

Workshops

Social Media

Location: Alder • 8:10 to 9:10 a.m.

Social Media represents a broad revolution in the means of producing, sharing, collaborating on, and distributing ideas. This workshop is ideal for anyone desiring a very rapid and brief introduction to Social Media and how it can be used by individuals, non-profits, or business professionals. Although time is limited in the workshop, the our goal is to explain what Social Media is and how it's used as a means of reinforcing relationships, soliciting feedback, and branding; introduce what we can expect as outcomes from using Social Media and how to measure its effectiveness; briefly demonstrate the use of a Social Media Campaign Plan; to give participants relevant information that could be useful in managing the campaign.

Russell Mickler. Principal Consultant, Mickler & Associates, Inc. With over 15 years of professional technology experience, Mickler has served private organizations in such roles as IT vice present, director, and systems manager. Mickler earned his Certified Information Systems Security Professional (CISSP) certification in 2004, his Microsoft Certified Systems Engineer (MCSE) certification in 1997, and his Masters Degree of Science in Information Technology in 2000. A published technical author, Mickler teaches graduate and undergraduate technical curriculum for numerous universities throughout North America. Mickler has designed, developed, tested, and deployed numerous Microsoft Access®, VB, IIS®, SQL Server®, ASP/.NET applications.

Mickler & Associates, Inc.
Technology Consulting for Small Business
360.601.0818

Email: rmickler@micklerandassociates.com
www.micklerandassociates.com
Twitter: @micklerr

Getting to the Point

Location: Heritage E • 8:30-10:30 a.m.

Can you get to the point? Can you tell an audience why they should donate to your organization? Can you explain to them what your organization does, and why they should care? If you use slides when speaking are you committing the sin of "Death by PowerPoint" that puts audiences to sleep? Speaking clearly and communicating well are critical skills in the non-profit world and this 120-minute, hands-on workshop will deliver practical tips to make you a better communicator.

The session will focus on three crucial aspects of speaking: what you say, how you say it and how you use visuals. Using examples from the world of politics and entertainment, you will walk out with all the tools necessary to build a compelling fundraising pitch or speech. For a sneak peek at some of the practical tips click on the link to read an essay and watch five, 60-second YouTube videos on how to use PowerPoint slides effectively - <http://tinyurl.com/5tb6dz>

Dave Yewman has coached hundreds of executives at numerous companies over the past several years, including Adidas, Archos, aQuantive, CA, CNet, Coinstar, Craigslist, Digg, eHarmony, Golfsmith, Google, Ingram Micro, Isilon, K-Swiss, Microsoft, Razorfish, Reebok, Secure Computing and Vignette. Dave has spoken to numerous groups about how to use clear, concise, compelling language as a strategic weapon when dealing with audiences of all kinds. Dave was previously an award- winning reporter and columnist at The Galveston Daily News in Texas and an on-camera spokesman for The University of Texas Medical Branch. A year or so ago, Dave's 11-year-old son Aaron was asked what his dad did for a living. Aaron thought for a minute and said, "He teaches people how not to say 'um.'" That will be part of the Connections Fair presentation too.
www.dashconsultinginc.com/
dave@dashconsultinginc.com

Casting Call: Getting the Right People for the Roles on Your Board

Location Heritage F • 8:30 to 9:30 a.m.

Any theater director will tell you that casting decisions can determine the success or failure of a production. The same could be said of building a nonprofit board.

What are the board roles needed to accomplish your mission? How can you find the right people to fill them? And, once you've found the people, what are the best uses of their time and energy?

This session will give you tools to evaluate your current board's makeup, identify the missing roles, and design concrete strategies for finding and cultivating the members you need.

Handouts will include a board profile instrument, sample position descriptions and board covenants, and examples of how board members can make unique contributions—including but not limited to fund development.

Nancy A. Gaston, CVA, is a trainer and consultant in volunteer resources management, board development, and nonprofit management. She has served on many nonprofit boards, including the Clark County YWCA, Circuit Rider Books, Hands on Greater Portland, Camp Opportunity, Oregon Generations Together, the Oregon Committee on Volunteerism, Kids on the Block, Impact Northwest and the Assistance League of Southwest Washington. She has directed a volunteer center, a volunteer chore service and a crisis line. A Certified Volunteer Administrator, Nancy holds degrees in English from Eastern Michigan University and theology from McGill University.

Gifts Differing
nancyg57@comcast.net

New Rules: Volunteer Engagement

What's changing in involving and supporting volunteers

Location: Alder • 9:30 to 10:30 a.m.

Lots of things are changing in the world of volunteerism, and it's not just because of technology. Is your organization ready to embrace and leverage trends regarding why people want to volunteer and what they expect out of their service? Are you ready to see volunteer involvement as essential in your organization, far beyond measurements like "money-saved"? This workshop will review emerging trends and provide practical steps in how to address these trends at your organization.

Jayne Cravens is an internationally-recognized trainer with more than 20 years of experience regarding communications, volunteer involvement/community engagement, and capacity-building for a variety of organizations. She is probably best known in the USA for her pioneering work in online volunteering/virtual volunteering. She has worked on the local, regional, national and international level, and has worked extensively with multi-cultural audiences, corporate audiences, United Nations agencies, national and international agencies, international aid workers, low-income communities, and those who are traditionally socially-excluded. She lived in Germany from February 2001 through April 2009, except for six months in 2007, when she lived in Afghanistan. She now lives again in the USA. See her web site for more information:

www.coyotecomunications.com
jc@coyotecomunications.com

Building A Better Event!

Location: Heritage F • 10:10 to 11:10 a.m.

Anyone who has ever had to plan a charitable event knows that there are many variables! This is an open conversation session that will cover everything you need to know to put on special events that are memorable, profitable and appropriate for your organization. We will discuss prevailing myths about board members, event expectations, and understanding your events through the eyes of your attendees.

Courtney Givens is a Certified Event Planner and owner/founder of simple pleasures events. She created the company 12 years ago and has built her reputation around fundraising for the non-profit sector and corporate events with clients including the Vancouver Business Journal and the Oregon Republican Party. Her background enables her clients to benefit from both her experience in the development and coordination of planning of an event and consulting of personnel when putting on an event of any size and caliber.

simple pleasure events
360.909.5632

Washington Nonprofits

A Listening Session of the Newly Formed State Association

Location: Alder Room • 10:50 to 11:30

What are the strengths of our nonprofit community?

How might Washington Nonprofits help us build on those - and address our challenges?

Join in a facilitated discussion to help inform the progress of the new state nonprofit association - your opinion counts.

Through associations in 36 states, local nonprofit organizations collaborate to manage and lead more effectively, increase their impact in their communities, and strengthen their collaborative voice on issues that affect both society and the nonprofit sector. A state association of nonprofits has the potential of providing services that will reduce the cost of doing business and increase the effectiveness of policy and advocacy agendas simultaneously. These state associations help strengthen the capacity of nonprofit organizations and speak on their behalf with the result of evoking meaningful and lasting change as well as helping to keep the public informed on the latest challenges and achievements in the nonprofit field.

Megara Kastner, Collaborative Group Dynamics, will facilitate the discussion.