



**11th Annual Conference of the
APRA Missouri/Kansas Chapter**
“Prospecting CSI: Uncovering What Counts”
April 22-23, 2010

Presenters

Valerie Anastasio

Senior Consultant, The Helen Brown Group

Entrepreneurs in the 21st Century: Making a Fortune via the Web

Valerie Anastasio is a Senior Consultant with the Helen Brown Group LLC, a full-service development research consulting firm located in the Boston area. She also serves as the Coordinator of Sharetraining, an HBG affiliate that produces professional development webinars for fundraisers.



Valerie's 19 years in development span management roles in research, operations and prospect management, volunteer management and frontline fundraising. From 1999 to August 2007, she served as the Director of Research and Prospect Development at the Museum of Fine Arts, Boston, working on strategy, feasibility, and donor prospecting for its unprecedented \$500 million campaign. From 1996 to 1999 she was the Director of Development Research in the Harvard University Development office, managing a staff of 14 in the context of Harvard's comprehensive \$2 billion campaign. Prior to Harvard, Valerie worked in frontline annual fund raising and volunteer management positions at Boston Lyric Opera, Brandeis University, and WGBH Television and Radio.

Valerie serves on the editorial advisory board of the Association for Prospect Researchers for Advancement (APRA) and is a past board member of the New England Development Research Association, from which she received, in 2008, the Ann Castle Award for distinguished service to the research profession.

Elizabeth Crabtree, Keynote Speaker

Director of Prospect Research, Brown University & Past President, APRA International

Partners in Fundraising: The Evolving Role of the Research Profession

Just in Time Research: Proactive Strategies for Leading Research & Prospect Management

Elizabeth Crabtree is the Director of Prospect Development at Brown University where she manages a team of professionals that provide advice, counsel and analytical support to Brown's fundraising effort, including campaign planning and analysis, prospect identification and research, data mining, modeling and market research, relationship management and volunteer engagement.



Previously, Ms. Crabtree held senior development positions with Northern Illinois University, Benedictine University, College of DuPage and the Digital Schoolhouse Foundation. She is a member of the board of directors of APRA, currently serving as Immediate Past President. She is also a member of AFP, CASE and NEDRA as well as a frequent, nationally-recognized speaker and nonprofit research consultant. In 2007, Ms. Crabtree was the recipient of NEDRA's Ann Castle Award.

Christina Pulawski

Principal, Christina Pulawski Consulting

Pulling it All Together – Strategic Planning and Goal Setting



Christina Pulawski is an independent consultant specializing in development research, prospect management and information flow for fund raising. Previously, she was Director of Development and Donor Services at Loyola University Chicago, overseeing the areas of research, prospect management, data management, systems, and stewardship. Prior to joining Loyola, she was Director of Development Research at Northwestern University from 1994-2003, which earned “top research shop” distinction under her direction. A Chicago native, Christina earned a BA in Political Science from Northwestern and a JD from the University of Illinois. She is admitted to practice in Illinois and practiced in the fields of real estate and litigation before taking the opportunity to explore development in 1991.

Christina completed a six-year term on the board of the Association of Professional Researchers for Advancement (APRA), serving as Vice President for Education and Professional Development and Secretary-Treasurer. She chaired APRA's International Conferences in 1999, 2001 and 2002, developed APRA's Boot Camp and other symposia, and received the organization's Distinguished Service Award in 2005. She has also served as President of APRA's Illinois Chapter. She co-chaired CASE's 1999 and 2000 Development Researcher conferences, earned CASE “faculty star” distinction several times, and has frequently published, presented, and consulted on the field of prospect research and advancement services for APRA, CASE, Indiana University Center on Philanthropy, AFP, other public and private organizations and non-profit education and management programs.

Christy Wineland, Vice President, APRA Missouri/Kansas

Assistant Director of Advancement Research & Prospect Management

University of Missouri-Kansas City Foundation

Ethics in Action: Go Fish



Christy can be found riding the trials and triumphs of the success of her alma mater, University of Missouri-Kansas City. As a two-year veteran at UMKC, Christy enjoys reading and implementing creative and off-beat ideas in relation to prospect research, fund raising and data-mining has become a passion.

Since 2005 Christy has been a member of APRA MO-KAN and APRA International, serves on a subcommittee of the Council of Philanthropy, and is a member of CASE. Christy is a conference speaker on topics including communication with alumni with disabilities, prospect profile research/comparison and ethics.

Christy is a graduate of the University of Nebraska-Lincoln where she earned her Bachelor of Science degree in Criminal Justice and English. An overachiever, she then completed her J.D. and M.P.A. in Nonprofit Management concurrently at UMKC. Although Christy does not actively practice law, she is very popular among friends and co-workers who are chronic speeders. Christy also completed the Certificate in Fund Raising from the Midwest Center for Nonprofit Leadership.