



**6th annual NSFA National Conference
Wednesday – Friday, April 13 – 15, 2011
InterContinental Hotel, On the Plaza, KC, MO**

Pre-Conference Schedule Wednesday, April 13th, 1:00 PM - 4:00 PM

Offering comprehensive three hour workshops of instruction in the following areas

Three (3) hrs. of NSFA Training credit offered for attendees at these workshops

Elaine Free Ed.D. : *Successfully Starting an Education Foundation*

Randall Hallett JD: *Keeping your Foundation Legal: A 25 Point Checklist for ED's and Board Members*

Jodi Bender Sweeney & Jane Gallucci: *Lift-off: Raising Expectations & Raising Results with your Alumni and Donors*

Dawn Marie Baletka PhD: *Grants R Us: Successful School Grant Writing Techniques*

Jeffrey Byrne: *Board Building: Roles, Responsibilities, Recruitment and Training*

Conference Keynotes

Thursday, April 14

Breakfast Keynote: Christa Dubill, *News Anchor, NBC Action News, KC, MO*

Noon Keynote: Munro Richardson PhD, *Vice President of Education, Ewing Marion Kauffman Foundation, KC, MO*

Friday, April 15

Breakfast Keynote: Tom DeLapp: *President: School Communication Resources, Los Angeles, CA*

Noon Keynote: Dave Sternberg; *Partner: Loring Sternberg & Jim Mervilde PhD, Superintendent, Washington TWP Schools, Indianapolis, IN*

Conference Schedule

Thursday, April 14

7:30 AM Breakfast

8:00 AM Keynote: *Christa Dubill*

8:50 AM Breakout I

10:00 AM Vendors & refreshments

10:45 AM Breakout II

12:00 Noon....Lunch & Keynote: *Munro Richardson*

1:30 AM Breakout III

2:45 PM Vendors & refreshments

3:30 PM Breakout IV

5:00 PM vendor reception/cocktail/drawings hour

6:30 PM Networking Dinners* on the Plaza...Restaurants are within easy walking distance of the hotel:
see list attached to the front page of the website.

(*Foundation networking sign-ups will be available at the registration table)

Administration & Leadership

Jane Gallucci: *"Baffled and Bugged Down: Meeting the Ever-Changing Governance Challenge at Your Foundation"*

Aly Sterling, CFRE: *"The Transformational Trustee: Engaging Your Board in Fundraising"*

Bill Hoffman: *"Develop Your Board to Develop Your Foundation"*

Susan Van Hoosier, Jill Filer & Cindy Von Feldt: *"Board Building: Recruitment, Orientation, Training and Growth"*

Fundraising and Development

Jim & Scott Holdman: *"No Money, No Mission"*

Jodi Bender Sweeney: *"The Full Fundraising Plan & Prioritizing your Annual Campaign Including Major Gifts"*

Amanda Osborne: *"Board Recruitment: Developing a Fundraising Board"*

Traci Skalberg: *"Staff Campaigns: Developing a Culture of Giving in Your School"*

Marketing & Communications

Lori Worth Smith: *"Strategic steps to inspire and engage for foundation growth."*

Christy Farnbauch: *"Proven Ways to Engage Your Community: Crafting Clear and Compelling Messages"*

Jennie King: *"Effectively Marketing a School Foundation: Real life lessons from the Ft Thomas Ed Foundation."*

Fred Campos: *"How Do You Affectively Build and Run a Social Media Campaign"*

Operations

Randall Hallett: *"Legal and Operational Review for your K-12 Foundation"*

Gary Steiner and Chris Zimmerman: *"Foundations in Crisis: Handling Tough Situations in Your School or Foundation. How Would You Respond?"*

Connie Pelphrey and Valerie Foster: *"Operating a foundation office: large or small"*

Milli Christner PhD and Laurie Cromwell: *"Assuring a Successful Start to your Foundation: Years One to Five"*

Programs

Robert Hulse & Susan VanHooser *"Importance of successfully aligning foundation programs with district needs"*

Susan Sweeney, Liz Stokes & Nice Alterman *"Creating Successful Programs: An overview of the program development process"*

Jeffrey Byrne: *"Planned giving for K-12 foundations: Planned giving instruments you should be using with your constituents"*

Leadership Exchange: *"Effectively leading your foundation", a question and answer hour with experienced foundation directors: a time of questions, discussion and potential solutions.. Moderated by NSFA board member Bill Hoffman*

Bonus Breakout

Jim & Scott Holdman: *"No Money, No Mission"*

Friday, April 15 Schedule

7:30 AM Breakfast

8:00 AM Keynote: Tom DeLapp

8:45 AM Roundtables: see topics below

10:30 AM Vendor/Break

11:00 AM Breakouts: see Friday break outs below

12:00 Noon....Lunch & Keynote: Dave Sternberg and Jim Mervilde

Friday Breakouts

Administration & Leadership

Wayne Padover, Bob Watkins, Jim Mervilde & Dennis Fisher: *"Getting the School District Board and Administration on the Education Foundation Team" (All speakers are current or former superintendents of districts with an active foundation)*

Fundraising and Development

Dave Sternberg: *"Beyond Classroom Grants: A Challenge to Think Big!"*

Marketing & Communications

Barry Weaver: *"Latest Tools in Fundraising & Donor Cultivation Technology"*

Operations

Darrell Slabaugh & Elaine Free: *“Key Policies and Operational Procedures You Should Have in Place in your Ed. Foundation.”*

Programs

TBA: *“Ideas for Finding and Effectively Reaching your Alumni”*

Friday Round-table Discussion Leaders /Topics

1. **Greg Dietrich:** *Strategic planning to revive your foundation*
2. **Marcia Smith Fleres & Mary Chance:** *Starting and managing a K-12 statewide association
Operating a k-12 foundation, year’s one - three*
3. **Geva Thole:** *Managing the small to mid-sized foundation*
4. **Candy Johnson:** *Developing and operating a teacher store for our district*
5. **Deb Smith:** *Bridging relationships with your alumni association*
6. **Connie Pelphrey:** *Event idea exchange: bring yours to share*
7. **Chris Zimmerman:** *Recovering from \$1.2 M embezzlement in our ed foundation: how we rebuilt the organization and its credibility*
8. **Gary Steiner:** *How our foundation handled a major crisis: Two died and one seriously wounded in a school shooting at the Millard South High School*
9. **Fred Campos:** *“How Non-Profits Benefits from Facebook and Twitter”*
10. **Aly Sterling:** *Developing transformational trustees on your board*
11. **Lynne Grasz:** *Marketing suggestions for your nonprofit organization*
12. **Sheryl Franke:** *On-line giving, why it’s important for our foundation*
13. **Don Bayne:** *Cascade Data Systems, Donor management software solutions*
14. **Barry Weaver:** *e-Tapestry “Winning web activities for your foundation”*
15. **Matt Wahrhaftig:** *“Engaging your alumni through direct mail”*
16. **Chubb Group Rep.:** *Liability insurance*
17. **Jim & Scott Holdman:** *Successfully managing fundraising duties at your foundation*
18. **Edward D Jones:** *Sound management principles for your foundation’s investments*
19. **Elaine Free:** *Hiring foundation personnel*
20. **NSFA Staff:** *Anything goes, question and answer*

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