



October 23-25, 2015

Hosted by Jackets for Jobs, Inc.

at

MotorCity Casino Hotel
2901 Grand River Avenue
Detroit, MI 48201

CONFERENCE PROGRAM

FRIDAY, OCTOBER 23, 2015

9:00am-4:00pm Alliance of Career Development Nonprofits Board Meeting
Jackets for Jobs, Inc. 5555 Conner St #2097, Detroit, MI 48213

5:30-8:00pm Welcome Reception for Conference Attendees

SATURDAY, OCTOBER 24, 2015

Wi-Fi details Network SSID: TBD Password: TBD

7:30-8:00am Registration Open/Breakfast

8:00-9:00am Conference Kickoff: Connecting with Colleagues
Facilitators: *Lynda-Ross Vega*, Board President
Alison Vaughn, Jackets for Jobs, Inc.

9:00-10:30am Alliance of Career Development Nonprofits Annual Meeting
Lynda-Ross Vega, Board President – Alliance of Career Development Nonprofits

10:30-10:45am Coffee Break

10:45-11:15am Building Brand Equity
Speaker: *Didi Capers*, Senior Marketing Manager, The Detroit Lions & Ford Field
Facilitator: *Shari Hoenig*, ACDN Board Member

Description: Are you struggling with establishing your brand, growing your brand or competing with other brands? This discussion will focus on building brand equity and how to demonstrate brand effectiveness to potential partners so that your brand wins. You'll also walk away with a SWOT analysis of your brand so that you can develop an action plan.

11:15-11:45am **Brag & Steal: Building Brand Equity**
Facilitator: *Shari Hoenig*, ACDN Board Member

11:45-12:15pm Lunch Buffet

12:15-1:15pm **Keynote: Results and Relationships**
Speaker: Tonya Allen, President & CEO, Skillman Foundation
Facilitator: Alison Vaughn, CEO and Founder, Jackets for Jobs, Inc.
Details – 40 minute speaking followed by 20 minutes of Q & A

Description: Volunteer-based organizations have a multitude of resources available to them to help execute their missions. These resources must be deployed based on a skilled balancing of both results and relationships. This keynote speech will emphasize how intentional, metric-based work and thoughtful, strategic alliances can create synergistic partnerships that can help women and men move out of poverty and on to a career pathway. In particular, Ms. Allen will share skills that organizational leaders must acquire and strengthen in order to be effective in their local marketplaces.

1:15-1:30pm **Break**

1:30-2:30pm **Making Connections: Understanding Corporate Philanthropy and Effectively Communicating Your Mission and Impact**
Speaker: Bridget G. Hurd, Director, Community Responsibility, Blue Cross Blue Shield of Michigan
Details – 40 minute speaking followed by 20 minutes of Q & A
Facilitator: Jeanne Flint, ACDN Board Member

Description: You will learn the do's and don'ts for establishing and maintaining relationships with companies and the different factors in corporate philanthropy decision-making. You will learn the right questions to ask, who to contact or who you shouldn't contact, and strategies to effectively build relationships and communicate program outcomes. In addition, the role and value of Executive Volunteer Programs will be discussed.

2:30-2:45pm **Coffee Break**

2:45-3:15pm **Volunteer Management Workshop**
Speaker: Alison Vaughn, Founder & CEO, Jackets for Jobs, Inc. (Detroit, MI)
Facilitator: Renata Singer, ACDN Board Member

Description: A nonprofit organization cannot succeed without a strong core of volunteers. This workshop will give you tips on recruiting volunteers, tell you 5 things volunteers love and 5 things volunteers hate. You will also learn how to write a volunteer manual.

3:15-3:45pm **Brag & Steal: Volunteer Management**
Facilitator: Renata Singer, ACDN Board Member

3:45-4:00pm **Daily Wrap Up and Instructions for Evening**
Alison Vaughn, Jackets for Jobs, Inc.

4:30pm **Meet in Lobby of MotorCity Casino Hotel to take bus to Jackets for Jobs, Inc.**

4:45-9:45pm **Reception and tour of Jackets for Jobs, Inc. followed by lite hors d'oeuvres at the Fisher Mansion, 892 W. Boston Blvd., Detroit, MI 48202**

SUNDAY, OCTOBER 25, 2015

8:00-8:30am **Breakfast Available**

8:30-9:45am **Selling for a Cause...like it or not, we're in the retail business!**
Speakers: Trina Fleming, WHW (Women Helping Women/Men2Work) (Santa Ana, CA)
Kathy Botsford, Success in Style (Savage, MD)
Jessica Rennard, Career Wardrobe (Philadelphia, PA)
Facilitator: Shevella Lindley, ACDN Board Member

Description: Over 50% of ACDN members have resale boutiques or scheduled bargain resale events, offering upscale merchandise. Boutiques and sales now constitute a significant revenue stream for many members. ACDN Members will offer history and overview of mission-based stores. They will also discuss best practices for resale inventory, operations, merchandising, marketing and social media, as well as resale databases and e-commerce.

9:45-10:15am **Being Social in a Viral World (20-minute talk with 10 minutes Q&A)**
Speaker: Gineyda Diaz, Operations Director, Bottomless Closet (New York, NY)
Facilitator: Lance Ekum, ACDN Board Member

Description: Learn what it really means to be social and how you can create a social media strategy (without breaking the bank). Understanding the different social media platforms and their analytics will help to identify and tackle the challenges in establishing your nonprofit's social media presence.

10:15-10:30am **Coffee Break**

10:30-11:30am **Program Expansion:** Learn from member agencies that have expanded their programs to enrich their clients' experiences and stay true to their mission.
Facilitator: Susan Walton, ACDN Board Member

Speakers:

Caitlin Garozzo, Career Wardrobe (Philadelphia, PA)

Description: Caitlin will discuss Career Wardrobe's decision to pilot a menswear program; she will share how they made the decision, how it fits into Career Wardrobe's mission, how they are introducing the program to partners/donors/supporters/clients, and their goals for success. Caitlin will offer information on how other organizations could do the same.

Connie Golds, Desert Best Friend's Closet (Palm Desert, CA)

Description: Desert Best Friend's Closet (DBFC) has been serving men, as well as women, since it started providing on site interview attire to clients in September 2010. Serving male clients shares many of the same challenges that serving women does. But there are also some benefits that are unique to serving men. Connie will outline the difficulties and ease of working with men and offer strategies to overcome the problems.

Matthew Campos, Desert Best Friend's Closet (Palm Desert, CA)

Description: Desert Best Friend's Closet (DBFC) is in the middle of the process

of becoming a service provider for Department of Rehabilitation. Matthew will offer insight into the process and its impact on DBFC programs.

Tammy Evans-Colquitt, Image and Attitude (Pennsauken, NJ)

Description: To be eligible for funding through any federal, state, or local government source, Training Providers and programs must be approved by their appropriate state agency. This presentation will share the preliminary process, challenges, and benefits in how our organization expanded to a service provider program.

11:30-12pm

Brag and Steal: Program Expansion

Facilitator: Kendall Farrell, ACDN Board Member, Kendall Farrell

12-12:30pm

Conference Closing and Evaluation Reminder

Lynda-Ross Vega, ACDN Board President

1:00-3:00pm

ACDN Board and Conference Committee Meeting

Location: Conference locale