



## COURSE CATALOG

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

#### CEO/EXECUTIVE DIRECTORS TRACK

**Session:** *The Five Dysfunctions of a Team*

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

**Overview:** In this fast-paced, high-energy session you'll review Patrick Lencioni's *The Five Dysfunctions of a Team* and create a plan to help your team overcome common hurdles and become more cohesive and effective. Participants will complete an in-class assessment and then take back tools to implement with their own team. Reading the book ahead of time is greatly encouraged.

<https://www.amazon.com/Five-Dysfunctions-Team-Leadership-Fable/dp/0787960756>

#### NONPROFIT 101 TRACK

**Session:** *1A Are you Legal? Common Legal Issues Non-Profits Face*

**Speaker:** Christopher Wiginton  
*Attorney, Maynard Cooper & Gale*

**Overview:** Our presenter provides an insight into common mistakes that nonprofits (NFPs) and their Boards make. Also included are several sample documents including Bylaws, Form 1023, and a Conflict of Interest Policy. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

#### NONPROFIT 101 TRACK

**Session:** *1B Insurance: What You Do Not Know Can Hurt You!*

**Speaker:** David E. Harbarger, CIC, CRIS  
*Managing Member, Fountain, Parker, Harbarger & Associates*

**Overview:** Our presenter provides a checklist to help guide nonprofits through various types of insurance and terminology making sure that your nonprofit and Board is adequately covered. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

#### NONPROFIT 101 TRACK

**Session:** *2A All You Never Wanted to Know about Accounting*

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

**Overview:** Our presenter will cover some of the major accounting and IRS compliance pitfalls your organization needs to avoid as well as some basic controls and procedures every NFP needs to consider, no matter your size. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

#### NONPROFIT 101 TRACK

**Session:** *2B What is a Board REALLY Supposed to Do*

**Speakers:** Lynne Berry Valley  
*Berry Millsaps Properties*

**Overview:** Our presenter provides practical guidance on selecting and working with a Board of Directors and covers what the role of the Board and a Board Member actually is. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

#### NONPROFIT 101 TRACK

**Session:** *3 Creating Your Identity...Are You Newsworthy?*

**Speaker:** TBA

**Overview:** Our presenter explains how to get the news media exposure you want. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

#### SMALL SHOP TRACK

**Session:** *1A Going Beyond the Basics of Accounting*

**Speaker:** Brad Garland  
*Certified Public Accountant, Brand Blackwell and Company*

**Overview:** This session will explore the main accounting software packages to help you find the best fit for your organization. We will also go beyond the basics to help you learn about more advanced features of software like Quick Books Online. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

#### SMALL SHOP TRACK

**Session:** *1B Managing Facility Costs*

**Speaker:** Daniel Tait  
*CEO, Energy Alabama*

**Overview:** Moved into your first space? There are a lot of things you can do, even if you're a renter, to reduce your costs for energy and water. This session will step you through the easiest, cheapest, and least time consuming ways to stay on top your facility costs. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

#### SMALL SHOP TRACK

**Session:** *2 Raising More Money with Fewer People - What You Can Do to Make a Difference*

**Speakers:** Wayne Olson  
*CEO, Wayne Olson Consulting, LLC*  
Debbie Joyner  
*CEO, Fundraising Consultation Services*

**Overview:** We know the value of major gifts and planned giving, so during this session we will take a deeper dive into these topics to help you maximize your fundraising results. These two areas provide the "biggest bang" and are the best place to focus your efforts. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

#### SMALL SHOP TRACK

**Session:** *3A Digital Success for Nonprofits*

**Speaker:** Kacey Neely  
*Marketing Director, Red Sage*

**Overview:** With limited marketing resources, strategic social media management becomes a must. In this session, we'll cover how to develop a manageable and effective social media strategy, where to invest your marketing budget on social, and how to determine if your efforts are producing meaningful results. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

#### SMALL SHOP TRACK

**Session:** *3B Minimum Effective Dose: Looking Like a Social Media Wizard*

**Speaker:** Lee Marshall  
*CEO, Kids to Love Foundation*

**Overview:** Learn how to grow your audience and use social media to further your organization's goals; when you have a million other jobs to do. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

### Session One (1:00 – 2:10 p.m.)

#### BOARD DEVELOPMENT TRACK

**Session:** *Sustaining Legacy: Ensuring the Future of Your Organization*

**Speaker:** Jeff Gronberg  
*President, Decibel Research*

**Overview:** Ensuring the organization's legacy and future sustainability can get lost in the day to day work of the board. This session will focus on what boards can do to fulfill their fiduciary responsibilities by focusing on the long term impact of financial decisions, staffing, and policy.

#### BUDGET/FINANCE TRACK

**Session:** *Goal Without a Plan is a Wish: Doing Analysis and Strategic Plans*

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

**Overview:** Do you really understand your nonprofit? Develop tools and techniques that allow you to look at your nonprofit through a different lens. Help guide your board to a clearer understanding of your business. Be a driving force to facilitate more successful midterm and strategic decision planning. Define where best to deploy current resources while developing other resources.

#### FAITH-BASED ORGANIZATIONS TRACK

**Session:** *Best Practices: Volunteering is a Team Sport*

**Speaker:** Chris Mitchell  
*Co-Executive Director, The Huntsville Dream Center*

**Overview:** In every non-profit organization, volunteers are the lifeblood of the work whether they are board members or those recruited to help with activities. This session will examine the role of volunteerism in the faith community.

#### FUNDRAISING TRACK

**Session:** *Fundraising Fundamentals*

**Speaker:** Debbie Joyner, CFRE  
*President, Fundraising Consultation Services*

**Overview:** Whether you are new to the fundraising role or a board member who needs a basic understanding of fundraising "do's and don'ts", this session will cover the most important information you need to know in order to successfully raise funds for your organization.

#### GRANT WRITING TRACK

**Session:** *Logic Models and Beyond: The What, Why & How of Tools to Improve YOUR Grant Writing*

**Speakers:** Cathy Miller  
*Community Impact Director, United Way of Huntsville/Madison County*

Luanne Biles  
*Grants Coordinator, Caring Assurance for the Aging and Homebound (CASA) of Madison County*

**Overview:** Explore and access hands-on practical tools for building successful grant proposals such as logic models, timelines, fishbone diagrams, bubblegrams and more. Participants will leave with a toolkit to take your grant preparation and applications to the next level!

#### PUBLIC RELATIONS/MARKETING TRACK

**Session:** *Ad Buying for Non-profits*

**Speaker:** Mary Anne Swannstrom  
*Director of Communications, Heart of the Valley YMCA*

**Overview:** Learn how to choose the best place for your ad. See examples of ads for TV, billboard, radio, Facebook and more. Walk through the basics of the contract process.

#### SOCIAL MEDIA/WEBSITES TRACK

**Session:** *Intro to Google for Nonprofits*

**Speaker:** Daynise Joseph  
*Community Impact Manager, Google Fiber*

**Overview:** Overview of what the Google tools for nonprofits are and how to enroll in the program. \*This is not an extended session; the same content will be repeated in each session.

## Session Two (2:25 – 3:40 p.m.)

### BOARD DEVELOPMENT TRACK

**Session:** *Recruiting Diverse Boards*

**Speakers:** Johnny Osborne  
J Smith Lanier and Company  
John Meredith  
Meredith Advocacy

**Overview:** Research shows that diverse boards make better decisions by bringing a variety of perspectives to the conversation at the board table. But how do you recruit a broad range of ethnic, gender, age, and other backgrounds to your board roster? A diverse panel shares their experience in strategically targeting and intentionally recruiting diversity.

### BUDGET/FINANCE TRACK

**Session:** *NonProfit for Profit: Run It Like a Business*

**Speakers:** Teri Johnston  
*Chief Financial Officer, Family Services Center*  
Ian Poulton  
*Senior Finance Manager; Financial Board Advisor, PPG; Family Services Center*

**Overview:** Being a nonprofit doesn't mean you can't earn money. Every dollar you earn is a dollar more to be used to deliver your service. Learn proven best practices that you can use to improve productivity, minimize cost, incentivize your team and further your mission.

### FAITH-BASED ORGANIZATIONS TRACK

**Session:** *Best Practices: Creating Peace of Mind by Developing Your Security Plan*

**Speaker:** Brett Jones  
*CEO, Riley Security*

**Overview:** TBA

### FUNDRAISING TRACK

**Session:** *From a Funder's Point of View*

**Speakers:** Wayne Olson  
*CEO, Wayne Olson Consulting, LLC*  
Kelly Moise  
*Senior Partner, Vector Wealth Strategies*  
Michele Armstrong  
*Charitable Giving and Community Outreach Coordinator, ERC, Inc.*  
John Wynn  
*Lanier Ford Shaver & Payne P.C.*

**Overview:** One of AFP's most popular presentations, our members love the unique opportunity to learn what "funders" want to hear and find out what is likely to kill the deal. Time will be allowed for you to ask our panelists your most pressing questions.

### GRANT WRITING TRACK

**Session:** *Basics to Today's Successful Grant Proposal*

**Speaker:** Laura McCann  
*Vice-President, Center for Nonprofits/United Way of Greater Chattanooga*

**Overview:** Gain a solid foundation to build winning grant proposals. This session covers essentials for those new to writing nonprofit grant proposals, sample successful grant applications, and key methods to increase effective matching between grantee and grantor goals to strengthen the likelihood of award.

### PUBLIC RELATIONS/MARKETING TRACK

**Session:** *Content Creation*

**Speaker:** Jessica Carlton  
*Digital Media Specialist, City of Huntsville*

**Overview:** Learn to create content for multiple platforms. From tradition media to video and social media content, learn how to captivate an audience.

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## Session Three (3:50 – 5:00 p.m.)

### BOARD DEVELOPMENT TRACK

**Session:** *Begin with the End in Mind: Creating a Strategic Long Range Plan*

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

**Overview:** Visioning is one of a board's most important jobs but it can be hard to do well. Learn from an expert how to create a visionary plan for the future, how to manage the strategic planning process using dashboards, and how to ensure that the plan becomes an integral part of board decision making.

### BUDGET/FINANCE TRACK

**Session:** *How to Have a Pain Free Audit*

**Speaker:** Teri Johnston  
*Chief Financial Officer, Family Services Center*

**Overview:** Learn about how to maintain proper controls to satisfy your auditor all while keeping your nonprofit in compliance and giving your board or directors peace of mind that your nonprofit is in financial control. The session will include what is legally required, and what a nonprofit board should expect from their financial team and auditor.

#### **FAITH-BASED ORGANIZATIONS TRACK**

**Session:** *Best Practices: Collaboration Not Competition (panel discussion)*

**Speaker:** TBA

**Overview:** TBA

#### **FUNDRAISING TRACK**

**Session:** *Unleash the Power of Planned Giving & Change Your Nonprofit Forever*

**Speaker:** Wayne Olson  
CEO, Wayne Olson Consulting, LLC

**Overview:** Planned giving can be a “game changer” for your organization while providing tremendous donor satisfaction. Learn how planned giving can be used to establish an endowment and/or add to your bottom line. Whether your organization is large, small, new or established, planned giving can offer a great opportunity for growth.

#### **GRANT WRITING TRACK**

**Session:** *Expert Grant Writing VOICES from the Community*

**Speakers:** Fred Whitlow II  
*Youth and Family Services Coordinator,*  
Huntsville Housing Authority  
James Robinson  
*Executive Director, Free2Be*  
Susan Phelan  
*Professional Grant Writer, University of Alabama in Huntsville*  
Robin Arnold  
*Director of Operations, 5 Star Consulting*  
Glennis Wittmuss  
*Development Consultant and Small Business Owner, Formerly with The Cornerstone Initiative*  
Derek Lane  
*President and Founder, Derek Lane Consulting*  
Suzanne Harbin  
*Director of Advancement, Wallace State Community College*

**Overview:** A lively, interactive panel discussion will provide attendees access to a facilitated discussion led by expert, successful grant writers. Attendees engage in an informal setting to include questions from the audience in the last 3rd of the session. Get YOUR questions on this important topic answered on the spot.

#### **PUBLIC RELATIONS/MARKETING TRACK**

**Session:** *Building Brand Ambassadors*

**Speaker:** Cathie Mayne  
*Marketing Director, Land Trust of North Alabama*

**Overview:** Discover tips and tools to empower stakeholders to promote your company. Learn how to keep volunteers, donors and members engaged in your company after you’ve established the relationship.

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