

Eastern Iowa Planned Giving Council Presents

**DEBRA ASHTON, AUTHOR OF
THE COMPLETE GUIDE TO PLANNED GIVING**

When: March 4, 2009

Where: Kirkwood Center for
Continuing Education
7725 Kirkwood Boulevard SW
Cedar Rapids, Iowa
[corner of Kirkwood Boulevard
and 76th Avenue SW]

Registration begins at: 8:00 a.m.

**Program is from:
8:30 a.m. to 12:00 p.m.**

Sponsored by:

**Kirkwood Foundation
Hills Bank and Trust Company
Simmons Perrine Moyer Bergman**

Registration for March 4, 2009

Name: _____

Organization: _____

Address: _____

Telephone: _____

E-mail: _____

I have enclosed: \$ _____

**Registration is:
\$65.00 for EIPGC members
\$85.00 for non-members**

**Please make checks payable to:
Eastern Iowa Planned Giving Council**

Send by March 2, 2009 to:

**Nancy Roth
Coe College Advancement Office
1220 First Avenue NE
Cedar Rapids, IA 52402-5008**

**Any questions, please contact:
DJ Smith, President EIPGC
djsmith@dybb.com
319.294.1663**

About the Program

Our speaker will discuss a series of case studies to point out pitfalls that can happen for seemingly harmless fact patterns. She will also discuss contentious issues that sometimes arise between charities and professional advisors. In the final segment, she will discuss 15 reasons that can lead to poor results in obtaining planned gifts.

About the Speaker

Debra Ashton is visiting Cedar Rapids from Boston to exclusively share with us her insights into planned giving. She runs one of the top three planned giving consulting firms in the nation, Ashton Associates.

She has been involved in the area of planned giving since 1975 and is the well-respected author of The Complete Guide to Planned Giving, now in its Third Edition, which is essential reading for all persons operating in the planned giving area.

Debra knows how to take a planned giving office from the doldrums to the heights of success, having accomplished this for Boston College, Boston University, Wheaton College, and WGBH in Boston. Debra's writing is crystal clear, her speech is engaging, and her commitment to professionalism is beyond compare.