

WORKSHOPS

9:30 AM – 11:00 AM

SOCIAL ENTERPRISE

Joseph Townsend, Senior Vice President, Social Enterprise, National Executive Services Corps (NESC)
Anne Finn, Senior Vice President, Social Services, National Executive Service Corps (NESC)

Description: Learn about social enterprise as a means to generate unrestricted cash flow from human, physical, technological and brand assets. A new source of revenue developed from existing assets is designed to stay on mission and within client capacity. This earned income has become a most valuable asset to NESC clients.

1:00 PM - 2:30 PM

HOW TO EVALUATE AND IMPROVE YOUR WEBSITE

Peter Levinson, *President and Creative Director, LevinsonBlock LLC*

Description: Ever wonder how your organization's website can be improved? In this interactive workshop, we'll review actual participant's websites. Learn the keys to a successful website, how to evaluate them, and get practical advice on making your website better. Participants who want their websites reviewed must submit their URL prior to the workshop.

2:30 PM - 4:00 PM

THE NONPROFIT FUNDRAISING SOLUTION : Powerful Revenue Strategies to take you to the Next Level

Laurence Pagnoni, Chairman, LAPA Fundraising

Description: Laurence Pagnoni will lead this interactive session, sharing valuable techniques from his recent book, *The Nonprofit Fundraising Solution*. You'll take away applicable actions you can implement when you return to the office. In this session, you will learn practical steps to: find new donors, uncover prospective donors, engage donors in five steps, integrate the right moves management program, determine the right-sized donor constituency for your nonprofit.

MORNING SESSION: 9:00AM – 12:00PM

The following consultants are available at these times by appointment only:

- 9:15AM – 10:00AM

BUDGET/FINANCE & ACCOUNTING

CAPACITY BUILDING

COMMUNICATIONS & MARKETING

COMMUNITY ECONOMIC DEVELOPMENT

CORPORATE FUNDRAISING

EXECUTIVE COACHING

FUNDRAISING

HUMAN RESOURCES – ORGANIZATIONAL DEVELOPMENT & STAFF TRAINING

LEADERSHIP TRANSITION

LEGAL ISSUES – HOW TO START A NONPROFIT

PROGRAM EVALUATION AND OUTCOMES

RAISING PHILANTHROPIC SUPPORT

STRATEGIC ALLIANCES, MERGERS & COLLABORATIONS

STRATEGIC PLANNING

THE ROLE OF THE BOARD IN GOVERNANCE & FUNDRAISING

AFTERNOON SESSION: 1:00PM – 4:00PM

The following consultants are available at these times by appointment only:

- 1:00PM – 1:45PM
- 1:45PM – 2:30PM

BUDGET/FINANCE

DONOR AND PROSPECT RESEARCH/ RESOURCE MOBILIZATION

EXECUTIVE DIRECTOR ROLE

FINANCIAL STRATEGY & COMMUNICATION

FOUNDATION GRANTS

HOW TO USE STUDENT INTERNS

HUMAN RESOURCES – ORGANIZATIONAL DEVELOPMENT &

EXECUTIVE COACHING

NAVIGATING ORGANIZATIONAL CHANGE

PROGRAM EVALUATION & OUTCOMES

SOCIAL MEDIA

STRATEGIC PLANNING

THE ROLE OF THE BOARD IN GOVERNANCE & FUNDRAISING

TRENDS IN TECHNOLOGY

VOLUNTEER MANAGEMENT

- 10:30AM – 11:15AM
- 11:15AM – 12:00PM

Dan Williams, Associate Professor, *Baruch College, School of Public Affairs*

John Casey, Associate Professor, *Baruch College, School of Public Affairs*

Denise Patrick, Adjunct Lecturer, *Baruch College, Weissmann School of Arts and Science*

Alfred Gill, Executive Director, *Neighborhood Housing Services of Staten Island*

Greg King, Principal, *Strategic Philanthropy Advisors, LLC*

Debra Keenan, Principal & Founder, *DKB Consulting, LLC*

Kathy Herre, Interim Development Director & Development Consultant, *Herre Consulting*

Pavitra Menon, Consultant, *Community Resource Exchange (CRE)*

Traci Lester, Executive Director, *LSA Family Health Services*

Sonia Jarvis, Esq., Distinguished Lecturer, *Baruch College, School of Public Affairs*

Nicole Marwell, Associate Professor, *Baruch College, School of Public Affairs*

Linda Franciscovich, Executive Director, *The Grossman Family Foundation*

Sandra A. Lamb, President and CEO, *Lamb Advisors LLC*

John Braunstein, Director, *AKA Strategies*

Hank Goldstein, Principal, *The Oram Group, Inc.*

- 2:30PM – 3:15PM
- 3:15PM – 4:00PM

Phil Gartenberg, President, *Fulcrum Associates*

Bonnie Osinski, *Fund Development Consultant, Osinski Development Resources*

John Corwin, Interim Chief Executive for Nonprofits, *Corwin Consulting, LLC*

Phil Rosenbloom, Founder & Principle, *TARN Consulting*

Mary Tufts, Deputy Director of Foundation Relations, *Baruch college*

Michael Feller, Principal, *Strategic Philanthropy Advisors, LLC*

Janet Waterston, Consultant

Michael Seltzer, Distinguished Lecturer, *Baruch College, School of Public Affairs*

Joan Straussman Brandon, Private Consultant

Kyra Gaunt, Adjunct Associate Professor, *Baruch College*

Molly Penn, President, *Penn Consulting*

Michael Davidson, Board Coach, *Nonprofit Management Services*

Fred Fields, Chief Operating Officer, *Older Adults Technology Services (OATS)*

Susan Chambré, Professor Sociology & Anthropology, *Baruch College*