



2026 SEC BUSINESS SCHOOL DEVELOPMENT CONFERENCE



UNIVERSITY OF
South Carolina

Darla Moore School of Business

2nd FLOOR – Greene Street Level



3rd FLOOR – Administrative Level



Welcome to the Darla Moore School of Business

It is a privilege to welcome you to Columbia, South Carolina, and to the Darla Moore School of Business (DMSB) at the University of South Carolina for the 2026 SEC Business School Development Conference.

This conference represents the very best of collaboration across our SEC institutions, bringing together professionals whose work is essential to expanding opportunity, advancing academic excellence, and strengthening the future of business education. Through your leadership and partnership, aspirations become opportunities, talented students gain access to transformative experiences, and institutions are positioned to thrive for generations to come.

As you engage in the days ahead, I hope this conference sparks new ideas, meaningful conversations, and valuable connections. Few professional communities understand the power of collaboration and shared purpose as well as this one, and the collective impact of your work extends far beyond these few days. Its influence will be felt in the lives of students, faculty, and institutions for years to come.

I hope you will leave Columbia with fresh perspectives, renewed energy, and relationships that strengthen both your institutions and this broader community of advancement and development professionals.

It is an honor to host you. Welcome to Columbia, and thank you for the difference you make every day.



WARM REGARDS,

A handwritten signature in black ink that reads "Greg Niehaus". The signature is written in a cursive, flowing style.

DR. GREGORY NIEHAUS
INTERIM DEAN

TUESDAY, JULY 28, 2026

2:00 PM

CHECK-IN

**HILTON COLUMBIA
CENTER BALLROOM**

Whether you are staying at the Hilton Columbia Center or elsewhere, please check in between 2:00 PM and 5:45 PM at the Hilton to pick up your conference materials.

3:00 PM

PRE-CONFERENCE TOURS

Shuttles to both pre-conference tour locations—the Anne Frank Center at USC and the Long Family Football Operations Center and Jerri and Steve Spurrier Indoor Practice Facility—will depart from the Hilton Columbia Center at 2:30 PM. Tours are expected to last approximately 75–90 minutes.

5:00 PM

WELCOME SOCIAL

RUTH'S CHRIS

Join fellow attendees for a relaxed pre-dinner social. Grab a drink (cash bar) and make some new connections before we head to dinner together.

6:00 PM

DINNER

THE GRAND

Shuttles will depart the Hilton Columbia Center at 5:45 PM for dinner. Return shuttles to the Hilton Columbia Center will begin running at 7:40 PM. Bowling lanes will be available at dinner for anyone who would like to play—don't forget your socks!

8:00 PM

OPTIONAL SOCIAL

TIN ROOF

Stay up-to-date during the conference by joining the optional GroupMe for conference updates, etc.



WEDNESDAY, JULY 29, 2026

8:00 AM

BREAKFAST

**HILTON COLUMBIA
CENTER BALLROOM**

9:00 AM

CONFERENCE WELCOME

Dr. Gregory Niehaus, Interim Dean

SONOCO PAVILION

9:15 AM

**TRANSFORMATIVE PHILANTHROPY: GIFTS THAT
CHANGED THE UNIVERSITY OF SOUTH CAROLINA
FOREVER**

Michelle Dodenhoff, Vice President for Development

Four school namings in three years? What does it truly take to close a seven- or eight-figure commitment? This session explores the strategy, persistence, and relationship architecture behind transformational philanthropy. Attendees will gain practical insights into identifying capacity, navigating complex donor dynamics, and confidently leading the solicitation conversation.

10:00 AM

MANY PATHS, ONE MISSION PANEL

Moderator

Corey Mikels Wells, Director of Alumni Engagement, DMSB

Panelists

Georgia Doran, Senior Director of Career Management, DMSB

Will Elliott, Senior Associate Vice President of Development & Campaign Director

Wesley Mallette, Deputy Athletics Director & Chief Marketing Officer

Angie Peters, Assistant Vice President of Development, Health Sciences

Leadership in external and constituent relations takes many forms. Hear from university leaders as they share the career journeys, pivotal decisions, and leadership lessons that shaped their success. Learn how building meaningful relationships advances the university's mission and creates lasting impact.

10:45 AM BREAK

11:00 AM

**FROM SPARK TO STRATEGY: TURNING IDEAS INTO
INNOVATION**

Lynne Wester '99, Principal & Founder, Donor Relations Group

Great ideas aren't the problem. Most shops have plenty of them. The real challenge is deciding what actually moves the needle—and then doing something about it. In this session, we'll talk about how to move from brainstorming to execution without getting stuck in endless planning cycles. You'll learn how to pressure-test ideas, prioritize what matters, and align your team around work that drives real innovation. If you've ever left a meeting excited about an idea that never saw the light of day, this session is for you.

12:00 PM

LUNCH AND TEAM PHOTOS

**DOMINION
ENERGY STUDY
COMMONS**

1:45 PM

BREAKOUT SESSION 1

DEVELOPMENT TRACK

DMSB 324

Unlocking Opportunity: How Strategic Board Engagement Fueled New Philanthropy

Mark Richter, Lead Senior Director of Development

A high-performing board can be one of development's greatest accelerators. Learn how the creation of a Dean's Advisory Council unlocked new fundraising opportunities by engaging influential alumni and friends as philanthropic partners. This session will also highlight how collaborating with centers and academic partners across the school to strengthen advisory board recruitment and composition has expanded fundraising momentum and generated new philanthropic support.

ADVANCEMENT TRACK

DMSB 329

Alumni Programming: Driving Event Engagement with Data

Bo Hart, Senior Director of Alumni Engagement, DMSB
Corey Mikels Wells, Director of Alumni Engagement, DMSB
Selena Chavis, Director of Alumni Engagement, DMSB

Join the DMSB Alumni Engagement Team for a practical look at how we build our event strategy. We will share our different types of events and programs we host, how our team looks at data to plan our alumni events, and measure engagement after the event is over. We will share real examples and tips on how to move past headcounts and use data to drive strategic, intentional "friendraising" that aligns with your advancement goals.

MARCOM TRACK

DMSB 330

Building the Premier Social Brand in the SEC

CJ Tamasco, Senior Associate Director, Social Media Strategy, USC
Michaela Taylor, Associate Director, Social Media Strategy, USC
Kayla Jeffers, Senior Social Media Content Creator, USC

In a crowded digital landscape, differentiation matters. This session examines how a bold, coordinated social strategy can elevate institutional reputation, support advancement goals, and drive engagement across audiences — from students to donors.

2:30 PM

SNACK BREAK

DMSB 331

2:45 PM

BREAKOUT SESSION 2

DEVELOPMENT TRACK

DMSB 324

Your Best Co-Solicitor is the Expert: Engaging Faculty in "The Process"

Kendrick Reed, Senior Director of Development

Who better to help make the case than the expert themselves? This session explores how development teams can strategically engage faculty in donor conversations to build trust, align interests, and drive major gift success. Discover practical strategies for preparing faculty, structuring joint solicitations, and turning academic partners into confident and compelling co-solicitors.

ADVANCEMENT TRACK

DMSB 329

Saturdays in South Carolina: Leveraging Game Day for Donor Strategy

Marie Berry, Director of Donor Relations, DMSB

Beth Well, Assistant VP, Marketing, Communications, & Donor Relations, USC

Kerrin Murawsky, Donor Relations & Events Manager, USC

Few experiences rival the emotional connection of game day. Learn how to strategically utilize athletic moments to cultivate relationships, steward donors, and create unforgettable touchpoints that move prospects closer to investment.

MARCOM TRACK

DMSB 330

The Future of Fundraising is Human: With Assistive Intelligence

Lynne Wester '99, Principal & Founder, Donor Relations Group

AI is everywhere right now, and let's be honest, most of us are still figuring out what to actually do with it. This session cuts through the noise and focuses on practical, real-world ways to use AI in your donor communications. We'll look at where it can save you time, where it can strengthen your strategy, and where it absolutely should not replace the human element.

You'll walk away with ideas you can implement immediately without overcomplicating your work or compromising the donor experience.

3:30 PM OPTIONAL BREAKOUT DISCUSSIONS

Staff from the following University Development & School units will be available to share more about their unit, structure, operations, and engage in discussions around strategy:

Gift & Estate Planning	DMSB 362
Annual Giving & Donor Experience	DMSB 363
Corporate & Foundation Relations	DMSB 365
VP of Development's Office	DMSB 366
Donor Relations & Stewardship	DMSB 367
DMSB Alumni Engagement	DMSB 368

3:30 PM OPTIONAL BUILDING TOUR KANE WELCOME CENTER

4:30 PM FREE TIME

5:30 PM SOCIAL AND DINNER WILLIAMS-BRICE STADIUM

*Shuttles will depart the Hilton Columbia Center at 5:15 PM for dinner.
Return shuttles to the Hilton Columbia Center will begin running at 7:30 PM.*

6:30 PM WILLIAMS-BRICE REIMAGINED WILLIAMS-BRICE STADIUM

Tyson Lusk, Chief of Staff & Executive Associate AD

Large-scale athletics facility projects like the Williams-Brice Stadium Reimagined initiative can serve as powerful drivers of fundraising by giving donors a tangible vision for impact while enhancing the fan experience and strengthening long-term revenue opportunities. Investments in premium seating, hospitality spaces, and modern amenities create new opportunities for major gifts, naming opportunities, and donor engagement while helping programs remain competitive within the SEC.

8:00 PM OPTIONAL SOCIAL POPS

THURSDAY, JULY 30, 2026

8:00 AM BREAKFAST

**HILTON COLUMBIA
CENTER**

9:00 AM WELCOME

SONOCO PAVILION

**9:15 AM ALWAYS ON, NOT ALWAYS WELL: SUSTAINING
YOURSELF IN ADVANCEMENT WORK**

Aimee Hourigan, Senior Director, Healthy Carolina

Fundraising roles demand constant responsiveness, emotional intelligence, and a polished presence—often at a relentless pace. This session takes an honest look at burnout in high-touch, donor-facing work and offers practical strategies for setting boundaries, managing energy, and maintaining authenticity without sacrificing performance. Walk away with tools to sustain both your effectiveness and your well-being in a profession that rarely slows down.

**10:00 AM AI IN ADVANCEMENT: PRACTICAL TOOLS FOR
ENGAGEMENT & FUNDRAISING**

Adrian Anderson, Artificial Intelligence Educator

AI is transforming higher education, and the University of South Carolina is leading the way through campuswide AI initiatives and a partnership with OpenAI to provide ChatGPT Edu access to all faculty, staff, and students. Bring your laptop and favorite AI tools for this interactive session exploring practical applications for alumni engagement, events, marketing and communications, and fundraising, with strategies you can use immediately.

10:45 AM

**CONFERENCE CLOSING
& PASSING THE TORCH**

Find out where we are heading in 2027!

11:00 AM

BOXED LUNCHES

*Requested a boxed lunch when you registered? We've got it
ready for you!*



Darla Moore School of Business

UNIVERSITY OF SOUTH CAROLINA

Development Team



Marie Berry

Director of Donor Relations



John Gaston

Director of Development



Tanner Greaves

Director of Development



Melinda Neeley

Development Coordinator



Kendrick Reed

Senior Director of Development



Mark Richter

*Lead Senior
Director of Development*



Christine Shelek

Director of Development



Walker Smith

*Associate Director
Annual Giving*



Darla Moore School of Business

UNIVERSITY OF SOUTH CAROLINA

Alumni Engagement Team



Bo Hart

*Senior Director of
Alumni Engagement*



Selena Chavis

Director of Alumni Engagement



Mollie Roe

Director of Alumni Engagement



Corey Mikels Wells

Director of Alumni Engagement



Darla Moore School of Business

UNIVERSITY OF SOUTH CAROLINA

Undergraduate
Enrollment

5,948

Graduate
Enrollment

636

Endowment Size

259 Million

Endowed Faculty
Positions

17

Endowed
Scholarships

190

Endowed Support
(discretionary/excellence)
Funds

47

Fiscal Year Dollars
Raised

11 Million

Fiscal Year Total
Donors

2,037



Culverhouse
College of Business

THE UNIVERSITY OF ALABAMA®



Grace Brandon

Graduate Case Team Specialist



Quoc Hoang

Director, Experiential Learning



Courtney Miller

*Executive Director of External
Relations*



Lottie Pearce

*Associate Director of External
Relations*



Edwin Stanton

Communications Specialist



Nikki Wilkerson

*Scholarship & Stewardship
Coordinator*



Culverhouse
College of Business

THE UNIVERSITY OF ALABAMA®

Undergraduate
Enrollment

10,097

Graduate
Enrollment

633

Endowment Size

256 Million

Endowed Faculty
Positions

64

Endowed
Scholarships

288

Endowed Support
(discretionary/excellence)
Funds

146

Fiscal Year Dollars
Raised

29 Million

Fiscal Year Total
Donors

1,323



AUBURN
HARBERT BUSINESS



Lisa Cole
Development Coordinator



Janet Guynn
Creative Services Manager



Gayle Jones
Development Officer



Nicole Maroun
Engagement Specialist



Dakota McDonald
Development Coordinator



Natalie Owen
Development Coordinator II



AUBURN

HARBERT BUSINESS



Jill Saucer
Advancement



Rebecca Shippen
Giving Officer



Katie Thompson
Development Officer



Seth Tuttle
Development Officer



Jon Wilson
Sr. Director of Advancement



AUBURN
HARBERT BUSINESS

Undergraduate
Enrollment

6,755

Graduate
Enrollment

920

Endowment Size

180 Million

Endowed Faculty
Positions

46

Endowed
Scholarships

312

Endowed Support
(discretionary/excellence)
Funds

180

Fiscal Year Dollars
Raised

18 Million

Fiscal Year Total
Donors

133



UNIVERSITY OF
ARKANSAS

Sam M. Walton College of Business



Haven Greenfield

*Event & Special Projects
Coordinator*



Josh Harris

*Assistant Director of Alumni & Donor
Engagement*



Leslie Manthei

*Senior Director of
External Relations*



Anne Menotti

Senior Director of Development



Mark Power

Assistant Dean for Philanthropy



UNIVERSITY OF
ARKANSAS

Sam M. Walton College of Business

Undergraduate
Enrollment

9,500

Graduate
Enrollment

866

Endowment Size

256 Million

Endowed Faculty
Positions

41

Endowed
Scholarships

180

Endowed Support
(discretionary/excellence)
Funds

31

Fiscal Year Dollars
Raised

38 Million

Fiscal Year Total
Donors

798



WARRINGTON

COLLEGE of BUSINESS

UNIVERSITY OF FLORIDA • WARRINGTON COLLEGE OF BUSINESS DEVELOPMENT TEAM



Jacob Ludwikowski
Director of Development



JP Hill
Associate Director of Development

Did You Know?

***The Darla Moore School of Business is home to the No. 1 undergraduate International Business program in the nation—for the 27th consecutive year.
(U.S. News & World Report, 2026)***



WARRINGTON

COLLEGE *of* BUSINESS

Undergraduate
Enrollment

6,663

Graduate
Enrollment

1,966

Endowment Size

379 Million

Endowed Faculty
Positions

62

Endowed
Scholarships

92

Endowed Support
(discretionary/excellence)
Funds

103

Fiscal Year Dollars
Raised

32 Million

Fiscal Year Total
Donors

1,710



UNIVERSITY OF
GEORGIA
Terry College of Business



Brandon Cochran
Principal Gifts Officer



Meghan Fernandez
Major Gifts Officer

 Did You Know?

The Moore School's undergraduate Supply Chain program ranks No. 3 in North America, and its graduate Supply Chain program ranks No. 5 in North America, according to Gartner.



UNIVERSITY OF
GEORGIA
Terry College of Business

Undergraduate
Enrollment

9,977

Graduate
Enrollment

1,171

Endowment Size

351 Million

Endowed Faculty
Positions

54

Endowed
Scholarships

375

Endowed Support
(discretionary/excellence)
Funds

21

Fiscal Year Dollars
Raised

24 Million

Fiscal Year Total
Donors

8,052

 **University of
Kentucky**
*Gatton College of
Business and Economics*



Nicole Cartier
*Senior Director of Philanthropy &
Alumni Engagement*



Rachel Clark
*Director of Philanthropy & Alumni
Engagement*



Andie Savoree
*Director of Philanthropy & Alumni
Engagement*



Sherry Thompson
*Director of Strategic
Engagement*



Undergraduate
Enrollment

5,410

Graduate
Enrollment

532

Endowment Size

135 Million

Endowed Faculty
Positions

34

Endowed
Scholarships

96

Endowed Support
(discretionary/excellence)
Funds

36

Fiscal Year Dollars
Raised

7 Million

Fiscal Year Total
Donors

478



MISSISSIPPI STATE UNIVERSITY™

COLLEGE OF BUSINESS



Aundrea Self
*Director of Outreach &
Engagement*



Emily Daniels
Marketing Coordinator



Kristal Tate
Advancement Coordinator



Mary Elizabeth Stringer Tate
*Assistant Director of
Development*



NaToya Sanders
*Assistant Director of
Development*



MISSISSIPPI STATE UNIVERSITY™
COLLEGE OF BUSINESS

Undergraduate
Enrollment

3,087

Graduate
Enrollment

442

Endowment Size

84 Million

Endowed Faculty
Positions

34

Endowed
Scholarships

300

Endowed Support
(discretionary/excellence)
Funds

118

Fiscal Year Dollars
Raised

10 Million

Fiscal Year Total
Donors

691

Ole Miss.

School of
**Business
Administration**



Patrick Salter
Director of Development



Allie Swayze
Development Associate



Did You Know?

The Darla Moore School of Business is home to one of the country's Top 50 undergraduate business programs, according to U.S. News & World Report.



School of
**Business
Administration**

Undergraduate
Enrollment

6,096

Graduate
Enrollment

114

Endowment Size

52 Million

Endowed Faculty
Positions

44

Endowed
Scholarships

135

Endowed Support
(discretionary/excellence)
Funds

94

Fiscal Year Dollars
Raised

9 Million

Fiscal Year Total
Donors

699

The stats above reflect Ole Miss' College of Business production only. Ole Miss has a separate School of Accounting.



The UNIVERSITY of OKLAHOMA
PRICE
COLLEGE OF BUSINESS



Veronica Collazo

Director of Development



James Fickes

Director of Development



Joshua Hall

*Executive Director of
Development*



Kelly Kennedy

Sr. Director of Development



Sarah Swift

Director of Development



Jake Vanderslice

Director of Development



Undergraduate
Enrollment

6,068

Graduate
Enrollment

973

Endowment Size

230 Million

Endowed Faculty
Positions

50

Endowed
Scholarships

220

Endowed Support
(discretionary/excellence)
Funds

40

Fiscal Year Dollars
Raised

16 Million

Fiscal Year Total
Donors

838

THE HASLAM
COLLEGE OF BUSINESS
THE UNIVERSITY OF TENNESSEE, KNOXVILLE



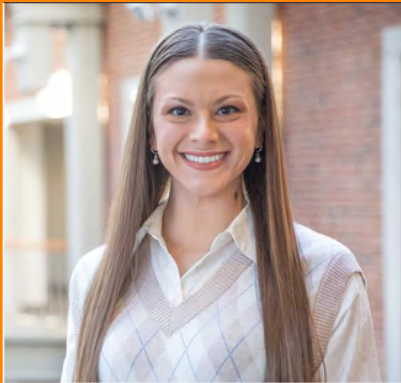
Jennifer Campbell
Senior Director of Development



Rob Carrico
Senior Director of Development



Raymond Davis
Director of Development



Blake Easley
Assistant Director of Advancement



Bethany Fields
Associate Director of Development



Leigh Hicks
Director of Development



Meredith Hulette
*Senior Director of Advancement
Operations*



Matt Killingsworth
Director of Development

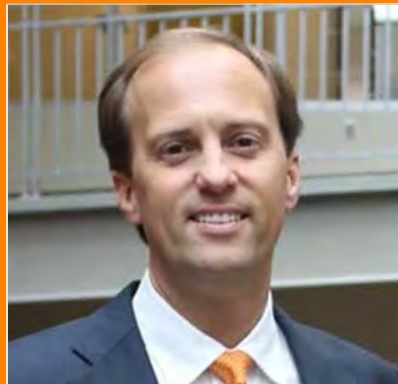


Jill Ogle
Director of Development

T HASLAM
COLLEGE OF BUSINESS
THE UNIVERSITY OF TENNESSEE, KNOXVILLE



Debby Powell
Senior Director of Development



Seth Reagan
*Senior Exec Director of
Advancement*



Christa Rice
Director of Development



Jonathan Spiceland
*Director of Regional
Advancement*



Josh White
*Associate Senior Director
Advancement*



Undergraduate
Enrollment

9,816

Graduate
Enrollment

1,168

Endowment Size

329 Million

Endowed Faculty
Positions

123

Endowed
Scholarships

469

Endowed Support
(discretionary/excellence)
Funds

208

Fiscal Year Dollars
Raised

168 Million

Fiscal Year Total
Donors

5,283



TEXAS A&M UNIVERSITY
Mays Business School



Audrey Lero
Director of Development



Damara Lotten
*Chief Development Officer for
Corporate & Foundation
Relations*



Stacy Schneider
*Development Relations
Coordinator*



Brooke Schroeder
Portfolio Analyst



TEXAS A&M UNIVERSITY

Mays Business School

Undergraduate
Enrollment

5,922

Graduate
Enrollment

2,259

Endowment Size

269 Million

Endowed Faculty
Positions

71

Endowed
Scholarships

426

Endowed Support
(discretionary/excellence)
Funds

149

Fiscal Year Dollars
Raised

15 Million

Fiscal Year Total
Donors

675



The University of Texas at Austin

McCombs School of Business



Amanda Leventhal

Events Program Coordinator



Emily Noah

Director of Development



Hannah Rowan

Development Associate



The University of Texas at Austin
McCombs School of Business

Undergraduate
Enrollment

4,700

Graduate
Enrollment

1,700

Endowment Size

345 Million

Endowed Faculty
Positions

177

Endowed
Scholarships

548

Endowed Support
(discretionary/excellence)
Funds

393

Fiscal Year Dollars
Raised

129 Million

Fiscal Year Total
Donors

2,600



UNIVERSITY OF
South Carolina

Special Guests



Meredith Howell '23

*Assistant Director of Development
Colorado State University*



Lynne Wester '99

*Principal & Founder
Donor Relations Group*



Say Hello to Our Special Guests!

***We're excited to welcome two outstanding
University of South Carolina alumni doing great
work in major gifts and donor relations. Be sure to
connect with them during the conference!***



DARLA MOORE, who until 2012 was vice president of Rainwater, Inc., a private investment company, is founder and chair of the Palmetto Institute, a nonprofit think-tank aimed at bolstering per capita income in South Carolina. She is also the founder and chair of the Charleston Parks Conservancy, a foundation focused on enhancing the parks and public spaces of the City of Charleston.

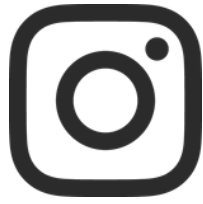
She is the first woman to be profiled on the cover of Fortune magazine and named to the list of the Top 50 Most Powerful Women in American Business. Ms. Moore has served on numerous corporate and philanthropic boards, including Hospital Corporation of America (HCA), Martha Stewart Living Omnimedia, The South Financial Group, MPS Group, the National Advisory Board of JP Morgan, the National Teach for America Board of Directors, the Board of Trustees of the New York University Medical School and Hospital and the University of South Carolina.

She was formerly a managing director of Chemical Bank, the predecessor of JP Morgan and currently serves on the Board of Directors of The Shed, a cultural institution in New York City, the Lebanese American University of Beirut, the Santa Fe Institute, Oxbow Carbon and GEE Group, Inc. The University of South Carolina's business school is named in her honor, the first business school in America named for a woman.

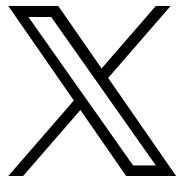
Ms. Moore received the Business Person of the Year Award from the South Carolina Chamber of Commerce and was inducted into the South Carolina Business Hall of Fame. Ms. Moore and Condoleezza Rice are the first women members of Augusta National Golf Club.

A graduate of the University of South Carolina, she holds an MBA from George Washington University. Currently, Ms. Moore serves as chairman of the Darla Moore Foundation.

Connect with Us!



@moore_school



@MooreSchool



@DarlaMooreSchoolofBusiness



Thanks For Coming, Y'all!

