

Dear Volunteer Leader:

Please join us 28-29 October in Charlottesville for the annual Leadership Roundtable event. Over the course of two half-day sessions, you will engage with School leadership, network with other volunteers, reconnect with faculty and discover what's in your toolbox for being a successful leader of Darden's alumni! Most importantly, we hope you will join us so we can appropriately thank and celebrate you and the work you do year-round to advance Darden's mission.

We are excited about this year's program and look forward to your involvement.

Best regards,



Michael Woodfolk
Vice President, Alumni Relations



Jennifer McEnery Finn (MBA '00)
Chair, Alumni Board

Registration Information

Please register online by 22 October 2011 at the following link: www.darden.virginia.edu/leadershipRT. Alternately, you can call +1-434-243-8977.

Hotel Information

We invite you to stay at the Inn at Darden (formerly Sponsors Executive Residence Center). To make your reservation for the weekend, please call +1-434-243-5000 and ask for the Leadership Roundtable block. The rate is \$120 per night.



Office of Alumni Relations
PO Box 7726
Charlottesville, VA 22906-7726
U.S.A.

Reconnect With
DARDEN

Leadership Roundtable

28-29 October 2011



Friday, 28 October 2011

- 12:30 – 1:00 p.m. Networking and Grab and Go Lunch**
Upon arrival back to Grounds, enjoy catching up with friends before picking up lunch and starting the day.
- 1:00 – 1:30 p.m. Lunch Session: Welcome and Agenda Setting**
Michael Woodfolk, Vice President, Alumni Relations
Jennifer McEnergy Finn (MBA '00), Chair, Alumni Board
Welcome back to Grounds! Your active participation in learning sessions and breakout groups is instrumental to moving Darden forward. Receive updates from and provide updates to the Office of Alumni Relations and the Alumni Board.
- 1:30 – 2:45 p.m. Designing for Growth**
Jeanne Liedtka, Professor of Business Administration
Want to learn more about “design thinking,” one of the hottest trends in business? Join Professor Liedtka for an introduction to a systematic design-based approach aimed at accelerating innovation in your own work place and in the volunteer work you do to support Darden. Having recently published *Designing for Growth: A Design Thinking Toolkit for Managers*, her teachings and insights have been described as “parting the clouds of stagnation and confusion and lighting a path of organizational growth and evolution.”
- 2:45 – 3:05 p.m. Innovation for Success**
Michael Woodfolk, Vice President, Alumni Relations
In true Darden fashion, we'll apply what we've just learned to brainstorm creative approaches to your top goals.
- 3:05 – 3:15 p.m. Break**
- 3:15 – 3:45 p.m. Darden in the Top 10**
Sara Neher, Assistant Dean of MBA Admissions
Jack Oakes (MBA '88), Assistant Dean for Career Development
How many Darden alumni indicate they are Founders or CEOs on LinkedIn? What percentage of alumni gives to the Annual Fund? How satisfied are Darden alumni? Learn what influences the multitude of rankings and discover how you can contribute to Darden's placement in the Top 10.
- 3:45 – 4:45 p.m. What's Our Score?**
Jennifer McEnergy Finn (MBA '00), Chair, Alumni Board
Yiorgos Allayannis, Professor of Business Administration
Alumni engagement of all types is critical fuel for

Darden's success. Tracking data around alumni engagement activities provides us an opportunity to celebrate highly committed alumni and allows us to proactively invite less engaged alumni to participate in a targeted, strategic way. A thoughtful approach to reaching new segments ultimately results in increased contributions of all forms and a more motivated alumni population. This session will reveal how your leadership will move the needle over the next year.

4:45 – 5:30 p.m.

The Changing Landscape of Business at Darden
Dean Robert F. Bruner
Trip Davis (MBA '94), President, Darden School Foundation and Senior Associate Dean for External Relations

Dean Bob Bruner continues to set a bold vision for the school, including External Relations as a top priority. Trip Davis will frame various thoughts around the School's marketing and external relations plans including the importance of communications and social media to advance Darden's brand. Learn how the various tools available are impacting your work as volunteers and your professional life.

5:30 – 6:30 p.m.

Break

6:30 – 8:30 p.m.

Volunteer Celebration and Dinner

Celebrate the many successes of Darden volunteer leadership with cocktails, dinner and a presentation of awards. Darden relies on its many volunteers to do the work within classes and chapters and this is our opportunity to recognize all volunteers for their many contributions and to say thank you for helping to propel Darden forward. Guests are welcome.

Saturday, 29 October 2011

8:30 – 9:00 a.m.

First Coffee and Grab and Go Breakfast

Embrace tradition — start the morning with camaraderie, networking and a big cup of coffee. Pick up breakfast to enjoy during the morning work sessions.

9:00 – 9:15 a.m.

The Dean's Number One Priority

Katherine Schieffelin, Vice President, Development
Trip Davis (MBA '94), President, Darden School Foundation and Senior Associate Dean for External Relations

In his second term as dean of the Darden School, Dean Bruner has made it clear: *His top priority will be fundraising.* Darden is in a new resurgence. Hardly a month goes by that we don't secure another top ranking from a respected publication, our

GMAT scores have broken new records, our faculty are rated No. 1 for teaching and are garnering academic prizes for their research. The momentum is spreading. Our Annual Fund has never been more successful, and we are breaking new records in alumni giving participation. Nevertheless, Darden still lacks the funds it needs to be consistently competitive with our peer schools in the Top 10. In order to ensure Darden's future financial well-being and to maximize Dean Bruner's abilities to achieve his ambitious goals for Darden, we must all put Darden front and center in our philanthropic priorities. The Darden Annual Fund provides critical unrestricted giving to the Darden enterprise that enables Dean Bruner to take the School to new heights. We will be counting on our alumni volunteers to help us reach two new milestones in the Annual Fund: 50 percent participation and \$4 million. Let us work together to realize this by 30 June.

9:15 – 10:00 a.m.

Panel Discussion: Darden Today

Trip Davis (MBA '94), President, Darden School Foundation and Senior Associate Dean for External Relations

Jennifer McEnergy Finn (MBA '00), Chair, Alumni Board
Michael Woodfolk, VP, Alumni Relations (Moderator)
Engage in a lively conversation about competing and complementary priorities of Darden. Take this opportunity to ask questions of School leadership and challenge yourself to identify ways that you can contribute to Darden's positive momentum.

10:00 – 10:15 a.m.

Break

10:15 – 11:30 a.m.

Affinity Work Sessions

This is your opportunity to spend time with like-minded volunteers for training, sharing of best practices and networking. Learn from one another, share resources and tools and leave Darden energized and equipped to do your job more efficiently and effectively.

12:00 – 1:30 p.m.

Oktoberfest

Experience fall in Charlottesville! Enjoy local brats, local beer and conversation among friends. This event is family-friendly, so join us before leaving town or heading out to local fall festivals and sight-seeing.