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.

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 Chambre, Professor Sociology & Anthropology, Baruch College
<table>
<thead>
<tr>
<th>Table #</th>
<th>Consultant</th>
<th>Topic</th>
<th>9:15AM</th>
<th>10:30AM</th>
<th>11:15AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dan Williams</td>
<td>BUDGET/FINANCE &amp; ACCOUNTING</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>John Casey</td>
<td>CAPACITY BUILDING</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Denise Patrick</td>
<td>COMMUNICATIONS &amp; MARKETING</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Alfred Gill</td>
<td>COMMUNITY ECONOMIC DEVELOPMENT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Greg King</td>
<td>CORPORATE FUNDRAISING</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Debra Keenan</td>
<td>EXECUTIVE COACHING</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Kathy Herre</td>
<td>FUNDRAISING</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Pavitra Menon</td>
<td>HUMAN RESOURCES – ORGANIZATIONAL DEVELOPMENT &amp; STAFF TRAINING</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>9</td>
<td>Traci Lester</td>
<td>LEADERSHIP TRANSITION</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>10</td>
<td>Sonia Jarvis, Esq.,</td>
<td>LEGAL ISSUES – HOW TO START A NONPROFIT</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Nicole Marwell</td>
<td>PROGRAM EVALUATION AND OUTCOMES</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Linda Franciscovich</td>
<td>RAISING PHILANTHROPIC SUPPORT</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Sandra A. Lamb</td>
<td>STRATEGIC ALLIANCES, MERGERS &amp; COLLABORATIONS</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>John Braunstein</td>
<td>STRATEGIC PLANNING</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>15</td>
<td>Hank Goldstein</td>
<td>THE ROLE OF THE BOARD IN GOVERNANCE &amp; FUNDRAISING</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

X - Session not available
<table>
<thead>
<tr>
<th>Table #</th>
<th>Consultant</th>
<th>Topic</th>
<th>1:00PM</th>
<th>1:45PM</th>
<th>2:30PM</th>
<th>3:15PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Phil Gartenberg</td>
<td>BUDGET/FINANCE</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>2</td>
<td>Bonnie Osinski</td>
<td>DONOR AND PROSPECT RESEARCH/ RESOURCE MOBILIZATION</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>3</td>
<td>John Corwin</td>
<td>EXECUTIVE DIRECTOR ROLE</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Phil Rosenbloom</td>
<td>FINANCIAL STRATEGY &amp; COMMUNICATION</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>5</td>
<td>Mary Tufts</td>
<td>FOUNDATION GRANTS</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Michael Feller</td>
<td>HOW TO USE STUDENT INTERNS?</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>7</td>
<td>Janet Waterston</td>
<td>HUMAN RESOURCES – ORGANIZATIONAL DEVELOPMENT &amp; EXECUTIVE COACHING</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Michael Seltzer</td>
<td>NAVIGATING ORGANIZATIONAL CHANGE</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Joan Straussman Brandon</td>
<td>PROGRAM EVALUATION &amp; OUTCOMES</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Kyra Gaunt</td>
<td>SOCIAL MEDIA</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>11</td>
<td>Molly Penn</td>
<td>STRATEGIC PLANNING</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Michael Davidson</td>
<td>THE ROLE OF THE BOARD IN GOVERNANCE &amp; FUNDRAISING</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>13</td>
<td>Fred Fields</td>
<td>TRENDS IN TECHNOLOGY</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>14</td>
<td>Susan Chambre</td>
<td>VOLUNTEER MANAGEMENT</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

X - Session not available