

Chris Yates – *“Minding Your EQs: What Really Counts When it Comes to Success in Gift Planning”*

Description: With over 20 years of gift planning experience to draw upon from his work at USC, Stanford and Caltech, the speaker will share his thoughts and observations on emotional intelligence and the critical role it plays for those who achieve success and career satisfaction in the field of charitable fundraising. The audience will learn:

- What is emotional intelligence?
- How does it impact our ability to connect most effectively with our donors, prospects, and colleagues?
- Some practical tips for improving and/or deploying your own emotional intelligence in ways that will make you more effective as a development professional



### **Chris Yates - Associate Senior Vice President for Major and Planned Gifts**

Chris Yates was named associate senior vice president for major and planned gifts in August 2011. Reporting to the senior vice president for University Advancement, he is responsible for overseeing several central advancement areas, including university major gifts, the parents major gifts program, gift planning, corporate and foundation relations, and provost’s initiatives.

Yates came to USC from Stanford University, where he served for eight years as director of planned giving and oversaw a charitable trust program that set new records for gifts in three of his last six years on the job.

Prior to his tenure at Stanford, he was director of gift and estate planning and associate director of development at the California Institute of Technology. During his four years at Caltech, he and his team raised record amounts of bequest and trust gifts, and he also was instrumental in helping develop and implement strategy for the institute’s campaign.

Yates’ previous experience includes work as a senior associate director of planned giving at Stanford and three years in the university’s undergraduate admissions office, where he began his

higher education career. Earlier, he practiced corporate and banking law with Morrison & Foerster in Los Angeles.

Yates has a long record of service to the Partnership for Philanthropic Planning (formerly called the National Committee on Planned Giving). He served two terms as a board member and was elected president in 2003 and conference program chair for the National Conference on Philanthropic Planning in 2010. Also in 2010, the Northern California Planned Giving Council honored him with its Phil Hoffmire Service Award.

Yates holds a bachelor of arts in history and economics from Stanford University and a J.D. from the University of Chicago School of Law.

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