



28th Development Day - June 3, 2026

Morning Plenary- Room 500

8:00 am	Coffee & Networking – Registration Opens
8:30 - 9:30 am	Curiosity Code: Building a Culture of Curiosity to Thrive in the AI Era Nathan Chappell MBA, MNA, CFRE, AIGP, Chief AI Officer, Virtuous

Breakout Tracks

	Room 500	Room 425	Room 460
9:45 am	From Awkward to Aligned: The Science of Communication in Fundraising Melissa Goodson, Consultant/Chief Development and Communications Officers, BeeGood	Navigating AI Transformation Nathan Chappell MBA, MNA, CFRE, AIGP, Chief AI Officer, Virtuous	Fundraising Audits 101: Assessing Readiness, Strengthening Strategy, and Preparing for Growth Rick Kress, ACFRE, Principal, Kress Consulting Laura Tomassi-Miller, Principal, Upwell Fundraising Advisory
10:45 – 11:00	Break		
11:00 am	Integrating Planned Gifts into Capital Campaigns and Major Gift Portfolios Bobbie Clement, CFRE, Senior Associate Consultant, Marts&Lundy	Utilizing Donor Advised Funds as Part of an Estate Plan Randy Ross, Vice President, Donor Services, CFSEM Greg Yankee, Vice President, Foundation Counsel, CFSEM	Planned Giving When You Wear Twelve Hats Already Heidi Boyd, Planned Giving Officer, Michigan Humane George Westerman, Sr. Philanthropy Director, Gift Planning Trinity Health
12:00 pm	Italian Buffet Lunch		
1:00 – 2:00 pm	Marketing Planned Giving Without Selling Products: A Donor-Centric Framework for Positioning Gift Planning Ryan Bladzick, CFRE, Founder/Principal Consultant, ImpactWorks Nonprofit Solutions	Bringing Philanthropy Home for Your Highest-Capacity Clients and Donors Phil Cubeta, CLU, ChFC, MSFS, AEP, CAP Chartered Advisor in Philanthropy Founder Philanthropy Offerings	Philanthropy for All: Building a Culture that Engages Everyone Sheryl Gray, MPA, CFRE and Joe Zakens Wayne Metropolitan Community Action Agency - Fund Development Managers
2:00 – 2:15 pm	Break		

Afternoon Plenary – Room 500

2:15 – 3:30 pm	Listening for Legacy Across Generations - Phil Cubeta, CLU, ChFC, MSFS, AEP, CAP and Brenda Marie Turner, Soprano, CFRE Accompanied by Alvin Waddles on keyboard
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