

2012 Nonprofit Conference Sessions

Session Title	Session Description	Presenters	AUDIENCE <i>* Board Oriented</i>	Focus Area
Tuesday, February 28				
AFP and Advocacy Conference Workshops	Pre- Agendas are available online for your convenience			
Wednesday, February 29				
Lite Breakfast/Registration - 7:30 AM - 9:00 AM				
Keynote Address - 9:00 AM - 10:00 AM				
Building a 21st Century Nonprofit	<i>The "Era of Extra" in America is passing, and with it will go the ability of thousands of nonprofits to continue to do things the way they always have. All across America, nonprofit organizations are opening revenue generating businesses, embracing advocacy, or using "new media" to help donors better understand the economic role they play. For leaders looking toward tomorrow, Egger will provide the kind of down-in-the-trenches, peer-to-peer commentary that will leave you both inspired and excited about the future.</i>	Robert Egger, DC Central Kitchen, Washington, DC	General	
Concurrent Sessions - 10:15 AM - 11:15 AM				
Tribalism - The Danger of Only Hearing the Single Story	<i>We'll watch novelist Chimamanda Adichie's TEDTalk, The danger of a single story and then Liberty Fellow Vicki Young will facilitate conversation regarding the impact on our work of only hearing and telling "the single story."</i>	Vicki Young, SC Primary Health Care Association, Liberty Fellow	General	Communications
Cultivating Young Donors	<i>Succession planning is vital for nonprofit organizations, from leadership to professional staff to volunteers to donors and members. This session will feature organizations from around South Carolina leading the way in young donor and member engagement.</i>	John Reeves, United Way of the Midlands Young Leaders Society; Lowndes Macdonald Columbia Museum of Art Contemporaries; Valaida Fullwood	General	Fundraising
Impacting the Economy: Telling Your Story Through Data	<i>Looking for innovative ways to share your story and cultivate new supporters? Given the attention that data gets from the media, influencers, and community investors, every nonprofit organization should take a closer look at data and how it can best be used. Gain a better understanding of how your daily work and organizational mission fit into the larger economic landscape and provide real-life examples of how high-performing nonprofits are sharing the story of their economic impact to reach their organizational goals. This session will share Federal Reserve Data and examples of how economic impact can be used to tell your nonprofit story by taking a look at data from a Macro to Micro perspective.</i>	Moderator: Tammie Hoy, Federal Reserve Bank of Richmond, Charlotte, NC Panelists: Shannon Flynn, SC Campaign to Prevent Tenn Pregnancy; Roy Kramer, Central SC Habitat for Humanity	General	Communications
Letting Go of Leadership	<i>Founding an organization takes a visionary. Running one day-to-day - making payroll, growing the team and expanding the mission - takes a tireless leader. But letting go, and allowing others to be part of defining a new future for an organization takes a level of bravery and fortitude for which few are prepared. Egger is one of those leaders. He founded DC Central Kitchen and led it through a national expansion, only to turn over the reins and allow others to take his vision in new directions. Join him for a discussion about "letting go" and how you or your organization can embrace new ideas and withstand the challenges of change.</i>	Robert Egger, DC Central Kitchen, Washington, DC	Advanced	Human Resources
Leveraging Technology for Community Impact	<i>Come hear how Benefit Bank, 211 and technologies like Charity Tracker are changing the way communities and nonprofits work together.</i>	Cathy Easley, Trident United Way, Charleston; Tricia Richardson, Benefit Bank, Columbia; Tim Ervolina, United Way Association of SC	Intro	Operations
Lunch in the Congaree Vista, Columbia's thriving restaurant district - 11:15 AM - 1:15 PM				

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Concurrent Sessions - 1:15 PM - 2:15 PM				
Care and Feeding of Lawmakers	<i>Relationships with legislators are a critical aspect any advocacy effort at the Statehouse. Come hear what's worked for others.</i>	Ann Timberlake, Conservation Voters; Cayci Banks, SC Campaign to Prevent Teen Pregnancy; Betty Plumb, SC Arts Alliance	Intro	Advocacy
Driving Your Organization's Commitment to Environmental Sustainability	<i>Maximize your organization's social purpose while being better stewards of the environment. Improve environmental performance, reduce costs, improve morale and productivity to strengthen your leadership position.</i>	Bryan Cordell, Sustainability Institute, Charleston	General	Operations
Govern for Growth: The Path to Revenue Diversification	<i>Learn how to identify the critical path and timetable to diversify your organization's revenue streams. Three SC NPs leaders will share insights for financial sustainability. Leave with critical information to help your organization further its mission through revenue diversification.</i>	Doug Snyder, CPA, The Snyder Firm, Charleston	Advanced *	Financial Management & Stewardship
Embracing Mobile Technology	<i>Embracing mobile tech for fundraising, engagement, and program delivery.</i>	Tonia Zampieri, The M Gen, LLC, Raleigh, NC	General	Information Technology
The Nuts and Bolts of Executive Searches	<i>Learn how to conduct an effective search for your next executive director so you find the right one.</i>	Colleen Bozard, ccbozard consulting, Columbia	Intro *	Operations
Afternoon Break with Exhibitors - 2:15 PM - 2:45 PM				
Concurrent Sessions - 2:45 PM - 3:45 PM				
Getting Your Financial House in Order, 990 Basics	<i>The IRS, donors and the public are scrutinizing your 990. Are you?</i>	Denise Hill, CPA, Elliott Davis, LLC, Columbia	Intro *	Financial Management & Stewardship
Board Retreats That Work	<i>Successful retreats take careful planning, execution and follow-up. Learn what's worked from a panel of professional and volunteer peers. Leave ready to make your retreat achieve its goals, from setting strategies to providing great social interaction.</i>	Moderator: Jan Pomerantz, Catalyst Corps, LLC, Charleston Panelists: Bryan Cordell, The Sustainability Institute, Charleston; Bonnie Adams Kapp, New Morning Foundation, Columbia; George Stevens, Coastal	General *	Governance
Building Reserve Funds	<i>Research indicates that many organizations fail to put aside funds that will sustain them in the event of unforeseen financial shortages. The panel will engage participants in a conversation about what an operating reserve is, why a reserve is important, and the mechanics of establishing and managing an operating reserve.</i>	JoAnn Turnquist and Edward Conroy, Central Carolina Community Foundation, Dick Butcher, United Way of the Midlands, Columbia	Advanced *	Financial Management & Stewardship
Making "Cents" of Federal Grant Programs	<i>Panelists will share best practices for engaging SC's federal delegation offices and federal agency contacts when applying for federal grant support.</i>	Moderator: Jessi Knight, Office of Senator Jim DeMint Panelists: Jesse Risher, USDA Rural Development, Cathy Sharp, State Program Director, Corporation for National and Community Service	General	Fundraising
Understanding Online Giving and Social Media: An Interactive Workshop	<i>Although a fairly new phenomenon, online giving has become very popular and useful as a tool for fundraising. Implementing an online solution means understanding what drives donors to your site and how. Social media can generate awareness of your message and mission, keep volunteers and donors informed and involved, and build your prospect base. This interactive session will incorporate live participant case studies to show how to create a comprehensive ePhilanthropy program.</i>	Kelly Albanese and Lesley Snyder, CCS Consulting, New York	General	Fundraising

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Concurrent Sessions - 3:55 PM - 5:00 PM				
Preventing, Improving, Strengthening, Helping... But, How Do You Know?	<i>This interactive workshop will offer a framework for program evaluation which is simply a system for gauging whether a program is achieving its goals and objectives and understanding how to improve it. In addition to the basics of how and when to evaluate a program, the workshop will focus on different uses for evaluation information.</i>	Anita Floyd, United Way of the Midlands; Doug Taylor, SC Campaign to Prevent Teen Pregnancy Columbia	Advanced	Operations
Capital Dreams: Advocating for Your Cause	<i>Explore why and how one can advocate before the State's General Assembly with a 30 year veteran.</i>	Jeff Moore, SC Sheriff's Association, Lexington	Intro	Advocacy
Technology in Board Room	<i>From scheduling meetings to sharing critical documents, technology can make board service more effective, efficient and fun. Come learn how.</i>	Andrea Berry, Idealware, Portland Maine	General *	Information Technology
The Do's and Don'ts of Federal Grants Management	<i>Okay, so you finally got that federal grant, now what do you do? Learn the basics of federal grants management, required filings and how to stay out of trouble.</i>	Graham Adams and Cindy Moore, SC Office of Rural Health, Lexington	Intro	Operations
Organizational Excellence...Get It, Keep It, Grow It!	<i>This session will take a practical view of defining and keeping organizational excellence. Learn a simple self-test to determine where to focus on improvement. Expect to participate and take away immediately useful methods for increasing productivity by 10% or more.</i>	Frank Fusco, Performance Excellence Advisor, Columbia	Advanced	Operations
"Homegrown" Reception - 5:00 PM - 6:30 PM				
Gather with your nonprofit colleagues in a fun, relaxed atmosphere for our "Homegrown" reception.				
Thursday, March 1				
"Famously Hot" Breakfast with Exhibitors/Registration - 7:15 AM - 7:45 AM				
Join us for a "Famously Hot" breakfast buffet with our exhibitors.				
Keynote Address/Award Presentations/SCANPO Briefing - 7:45 AM - 8:45 AM				
The Expanding Role of Nonprofits in Informing Social Discourse	<i>A decade of staff cuts at newspaper, radio and television news outlets has left a yawning gap in coverage - and guess what's being left out? Increasingly, the issues driving the non-profit movement are getting less and less ink and air time. That's why it's become vital for non-profits to provide more content than ever to tell your story in the most effective way. Here's a look at how it works inside the nation's most effective environmental advocacy organization, the Natural Resources Defense council, from a former Post & Courier reporter and White House correspondent for Cox News who now writes for the NRDC.</i>	Bob Deans, National Resources Defense Council, Washington DC	General	
Awarding Excellence	<i>Join us as we recognize the winners of our two annual awards--The Erin Hardwick Award for Excellence in Nonprofit Management and the FMU Nonprofit Leadership Institute Award.</i>			
SCANPO Briefing				
Concurrent Sessions - 9:00 AM - 10:00 AM				
Writing Spellbinding Speeches	<i>It's not what you say that matters most, but what your audience hears, understands and remembers. In this session, you'll get tips to help you write the speeches that deliver your message in a way that resonates and resounds. We'll have plenty of time to address your questions - from how to fend off writer's block to how to leave the podium - from a man who's been listening to and writing speeches - great, bad and in between - for thirty years.</i>	Bob Deans, National Resources Defense Council, Washington DC	Intro	Communications

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The Resilient Nonprofit - Part 1	<i>Surviving / thriving / evolving / striving because maintaining is not enough...a recipe for organization longevity.</i>	Rick Noble, Richland County First Steps; Reid Lehman, Miracle Hill; Antonio Boyd, Hope Worldwide; and Anne Sinclair, Resource Associates	General	Strategic Direction
Friend to Friend Fundraising	<i>By recruiting supporters to fundraise on your behalf, tap into new sources of passion and contacts, in a technique variously called friend-to-friend fundraising, distributed fundraising, team fundraising, or social fundraising. Andrea will address getting started, available tools and best practices. Get started with this proven and effective fundraising technique.</i>	Andrea Berry, Idealware, Portland Maine	General	Information Technology, Fundraising
Lost In Translation: Learning To Work With Diverse Communities of Faith	<i>Communities of Faith exist to serve a cause greater than self and have a long history of meeting critical human needs. If done properly, alliances between faith and community benefit organizations can create value for all. This session will help identify specific barriers and common mistakes when engaging in religious outreach, while also providing practical tools to increase long-term sustainability. Find out how businesses, organizations, clinics, and school districts can better connect with the Faith Community to expand their reach and impact.</i>	Tricia Richardson, Benefit Bank of SC, Columbia Anita Garrett, The Weathers Group/SCFBN, Columbia	Intro	Strategic Direction
Taking Your Books Online	<i>Hear how one nonprofit has simplified its accounting procedures and reduced overhead by taking its books online.</i>	Pamela Jacobs, SC Coalition Against Domestic Violence and Sexual Assault, Columbia; Ed Mulherin, eCratchit, Braintree, MA	General *	Financial Management & Stewardship
Using Your Gavel - Board Chairs and Effective Board Governance	<i>Experienced and well respected volunteer board chairs from around the state share their thoughts on running effective board meetings.</i>	Moderator: Tim Ervolina, United Way Association of SC; Panelists: Charlotte Berry and Paula Harper Bethea	General *	Governance
Curbside Consulting/Design Your Own Session/Guiding Principles & Best Practices	<i>Be sure to stop by registration and sign up early. See program insert for more details.</i>		General	
Concurrent Sessions - 10:15 AM - 11:15 AM				
Erin Hardwick Award Winners Panel	<i>A listen and learn from some of our past award recipients</i>	Erin Hardwick Award Winners	General *	Operations
Brand Control: Harnessing the Power of Your Message	<i>This interactive workshop is designed to get all of your brand ambassadors marching to the same beat! Learn how to arm your board, volunteers, and staff with the right tools and knowledge to strengthen your organization's identity. Consistency is key!</i>	Brooke Bailey, Sister's of Charity Foundaion of SC; Debbie Nelson, DNA Creative Communications, Greenville; Dana Morgan, DNA Creative Communications, Greenville	Intro	Communications
We're All In Charge, Or Are We?	<i>There are few things as important to the long-term success of an organization as CEO-board relations. Get this one right and the partnership and relationship can be a major driver of performance. Get it wrong and there could be trouble on the horizon. This panel of seasoned board members, consultants and executives will lay out successful strategies.</i>	Forrest Alton, SC Campaign to Prevent Teen Pregnancy and Charles Weathers, The Weathers Group	Intro *	Governance
The Resilient Nonprofit - Part 2	<i>Surviving / thriving / evolving / striving because maintaining is not enough.....a recipe for organization longevity.</i>	Rick Noble, Richland County First Steps; Reid Lehman, Miracle Hill; Antonio Boyd, Hope Worldwide; and Anne Sinclair, Resource Associates	General	Strategic Direction
The Pain and Gain of Collaboration	<i>Collaboration has been described as an "unnatural act undertaken by unwilling participants" and yet funders and others continue to insist that collaboration is worth the effort. The Children and Family Services Center in Charlotte NC was built on the promise of collaboration. This workshop provides an honest assessment of the difficulties and the rewards of a long term commitment to collaboration.</i>	Peggy Eagan, The Children and Family Services Center, Charlotte, NC	Advanced	Operations

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From Public Policy to Pandas: 10 Fundraising Lessons	<i>In this session for intermediate to advanced fundraisers, Lea Harvey will share insights and experiences from her two nearly decades of fundraising for national and international nonprofits like World Wildlife Fund, BoardSource, and Resources for the Future. Key components of the discussion will focus on donor engagement, fundraising communications, team building, and strategic planning for fundraising success.</i>	Lea Harvey, Resources for the Future, Washington, DC	Advanced	Fundraising
Curbside Consulting/Design Your Own Session/Guiding Principles & Best Practices	<i>Be sure to stop by registration and sign up early. See program insert for more details.</i>		General	
Keynote Address - 11:30 AM - 12:45 PM				
The Powerful Dance Between Foundations and Operating Nonprofits	<i>Tom Keith of Sisters of Charity Foundation will facilitate a conversation with Janine Lee of SECF, SC Funders and the audience aimed at advancing working relations and collaboration within the sector.</i>	Janine Lee, Southeastern Council of Foundations, Atlanta, Moderator: Tom Keith, Sisters of Charity Foundation of SC. Panel: Frank Wideman, Self Foundation; Joe Bonner, Fullerton Foundation; and Cookie Sprouse, The Chapin Foundation	General	