

MARC 2007 REGISTRATION OPEN!

Join us for the 2007 Mid-Atlantic Researchers Conference, “**The Art, Science and Politics of Prospect Research**” at American University in Washington, D.C. from Wednesday, May 16 to Friday, May 18, 2007. This year’s Opening Address “The Evolution of Art, Science and Politics in Prospect Research,” will be presented by Shelby Radcliffe McClintock, Director of Campaign Administration, Development and Alumni Relations, Bucknell University.

Choose from over 27 sessions and workshops including:
Research Before, During and After a Campaign: In Other Words, You are Always in Campaign
Estimating Capacity: Where Do I Begin?
Real Estate and Financial Analysis
Finding the Top 1%
Master of Your Domain: SEC Documents
Planned Giving Demystified
Analyzing and Communicating Research
Applying Research to Corporate Prospects
Measure Twice, Report Once: Using Metrics to Advance Research
The Secrets of Successful Partnerships with Gift Officers: Managing Expectations

NEW THIS YEAR:

1 - “**Promote MARC**” **Contest for APRA Chapters**. The APRA Chapter who has the most conference attendees at MARC 2007 will receive a **MARC 2008 Conference Waiver** for the President of their Chapter and a **MARC 2008 Conference Scholarship** to award to one member of their Chapter.

2 - **Early Bird Prices** are being offered for registrations received on or before April 6, 2007. The 2007 MARC Committee will inform you of this ‘countdown’ via email and Prospect-L.

3 - In addition to faxes and ‘snail-mail,’ **online registration via credit card payments** is available.

4 - The **MARC 2007 Conference Brochure** is available through a dedicated space on the APRA Website. No hard copies will be mailed.

5 - Pre-Conference Workshops will continue to be offered on Wednesday morning from 9:00 a.m. to 12:00 noon. **Lunch will be provided for pre-conference workshop attendees.**

6 - We will be **offering Post-Conference Workshops** on Friday, May 18 from 10:30 a.m. to 12:30 p.m.

7 - **APRA International will offer a Chapter Leadership Workshop** during this year’s MARC Conference, as a post-conference workshop, free (no additional charge) to all Mid-Atlantic APRA Chapter Leaders/Board Members.

For more information visit the APRA Web site.

<http://ls.aprahome.org/t/1176070/26672935/50948/0/>

Click here to register online.

<http://ls.aprahome.org/t/1176070/26672935/50882/0/>

Dorm accommodations available on a first-come, first-served basis.

For those wishing to arrange their own off-campus accommodations, visit Housing on the MARC Conference Page for a listing of area hotels or visit <http://www.american.edu/tour/visiting.html>