

Michigan Nonprofit SuperConference 2006

new directions in
nonprofit
excellence

May 2-3, 2006 Sheraton Detroit Novi

Preconference Day, May 1, 2006



Michigan Nonprofit Association

welcome

The Michigan Nonprofit SuperConference is the premier opportunity for nonprofit leaders to come together for learning, networking and renewal. This year's theme is *New Directions in Nonprofit Excellence*. The theme addresses the challenges faced by Michigan nonprofit leaders and the opportunity that these challenges provide to identify new and better ways to meet our missions.

This exciting networking and learning experience builds on the traditions of our two former conferences – Grantmakers-Grantseekers Conference and the Volunteerism SuperConference by combining the best elements into one event we call the Michigan Nonprofit SuperConference. Highlights of the SuperConference include:

- Outstanding keynote speakers, including Paul Rusesabagina, the real-life hero portrayed in the movie *Hotel Rwanda*; Sterling Speirn, President and CEO of the W. K. Kellogg Foundation; and Dan Moore, Vice President of Public Affairs for GuideStar
- Over 35 workshops on topics such as fund development, nonprofit management, governance, advocacy, national service program management, volunteer program management and communications
- A preconference Professional Development Day sponsored by the Association of Fundraising Professionals, Greater Detroit Chapter
- A preconference full-day workshop built on MNA's Principles and Practices for Nonprofit Excellence in Michigan
- Careers in the Nonprofit Sector - The Best Place to Be
- Networking Reception
- Exhibits from service and product suppliers
- Many opportunities for networking

The challenges faced by nonprofit leaders can seem overwhelming at times. Join us at the Michigan Nonprofit SuperConference for the tools you need to succeed.



N. Charles Anderson
Planning Committee Chair
President & CEO, Detroit Urban League



Sam Singh
President & CEO
Michigan Nonprofit Association

sponsors

We thank our sponsors for their help in making the Michigan Nonprofit SuperConference possible.

V.I.P. Sponsors

- Comerica Bank
- ConnectMichigan Alliance
- Michigan State Housing Development Authority
- Mutual of America

Supporting Sponsors

- Council of Michigan Foundations
- Michigan Association of School Administrators
- Michigan Association of United Ways
- Michigan Health Council
- Pfizer

For information on becoming a SuperConference sponsor contact Dave Swenson at 517/492-2400 or dswenson@mnaonline.org.

www.mnaonline.org

keynote speakers



Paul Rusesabagina

May 3, Lunch

As Rwanda descended into a genocide that killed almost one million people, Paul Rusesabagina found the courage to save over 1200 individuals. The movie *Hotel Rwanda* told the story of this real-life hero. Mr. Rusesabagina will share his perspective on commitment to community and sign copies of his new book *An Ordinary Man*.



Sterling Speirn

May 2, Lunch

Sterling Speirn is the President and CEO of the W. K. Kellogg Foundation, one of the largest and most innovative foundations in the world. Mr. Speirn, a leader in the philanthropic field, was previously the president and CEO of the Peninsula Community Foundation, one of the San Francisco Bay area's largest foundations.



Dan Moore

May 3, Morning

Dan Moore is the Vice President of Public Affairs for GuideStar. GuideStar assembles and delivers a database of financial and operational reports on public charities. Mr. Moore is a past president of the National Association of State Charity Officials (NASCO).

conference schedule

Monday, May 1 (Preconference Day)

Association of Fundraising Professionals Professional Advancement Day—Winning Strategies for Raising Major Gifts

8:30 am registration and continental breakfast
 9:00 am program
 Noon networking lunch
 3:30 pm close

Step by Step: Principles and Practices for Nonprofit Excellence and Mission Achievement

8:00 am registration and continental breakfast
 9:00 am program
 Noon networking lunch
 4:00 pm close

Careers in the Nonprofit Sector—The Best Place to Be 4:00 – 6:00 pm

Tuesday, May 2

8:00 am registration and continental breakfast
 9:00 – 10:15 am foundation leaders panel
 10:45 am – noon conversations with funders and workshops
 12:15 – 1:45 pm luncheon and Sterling Speirn keynote
 Red Wagon Awards
 2:00 – 3:15 pm workshops
 3:45 – 5:00 pm workshops
 5:00 – 5:45 pm networking reception

Wednesday, May 3

7:30 am registration and continental breakfast
 7:30 – 8:15 am table-top discussions
 8:15 – 9:00 am morning plenary, Dan Moore keynote
 9:15 – 10:30 am workshops
 11:00 am – 12:15 pm workshops
 12:30 – 2:15 pm luncheon and Paul Rusesabagina keynote
 2:30 pm - post conference meetings

meet the grantmakers

The Council of Michigan Foundations has planned an exciting morning of opportunities to meet and hear from Michigan grantmakers on Tuesday, May 2.

A panel of top foundation leaders will share their views on where foundation priorities are going and strategies to improve cooperation between grantmakers and grantseekers. Ample time will be scheduled for questions and answers.

The workshop section Tuesday morning will include the option of participating in a 75 minute Conversation with Funders with foundation representatives interested in funding specific types of programs. Program areas include:

- Arts
- Human Services
- Health
- Environment
- Community Development
- Youth/Education



For more details visit www.mnaonline.org/conferences.asp 3

conference features workshop tracks & workshops

workshop tracks

Workshops: Michigan Nonprofit SuperConference 2006 features more than 35 workshops designed to fit the diverse needs of conference participants. Workshops are designated in tracks to help attendees identify appropriate sessions. Advanced level workshops are identified.

Exhibitors: The exhibit area provides an opportunity to learn about new products and services available, as well as to explore the services of a variety of local and statewide organizations. Door prizes are awarded based on visiting exhibit booths. For information on being an exhibitor, contact Mary Estrada at 517/492-2443 or mestrada@connectmichiganalliance.org.

Bookstore: Review and purchase publications on issues relevant to the nonprofit sector. Select speakers' books. Have speakers autograph their books. MNA members will receive a discount on their purchases.

Cyber Café: (located in the bookstore) Check your e-mail, check out demonstration copies of selected software and explore the vast array of web-based resources available to the nonprofit sector.

Networking Reception: Create new connections and renew old friendships. Join fellow conference participants and friends for a networking reception on Tuesday afternoon, May 2nd. Complimentary snacks and cash bar will be available.

Governor's Service Awards: You won't want to miss the 2006 Governor's Service Awards! Join **Governor Jennifer Granholm**, **First Gentleman Daniel Mulhern**, and actor/comedian **Jeff Daniels** to pay tribute to Michigan's volunteers. The celebration is being held on Saturday, May 20, 2006 in southeast Michigan. For tickets contact Kathie at 517/373-4200 or email gsa@michigan.gov.

conference features

- Nonprofit Management
- Nonprofit Governance
- Fund Development
- National Service Program Management
- Volunteer Program Management
- Advocacy/Public Policy
- Research
- Communications

workshops

Workshops are subject to change. Visit www.mnaonline.org/conferences.asp for times, descriptions and tracks.

Sustainability: A Model for Continuous Program Enhancement

Christine Ameen
Ameen Consulting & Associates

The Nonprofit Leader as Social Architect: Building Foundations for Collaborative Relationships (ADVANCED)

Mary Jo Asmus
Aspire Collaboration Services LLC

Paul Knudstrup
Midwest Consulting Group

Refocus on Program Accountability: When and How to Select an Outside Evaluator

Allan Becker
APB Associates

Neva Nahan
Western State University

Amanda Johnson
University of Michigan

A New Normal - Facing FEAR with Faith, Enthusiasm, Attitude and Resolve!

Marilyn Beverley
MRB - Motivate...Resolve...Believe!

Fiscal Oversight for Non-Financial Leadership: Narrowed Focus, Deeper Understanding, Expanding Opportunities

Robert Blumenfeld
Orchards Children's Services Inc

The Nonprofit Entrepreneur

Richard Brewster
National Center for Nonprofit Enterprise

How to Develop A Successful Investment Strategy

Judy Brosky
Good Harbor Investments

Capital Project Financing (ADVANCED)

John Cavanaugh
Alfred Diebel
Comerica Securities

Craig Hammond
Dickinson Wright, PLLC

Follow the Dollars: An Insiders Guide to the State Budget

Tom Clay
Citizens Research Council of Michigan

What's Hot at the Capitol

Sandi Cotter
Dykema Gossett, PLLC

Assessing the Health of Your Nonprofit Organization

Nicole Dandridge
Michigan State University College of Law

The Recruitment & Retention of Quality Employees in a Shifting Economy

Gary Dembs
Non-Profit Personnel Network

Enhancing Customer Service

Mary Ellen Dolan
Dolan and Associates LLC

Finding Funders FC Search to the Rescue

Karen Downing
Michigan State University

What Fundraisers Can Learn From A Swoosh

Mark Doyal
QueueCreative

Framing: Develop and Deliver Effective Advocacy Messages

Joanne Eason
Stony Point Communications, Inc.

Success Case Method: A "New Direction" in Program Evaluation

Stephen Gill
Stephen J. Gill Consulting

Robert Brinkerhoff
Western Michigan University

Building and Maintaining Corporate Partnerships: An Industry Overview in Michigan

Flo Golod
Access Philanthropy

www.mnaonline.org

Building Your Nonprofit Sustainability

Robin Lynn Grinnell
Michigan Nonprofit Association

Fraud in the Workplace—How is Your Nonprofit Vulnerable?

Charles Hawes
Yeo & Yeo, PC, CPAs & Business Consultants

Effectively Evaluating Your Website

Mark Hoffman
Grand Valley State University

Andy Wolber
NPower Michigan

Our Organization Has A Website, But No One Uses It...

Lori Kadavy
Digital IMS

Shaking Trees: Raising Resources to Sustain Nonprofit Agencies

Noreen Keating
Enhancing Your Nonprofit

Aimee Laramore
Allyd Image Consultants

Volunteer Program Management

Lori Krueger
Good Samaritan Ministries

Cost Cutting After Having Cut to the Bone

Fred Leeb
Nonprofit Management Group LLC

Remembering Roots and Routes

Deb Macon
Wayne State University

Finally, Getting Governance Right! (ADVANCED)

David Medema
Medema Consulting Associates LLC

The State of the Michigan Nonprofit Sector

Chris Nelson
Michigan Association of United Ways

Jeff Williams
Public Sector Consultants

Mark Wilson
Michigan State University

Building and Maintaining Corporate Partnerships: An Industry Overview in Michigan

Steve Paprocki
Access Philanthropy

Taking the "E" Way - Electronic Marketing & Communications

Robert Robinson
Robert Anthony Marketing,
Communications and Public Relations

Nonprofits on the Brink (ADVANCED)

Gary Snyder
Nonprofit Management Group LLC

The Costs and Benefits of Activities to Improve Organizational Effectiveness

Joanne Sobeck
Elizabeth Agius
Wayne State University

Building Your Board

Susan Katz Froning
Nonprofit Enterprise at Work (NEW)

Collaboration: An Essential Skill For Nonprofits (ADVANCED)

Paul Sturm
Collaborative Consulting Group

Living the Leader Role - Managing the Thresholds of Leadership

Sue Waechter
Cornerstone Consulting Associates

Extreme Reality - Can They Take It?

Marcey Walsh
Reconnecting Teens with Reality

Synergy as a Solution: Collaborating With Your Fellow Nonprofits

Elizabeth Weiss-DeBoer
Van Buren County Michigan State
University Extension

Choosing and Using Your Donor Management System

Andy Wolber
NPower Michigan

Preconference Day, May 1, 2006

Preconference Day

Step By Step: Principles & Practices for Nonprofit Excellence and Mission Achievement

8:00 am registration and continental breakfast
8:30 am – 4:00 pm seminar

Principles & Practices for Nonprofit Excellence in Michigan is designed as a series of resources for nonprofit self-assessment and planning. Ten guiding principles outline more than 100 recommended practices, including federal and state regulations. You will receive an orientation to the *Principles and Practices* resources; learn about Nonprofit Lifecycles and how development stages are directly linked to your daily work; and explore the *Principles & Practices* assessment process. You will walk away with an action plan in three key areas and a solid understanding of your organization's next steps.

We encourage team participation, including both board and staff members. All participants receive a copy of the *Principles & Practices Assessment Tool* (a \$35 value).

Presenter: Robin Lynn Grinnell, Director, Michigan Nonprofit Leadership Institute.

Registration: MNA members \$50, not-yet members \$60.

Careers in the Non-Profit Sector – The Best Place to Be

4:00 – 6:00 pm
Presented by the Non-Profit Personnel Network and Michigan Nonprofit Association. A panel discussion and audience questions and answers on the state of hiring/recruitment and retention of employees in Michigan's rapidly growing nonprofit sector. Topics include: "Career Path and Development;" "How to Organize a Job Search;" "Resume and Interview Tips" and much more.

Presenters include Gary Dembs, President of the Southfield-based Non-Profit Personnel Network, and other human resource professionals.

Registration: \$25.00.

AFP Professional Advancement Day

Winning Strategies for Raising Major Gifts

Sponsored by the Association of Fundraising Professionals (AFP), Greater Detroit Chapter

8:30 am Registration and Continental Breakfast
9:00 am Program
3:30 pm Close

Morning Program:

Successful Solicitations:

Maximizing Results from Start to Finish

Important components to help develop mutually beneficial relationships that result in meaningful gifts for both the donor and the institution. Presenter: Penelepe Hunt, Associate Chancellor and Vice President, University of Illinois at Chicago and CASE faculty member.

Afternoon Program:

Moves Management: From Art to Science

How to successfully manage your prospect portfolio. Focusing on moving potential donors forward and stewarding existing donors. Presenter: Doug Stewart, CFRE, Director of Development, Children's and Women's Health, University of Michigan.

Registration: AFP and MNA members \$85, No-yet members \$95.

For more details or to join AFP visit <http://afp.lafeldt-post.com/>

hotel

The Sheraton Detroit Novi is the site and the provider of discount rooms of the SuperConference and pre-conference events. The hotel is at 21111 Haggerty Road in Novi, Michigan. The hotel is north of Eight Mile Road and west of I-275. Eight Mile is Exit 167 from I-275. Detailed directions and a map will be emailed with conference confirmation and are available on the conference web site.

Rooms are \$119 single or double until April 21. Call 248/349-4000 and mention "Michigan Nonprofit SuperConference."

new directions
in nonprofit
excellence

May 2-3, 2006
Sheraton Detroit Novi
Novi, Michigan

REGISTRATION NOTES

1. Conference capacity is limited – register today!
2. Please print or type.
3. The registration form may be copied if needed: please submit a separate registration form for each participant.
4. Registration fees are nonrefundable: you may designate an alternate registrant if necessary.
5. Submission of registration is a commitment to pay. Payment must be received prior to the conference.
6. A confirmation notice will be sent for all registrations received by April 25, 2006.
7. Online registration is available at www.mnaonline.org.

Register Early!

Make checks payable to:
Michigan Nonprofit Association

Mail registration to:
Michigan Nonprofit Association
1048 Pierpont, Suite 3
Lansing, MI 48911-5976
Fax: 517/492-2410

Direct questions to:
Phone: 517/492-2400
Email: mcorbin@mnaonline.org

*MNA will develop a conference participant directory for networking. Check here if you do **NOT** want to be included.*

Do Not Fax!! I do not wish to receive informational faxes from MNA.

Participant Registration

Please submit a separate form for each participant.

Easy option: Register online at www.mnaonline.org

NAME _____

TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

COUNTRY _____

PHONE _____

FAX _____

EMAIL *(required for confirmation notice)* _____

Vegetarian Accomodations or special needs (please describe): _____

YES, I am a member of the Michigan Nonprofit Association (MNA) and am eligible for the discounted registration fee.

I would like to **JOIN MNA NOW** and begin my discounts today! (Application online at www.mnaonline.org)

Conference registration rates

AFP Professional Advancement Day – May 1, 2006

AFP members and/or MNA members \$85 \$ _____

Not-yet members \$95 \$ _____

Principles and Practices for Nonprofit Excellence Seminar

MNA members \$50 \$ _____

Not-yet members \$60 \$ _____

Careers in the Nonprofit Sector \$25 \$ _____

Early Bird SuperConference Registration (by April 7, 2006)

MNA members \$190 \$ _____

Not-yet members \$240 \$ _____

Regular registration (April 8 – April 25, 2006)

MNA members \$240 \$ _____

Not-yet members \$290 \$ _____

Late and on-site registration (space permitting)

MNA members \$290 \$ _____

Not-yet members \$340 \$ _____

Total amount enclosed or authorized to charge \$ _____

Payment options

Check payable to Michigan Nonprofit Association is enclosed.

VISA MasterCard Discover American Express

Card Number _____ Exp. date _____

Name as it appears on card _____

Signature _____

Michigan Nonprofit SuperConference 2006

new directions in nonprofit excellence

The premier Michigan conference for Michigan nonprofit leaders, including: executive directors; board members; fund developers; program managers; national service program staff; volunteer coordinators; advocates; researchers; consultants; and service providers.



Michigan Nonprofit Association

1048 Pierpont, Suite 3
Lansing, MI 48911

Nonprofit Org.
U.S. Postage
PAID
Lansing, MI
Permit No. 926
