

NSFA 2019 National Conference  
**CHART YOUR COURSE**  
*for* **SUCCESS**

February 11-13, 2019

SAN DIEGO, CA



## 2019 National Conference Schedule

### Sunday, February 10, 2019

9:00 AM – 5:00 PM

NSFA Board Meeting and Annual Retreat

### Monday February 11, 2019

8:30 AM – 9:00 AM

Lobby Foyer

Pre-Conference Member Registration Check-in

9:00 AM - 2:00 PM

East Coast

**Pre-Conference Session: New Foundation or Foundation Leader Training.** *Are you new to the education foundation industry? Is your foundation just getting started, or restarted? Two renowned education foundation experts will share fundamentals in: Governance, Financial and Legal Responsibilities, District Relationships, Aligning Funding Priorities with District Priorities, Fundraising, Staffing, Engaging your Board and Telling Your Story. Get your most pressing questions answered while building a national peer support network. (\$100 Limited to first 30 registrants)*

9:00 AM - 2:00 PM

West Coast

**Pre-Conference Session: Training for Experienced Leaders.** *This session is designed for experienced education foundation or other non-profit leaders who want to increase their effectiveness in “non-fundraising” areas such as time management, navigating challenging relationships, building leadership skills and measuring your foundation’s impact. Build a national peer support network. (\$100 Limited to first 30 registrants)*

11:00 – 12:00 PM

Loma Vista Terrace

**Optional Mentoring Lunch** for New and Experienced Leaders in Pre-Conference Sessions

1:00 PM – 2:15 PM

Lobby Foyer

Pre-Conference Member Registration Check-in

2:15 PM - 4:15 PM

Coast Ballroom

**Pre-Conference NSFA Member Session: Charting Your Course for Success – Mastering Strategic Planning.** *Designed for leaders of all experience levels, this two hour workshop, taught by a strategic planning expert from USD—will provide you with*

	<i>an in-depth knowledge of best practices in strategic planning and a “hands on” learning opportunity. Only for NSFA Members. Not yet a member, join today and attend.</i>
4:15 PM – 7:00 PM <i>Lobby Foyer</i>	Conference Registration Check-in
5:00 PM – 7:00 PM <i>Loma Vista Terrace</i>	<b>Welcome and Networking Reception</b>
7:30 PM – 10:00 PM	Explore San Diego – Old Town, Little Italy, Gas Lamp District
<b>Tuesday February 12, 2019</b>	
8:00 AM – 9:00 AM <i>Lobby Foyer</i>	Pre-Conference Member Registration Check-in
8:00 AM - 9:00 AM <i>Pacific Ballroom</i>	<b>Exhibits Open and Networking Breakfast by Role</b> <i>ED no staff, ED 1-4 Staff, ED 5+ Staff, Development Staff, Marketing Staff, Program Staff, Business Managers, Other Staff, Foundation Board Members in All Volunteer Org., Foundation Board with Staff, Superintendents, School Board Members</i>
9:00 AM – 9:30 AM 9:30 AM – 10:45 AM <i>Pacific Ballroom</i>	<b>Opening Session with NSFA Leadership &amp; CEFL Recognition</b> <b>Keynote</b> – Jay Wilkinson, <a href="#">Author/Speaker</a> , Founder of Firespring   “Culture Eats Strategy for Breakfast (and Lunch and Dinner)”   <i>Is your organizations culture determined by design or default? Join lifelong entrepreneur Jay Wilkinson, to discover how to purposefully create an award-winning nonprofit culture that reflects values like diversity, equity and inclusion with minimal resources. By taking simple, actionable steps to improve their culture, any organization can attract and retain the best volunteer and staff talent and grow both internally and externally. Jay has been passionate about crafting his own company’s culture for decades, and now spends time helping others do the same.</i>
10:45 AM – 11:00 AM	Break
11:00 AM – 12:15 PM <i>Based on Session</i>	<b>Learning Sessions A</b> – Fundraising, Student Programs, Board Development & Leadership, Marketing & Communications Tracks
12:15 PM – 1:30 PM <i>Pacific Ballroom</i>	<b>Luncheon &amp; Keynote</b> – Azim Khamisa, <a href="#">Speaker/Author</a>   “Supporting a World at Peace, Teaching Kids Principles of Non-Violence & Peace-Making”   <i>Azim Khamisa guides audiences in how to take fulfillment and peace into the world to help support a world at peace. For Azim, the action step included working with children, teaching them of the choice between the world of gangs and violence and the world of peace and nonviolence. For you, what is that first step that leads to the thousand, where you don’t simply talk or philosophize, but take action...and make the difference you were born to make?</i>

1:30 PM- 2:45 PM <i>Based on Session</i>	<b>Learning Sessions B</b> – Fundraising, Student Programs, Board Development & Leadership and Marketing & Communications Tracks
2:45 PM – 3:45 PM <i>Pacific Ballroom Embarcadero</i>	<b>Visit Vendor Booths Industry Leadership Council Meeting</b>
3:45 – 5:00 PM <i>Based on Session</i>	<b>Learning Sessions C</b> – Fundraising, Student Programs, Board Development & Leadership and Marketing & Communications Tracks
6:00 PM Casa Guadalajara (Old Town)	NSFA State Leader's Dinner (invitation only)
6:00, 6:30, 7:00 PM	Free Night or Sign up for a Dine Around with peers in San Diego. Sign-up at Registration Desk
<b>Wednesday, February 13, 2019</b>	
8:00 AM - 9:00 AM <i>Pacific Ballroom</i>	<b>Exhibits Open and Networking Breakfast by Type of Foundation</b> <i>Large Urban, Small Rural, Medium Rural, Small Suburban, Medium Suburban, Large Suburban, Single High School, Private School, County Wide Foundation</i>
9:00 AM – 9:30 AM 9:30 AM – 10:45 AM <i>Pacific Ballroom</i>	<b>Awards</b> - SWAG, Superintendent of the Year – Dr. Susan Enfield, Highline Public Schools (WA) <b>Keynote</b> – Dr. Laura Deitrick, <a href="#">Associate Director of the Nonprofit Institute; USD</a> <i>What is Research telling Us About preK-12 Investments?   Education Foundations collectively invest millions of dollars in education initiatives each year. But, for everything we invest in, there is an opportunity cost for that in which we don't invest. What does the latest research tell us about the programs and strategies which are providing the greatest return in preK-12 Education?</i>
10:45 AM – 11:00 AM	Break
11:00 AM – 12:15 PM <i>Based on Session</i>	<b>Learning Sessions D</b> – Fundraising, Student Programs, Board Development & Leadership and Marketing & Communications Tracks
12:30 PM – 2:00 PM <i>Pacific Ballroom</i>	<b>Closing Session &amp; Lunch and Keynote Panel - HOW DID THEY DO IT?</b> Traci Skalberg, CEFL   E.D. Grand Island Public Schools Foundation (NE); Mary Melon, CEFL   CEO Foundation for Oklahoma City Schools (OK); Gail Rothman, CEFL   E.D. Decatur Education Foundation (GA) <i>Panel discussion and Q &amp; A with some of the most successful executive directors in the industry explaining what they did to grow their foundation's revenue, staff and organizational impact along with the challenges they faced along the way and how they overcame them.</i>

	<b>Door Prize Drawing Extravaganza</b>
3:00 PM – 5:00 PM <i>TBD</i>	<b>Task Force and Committee Meetings</b>