Prior to this she was a leader and manager in the insurance and health care fields with twenty years of being progressively responsible for creating and developing many successful teams and office openings.

Linda was a volunteer for King’s-Edgehill since 1983 when she was asked 13 years ago to join the school team. The goal was to create an alumni office with “a presence”. Years were spent identifying and incorporating 10,300 personal alumni records, thus creating an effective base for the launching of the school’s first annual giving programme in 1996. She participated in the cultivation and nurturing of potential givers to the School, resulting in the substantial gifts towards two capital campaigns which raised 1.9 million and 7.4 million. Linda had also been responsible for the production of the alumni yearly newsletter which has now become a magazine with a new image and message. One of Linda’s passions is the school archives which she studied for a year and has been putting in place over the last five years.

Linda is motivated by a good challenge and believes in her old school and traditions. She attended Edgehill from 1961-1967 before it amalgamated with King’s in 1976.

Nancy Layton – Trafalgar School for Girls

Nancy Layton is currently in her fourth year as the Director of Development at Trafalgar School for Girls. Prior to returning to TSG, where she was both a teacher and administrator from 1973 to 1991, she served as Head of Bishop’s College School from 1995-2003, and as Principal of Kells Academy from 1991 to 1995.

Nancy holds a BEd (Phys. Ed.) from McGill University, a Master of Physical Education degree from UNB, and an MEd from McGill University.

Rudy Massimo – Lakefield College School

Rudy Massimo is the Director of Advancement at Lakefield College School. Prior to joining Lakefield he was the CEO and Executive Director at Outward Bound Canada from 1997 to 2003. Rudy led Outward Bound Canada through significant restructuring and re-positioning, resulting in achieving its highest student enrolment ever, and becoming one of the most successful and innovative outdoor experiential schools in Canada.

Rudy has also provided leadership development training as a consultant to a number of independent schools across Canada, as well as non-educational organizations. As an expedition leader of some note, Rudy has led expeditions all over the world. Most recently, he has led expeditions to Mount Kilimanjaro, Mount Logan, Mount Denali, and Mount Aconcagua.

Rudy has also been a lecturer and instructor at Sir Sandford Fleming College in Peterborough. He serves on the board of Camp Kawartha and the Canadian Council for the Advancement of Education in Ontario, and also sits on Outward Bound International’s Global Advisory Council. Rudy received his BA from Concordia University, majoring in Recreation and Leisure Studies, and he is fluent in both English and French. In June 2006, Rudy started a MA in Leadership through the College of Management and Economics at the University of Guelph.

Jeff McGuinness - West Point Grey Academy

Jeff has served directly at or as a consultant to more than two dozen schools across Canada and the United States. He has managed alumni relations, e-communications and annual giving programmes at Crescent School in Toronto and Strathcona-Tweedsmuir School in Calgary, and has volunteered in the past as an executive member of the CAISAP, AFP (Calgary) and the CASE (District VIII). He has received awards for independent school advancement from both CASE and CCAE.

Whether coaching U16 Hockey, U13 Basketball, Skiing, or Track & Field, assisting and acting in the school play and occasionally being involved in the classroom, Jeff has greatly enjoyed the opportunities he has had to work directly with students.

James McMillan – Selwyn House School

James McMillan has been the Director of Advancement at Selwyn House School, an independent day-school for boys in Montreal, since 1987. In addition to being the Director of Music since 1979, teaching Grades 5-11, he is also the Technology Coordinator for the Administration at the School.

Mireille Millette - The Sterling Hall School

Mireille joined The Sterling Hall School in August 2006. Her portfolio includes the Annual Giving program and the Parents Association. Prior to that she spent three years at Havergal College as the Annual Fund Officer. She also has a background in arts administration and fundraising. Mireille is passionate about philanthropy and its integration into the curriculum. She enjoys finding creative ways to engage students, their parents and alumni in philanthropy. Mireille holds a BA from the University of Waterloo and recently received her CFRE. Her volunteer work outside of her school includes the CCAE-O Volunteer Management Committee and the Brown Ledge Camp Foundation.

Gillian Morrison – KCI (Ketchum Canada Inc.)

Gillian Morrison leads KCI's research team which provides clients with up-to-date analysis about prospects, donors and strategic partners and conducts planning studies and market assessments designed to provide insightful assessments of organizational capacity and customized strategies for moving forward. Gillian is also the editor of Philanthropic Trends, a publication produced by KCI to provide current and expert insight into the philanthropic environment in Canada today.

Nicholas Offord – The Offord Group

Nicholas Offord is Principle of The Offord Group and provides comprehensive counsel clients in all areas. Following a five-year career (1984-1989) as a Ketchum Canada Inc. Campaign Director, Nicholas served as Executive Director of Development at McGill University. In 1994, he received the 1994 gold medal for "Best Development Program" from the CCAE, in recognition of his work in support of McGill's hugely successful \$200 million campaign. In 1995, he became the President of Mount Sinai Hospital Foundation and Vice-President, Resource and Development of Mount Sinai Hospital. Here, Nicholas led the breakthrough \$250 million "The Best Medicine" campaign. In 1999, the Toronto Chapter AFP awarded him "Outstanding Executive of the Year". In 2000, he was selected as one of "Canada's Top 40 Leaders Under 40" by the Report on Business magazine.

DeWayne Osborn – Lawton Partners

DeWayne Osborn is the General Manager, Compliance Officer, and in-house expert on charitable and planned giving at Lawton Partners. He joined the firm in 2000. DeWayne received the 2003 Certified General Accountants Association of Manitoba Sharing Expertise Award. The association cited his ongoing dedication to numerous charities, as well as his leadership in furthering greater awareness and acceptance of planned giving as examples of a CGA member who has significantly advanced the social and economic life of the community.

As a Certified Financial Planner and Certified General Accountant with more than a decade of experience serving in senior positions of not-for-profit organizations, DeWayne has become one of Canada's leading authorities on planned giving. He is a much-sought-after speaker, consultant and advisor on the complexities and tremendous financial and philanthropic benefits that can be achieved by applying tax-effective strategies for gifting real property, cash, securities, life insurance products, wills and bequests.

Jack Penaligon - Knightsbridge Human Capital Services

Jack Penaligon is a Partner with Knightsbridge Executive Search, where he focuses on executive-level searches in healthcare, education, government, associations, charities and foundations. He is a skilled senior executive with a proven track record in both the public and private sectors; having held senior positions in teaching and community hospitals, acute and long-term care facilities, consulting firms and multi-national organizations. Jack has successfully worked with clients to develop governance frameworks and senior leadership teams, including Guidant Canada, Johnson & Johnson, Trinity College School, Ontario Realty Corporation, CNIB, Green Shield Canada, Canadian Diabetes Association, the City of Toronto and several major hospitals. Prior to joining Knightsbridge, was a Hospital President and CEO and Vice-President, Corporate Development of a for-profit multinational healthcare company where he created a division focused on public/private partnerships.

Jack volunteers on several community and National association boards and is an active lecturer at two Canadian universities. He has a post graduate degree in health administration and an undergraduate B.A. (psychology) from the University of Toronto.

Tanya Pimenoff – Branksome Hall

Tanya Pimenoff is the Associate Director of Alumnae Relations at Branksome Hall in Toronto. Tanya was hired as a Campaign Secretary, and assisted in the raising of \$6 million. For several years she was the Assistant Director of Development before taking over the alumnae programme ten years ago. Tanya also serves as Editor of the alumnae magazine, *The READ*, a publication that is produced once a year and distributed to 7,500 Branksome constituents worldwide.

In 2004, Branksome Hall was presented with a Gold Award from the Canadian Council for the Advancement of Education (CCAЕ) in the category of Best Alumni Event for its 2003 Centennial Alumnae Weekend. In 2006, Branksome received the Gold Award from CCAЕ for its Young Alum Program.

Tanya grew up in Montreal where she majored in French at Dawson College, and received diplomas from Notre Dame Secretarial School and the Canadian Institute of Advertising. She recently completed a four-year appointment on the Board of a women's organization, and served one term on the board of an American non-profit organization for Advancement professionals.

Courtney Prieur – Selwyn House

Courtney Prieur is the Director of Alumni Relations at Selwyn House School and was the Coordinator of Parent Volunteer Activities and Special Events previous to this position. In her pre-Selwyn House life, Courtney worked closely with volunteers as the Community Development Coordinator at the YMCA and has chaired numerous community and sporting events.

Catherine Raaflaub – Appleby College

Catherine began her career in independent education at Ridley College where she was a science teacher, coach and housemaster. She married her husband and moved to St. Andrew's College where she lived the exciting life of housemaster's wife while heading the science department at Country Day School. The two moved together to Appleby College in 1990 and had three daughters there. Catherine has held the position of Dean of Women in the transition years of coeducation at Appleby, and later Dean of Students, Upper School, then Senior School Director, before becoming Assistant Headmaster - Community Relations. In this capacity she oversaw the work of development, marketing communications, alumni and parent relations, as well as community outreach. She served as Head of School at Strathcona-Tweedsmuir School in Calgary before returning to Appleby College as Assistant Headmaster, Advancement in September 2006.

Jana Rand – Ashbury College

Jana is the Director of Communications for Ashbury College. Her first communications job was as the marketing/liaison officer for Algonquin College of Applied Arts and Technology where she held several positions in a marketing role over her seven year tenure. She moved into the world of development when she was appointed Director of Recruitment and Development for Elmwood School. In addition to working in an independent school, Jana spent two years in the Alumni and Development office of Carleton University in the role of Director of Fundraising and Senior Development Associate for the Faculty of Arts and Social Sciences. Jana is married and is busy raising two very active boys.

Galib Rayani - Eighty20

Galib Rayani is President of Eighty20, a web communications firm that partners with independent schools across Canada and the US. He brings a seasoned business and technology perspective to developing e-communication strategies and solutions for independent schools. Galib has worked with over 30 schools in planning their e-communication efforts to achieve cost-efficiencies and breakthrough results. Galib has a Bachelor of Applied Science in Electrical Engineering from The University of British Columbia.

Cathy Reeves - Sterling Hall School

Cathy Reeves is the Executive Director of Advancement at The Sterling Hall School, a Toronto independent school founded in 1987 dedicated to a vision of progressive and caring education for young boys from Kindergarten to Grade 8 (current enrolment 305). Cathy was invited in 1993 to create an advancement office at the school: a background in the arts, education, and volunteer fundraising prepared her for the challenge of development work in a small institution. Cathy has raised over \$10 million for the school through a strong Annual Giving program and two successful Capital Campaigns in 2001 and 2005.

Prior to SHS, Cathy worked at the Canadian Broadcasting Corporation. Her years at CBC honed her communication skills and trained her in the value of working to a mandate. Cathy has

degrees in English from Wilfred Laurier University and Art History from the University of Windsor. Her family has been involved in the independent school system for three generations. Robin Kester, Director of Advancement at The York School is her daughter!

Wendy Reid - Havergal College

A marketing communications professional, Wendy Reid has crafted a career both in Canada and the United States based on the belief that clear, concise and strategically developed communication programs provide a competitive edge.

Wendy has worked at both large and small public relations agencies in Canada on behalf of clients including Bally, Bausch & Lomb, Oracle, Interac and Mattel Canada. She then turned her marketing and communications skills to the field of film and television post-production, working both in Canada and in Los Angeles at high-end post-production facilities and studios, including Buena Vista Home Entertainment (The Walt Disney Company).

Upon her return to Canada in 2000, Wendy established Reid & Write, where she continued to provide communications, writing and consulting services to a number of public relations firms on behalf of their clients including CIBC, Shoppers Drug Mart, Paramount Home Entertainment and others. She joined Havergal College in the summer of 2005 as the Associate Director of Communications and Community Relations.

Struan Robertson – Struan Robertson & Associates

Struan Robertson, formerly of St. Andrew's College and Pickering College has a long career in organizational development. As an internal consultant and coach to managers within the federal government as Regional Learning Advisor with Health Canada, Struan developed excellent facilitation skills to bring to his group sessions along with in-depth experience helping teams and boards organize and manage for success.

As Director of Communications and Co-Director of Admission for St. Andrew's College, Struan managed all activities bringing prospective families through the gates and through the application and enrollment stages. Responsible for institutional image, Struan's portfolio included advertising, Prospectus, website, film, and newsletter development.

As Assistant Head of School - Advancement at Pickering College, Struan implemented an integrated advancement model including the Admission, Development and Alumni and Parent Relations functions. Included in this portfolio were marketing and communications, special events, annual fund and a capital campaign among many functions. It also saw the amalgamation of an alumni association and a parent association into one entity. Versant with technology, Struan played an active role in both schools' decisions to implement laptop programs managing the communications to stakeholders during the transitions.

Bryan Rose – Ridley College

Bryan Rose recently moved into co-ordinating the Annual Fund Program at Ridley College after spending the past 5 ½ years as the Executive Secretary-Treasurer of the Ridley College Association. In his previous role, he was responsible for running Alumni Programs and Events.

Prior to his days in the Ridley Advancement Office, Bryan completed an Honours B.A. in Political Science & History at Huron University College at the University of Western Ontario. Bryan attended Ridley from 1989 to 1996, and so is an alumnus as well as an employee.

On top of his "day job" at the school, Bryan coaches soccer & hockey, serves as an Advisor and House Duty Supervisor, and is the Faculty Advisor for several student activities such as the Ridley College Cadet Corps.

Gail Ruddy – York House School

Gail Ruddy is the Head of York House School. In her thirteen years as Head of School she has learned many things; fundraising is one of those things. York House is currently in the throes of a major capital campaign, one that would have been seen as impossibility in 1994.

Verle Thompson – Toronto French School

Verle is Development Assistant and Database Administrator at Toronto French School, a position she has held for seven years. Prior to joining TFS, Verle worked in the cultural sector in the areas of fundraising, arts programming and special events management. Verle has over 11 years experience in the not-for-profit sector.

Norman Tobias – Tobias & Company

Norman Tobias received his LLB from the University of Toronto and his LLB (droit civil) from the University of Montreal and is a member of the Bars of Ontario and Quebec. From 1992 until 2001, Norman was founding partner of Tobias & Company, a Toronto-based law firm that pioneered the comprehensive tax profile review for high net worth families and corporations alike. From 2001 - 2004, Norman was a Senior Principal & VP Client Services with KPMG in Toronto. He resigned in May 2004 to run as the NDP candidate for the St. Paul's riding in the federal election. Norman has resumed his tax counsel practice in September 2004 with an emphasis on the taxation of private wealth, succession planning and tax dispute resolution.

Norman Tobias is recognized as an authority in the area of taxation. He is the author of the leading stand-alone text on corporate, partnerships and trusts taxation, the second edition of which was published by Carswell in 2001. He has also taught introductory and advanced courses in taxation on a sessional basis with the rank of associate professor of law at Queen's University in Kingston. Norman is a Governor of the CCCJ (Canadian Council of Christians and Jews) and a director of Selwyn House School in Montreal, of which he is an alumnus. He is the chief recruiter in Canada for Amherst College in Massachusetts, of which he is also an alumnus. Norman has enrolled as a part-time student in the Faculty of Theology at the University of St. Michael's College where he is pursuing an MA in Theology.

Michael Wolfe – Stanstead College

Michael Wolfe is the Headmaster at Stanstead College. Founded in 1872, Stanstead College is an international co-educational boarding and day school for students in Grades 7 through 12. Prior to his appointment as headmaster in July 2005, he served as the college's Director of Advancement in 1993/94 and from 2003/05. He was a member of the schools board of trustees from 1996 to 2003 and directed the college's successful 21st Century capital campaign in 1991.

Innes van Nostrand – Upper Canada College

When he is not playing, organizing, nurturing or doing battle with his three young children, Innes van Nostrand is the Vice Principal (Advancement) and Chief Advancement Officer at Upper Canada College and the Executive Director of the UCC Association. He has responsibility for major gift fundraising, annual giving, planned giving, advancement services, communications and alumni/parent relations. He also assists with coaching and other student activities. Prior to that, Innes worked at Queen's University for 11 years, most recently as the Director of Alumni Affairs with a cross-appointment in Development.

He is a graduate of UCC (Class of '82) and Queen's University (geotechnical engineering), and has been active in both the Canadian Council for the Advancement of Education and the Council for the Advancement and Support of Education as a Board and Executive member; conference chair; contributor to books and journals; and as a presenter at conferences and workshops on topics such as performance indicators, market research, generational programming, strategic planning, alumni relations and ethics. He has served as a volunteer in a variety of community groups such as Rotary, Scouts, CBC fundraisers, Queen's, Habitat for Humanity, and children's programs.