

Presented by the
Council for Advancement and Support of Education (CASE VII) and the Hawaii
Association of Independent Schools (HAIS)

***Small Shops to Large Organizations...
Getting Ahead of the Curve in Advancement
And Gaining Tangible Bottom Line Results***

Friday, October 1, 2010
8:15 am to 2:30 pm
Waialae Country Club

Schedule for the Day

8:15 – 8:45 am Registration and Continental Breakfast

8:45 – 9:00 am Welcome and Opening Remarks

9:00 – 10:15 am ***Advancement and Alumni: Are You Maximizing Your Online Results?*** (Speaker: Tom DeBacco)

How little is too little? How much is too much? When developing a complete online strategy, it is essential to know when, where, and how often to connect with your constituents. Gain ideas on leveraging e-mail marketing, great data segmentation, strategic social media usage, complete event and donation promotion, and a strong website, so your institution can gain tangible, bottom line results. During this presentation, you'll also discover ways other institutions have developed strong online strategies to build affinity with their alumni and friends.

10:15 – 10:30 am Break

10:30 – 11:45 am ***Advancement and Alumni: Are You Maximizing Your Online Results?*** (Speaker: Tom DeBacco)

11:45 am – 12:45 pm Networking Luncheon

12:45 – 2:15 pm ***Hawaii's Economic Future: Successful or Sinking?*** (Speaker: Paul Brewbaker)

Hawaii's economic outlook has gone from robust – following a severe overshoot – to something more “squishy” (technical term).

Sustaining moderate economic growth seems more problematic now than just a few months ago. In the longer term, where is Hawaii's economy going? Will Hawaii sustain economic growth at or above the national norm? Will the politics of NIMBY meet Superferry improve or dampen the outlook? The high school class of 2020 is already off and running – will they bail out our social security or add to our welfare rolls? Join us to figure it all out.

2:15 – 2:30 pm

Closing Remarks

About Your Speakers



Thomas A. DeBacco is a Rockhurst University graduate and is the co-founder and CEO of iModules. Since the inception of iModules in May 2002, Tom has been engaged in the strategy and daily operations to ensure iModules success in delivering leading edge SaaS (software as a service) solutions to member based organizations. Tom is a serial entrepreneur, having started two other successful software companies. He began his software career in 1981 as a sales and marketing executive for Innovative Software, a startup application software company. By the late 80's

Tom had spent time living in London setting up international operations for Innovative Software, Informix Software and Fox Software. In 1993, Tom co-founded Visual Components a successful software company that focused on providing development tools to other software developers. Tom has sat on numerous boards, including the Board of Trustees at St. Thomas Aquinas High School and the Board of Cornerstone Bancshares. He also currently serves as a Regent at Rockhurst University and a Class Chair for the 100-year anniversary campaign for Rockhurst High School.



Dr. Paul H. Brewbaker is the Principal of TZ Economics, a Hawaii economics consulting firm, and the Director of the Hawaii Economic Association. He previously served as Senior Vice President and Chief Economist with the Bank of Hawaii, and Chair of the Hawaii Council on Revenues. He is a member of the Economic Advisory Committee of the American Bankers Association, the American Economic Association, the National Association for Business Economics, and the American Finance Association. Paul is a highly respected and sought-after speaker at venues throughout Hawaii because of his ability to share economic predictors in an insightful

and very entertaining and down to earth style. He has been a frequent lecturer at both at the University of Wisconsin and the University of Hawaii. Paul received his Bachelor of Arts degree in economics from Stanford University, did his graduate work at the University of Wisconsin at Madison, and obtained his doctorate in Economics from the University of Hawaii.