

WASHINGTON ADVANCEMENT & FOUNDATION LEADERS (WAFL) CONFERENCE

FEBRUARY 12–14, 2025

PACIFIC TOWER: 1200 12th AVE SOUTH, SEATTLE, WA, 98144 (hybrid)

All conference activities are at Pacific Tower unless noted below.

[MORE INFORMATION AND REGISTRATION](#)

agenda current as of 1/17/25

PRE-CONFERENCE | Wednesday, February 12, 2025

12:30– 4:30 p.m.	Executive Director Session (lunch provided) This session is for executive directors and those in similar leadership positions. Join peers for an engaging afternoon featuring guest speakers and discussion about the latest developments among the CTCs. 2–2:30 p.m. Rachel Benner , Executive Director, PSE Foundation 2:30–3:30 p.m. Victoria Bejarano Muirhead , Attorney, Stoel Rives LLP	Cascade Hall (on the South Seattle College campus) Zoom link
5–8 p.m.	Hosted Evening Social (food and beverages provided) All conference attendees are invited to network with peers, colleagues and friends. Join us at Northwest Wine Academy , a working and teaching winery that has been creating award-winning, student-produced wines since 2005.	Northwest Wine Academy (on the South Seattle College campus)

DAY 1 | Thursday, February 13, 2025

8:30–9 a.m.	Morning Mingle + Breakfast	Panorama Room, 8 th floor (all day, unless noted)
9–9:15 a.m.	Welcome and Land Acknowledgement Kerry Howell , Vice Chancellor of Advancement, Seattle Colleges; CEO, Seattle Colleges Foundation Steve Hill , President, Seattle Colleges Foundation Board	Zoom link
9:15– 9:45 a.m.	Icebreaker Introductions Whitney Keyes , Executive Director of Corporate and Foundation Relations, Seattle Colleges Foundation Emma Lacalli , Associate Director of Communications and Alumni Relations, Seattle Colleges Foundation	Zoom link
9:45– 10:45 a.m.	Alumni Relations: Insights from an Alumni Engagement Expert Paul Rucker , Vice President, Alumni and Stakeholder Engagement, University of Washington; Executive Director, UW Alumni Association Tom Bull , Executive Director, Edmonds College Foundation Paul Rucker and Tom Bull have an intimate discussion exploring how to establish or strengthen your alumni relations function, best practices, and pitfalls to avoid. The session will include a Q&A.	Zoom link

10:45– 11 a.m.	Break	
11 a.m.– 12 p.m.	Scholarship Administration and Affirmative Action Victoria Bejarano Muirhead , Attorney, Stoel Rives LLP	Zoom link
	In this session, we will discuss legal considerations for administering scholarships in light of the Supreme Court decision in <i>Students for Fair Admissions v. Harvard</i> , which declared unlawful the use of race as “plus” in higher education admissions. We’ll also discuss guidance from the U.S. Department of Education Office of Civil Rights.	
12–1 p.m.	Networking Lunch	
1–2 p.m.	Data-Based Storytelling: Beyond the Infographic Wing Yew Lum , CEO, storytellers.ai	Zoom link
	Effectively engaging donors often requires appealing to both the heart (through stories) and the head (through data). But too often how we make our data-based case is too abstract or dull to truly make an impression. In this session, hear about exciting new approaches to data visualization from an industry expert.	
2–2:15 p.m.	Break/Transition	
2:15– 3:30 p.m.	Breakout Sessions #1 <ul style="list-style-type: none"> a) Scholarships: Adapting Processes in the Wake of Affirmative Action Changes Annabel Cholico Williams, Director of Scholarships, Seattle Colleges Foundation; Jasmine Meraz, Scholarship Program Manager, Seattle Colleges Foundation; location; Zoom link b) Communications: Writing a Compelling Case for Support Samantha Snively, Associate Director for Advancement & Executive Communications, University of Washington; location; Zoom link c) Alumni: TBD Facilitator(s); location; Zoom link d) Corporate Relations: Weaving Them into Your Development Strategy Kathy Chennault, Director of Development, Corporate & Foundation Relations, Clark College Foundation; Whitney Keyes, Executive Director of Corporate and Foundation Relations, Seattle Colleges Foundation; location; Zoom link e) Fundraising: How to Apply Community-Centric Principles Andrea Steele, Director of Philanthropy, Seattle Colleges Foundation; location; Zoom link f) Finance: Building your Committee and Board Packets Nick Pennington, Executive Director of Finance and Administration, Seattle Colleges Foundation; Joey McLemore II, Controller, Seattle Colleges Foundation; location; Zoom link 	(multiple rooms, noted at left, along with Zoom links)
3:30– 3:45 p.m.	Break/Transition	
3:45–5 p.m.	Breakout Sessions #2 <ul style="list-style-type: none"> a) Scholarships: Adapting Processes in the Wake of Affirmative Action Changes Annabel Cholico Williams, Director of Scholarships, Seattle Colleges Foundation; Jasmine Meraz, Scholarship Program Manager, Seattle Colleges Foundation; location; Zoom link b) Communications: Writing a Compelling Case for Support Samantha Snively, Associate Director for Advancement & Executive Communications, University of Washington; location; Zoom link 	(multiple rooms, noted at left, along with Zoom links)

- c) **Alumni: TBD** | *Facilitator(s); location; Zoom link*
- d) **Corporate Relations: Weaving Them into Your Development Strategy** | [Kathy Chennault](#), *Director of Development, Corporate & Foundation Relations, Clark College Foundation*; [Whitney Keyes](#), *Executive Director of Corporate and Foundation Relations, Seattle Colleges Foundation*; location; Zoom link
- e) **Fundraising: How to Apply Community-Centric Principles** | [Andrea Steele](#), *Director of Philanthropy, Seattle Colleges Foundation*; location; Zoom link
- f) **Finance: How KPIs are Crucial to Committee/Board Decision Making** | [Nick Pennington](#), *Executive Director of Finance and Administration, Seattle Colleges Foundation*; [Joey McLemore II](#), *Controller, Seattle Colleges Foundation*; location; Zoom link

5:30–8:30 p.m. **Reception**
 Enjoy a networking reception after the day’s events. We’re adding a new twist this year by inviting other CTC leaders and foundation board directors.

DAY 2 | Friday, February 14, 2025

8:30–9 a.m. **Morning Mingle + Breakfast** **Panorama Room, 8th floor**
(all day)

9:00–9:15 a.m. **Opening Remarks** Zoom link

9:15–10 a.m. **Managing Your Financial Narrative** Zoom link
[Nick Pennington](#), *Executive Director of Finance and Administration, Seattle Colleges Foundation*
[Amy Michael](#), *CFO Consultant*

Empowering your team to confidently respond to board inquiries about financials is essential for fostering trust. This session explores how your financial data reflects your organization’s values and offers strategies for leveraging KPIs and financial dashboards to shape and manage the narrative. We’ll dive into how KPIs and financial dashboards can be derived from financial data, providing insights on using key metrics to evaluate performance and drive informed decision-making.

10–10:15 a.m. **Break**

10:15–11:15 a.m. **Navigating This Moment as Builders of a More Equitable World** Zoom link
[Sophia K. R. Agtarap](#), *Equitable Communication Consultant*

Amid growing anti-DEI and anti- Affirmative Action maneuvers that could take us off course, how do we move forward in solidarity? Hear from an equity leader about how to channel our energy into building what we want and know our communities and students need. We can radically imagine the world we know can exist when we focus our resources and allow our dreams to guide our actions.

11:15–11:45 a.m. **Hot Topics Discussion** Zoom link

11:45 a.m.–12 p.m. **Conference Closing Remarks** Zoom link
[Dr. Rosie Rimando-Chareunsap](#), *Chancellor, Seattle Colleges*
[Kerry Howell](#), *Vice Chancellor of Advancement, Seattle Colleges*

CEO, Seattle Colleges Foundation

12 p.m. **Networking Lunch with To-Go Options**
