

## 2018 COURSE CATALOG

### Extended Tracks (1:00 – 5:00 p.m.)

#### CEO/EXECUTIVE DIRECTORS TRACK

**Session:** *Behaving Like a Leader: Are you more of a Coach K or a Bobby Knight?*

**Speaker:** Shannon Ammons  
*Chief Executive Officer, Alabama Association of Nonprofits*

**Overview:** Understand and analyze your leadership profile using the CPI 260 Executive Leadership characteristics; evaluate your leadership expression through the lens of thought leaders Collings, Maxwell and Sinek; and assess your leadership style through an examination of the “Tale of Two Coaches” case study.

#### \*NONPROFIT 2030 TRACK

**Session 1:** *ATTRACT - Who will survive with you?*

**Speaker:** Kristin Scroggin  
*Managing Partner, genWHY Communication Strategies*

**Overview:** To survive 2030 you'll need the unique talents of team members and volunteers to align so you can achieve your non-profit's common goal. This session will give you a plan to assess abilities, define roles, clearly assign tasks, and empower your fellow cause-fighters to function like a well-oiled machine.

#### \*NONPROFIT 2030 TRACK

**Session 2:** *ASSIGN - Who owns the guide?*

**Speaker:** Barney Cohen  
*Business 360 NW*  
Chris Atkinson  
*genWHY Communication Strategies*

**Overview:** Ensuring the correct resources are responsible for specific jobs and tasks. Organization in an organization is key to sustainability and success.

#### \*NONPROFIT 2030 TRACK

**Session 3:** *ATTACK - Road map for your organization's mission*

**Speaker:** Ian Poulton  
*Senior Finance Manager; PPG; Financial Board Advisor, Family Services Center*  
Teri Johnston  
*CFO, CapacAbility*

**Overview:** The success of your non-profit in 2030 depends on executing a well-designed plan. Your Board, Team Members, Grant Writers, Fundraisers, and Volunteers need a clear path to success so they can focus on doing the RIGHT first thing first. This session examines how to design and communicate a clear plan of attack for 2018 and beyond.

**\*These three workshops are part of one extended session and therefore may only be registered for as a group.**

### Session One (1:00 – 2:10 p.m.)

#### BOARD DEVELOPMENT TRACK

**Session:** *The 18 Month Strategic Plan: How to Plan for Your Organization's Success in the 21st Century*

**Speaker:** Charlie Blass  
*CEO, B.L.A.S.S. LLC, Blass Leadership And Strategic Solutions*

**Overview:** In the fast pace world we live in, five year strategic plans are a thing of the past. For your organization to be successful, experts recommend your strategic plan cover the next 18 months to three years. Through this interactive workshop, you will leave with the tools your organization needs to build your own strategic plan. For Executive Directors, CEOs, Board Members and Board Chairs.

#### BUDGET/FINANCE TRACK

**Session:** *Tax & Accounting 101*

**Speaker:** Brad Garland  
*CPA, Brand Blackwell & Co, PC*

**Overview:** Learn about the compliance requirements related to 990s, AL Attorney General, and other filings; and the variety of tech solutions available to streamline your nonprofit's accounting needs.

#### CYBERSECURITY TRACK

**Session:** *How to Get All the Cybersecurity You Need at a Price You Can Actually Afford*

**Speaker:** Jason Hough  
*Director of Information Security, Misson Multiplier*

**Overview:** Organizations spend hundreds of thousands, even millions of dollars on cybersecurity every year. You can have elite-level cybersecurity without the enormous price tag. We'll explain how.

## FUNDRAISING TRACK

**Session:** *The Non-Profit Fundraising Formula: How to Find More Donors, Build Better Relationships, and Raise More Money Than Ever Before*

**Speaker:** Joe Garecht  
*President, Garecht Fundraising Associates*

**Overview:** Learn how to build a more successful fundraising system for your non-profit. Join expert Joe Garecht as he looks at the four major components of the donor lifecycle and shows you how to build a strong and sustainable funding model for your organization. For beginning and intermediate fundraising staff, development directors, and board members.

## GRANT WRITING TRACK

**Session:** *Federal and State Grantwriting for Nonprofits*

**Speaker:** Natalia Dooley  
*Federal Programs Coordinator, Madison City Schools*  
Dr. Suzy Young  
*Director – Office of Proposal Development, University of Alabama in Huntsville*

**Overview:** Experienced grantwriters will give their input and advice on grantwriting for federal and state funding. Tips, tricks, and advice for nonprofits who are looking to apply for government support.

## PUBLIC RELATIONS TRACK

**Session:** *Earned Media: What Is It, How To Get It, and Why It's Important*

**Speaker:** Bryan Rachal  
*Director of Communications and Marketing, University of North Alabama*

**Overview:** With a review of the University of North Alabama media relations strategy, attendees will learn how to earn more media coverage for their nonprofit. We'll discuss how relationships, news releases, experts, pitching and social media all play an integral part. Recommended for professionals who want to develop their media relations programs.

## SOCIAL MEDIA/MARKETING TRACK

**Session:** *Video Production: Is it right for you?*

**Speaker:** Rusty Cockrell  
*Filmmaker, Owner, Operator, Rusty Cockrell*

**Overview:** It seems like everybody is doing videos. But is everybody benefiting from the investment? We will take a look at the decisions that lead us to wanting videos as marketing tools, the process between production company and client, and serious questions to ask yourself whether or not videos are money well spent.

## VOLUNTEER MANAGEMENT TRACK

**Session:** *Volunteer Management 101: A Formula for Success When You are New to the Job*

**Speaker:** Suzanne Mohler  
*Director of Special Events, Huntsville Hospital Foundation*

**Overview:** Just been put in charge of managing volunteers or volunteer events? Are you feeling overwhelmed? "WHAT DO I DO?" This is the session for YOU if you have very little to no experience and need a strong first foundation for organizing volunteers around events and ongoing opportunities.

## Session Two (2:25 – 3:40 p.m.)

### BOARD DEVELOPMENT TRACK

**Session:** *Board Solutions: Overcoming Obstacles and Creating Opportunities For Your Board Think Tank*

**Speaker:** Lyndsay Ferguson  
*CEO, Leadership Huntsville/Madison County*  
Dana Gillis  
*Executive Coach, Transcend, The Fearless Company*

Charlie Blass  
*CEO, B.L.A.S.S. LLC, Blass Leadership And Strategic Solutions*

**Overview:** Each board and organization has their own obstacles and opportunities. In this "speed dating" session, participants will share ideas to solve each other's obstacles and create new opportunities for their organization. Facilitators will guide round table discussions where CEOs, executive directors and board members can learn from each other. Participants will leave with innovative ideas to solve their organization's biggest obstacles.

### BUDGET/FINANCE TRACK

**Session:** *Business Planning/Budgeting in a NonProfit*

**Speaker:** Dave Lakin  
*Business Coach, ActionCOACH*

**Overview:** What you plan today will determine your success (or failure) tomorrow.

## CYBERSECURITY TRACK

**Session:** *Your Online Presence: A Hacker's Perspective*

**Speaker:** Seth Wahle  
*Senior Consultant, Hacker Extraordinaire, Misson Multiplier*

**Overview:** Social media and email are an important part of the operations and success of any non-profit. And your personal online presence is just as important as that of your organization. But there's a good chance that you are inadvertently putting yourself, your loved ones, and your organization at risk.

## FUNDRAISING TRACK

**Session:** *How to Make Better Fundraising Asks*

**Speaker:** Joe Garecht  
*President, Garecht Fundraising Associates*

**Overview:** Make better asks and raise more money for your non-profit! During this session, you'll take a deep dive into the donor mindset, learn a simple 6-step process for making successful asks, and find out the best strategies for dealing with donor objections and concerns. For all levels and all frontline fundraisers as well as other non-profit leaders.

## GRANT WRITING TRACK

**Session:** *Voices in Our Community: Funding Partners*

**Speaker:** Tina Watts  
*Community Investor, Boeing*  
John Wynn  
*Trustee, Alpha Foundation and Jane K. Lowe Charitable Foundation*  
Kim Ogle  
*External Affairs Analyst, Toyota Motor Manufacturing Alabama*

**Overview:** A panel of funders from local foundations and corporations who provide experience to potential grantees on how to best craft a proposal from different funder perspectives.

## PUBLIC RELATIONS TRACK

**Session:** *Research Before Tactics: Using Data to Build Effective Campaigns*

**Speaker:** Michelle Stark  
*Marketing Director, Red Sage Communications*

**Overview:** This session will focus on the importance of collecting, analyzing and understanding data – so you can utilize every dollar to its full potential. Discussion points include data-driven marketing, website data capture and ROI tracking. Recommended for professionals with a robust PR program who want to take their efforts a step further.

## SOCIAL MEDIA/MARKETING TRACK

**Session:** *2018 Social Media and Digital Marketing Trends*

**Speaker:** Emilie Dover  
*Founder & President, Rocket City Digital*

**Overview:** Are you having trouble staying up-to-date on social media and digital marketing changes? The course objective is to discuss trends in 2018 and how to implement them with a small budget and little time!

## VOLUNTEER MANAGEMENT TRACK

**Session:** *Build a Toolkit! Become an Expert at Volunteer Management*

**Speaker:** Cathy Miller  
*Community Impact Director, United Way of Madison County*  
Stuart Siniard  
*Volunteer Center Director, United Way of Madison County*

**Overview:** A fast-paced practical approach to best practices and tools to help you engage, manage and recruit volunteers – FREE TOOLS to build your own Toolkit (for those with limited experience managing volunteers but ready for the next step) – people from the first session in this track also welcome!

## Session Three (3:50 – 5:00 p.m.)

### BOARD DEVELOPMENT TRACK

**Session:** *Sustainable Leadership for Non-Profits*

**Speaker:** Jennie Robinson  
*President, The ELM Foundation*

**Overview:** Turnover in personnel and board members plagues nonprofits and prevents organizational growth. In this interactive panel discussion we will look at how to structure your board for success, provide resources for finding equipped board members, and touch on the importance of mentorship and coaching for nonprofit leaders. Participants will leave with a board structure template and information on the "Leaders on Board" program through Leadership Huntsville/Madison County.

### BUDGET/FINANCE TRACK

**Session:** *Audits & Controls*

**Speaker:** Chuck Brand, CPA  
*Partner, Brand Blackwell & Co, PC*

**Overview:** Learn more about audits, functional expenses regulations, controls, and more.

### CYBERSECURITY TRACK

**Session:** *Panel: Why Cybersecurity Is Important for Non-Profits*

**Speaker:** Jamie Miller  
*President/CEO, Misson Multiplier*

**Overview:** Cybersecurity is important for every organization that touches the internet. That includes non-profits. Join a panel of cyber experts as they explain the importance of cybersecurity for your organization and answer any questions you have.

### FUNDRAISING TRACK

**Session:** *Show Me The Money! Reaching Donors of Every Generation*

**Speaker:** Kristin Scroggin  
*Managing Partner, genWHY  
Communication Strategies*

**Overview:** In order to advance your non-profit's mission, you need funds. Getting those funds depends on reaching as many people as possible who are passionate about your non-profit cause. This session explores how to REACH donors in every age group and get them plugged in and donating to your organization.

### GRANT WRITING TRACK

**Session:** *Applying for Grants Through Local Employee Community Funds*

**Speaker:** Deborah Adams  
*Director of Human Resources, Intrepid, Inc.*  
Clay Hagan  
*Sr. VP of Corporate Development, Torch Technologies*

**Overview:** Panel of past and present decision-makers with local Employee Community Funds discuss what their boards and employees are looking for in a funding opportunity. This panel will include some of the most consistent funding partners for our area, as well as a new but impactful ECF representative.

### PUBLIC RELATIONS TRACK

**Session:** *Get to Know Your PR Toolbox*

**Speaker:** Katie Coppens  
*Marketing Director, Huntsville Hospital Foundation*

**Overview:** Is your organization using all possible tools to reach and engage the community? This session is a crash course in planning and executing a strong, cohesive PR campaign with examples that can be used immediately by your nonprofit. Recommended for PR beginners or those with a narrow scope of experience.

### SOCIAL MEDIA/MARKETING TRACK

**Session:** *Social Media Case Studies: Navigating Outreach for Non-Profits*

**Speaker:** Daniel Horton  
*Media Director, WebDetail*  
Daniela Perallon  
*Marketing & PR Manager, Arts Huntsville*  
Sharla Horton  
*Social Media Strategist, US Space and Rocket Center*  
SioBhan Keeton  
*WebDetail*

**Overview:** In this session, learn how to best utilize tips and tricks for best reaching your audience on platforms like Facebook, Instagram, and much more. Our panel will discuss case studies for what has worked best for them in their outreach on behalf of non-profits, and discuss ways you can best utilize these hacks and strategies to tell the story of yours.

### VOLUNTEER MANAGEMENT TRACK

**Session:** *Let's Learn Together: Engage with Local Volunteer Management Masters*

**Speaker:** Kenny Anderson  
*Director of Multicultural Affairs, City of Huntsville*

**Overview:** After a few minutes of self-care and relaxation guided by The Art of Living, attendees will engage with experts from the American Red Cross, Huntsville Botanical Gardens, Hospice Family Care, Junior League of Huntsville and others. Ask questions, pose problems, get solutions, build forever networks!