



**ALLIANCE OF CAREER DEVELOPMENT NONPROFITS  
2016 NATIONAL CONFERENCE**

**SEPTEMBER 15 – 17, 2016**

***Hosted by Dreams to Reality  
at***

**DoubleTree by Hilton Jefferson City  
422 Monroe Street  
Jefferson City, MO 65101**

**SPECIAL THANKS TO OUR “QUARTZ” LEVEL SPONSORS INCLUDING:**



## **CONFERENCE PROGRAM**

**THURSDAY, SEPTEMBER 15, 2016**

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**6:00-8:00pm**      **Welcome Reception for Conference Attendees – Sapphire’s Bar in the DoubleTree**

**FRIDAY, SEPTEMBER 16, 2016**

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**Wi-Fi details / Network SSID:**

**Speaker Biographies:** <http://www.acdnonline.org/speakers-2016/>

**8:00-9:00am**      **Registration Open/Breakfast**

**9:00-10:00am**      **Conference Kickoff: Connecting with Colleagues**  
**Facilitators:**    **Lynda-Ross Vega**, Board President, ACDN  
                         **Michele Caywood**, Board President, Dreams to Reality

**10:00-10:30am**      **Coffee Break**

**10:30 – 12:00 pm**      **Alliance of Career Development Nonprofits Annual Meeting**  
                         **Lynda-Ross Vega**, Board President – Alliance of Career Development Nonprofits

**12:00 – 12:45 pm**      **Lunch Buffet**

**12:45 – 1:30 pm**      **Work/Life Balance: “The Importance of Being Imperfect”**  
**Keynote Speaker:** Mary Kay Blakely, Associate Professor Emerita, University of Missouri  
School of Journalism  
**Facilitator:** **Marianne Jones**, ACDN Board Member

**Description:** Most people who care deeply about friends, families, careers and communities will hear more than a few times in their lives that they’re “trying to do too much.” Which is probably true, but what’s the alternative? Choosing between compelling work or our loved ones? Living without our hearts or our brains? But since it’s also true that one area of life informs another, that caring is contagious, that intelligence expands when exercised...the option of “doing it all” becomes even more compelling. The problem then becomes “doing it all” imperfectly. The people I’ve met who are living on the other side of perfect are not only getting a

lot done. They're having a lot more fun.

**1:30 – 2:00 pm**                    **Fundraising: The Seven Faces of Philanthropy in Making the Major Gift Ask**  
**Speaker:** Diane B. Ludwig, CFRE, DBL Development Services  
**Facilitator:** **Debbie Matula**, ACDN Board Member

**Description:** Donors come in all sizes, shapes, and philosophies, however there are seven common donor profiles or types. What type of donor is the person you are asking for a gift? What type of donor are you? Will that impact how you ask for a gift? What motivates each type of donor? How can you be successful in asking for a major gift by knowing who your donor is? Do you have a major gift club? How can that engage your lead donors? Join us to learn about The 7 Faces of Philanthropy and the impact it can have on bringing home the major gifts for your agency.

**2:00 – 2:15 pm**                    **Break & Visit Video Testimonial Booth**

**2:15 – 3:00 pm**                    **Fundraising Speed-Dating**  
**Speakers:** Diane B. Ludwig, CFRE; DBL Development Services  
Jennifer Bondurant, Founder, CatchPhrase Communications  
Willie Jude II, Ed.M., Executive Director of Philanthropy and the Executive Director of the Lincoln University Foundation

*The Fundraising Speed-Dating Speakers will meet with each group of 3 tables to discuss one of the topics listed below and to engage in a more intimate question and answer session. Conference Attendees will hear from each speaker and speakers will rotate between three groups every 15 minutes.*

**Key discussion topics:**

1. The Development Plan - 'Plan your work, work your plan' - six words to keep you successful. Learn the basics of building an annual development plan, including a major gift club, to fund your agency, stay focused on your goals, and move your mission forward. (Diane B. Ludwig, CFRE)
2. Discuss how to address the language of the "ask." (Jennifer Bondurant)
3. Discuss identification of potential donors and steward a successful and lasting relationship. (Willie Jude II)

**3:00-3:15 pm**                    **Speed Dating Questions and Debrief**  
**Facilitator:** **Debbie Matula**, ACDN Board Member

**3:15 – 3:45 pm**                    **"Facebook, Instagram & Snapchat: What's Going On Behind The Curtain?"**  
**Speaker:** Amy Simons, Associate Professor, Convergence Journalism, University of Missouri School of Journalism  
**Facilitator:** **Gineyda Diaz**, ACDN Board Member

**Description:** Social media. We're all on there. But, how can we use those platforms more strategically to expand our reach into our communities — and convert fans and followers into donors? Join the Missouri School of Journalism's Amy Simons to learn how to read and interpret the user data provided to better understand your audience and create more engaging posts.

**3:45 – 4:00pm**                    **Daily Wrap Up and Instructions for Evening**  
**Michele Caywood, Dreams to Reality**

**4:30pm**                                **Meet in Lobby for evening event**

**4:45 - 8:30pm**                    **Evening Event: Appetizers and Dinner at Missouri Capitol Building Rotunda followed by tour of Dreams to Reality**

**SATURDAY, SEPTEMBER 17, 2016**

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**8:00 - 9:00am**      **Breakfast Available****8:30 – 9:00am**      **Visit Video Testimonial Booth**

**9:00 – 9:30 am**      **360-Degree Corporate Engagement**  
**Speaker: Rae Pagliarulo, Development Manager, Career Wardrobe**  
**Facilitator: Shevella Lindley, ACDN Board Member**

**Description:** In this session, we'll discuss the many ways to engage corporations in your mission. Through financial support, in-kind drives, and volunteer engagement, you can build a robust corporate engagement program that goes beyond the transactional and into the meaningful, while creating a pipeline of support to ensure future success.

**9:30-10:00am**      **360-Degree Corporate Engagement Brag & Steal**  
**Facilitator: Shevella Lindley, ACDN Board Member**

**10:00-10:15am**      **Coffee Break & Visit Video Testimonial Booth**

**10:15-11:15am**      **Grant Writing Best Practice Panel: Tips and Tricks for Pursuing and Capturing Grant Funding**  
**Distinguished Panelists:**

- Suzanne Alewine, Co-Founder, Principal Partner & CEO, Community Asset Builders, LLC
- Kevin Gamble, Public Affairs Specialist, Community Relations - Missouri & Kansas, State Farm
- Dr. Venkata Garikapaty, Maternal and Child Health Epidemiologist, Missouri DHSS
- Jessi LaRose, MPH, Health Policy Officer, Missouri Foundation for Health

**Moderator:** Bondi Wood, Instructor & Director of Graduate Studies, Grantsmanship Certificate, Truman School of Public Affairs, University of Missouri

**Description:** Engage with representatives with grant-writing and grant giving experience from corporate, community, and government entities to learn about their funding priorities and tips on how to present a successful proposal. Discussion items will include, but not limited to: what funders are looking for in an application, trends in grant-writing, how to build a relationship with the granting organization/funder, what types of outcome measurements are expected in grants, and best resources for identifying grants for your organization.

**11:15-11:30am**      **Grant Writing Best Practice Questions and Debrief**  
**Facilitator: Connie Golds, ACDN Board Member**

**11:30 – 12:30 pm**      **Lunch Buffet**

**12:30 – 1:15 pm**      **Google Ads for Nonprofits: Demystifying Google Adwords**  
**Speaker: Nelly Roach, President, Caledon Virtual**  
**Facilitator: Shari Hoenig, ACDN Board Member**

**1:15 - 1:30pm**      **Break & Visit Video Testimonial Booth**

**1:30-2:00 pm**                    **Outcomes Management – Logic Model/Key Performance Measures**  
**Speaker:** Caitlin Garozzo, Program Director, Career Wardrobe  
**Facilitator:** Susan Walton, ACDN Board Member

**Description:** Understanding our impact on our community is vital. It allows us to communicate the real changes we are having on the people we serve and can lead to greater investment by supporters, government, and corporations. It will also allow us to invest more time and energy into our programs that are actually working as opposed to ones that just look nice but aren't creating sustainable changes. In this session, we will learn how to create a logic model that can be used to explain your impact to funders and investors in a language they understand as well as how to define quality key performance indicators.

**2:00-2:30pm**                    **Questions and Debrief: Outcomes Management**  
**Facilitator:** Stephanie Credle, ACDN Board Member

**2:30 – 3:00 pm**                    **Best Practices for Volunteer Management Brag & Steal**  
**Facilitators: National Conference Committee Members**  
   **Patrycja Warda**, Program Director, Bottomless Closet  
   **Matthew Campos**, Desert Best Friend's Closet  
   **Shanna Moody**, Executive Director, A Shining Success

**Description:**                    **Please bring your Volunteer Management best practices to share with the conference attendees.**

**3:00 – 3:15pm**                    **Break & Visit Video Testimonial Booth**

**3:15-3:30pm**                    **Program Expansion:** Providing Direct Placement Services to Department of Rehabilitation - One Year Later  
**Speaker:** Matthew Campos, Director of Development & Programs, Desert Best Friend's Closet  
**Facilitator:** Lance Ekum, ACDN Board Member

**Description:** One-year update on the ups and downs and lessons learned in becoming a service provider to California Department of Rehabilitation.

**3:30-3:45pm**                    **Program Expansion:** Practical Ways to Incorporate New Programs and Revamp Existing Ones  
**Speaker:** Robyn Williams, Chief Program Officer, WHW

**Description:** Utilizing skill-set volunteers to help facilitate and serve as coaches along with incorporating teams from corporate partners is the key to implementing workshops that won't be a drain on your staff and will make a lasting impact. This presentation will provide the framework to evaluate the impact of your current programs and identify the gaps that need to be addressed. Equipping job seekers with tools they need to build their self-confidence is the catalyst to helping them become gainfully employed. I will offer case studies, ideas and practical ways to incorporate new programs or revamp existing ones to elevate your organization's ability to propel job seekers forward.

**3:45-4:15pm**                    **Brag & Steal: Program Expansion**  
**Facilitator:** Lance Ekum, ACDN Board Member

**4:15-4:45pm**                    **Conference Closing and Evaluation Reminder**

**Lynda-Ross Vega, ACDN Board President**

**5:30-8:00pm**

**Evening Event – Group Dinner**