

# 2014 National Conference

Connect. Enrich. Inspire



THE WOMENS ALLIANCE • THE ALLIANCE OF CAREER DEVELOPMENT NONPROFITS

October 24-26, 2014

Hosted by Bottomless Closet at

**nickelodeon**

Viacom/MTVN, The Lodge

1515 Broadway, 7th Floor

New York, NY 10036

## CONFERENCE PROGRAM

FRIDAY, OCTOBER 24, 2014

CONNECT.

**9:00am-4:00pm**      **The Women's Alliance Board Meeting**  
Reva Wurtzburger's House  
19 East 72<sup>nd</sup> Street, between 5<sup>th</sup> and Madison Avenue

**5:30-8:00pm**      **Welcome Reception for Conference Attendees**  
Come hungry! Heavy hors d'oeuvres will be provided.  
**Bottomless Closet – 15 Penn Plaza, Level B – Suite 40**  
Across from Madison Square Garden.  
From the Hotel Pennsylvania lobby, use elevator #1.

SATURDAY, OCTOBER 25, 2014

ENRICH.

**7:30-8:30am**      **Registration Open/Breakfast**  
"Connect. Enrich. Inspire." Clouds and Nametag Designations for Mentors

### "Connect. Enrich. Inspire." Word Clouds and Mentoring

At registration, attendees will be asked to contribute to the development of your program and your colleagues by using colored clouds to ask questions or highlight a success of your agency in regards to fundraising, programming, marketing, volunteer management or board development. Members who want to mentor others can also select a corresponding color to add to your nametag. Use these designations throughout the conference to know who to CONNECT to, ENRICH your conference experience and be INSPIRED to action.

Please join us to meet and mingle over coffee with your colleagues. Don't forget to bring your agency materials and business cards.

**8:30-9:30am**      **Conference Kickoff: Connecting with Colleagues**  
**Facilitators:**    Jeanne Flint, Board President  
                         Kendall Farrell, Bottomless Closet

**9:30-11:00am**      **Women's Alliance Annual Meeting**  
Jeanne Flint, Board President – The Women's Alliance

**11-11:15am**      **Coffee Break**

---

The Women's Alliance Conference Schedule – 10/15/2014

**11:15-11:45 am**      **Trials and Tribulations of Starting a Women-owned business.**  
**Speakers: Anisha Bhasin Mukherjee and Shradha Mehta, Founders, Dress for the Day LLC**  
*Facilitator: Kendall Farrell, Bottomless Closet*

**Description:** Anisha and Shradha will share the trials and tribulations of starting their own company and the challenges and rewards of being female founders in the tech startup world. They will discuss the journey it took to go from dream to product and offer advice to fellow aspiring entrepreneurs. They will also describe their company, Dress for the Day (DFTD), and how it will make your life easier while getting dressed each morning and for upcoming events!

**11:45-12:00pm Lunch Buffet**

**12-1pm**                      **Fundraising Keynote: Individual Fundraising**  
**Title: *Stories from the front lines: the science and art of fundraising***  
**Speaker: Susan Fulwiler, Board President, Women in Development, New York and Centenary Director, Helen Keller International**  
*Facilitator: Lynda-Ross Vega, Board Member*

A solid overview and understanding of how to fundraise successfully sprinkled with anecdotes and stories of how to increase your confidence and how to take care of yourself in the process.

**1-2:30pm**                      **Fundraising Speed Dating: Real world advice to fuel your mission**  
**Hosted by Women in Development, New York.**  
*Facilitator: Marianne Jones, Board Member*  
**Speakers:**

**Individual Fundraising 101: Seven Documents every non profit needs for effective fundraising.** These seven documents -- from a mission statement to an annual development plan to a case for support -- will serve as a strong foundation upon which to build your fundraising program and lead you to success.

**Susan Fulwiler, Board President, Women in Development, New York and Centenary Director, Helen Keller International**

**Advanced Individual Giving: Major Donors & The Ask.** Learn both how to develop a major donor strategy and the techniques to be successful in your solicitation of support from individuals.

**N. Linsey Tully, Development Consultant and Former Director of Development at Legal Momentum**

**Special Events: Planning for Profit & Growth.** Explore why event donors say yes to events and how to integrate them into your fundraising campaign. Examine elements essential for a successful fundraising event and important follow-up steps.

**Laurie Krotman, Co-President, Special Events Unlimited, Inc.**

**Corporate Support.** From Main Street to Wall Street, engaging corporate partners: Learn what motivates corporations to give, what trends to follow in corporate giving,

and how to sustain and grow current corporate partnerships.

**Rachael Barrett, Executive Director, Dave Nee Foundation**

**Do You "Follow" Me?: Social Media, Online Branding, and Fundraising.** This session will allow participants an opportunity to assess their current online "brand" and social media status and how this can be used to enhance fundraising activity.

**Yolanda F. Johnson, Development Manager, Princess Grace Foundation USA (PGF-USA).**

Description – 20 minutes at each table – choose up to 4 of the 5 topics.

- 2:30-3:00pm**                    **Brag & Steal: Fundraising**  
*Facilitator:* Jeanne Flint, Board Member
- 3-3:15pm**                    **Coffee Break**
- 3:15-4:45pm**                    **Developing Effective Boards of Directors**  
**Speaker:** Sheila Lambert, Founder and Co-President of Bottomless Closet  
*Facilitator:* Renata Singer, Board Member

**Description:** Sheila will discuss the key factors with regard to recruiting and engaging effective Board Members. Topics will include establishing responsibilities, setting expectations, and developing effective governance. A portion of the session will include clarifying the roles and responsibilities of Board Members vis-à-vis the Executive Director; along with a Q & A with the moderator and Kendall Farrell, Executive Director of Bottomless Closet.

- 4:45-5:15pm**                    **Brag & Steal: Board of Directors**  
*Facilitator:* Lance Ekum, Board Member
- 5:15-5:30pm**                    **Daily Wrap Up and Instructions for Dinner**  
**Kendall Farrell, Bottomless Closet**
- 6:30pm**                         **Meet in Lobby of Hotel Mela to take subway to dinner**
- 7-9pm**                         **Dinner at Sheila Lambert's House (7 West 81<sup>st</sup> Street – Central Park West)**

**SUNDAY, OCTOBER 26, 2014**

**INSPIRE.**

- 
- 8:00-8:30am**                    **Breakfast Available**
- 8:30-9:00am**                    **Telling Our Collective Story**  
**Speaker:** Carrie Veurink, Managing Partner
- 9:00-10:00am**                    **Program Administration: Trends in Referral Partnerships**  
**Speakers:** Sheri Cole, Executive Director & Caitlin Day, Program Manager – Career Wardrobe, Philadelphia, PA  
**Facilitator:** Susan Walton, Board Member

---

The Women's Alliance Conference Schedule – 10/15/2014

How does your agency use and view its Referral Partners? As a vehicle for attracting clients in need of your services? As funding partners? As a source for volunteers and donors?

This session will focus on how you can expand the referral partner relationship to create true partnerships that play to your organization's strengths and fill gaps that might exist in your community's social service network. Career Wardrobe will share how it has grown its Referral Partner Program into a fee-for-service enterprise while also using outcomes data to target new partnerships and funding opportunities while ensuring that emerging markets are being served.

**10:00-10:15am**            **Coffee Break**

**10:15-11:15am**            **Program Expansion: Education**  
**Facilitator:** Jodee Flint, Board Member

Learn from member agencies that have expanded their programs to enrich their clients' experiences and stay true to their mission.

**Speakers:**

**Patrycja Warda, Program Director, Bottomless Closet, New York City: *Resume Review Program.*** Bottomless Closet recently committed to writing, editing or polishing each client's resume as part of the pre-interview appointment. Patrycja will discuss the need, the challenges of setting up a program of this scale and the results and impact on the clients we serve.

**Shanna Moody, Executive Director, A Shining Success, Charlestown, New Hampshire: *Workshop Evolution.*** Clients often need more than just a suit to be completely ready for the workplace. Your clients' style goes beyond their clothing. Workshops on personal care and presentation are a great way to continue mentoring and further educate your clients on the importance of a first impression. Shanna will discuss her challenges and successes in implementing a workshop series.

**Robyn Williams, Director of Programs, WHW (Women Helping Women/Men2Work): *Developing A Dynamic Digital Literacy Department.*** WHW launched an advanced computer curriculum in 2014 which was the catalyst for the department's 75% increase in clientele. Whether you are a small organization or a thriving entity, this workshop will provide you with the framework of how to equip job seekers to embrace technology. Keeping up with the dynamic online world can be daunting but Robyn will share best practices and the ways that WHW is helping clients become more marketable by increasing their proficiency in word, excel, power point, outlook and beyond.

**11:15-12pm**            **Brag and Steal: Programming**  
**Facilitator:** Jeannette Kendall, Board Member

**12-12:30pm**            **Conference Closing and Evaluation Reminder**  
**Jeanne Flint, The Women's Alliance Board**

**1:00-3:00pm**            **The Women's Alliance Board and Conference Committee Meeting**  
**Location: Conference locale/Nickelodeon**