

# WINTER WAFL CONFERENCE

FEBRUARY 12–14, 2025





**PACIFIC TOWER: 1200 12<sup>th</sup> AVE SOUTH, SEATTLE, WA, 98144** (hybrid)  
**INFORMATION AND REGISTRATION**



agenda current as of 2/7/25

## PRE-CONFERENCE | Wednesday, February 12, 2025 — at South Seattle College

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| <b>12:30–4:30 p.m.</b> | <b>Executive Director Session</b> (lunch provided)<br>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.<br>2–2:30 p.m.   <a href="#">Rachel Benner</a> , Executive Director, <a href="#">PSE Foundation</a><br>2:30–3:30 p.m.   <a href="#">Victoria Bejarano Muirhead</a> , Attorney, <a href="#">Stoel Rives LLP</a> | <a href="#">Cascade Hall</a> , room 122<br>(on the <a href="#">South Seattle College campus</a> ) |
| <b>5–8</b>             | <b>Hosted Evening Social</b> (food and beverages provided)<br>All conference attendees are invited to network with peers, colleagues and friends. Join us at <a href="#">Northwest Wine Academy</a> , a working and teaching winery that has been creating award-winning, student-produced wines since 2005.   | <a href="#">Northwest Wine Academy</a> (on the <a href="#">South Seattle College campus</a> )     |

## DAY 1 | Thursday, February 13, 2025 — at Pacific Tower

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| <b>8:30–9 a.m.</b> | <b>Morning Mingle + Breakfast</b> (breakfast provided)  | Panorama Rm. (8 <sup>th</sup> floor)   |
| <b>9–9:15</b>      | <b>Welcome and Land Acknowledgement</b><br><a href="#">Kerry Howell</a> , VC of Advancement, Seattle Colleges; CEO, Seattle Colleges Foundation<br><a href="#">Steve Hill</a> , Chair, Seattle Colleges Foundation  | Panorama Rm. (8 <sup>th</sup> floor)<br> zoom |
| <b>9:15–9:45</b>   | <b>Icebreaker Introductions</b><br><a href="#">Whitney Keyes</a> , Exec. Dir., Corporate and Foundation Relations, Seattle Colleges Foundation<br><a href="#">Emma Lacalli</a> , Assoc. Dir., Comms and Alumni Relations, Seattle Colleges Foundation   | Panorama Rm. (8 <sup>th</sup> floor)<br> zoom |
| <b>9:45–10:45</b>  | <b>Alumni Relations: Insights on Alumni Engagement</b><br><a href="#">Paul Rucker</a> , Vice President, Alumni and Stakeholder Engagement, University of Washington; Executive Director, UW Alumni Association<br><a href="#">Tom Bull</a> , Executive Director, Edmonds College Foundation<br>Paul Rucker and Tom Bull discuss how to establish or strengthen your alumni relations function, best practices, and pitfalls to avoid. The session includes a Q&A.   | Panorama Rm. (8 <sup>th</sup> floor)<br> zoom |
| <b>10:45–11</b>    | <b>Break</b>  |  |
| <b>11–Noon</b>     | <b>Scholarship Administration and Affirmative Action</b><br><a href="#">Victoria Bejarano Muirhead</a> , Attorney, <a href="#">Stoel Rives LLP</a><br>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. | Panorama Rm. (8 <sup>th</sup> floor)<br> zoom |
| <b>Noon–1 p.m.</b> | <b>Networking Lunch</b> (lunch provided)  | Panorama Rm. (8 <sup>th</sup> floor)   |

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| 1-2       | <p><b>Data-Based Storytelling: Beyond the Infographic</b><br/> <a href="#">Wing Yew Lum</a>, CEO, <a href="#">storytellers.ai</a></p> <p>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.</p> | Panorama Rm. (8 <sup>th</sup> floor)<br> |
| 2-2:15    | <b>Break/Transition</b>  |   |
| 2:15-3:30 | <b>Breakout Sessions #1</b>  |   |
| a)        | <p><b>Scholarships: Adapting Processes in the Wake of Affirmative Action Changes</b><br/> <a href="#">Annabel Cholico Williams</a>, Director of Scholarships, Seattle Colleges Foundation;<br/> <a href="#">Jasmine Meraz</a>, Scholarship Program Manager, Seattle Colleges Foundation</p>  | TBD<br>                                  |
| b)        | <p><b>Communications: Writing a Compelling Case for Support</b><br/> <a href="#">Samantha Snively</a>, Associate Director of Campaign &amp; Executive Communications, University of Washington Advancement</p>   | TBD<br>                                  |
| c)        | <p><b>Alumni Engagement: Building Lifelong Bonds Beyond Graduation</b><br/> <a href="#">Tom Bull</a>, Executive Director, Edmonds College Foundation</p>   | TBD<br>                                  |
| d)        | <p><b>Corporate Relations: Weaving Them into Your Development Strategy</b><br/> <a href="#">Kathy Chennault</a>, Director of Development, Corporate &amp; Foundation Relations, Clark College Foundation; <a href="#">Whitney Keyes</a>, Executive Director of Corporate and Foundation Relations, Seattle Colleges Foundation</p>   | TBD<br>                                  |
| e)        | <p><b>Fundraising: How to Apply Community-Centric Principles</b><br/> <a href="#">Andrea Arenas</a>, Co-Founder, <a href="#">Community-Centric Fundraising</a></p>   | TBD<br>                                |
| f)        | <p><b>Finance: Building your Committee and Board Packets</b><br/> <a href="#">Nick Pennington</a>, Executive Director of Finance and Administration, Seattle Colleges Foundation; <a href="#">Joey McLemore</a>, Controller, Seattle Colleges Foundation</p>   | TBD<br>                                |
| 3:30-3:45 | <b>Break/Transition</b>  |   |
| 3:45-5    | <b>Breakout Sessions #2</b>  |   |
| a)        | <p><b>Scholarships: Adapting Processes in the Wake of Affirmative Action Changes</b><br/> <a href="#">Annabel Cholico Williams</a>, Director of Scholarships, Seattle Colleges Foundation;<br/> <a href="#">Jasmine Meraz</a>, Scholarship Program Manager, Seattle Colleges Foundation</p>  | TBD<br>                                |
| b)        | <p><b>Communications: Writing a Compelling Case for Support</b><br/> <a href="#">Samantha Snively</a>, Associate Director of Campaign &amp; Executive Communications, University of Washington Advancement</p>   | TBD<br>                                |
| c)        | <p><b>Alumni Engagement: Building Lifelong Bonds Beyond Graduation</b><br/> <a href="#">Tom Bull</a>, Executive Director, Edmonds College Foundation</p>   | TBD<br>                                |
| d)        | <p><b>Corporate Relations: Weaving Them into Your Development Strategy</b><br/> <a href="#">Kathy Chennault</a>, Director of Development, Corporate &amp; Foundation Relations, Clark College Foundation; <a href="#">Whitney Keyes</a>, Executive Director of Corporate and Foundation Relations, Seattle Colleges Foundation</p>   | TBD<br>                                |
| e)        | <p><b>Fundraising: How to Apply Community-Centric Principles</b><br/> <a href="#">Andrea Arenas</a>, Co-Founder, <a href="#">Community-Centric Fundraising</a></p>   | TBD<br>                                |

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|   | <b>f) Finance: How KPIs are Crucial to Committee/Board Decision Making</b><br><a href="#">Nick Pennington</a> , Executive Director of Finance and Administration, Seattle Colleges Foundation; <a href="#">Joey McLemore</a> , Controller, Seattle Colleges Foundation  | TBD<br>                                    |
| <b>5:30–8:30</b>  | <b>Evening Reception (featuring a panel discussion with Q&amp;A)</b><br>Enjoy a networking reception with colleagues, CTC leaders and foundation board directors and hear a panel discussion among CTC presidents and funders about the fast-changing landscape, how CTCs can effectively position themselves, and how colleges can partner more closely with their foundations to increase private support.<br><a href="#">Dr. Rosie Rimando-Chareunsap</a> , Chancellor, Seattle Colleges<br><a href="#">Rahim Rajan</a> , Vice Chair, Seattle Colleges Foundation; CEO, AQL Labs<br><a href="#">Jolenta Coleman-Bush</a> , Director, Washington State, Microsoft Philanthropies<br><a href="#">Alex Yang</a> , Seattle Market Executive, Bank of America | Panorama Rm. (8 <sup>th</sup> floor)<br>   |
| <b>DAY 2   Friday, February 14, 2025 — at Pacific Tower</b> |   |   |
| <b>8:30–9 a.m.</b>  | <b>Morning Mingle + Breakfast</b>   | Panorama Rm. (8 <sup>th</sup> floor)  |
| <b>9–9:15</b>   | <b>Opening Remarks</b>  | Panorama Rm. (8 <sup>th</sup> floor)<br>   |
| <b>9:15–10</b>  | <b>Managing Your Financial Narrative</b><br><a href="#">Nick Pennington</a> , Exec. Dir. of Finance and Administration, Seattle Colleges Foundation<br><a href="#">Amy Michael</a> , CFO Consultant<br>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.  | Panorama Rm. (8 <sup>th</sup> floor)<br>   |
| <b>10–10:15</b>   | <b>Break</b>  |   |
| <b>10:15–11:15</b>  | <b>Navigating This Moment as Builders of a More Equitable World</b><br><a href="#">Sophia K. R. Agtarap</a> , Equitable Communication Consultant<br>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.  | Panorama Rm. (8 <sup>th</sup> floor)<br> |
| <b>11:15–11:45</b>  | <b>Hot Topics Discussion</b>  | Panorama Rm. (8 <sup>th</sup> floor)<br> |
| <b>11:45–Noon</b>   | <b>Conference Closing Remarks</b><br><a href="#">Dr. Rosie Rimando-Chareunsap</a> , Chancellor, Seattle Colleges<br><a href="#">Kerry Howell</a> , VC of Advancement, Seattle Colleges; CEO, Seattle Colleges Foundation  | Panorama Rm. (8 <sup>th</sup> floor)<br> |
| <b>Noon</b>   | <b>Networking Lunch with To-Go Options</b>  |   |

