

2022 COURSE CATALOG

SESSION ONE

BOARD GOVERNANCE TRACK

Session: *Build an Award Winning Board*

Speaker: Stephanie Lowe
Director of Engagement, Committee of 100

Overview: Building a board with the right people, with the right skillset and experience will give you the ability to have a highly capable board to deliver on your mission and strategic plan. This session will give you the tools needed to build that board and have a highly engaged board of leaders supporting your non-profit. Target audience- nonprofit board members, potential board members, CEOs and executives.

BUDGET AND FINANCE TRACK

Session: *Meeting Your Purpose with Your Financials*

Speaker: Chuck Brand
CPA, Brand Blackwell & Co

Overview: In this session we will work to provide financial tools that you can use to better reach your organization's purpose, determine your financial needs, and how to responsibly and sustainably grow your nonprofit organization. This session is best suited for Controllers, Finance Committee members, CEOs/CFOs, Treasurers, etc.

BUILDING EFFECTIVE TEAMS TRACK

Session: *The Heroic Leader: Teamwork, Trust, and Courage*

Speaker: Jim Owens
President/Owner, Performance Strategies Group

Overview: Using Joseph Campbell's model in this conversation we will look at the "arc of the hero" in modern mythology and the "real world." After a quick journey from Odysseus to Luke Skywalker to Malala Yousafzi and other examples, we will pivot to talk about how heroism and leadership require both large and small acts of courage, teamwork, and trust to overcome organizational obstacles. We will also address a challenge to "help someone be the hero of their own story."

FUNDRAISING TRACK

Session: *Get the Basics of Fundraising in Less than an Hour*

Speaker: Nancy Rieves, Ed.D.
Fundraising Coach, Fundraising Maximized®

Overview: You're new to fundraising and don't know where to start? We've got you covered. This session guides you through a blueprint of the exact step-by-step process to bring in gifts of any size. Whether you're a newbie or been at it a while, this method gets you focused so you have fundraising success. Target audience- new or experienced executive directors, development directors and board members.

NONPROFIT 101 TRACK

Session: *One giant leap: Launching your non-profit*

Speaker: Lisa Mays, JD, CFRE
CEO, The Catalyst Center for Business & Entrepreneurship

Sandy Edwards, CPA
Operations Manager, The Catalyst Center for Business & Entrepreneurship

Leigh Christian
TechRich Project Manager, The Catalyst Center for Business & Entrepreneurship

Austin Bullock
REACH Women's Business Center Project Manager, The Catalyst Center for Business & Entrepreneurship

Overview: Learn from The Catalyst, a non-profit with a Seal of Excellence from the Standards of Excellence Institute. Building a business (or non-profit) is not rocket Science. It is about having a great idea and seeing it through. Draft your engineering plan for success with a strong business plan and by researching your market. Get ready for liftoff by crafting your vision and mission. Target audience- Anyone wanting to start a nonprofit or would like to rebuild their nonprofit foundation to make it stronger.

NONPROFIT 401 TRACK

Session: *How does your Noble Purpose help you navigate change?*

Speaker: Andrew Jennings
Chief Commercial Officer, Transcend

Overview: Learn how to leverage the power of your noble purpose to build resilience in your organization and weather any storm. How to recognize your purpose and use it when you need to pivot. Target audience- C-suite, Executive Directors and Board members of established nonprofits.

OPERATIONS/HR TRACK

Session: *Re-Examining Nonprofit Team Management and Motivation in the reality of the "Next Norm"*

Speaker: Mike Bean
President, Passion HR Consulting, Inc.

Overview: Working in the nonprofit business sector is a calling. However, being successful in meeting mission in an ever-changing environment demands more. Learn to

grow YOUR nonprofit team's time management skills & motivate your team to build and sustain the organization they love. Bring your questions and get answers! Target audience- nonprofit and HR directors, executive directors, board members working to establish best practices with staff.

PATHWAYS OUT OF POVERTY TRACK

Session: *From Crisis to Abundance: The Pathway to Sustainability*

Speaker: Missy Hanks
Executive Director, The ELM Foundation
Ann Kvach
Program Officer, Community Foundation of Greater Huntsville
Dale Jobes
CEO, Cintel, Inc.

Overview: We can't fight poverty alone. This session explores how a privately funded community model in Huntsville, Alabama incentivizes collaboration to end poverty and creates a framework for community leaders, agencies, and corporations to work together to help people in poverty move toward self-reliance. Target audience- Nonprofit agency staff and board members, community leaders and those working with direct services.

PUBLIC RELATIONS TRACK

Session: *Is Your Website Set Up for Success*

Speaker: Lauren Gowins
Founder/CEO, The Bold Agency

Overview: Your website is often your front door to recruiting potential donors and volunteers. Are you giving the right first impressions? This session will give you the tools to make sure your website is aligned with your organization's goals, and also ensure it is set up for fundraising success. Target audience- anyone involved with website content and/or design.

SESSION TWO

BOARD GOVERNANCE TRACK

Session: *Boardmanship Training*

Speaker: John Allen
CEO, Huntsville Committee of 100

Overview: Having a great board is important but just as important is having those members know what their role is... and is not to be highly effective! This course will present the basics of boardmanship, including how to serve on a board and the roles and responsibilities of a board member. Target audience- nonprofit board members, potential board members, CEOs and executives.

BUDGET AND FINANCE TRACK

Session: *Strategies to Avoid Legal Pitfalls and Other Liabilities*

Speaker: David Harbarger
Principal, Fountain, Parker, Harbarger & Associates
Robert Lockwood
Attorney, Wilmer & Lee, PA

Overview: In this session we will discuss examples of common pitfalls and unfortunate events non-profits and their teams have experienced, as well as what steps you can take to minimize the risk of them happening to you and your nonprofit. Target Audience- Controllers, Finance Committee Members, CEOs/CFOs, Treasurers, etc.

BUILDING EFFECTIVE TEAMS TRACK

Session: *Building your Emotional Intelligence through Feedforward and Feedback*

Speaker: Mary Ila Ward
Owner, Horizon Point Consulting, Inc.

Overview: We give and receive feedback all day every day. However, when it comes to giving and receiving feedback in order to

drive organizational performance, it is often seen as confrontational and uncomfortable, and therefore, avoided. This workshop seeks to train participants on how to give, receive and solicit feedback in a way that leads to increased individual and organizational outcomes. Drawing from Marshall Goldsmith's concept of feedforward, participants learn to take ownership of the feedback equation to make themselves and others better.

FUNDRAISING TRACK

Session: *Learn How to Ask Donors for Money*

Speaker: Nancy Rieves, Ed.D.
Fundraising Coach, Fundraising Maximized ®

Overview: Asking for money is not easy. In fact, it's often quite daunting if you've never done it before. Learn exactly how to ask donors for money (of any size) and get them on board with your cause. Know exactly what to say and how to say it. Know what words to use and which to avoid. Target audience- executive directors, development directors, board members wanting to be more confident, comfortable and successful when asking for money.

NONPROFIT 101 TRACK

Session: *It's not Rocket Science: Engineering a Sound Structure*

Speaker: Lisa Mays, JD, CFRE
CEO, The Catalyst Center for Business & Entrepreneurship
Sandy Edwards, CPA
Operations Manager, The Catalyst Center for Business & Entrepreneurship
Leigh Christian
TechRich Project Manager, The Catalyst Center for Business & Entrepreneurship

Austin Bullock
REACH Women's Business Center Project Manager, The Catalyst Center for Business & Entrepreneurship
Maike DeMaria
CEO/Owner, Capabilitx

Overview: With your engineering plan in place, it is time to get your systems and processes in the works. Select your crew with the right stuff. Meet those safety checks by establishing your governance, and work with your Board to ensure a successful flight! All Systems Go! Target audience- ALL.

NONPROFIT 401 TRACK

Session: *What did nonprofits learn during the pandemic and how did they pivot?*

Speaker: Chris Newlin
Executive Director, National Children's Advocacy Center
Karen Mockensturm
Executive Director, Fantasy Playhouse Children's Theater & Academy
Laura Huckabee-Jennings
CEO, Transcend

Overview: Hear from seasoned leaders of successful local nonprofits on how they navigated the past year and what they learned. How did they pivot and what they learned about their audience, their donors and their business model when everything changed. Target audience- C-suite, Executive Directors and Board members of established nonprofits.

OPERATIONS/HR TRACK

Session: *Capture And Retain Talent During The Great Reshuffle*

Speaker: Kristina Minyard
Owner, HRecruit, LLC.

Overview: Recruiting trends, labor market and retention. Recruiting talent is as competitive as it's ever been and this

session offers some tips you can add to your recruiting strategy TODAY. Because recruiting and retention go hand and hand, this session will also cover key elements of a sound retention strategy to help you keep your talent. Target audience- Nonprofit HR directors, executive directors, board members working to establish best practices with staff or supervisors with hiring responsibilities.

PATHWAYS OUT OF POVERTY TRACK

Session: *True Charity Part 1: The Problem of Poverty*

Speaker: James Whitford
Executive Director, True Charity Initiative
Missy Hanks
Executive Director, The ELM Foundation

Overview: The True Charity Initiative exists to champion a national movement of voluntary, effective charity at the most local level. True Charity challenges traditional poverty programs and provides just and effective alternatives to state welfare as well as tools for organizations to take up the mantle of true and effective charity. Join us for a fresh perspective on poverty fighting and what communities can do to help people caught in a cycle of dependence become truly self-sufficient. Target audience- Nonprofit agency staff and board members, community leaders and those working with direct services.

PUBLIC RELATIONS TRACK

Session: *When to Spend the Money?*

Speaker: Abby Guasti
Senior Account Executive, Red Sage Communications, Inc.
Wendy Daehn
Account Executive, Red Sage Communications, Inc.

Overview: Nonprofit marketing is a constant balance of telling your story while being good stewards of a limited budget. The

opportunities to use your budget to promote your organization are endless. It can often be overwhelming figuring out the best option...email v. print piece, doing it yourself in Canva vs. graphic designer, iPhone photo vs professional photographer, etc. We will explore how you can evaluate these opportunities specific to your organization and choose the best option for the best return. Target audience- anyone involved with budget, fundraising and marketing for your organization.

SESSION THREE

BOARD GOVERNANCE TRACK

Session: *Parliamentary Procedure*

Speaker: John Allen
CEO, Huntsville Committee of 100
Stephanie Lowe
Director of Engagement, Committee of 100

Overview: Do you want a well executed board meeting agenda that moves through business items with efficient use of time and resources? Come learn about the proper use of parliamentary procedure to effectively run business meetings with efficiency and professionalism to accomplish the business of your organization. This will be a hands on session, practicing what was learned. Target audience- nonprofit board members, potential board members, CEOs and executives.

BUDGET AND FINANCE TRACK

Session: *All You Never Wanted to Know About Accounting*

Speaker: Tim Hufford
CPA, Brand Blackwell & Co
Nick Ranta
CPA, Brand Blackwell & Co

Overview: In this session we will discuss various tools and techniques you can use to keep your books, fulfill your fiduciary responsibilities, and other “best tax and accounting practices” so you can get back to doing what you do best as a nonprofit. Target Audience- Controllers, Finance Committee Members, CEOs/CFOs, Treasurers, etc.

BUILDING EFFECTIVE TEAMS TRACK

Session: *Graceful Accountability*

Speaker: Jillian Miles Massey
Talent Management Consultant, Horizon Point Consulting, Inc.

Overview: Accountability and Empathy are not mutually exclusive. We can create workplaces that are inclusive and psychologically safe and hold each other accountable for producing incredible results. This training helps organizational leaders establish a performance driven culture through accountability, motivation, and coaching, and by fostering an environment of internal and external customer service, communication, and appreciation.

Training Objectives:

1. Understand employee motivation and development needs
2. Engage in activities and practice to increase psychological safety
3. Apply a values-driven approach to balance accountability and empathy

FUNDRAISING TRACK

Session: *Stewardship: 5 Ways to Cultivate and Inspire Repeat Giving from Major Donors*

Speaker: Nancy Rieves, Ed.D.
Fundraising Coach, Fundraising Maximized ®

Overview: No matter how successful you are securing funds for your nonprofit, donor retention is critical. Sometimes it's hard to know how to keep the giving relationship strong. How can you inspire them to keep

giving - and giving even more? Learn 5 ways to assure repeat giving from your major donors. Target audience- executive directors, development directors, board members wanting to retain donors.

NONPROFIT 101 TRACK

Session: *Shoot for the Moon on a nonprofit budget*

Speaker: Lisa Mays, JD, CFRE
CEO, The Catalyst Center for Business & Entrepreneurship

Sandy Edwards, CPA
Operations Manager, The Catalyst Center for Business & Entrepreneurship

Leigh Christian
TechRich Project Manager, The Catalyst Center for Business & Entrepreneurship

Austin Bullock
REACH Women's Business Center Project Manager, The Catalyst Center for Business & Entrepreneurship

Overview: Now that you are flying let's reach for new heights!. Let's talk how to secure the future on a non-profit budget. Secure your dreams for infinity and beyond with a strong fund development plan and utilize DIY tools and resources to reach your target destination. Target audience- ALL.

NONPROFIT 401 TRACK

Session: *How do you succeed as a new leader in a large existing organization?*

Speaker: Sarah Savage-Jones
President, Huntsville Hospital Foundation

Stephanie Kelly
Executive Director, The Schools Foundation

Dr. Kimberly Robinson
Executive Director & CEO, US Space & Rocket Center

Andrew Jennings
Chief Commercial Officer, Transcend

Overview: Starting a new job as CEO of an organization with a long history can be challenging. Hear from local leaders on how they managed to honor the past while establishing their own leadership and building quick successes with staff, Board and donors. Target audience- C-suite, Executive Directors and Board members of established nonprofits.

OPERATIONS/HR TRACK

Session: *A POWERFUL PANEL – Experienced Nonprofit Leaders Share Their Secrets for managing employee change*

Speaker: Cathy Miller
Community Impact Director, United Way of Madison County

Cindi Williamson
Executive Director, New Hope Children's Clinic

Reggie McKenzie
Executive Director, Harris Home for Children

Paulette Risher
CEO/President, Still Serving Veterans

Overview: Unlock the keys to practical best practices. This expert panel of nonprofit leaders from United Way's family of agencies to offer their best advice on employee self-care, promoting a productive culture, and managing staffing changes and challenging. Sure to be a lively and informative discussion, driven by YOU! Target audience- supervisors of 1-100 nonprofit employees; board members, executive directors and HR professionals.

PATHWAYS OUT OF POVERTY TRACK

Session: *True Charity Part 2: The Tools to Fight Poverty*

Speaker: James Whitford
Executive Director, True Charity Initiative

Missy Hanks
Executive Director, The ELM Foundation

Overview: A new definition of poverty requires a new set of tools for poverty fighting. The national True Charity Initiative provides access to tools, curriculum, and resources. Learn how organizations can build relationships with clients in need, create effort-based “earn it” programs, individualize the approach to poverty fighting, and measure program outcomes. Find out how your community can use these foundational principles of compassion to decrease dependence and increase self-reliance. Target audience- Nonprofit agency staff and board members, community leaders and those working with direct services.

PUBLIC RELATIONS TRACK

Session: *Navigating your stakeholders and the importance of buy-in throughout the marketing process*

Speaker: Abby Guasti
Senior Account Executive, Red Sage Communications, Inc.
Wendy Daehn
Account Executive, Red Sage Communications, Inc.

Overview: Your organization's stakeholders are all in. They can be your best ambassadors...and strongest critics. Explore the benefits of engaging your board members, community leaders, volunteers, clients, etc., to participate in the marketing process. And what does that look like? How can you empower them to be the ambassador your organization needs? Target audience- anyone involved with marketing, board engagement and development.