

16TH ANNUAL

PRELIMINARY PROGRAM

Foundation

LEADERSHIP FORUM

Register Now!

HILTON LA JOLLA TORREY PINES | LA JOLLA, CALIFORNIA



Keynote Speaker
Mark Yudof, President,
University of California



AGB ASSOCIATION OF
GOVERNING BOARDS
OF UNIVERSITIES AND COLLEGES

JANUARY 22-24, 2012

Forum Schedule (subject to change; check www.agb.org/forum for updates)

January
22

1:30 – 4:30 p.m. (complimentary with registration for board chairs, vice chairs, and chairs-elect)

Board Chair Boot Camp

Board Chair Boot Camp provides board chairs, vice chairs, and chairs-elect with an overview of the fundamental responsibilities of foundation board chairs, insights into issues they are likely to confront, and practical suggestions to enhance board engagement, productivity, and cohesiveness.

1:30 – 4:30 p.m. (complimentary with registration for foundation CEOs and other senior administrators with three or fewer years in their roles)

Workshop for New Chief Executives

New! AGB's workshop for new foundation executives provides new CEOs (and other senior staff of foundations) with an opportunity to learn from seasoned foundation leaders about how they can forge a strong working relationship with their boards, address issues and challenges associated with board management, and learn practical strategies to help realize the full value and potential of their board.

5:00 – 6:30 p.m.

Opening Keynote Speaker: **Mark Yudof**, President, University of California

Whose University? A New Higher Education Compact

Mark Yudof has long been among the most compelling and provocative thinkers about the future of American public higher education. His theory has been forged through practice: As president of the University of California, chancellor of the University of Texas System, and president of the University of Minnesota, he has led a diverse group of institutions during a period of profound change. President Yudof opens the 16th Annual Foundation Leadership Forum with a discussion about the public purposes of public higher education, his conception of a new higher education compact, and the role volunteer leaders can play as advocates for state and federal commitment to public higher education.

Thanks to  Bank of America
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6:30 – 8:30 p.m.

Opening Reception

SUNDAY

January
23

7:00 a.m.

Breakfast

8:00 – 9:15 a.m.

Plenary Session Moderator: **Theresa Mendoza**, Senior Advisor, Campus Advancement Programs, California State University, Office of the Chancellor

Building a Culture of Philanthropy

The most effective advancement programs engage academic leaders, alumni, athletic programs, and a host of other constituents. Foundation boards play a vital role in helping build campuswide partnerships supporting both fundraising and advocacy. This plenary panel will discuss the foundation board's role as both philanthropic leader and key collaborator in advancing both individual and collective priorities.

- **Byron F. Marchant**, President and CEO, U.S. Naval Academy Foundation and Alumni Association
- **Lynette Marshall**, President and CEO, University of Iowa Foundation
- **Michael J. Worth**, Professor of Nonprofit Management in the School of Public Policy and Public Administration, The George Washington University

9:30-10:30 a.m.

Concurrent Sessions

MONDAY

January
23

MONDAY – CONTINUED

10:45 – 11:45 a.m.
Peer-to-Peer Sessions

12:00 – 12:45 p.m.
Luncheon

12:45 – 1:15 p.m.
Luncheon Speaker

The Current Investment Environment

Andre Perold, Founder and Chief Investment Officer, HighVista Strategies and George Gund Professor of Finance and Banking, Retired, Harvard Business School

1:15-1:45 p.m.
Coffee and Dessert

1:45 – 2:15 p.m.
Plenary Session

The Current Investment Environment: Another Perspective

Eric Upin, Partner and Chief Investment Officer, Makena Capital Management; Former Chief Investment Officer, Stanford Management Company

2:30 – 3:30 p.m.
Concurrent Sessions

3:45 – 5:00 p.m.
Plenary Session Moderator: **Mark Yusko**, CEO and CIO,
Morgan Creek Capital Management

Navigating the New Economy: How Board Leaders are Responding to Ongoing Financial and Investment Challenges

Ongoing economic uncertainty, reductions in state appropriations, and a highly volatile investment climate have posed serious financial challenges for foundation boards. Building on the afternoon's prior presentations on the global economy, this panel of experienced board and business leaders discuss how they have addressed immediate challenges while maintaining a long-term strategic perspective, and how they may adapt approaches to investment and fiscal management going forward.

5:00 – 6:30 p.m.
Cocktail Reception

January
24

TUESDAY

7:00 – 8:00 a.m.
Breakfast

8:00 – 9:00 a.m.
Roundtable Conversations

9:15 – 10:30 a.m.
Concurrent Sessions

10:45 a.m. – 12:00 p.m.

Closing Plenary Moderator: **Richard D. Legon**, President, AGB**Great Expectations: The Role of Foundations in the Changing Landscape of Public Higher Education**

In response to ongoing fiscal challenges and the belief that public institutions need to be more responsive to the economic needs of communities and states, legislatures throughout the country are considering changes to institutional governance, new accountability measures, and regulatory reforms that would provide institutions with greater financial flexibility and autonomy. Our conference ends with a discussion of these trends, the ways that foundations are helping to meet growing institutional needs, and the implications of these changes for foundation boards.

- **Ellen-Earle Chaffee**, AGB Senior Fellow
- **Gerald B. Fischer**, former president and CEO, University of Minnesota Foundation, AGB Consultant
- **George S. Leis**, chair, CSU Channel Islands Foundation and board member, CSU Northridge Foundation

12:00 p.m.

Forum Concludes

January
24

1:30 – 4:00 p.m. (additional fees required)

Workshops**WORKSHOP I: Fundraising Leadership**

Regardless of whether foundations are wholly responsible for fundraising or support institution-based development programs, foundation boards play a vital leadership role in raising resources for public colleges and universities. This workshop provides boards with an overview of best practices in major gift cultivation and solicitation, campaign planning, planned giving, and oversight and assessment of development programs. The workshop will also provide foundation executives with practical insights on ways they can support and engage boards in fundraising.

WORKSHOP II: Rethinking Risk in Endowment Management

In today's highly volatile and globalized investment market, traditional approaches to asset allocation, spending, and risk management that were developed in a period of more reliable growth may not prove adequate to preserve and grow the value of endowments. This workshop is designed to help foundation boards assess the strengths and weaknesses of their current approaches to endowment management and provide guidance on developing risk-based approaches that may provide more predictable revenue for endowed purposes and help ensure the future value of funds.

WORKSHOP III: Building Boards for the Future

Effective volunteer leadership is essential to all aspects of foundations' work. This workshop provides board members and staff with practical guidance on how boards can assess their own governance practice, identify current and future leadership needs, strategically identify and cultivate new members, provide effective orientation and ongoing education, and enhance the effectiveness of board and committee work.

WORKSHOP IV: Strategic Planning

Strategic planning poses special challenges for foundation boards. Foundation planning must be informed by the strategic priorities of the affiliated institution, and operational plans may need to be developed in collaboration with institution leaders. This workshop provides a comprehensive overview of the foundation board's planning responsibilities, guidance on aligning the institution and foundation plans, and practical suggestions for how to strengthen and clarify the foundation-institution relationship through the development of operating agreements and memoranda of understanding.

Travel and Cancellation Policy Information**Registration Confirmation and Questions**

A confirmation message will be e-mailed to each attendee once payment has been processed. If you do not receive a confirmation or have any other concerns, please contact **Jessica Oplak (202) 776-0840** or e-mail registrar@agb.org.

Cancellation Policy

All cancellations and requests for refunds must be submitted in writing. AGB will issue a full refund if written notification of cancellation is postmarked by **December 30, 2011**. After that date, AGB is unable to issue any refunds. If you are unable to attend, a substitute is welcome in your place at no additional charge. AGB will issue refunds after the conference. AGB is not responsible for any cancellation or change charges assessed by airlines, travel agents, hotels, golf courses, or other businesses in conjunction with attendee travel. Please refer all registration questions to Jessica Oplak at (202) 776-0840 or e-mail registrar@agb.org.

Travel and Lodging Information

You may make your reservations at the Hilton La Jolla Torrey Pines now by calling the hotel directly at (858) 558-1500. Mention the code "AGB" to get the conference rate of \$169 per night. You may

also go directly to Hilton's special Foundation Forum reservation page to book your room(s) online at www.agb.org/forum-hotel. Reserve your room at the Hilton by **December 31, 2011** to receive the discounted conference rate. Please note that the Hilton will charge one night's deposit for each room reserved.

Hilton La Jolla Torrey Pines
10950 North Torrey Pines Road
La Jolla, California 92037
(858) 558-1500
www.agb.org/forum-hotel

Reservations can be made by calling the hotel directly at (858) 558-1500, or visit www.agb.org/forum-hotel for a link to the special reservation site.

Airport Information and Directions

San Diego International Airport/Lindbergh Field (SAN) is the closest airport (15 miles) to the Hilton. Taxis are available outside the terminal and the approximate fare to the hotel is \$45.

Golf Event

AGB will be organizing a golf event prior to the conference. If you're interested in participating, please e-mail foundations@agb.org or visit the forum Web site at www.agb.org/forum for more information.

We welcome your suggestions for additional topics for concurrent and peer-to-peer sessions. Please e-mail DavidB@agb.org.

For more information on the 16th Annual Foundation Leadership Forum visit www.agb.org/forum

Registration Form

FOUNDATION LEADERSHIP FORUM • JANUARY 22-24, 2012

REGISTRATION INFORMATION

Name

(to appear on your badge—25 character limit)

Title

(president, trustee, board chair, etc.—30 character limit)

Foundation staff Board member I am a first-time attendee

I am a board member and serve in the following capacities:

- Board chair Chair elect
 Investment committee member Finance/budget committee member
 Audit committee member Committee on directors/governance committee member
 Development committee member

I will attend the Board Chair Bootcamp, January 22, 1:30-4:30 p.m. (no additional fee; for board chairs only)

I will attend the Workshop for New Foundation CEOs, January 22, 1:30-4:30 p.m. (no additional fee; for CEOs only)

Foundation Name

Value of Foundation Assets Under Management

<\$50 million \$50-150 million \$150-500 million >\$500 million

Address Business Home

Street Suite/Room

City State Zip

Daytime Phone Fax

E-mail

I require special accommodations to participate or have special dietary requirements. (Please list here:)

PAYMENT INFORMATION

My check or purchase order payable to AGB in U.S. funds is enclosed.

Purchase Order Number

Please charge my MasterCard VISA American Express

Card Number Expiration Date

Name on Card Signature

MAILING INFORMATION

Mail or fax your completed registration form to: AGB 16th Annual Foundation Leadership Forum
1133 20th Street, N.W. Suite 300
Washington, D.C. 20036

Registration also available online: www.agb.org/forum
Fax: (202) 223-7053 or (202) 775-8790
Registrar@agb.org
Tel: (202) 776-0840

If you are faxing this form, do not mail the original. Faxed registration forms without credit card or purchase order information will not be processed.

REGISTRATION RATES

Member rate for AGB foundation members. (The foundation board must be an AGB member even if the institution's governing board is a member.)

\$850 Early-bird rate per participant (before 11/18/11) \$ _____

\$925 per participant (after 11/18/11) \$ _____

Group rate for AGB foundation members. (Three or more participants from one member foundation must register at one time. Please register one participant per form. Photocopy form to register additional individuals.)

\$800 Early-bird rate per participant (before 11/18/11) \$ _____

\$875 per participant (after 11/18/11) \$ _____

Nonmember rate. (Group discounts are not available for nonmembers.)

\$1,150 Early-bird rate per participant (before 11/18/11) \$ _____

\$1,250 per participant (before 11/18/11) \$ _____

Yes, my foundation wants to join AGB. Please contact me.

WORKSHOPS

For complete descriptions, visit www.agb.org/forum

Workshop I: Fundraising Leadership

Tuesday, January 24, 2011, 1:30 p.m. – 4:00 p.m.

\$175 per participant \$ _____

Workshop II: Rethinking Risk in Endowment Management

Tuesday, January 24, 2011, 1:30 p.m. – 4:00 p.m.

\$175 per participant \$ _____

Workshop III: Building Boards for the Future

Tuesday, January 24, 2011, 1:30 p.m. – 4:00 p.m.

\$175 per participant \$ _____

Workshop IV: Strategic Planning

Tuesday, January 24, 2011, 1:30 p.m. – 4:00 p.m.

\$175 per participant \$ _____

GUESTS*

Guest's Name

Guests are welcome to attend the following events:

Sunday Reception at \$100 per guest \$ _____

Monday Reception at \$50 per guest \$ _____

*Guests are not invited to attend sessions or workshops.

TOTAL REGISTRATION FEES \$ _____

2012 Foundation Leadership Forum

JANUARY 22-24, 2012
HILTON LA JOLLA TORREY PINES, LA JOLLA, CALIFORNIA

The responsibilities of foundation boards have become increasingly complex in recent years. Join us at the 2012 AGB Foundation Leadership Forum and learn about the issues foundations will be addressing in the coming year and governance practices that can help your board both adapt and excel.

We look forward to seeing you at the 16th annual AGB Foundation Leadership Forum.

The only national meeting designed specifically for institutionally related foundation board members, executives, and staff, AGB's Foundation Leadership Forum has been providing resources, insight, and the opportunity to network since its inception in 1996.

Our program opens with insights from one of America's most provocative and compelling public higher education leaders, **Mark Yudof**, president of the University of California. Other plenary sessions examine the foundation board's philanthropic role, address financial and investment challenges, and discuss how foundation boards can help meet the growing needs of their affiliated institutions without compromising their ability to fulfill other fundamental responsibilities. Concurrent sessions and post-conference workshops provide the opportunity to learn from colleagues and industry experts about evolving best practices in a wide range of board responsibilities.

NEW THIS YEAR AGB's workshop for new foundation executives provides new CEOs and other senior foundation staff with an opportunity to learn from seasoned foundation leaders about how they can forge strong working relationships with their boards, address issues and challenges associated with board management, and learn practical strategies to help realize the full value and potential of their boards.

The Association of Governing Boards of Universities thanks the sponsors of its 16th annual Foundation Leadership Forum.

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