

MAGIC 2026 Conference: "Making MAGIC of Every Donation"
April 28 – 30, 2026 | Hotel Roanoke - Roanoke, VA

Tuesday, 4/28

1-5pm	Registration (Attendees & Vendors) Crystal Court
2-4pm	OPTIONAL: DGR Visits: Hollins Store & Salem Outlet/Book Scanning <i>Hollins Store: 6315 Archcrest Drive, Roanoke, VA 24019</i> <i>Salem Outlet Store: 1489 East Main Street, Salem, VA 24153</i>
4:30pm	Welcome Reception - Dan Owen & Richmond Vincent Crystal Ballroom
5:30pm	Dine Arounds <i>Separate registration required. All restaurants are walkable from the hotel.</i>

Wednesday, 4/29

7-8am	Breakfast & Registration Crystal/Roanoke Shared Foyer & Crystal Ballroom
8-8:15am	Welcome & Introduction of Keynote - Dan Owen & Richmond Vincent Crystal Ballroom
8:15-9:45am	Keynote - Shep Hyken, Shepard Presentations Crystal Ballroom
9:45-10:15am	Organizational Huddles Crystal Ballroom
10:15-10:30am	Break Crystal/Roanoke Shared Foyer
10:30am-12pm	Workgroups in session Rooms throughout Hotel Roanoke
12-12:45pm	Lunch Crystal/Roanoke Shared Foyer & Crystal Ballroom
1-3pm	SEED (Standardize and Elevate the Experience of our Donors) Crystal Ballroom
3-3:15pm	Break Crystal/Roanoke Shared Foyer
3:15-3:45pm	Cont'd SEED (Standardize and Elevate the Experience of our Donors) Crystal Ballroom
3:45-4 pm	Vision of Melrose Plaza - Richmond Vincent Crystal Ballroom
4pm	Dismissal
4:30pm	Transportation to Melrose Plaza from Hotel Roanoke North Entry Courtyard
4:45-5:45pm	Self-Guided Touring of Melrose Plaza Melrose Plaza
5:50pm	Welcome to Roanoke - Mayor Cobb, City of Roanoke Melrose Plaza
6:10pm	Dinner Melrose Plaza
7:15pm	Transportation back to Hotel Roanoke

Thursday, 4/30

7-8am	Breakfast Located in Crystal/Roanoke Shared Foyer & Crystal Ballroom
8-8:45am	Closing Keynote and Q&A - Steve Preston, GII President & CEO Crystal Ballroom
8:45-10:45am	Workgroups in session: Set action plans Rooms throughout Hotel Roanoke
10:45-11am	Break Located in Crystal/Roanoke Shared Foyer
11-11:45am	Workgroup Reports & Next Steps Crystal Ballroom
11:45am	Closing Remarks - Dan Owen Crystal Ballroom
12pm	Dismissal