



Ninth Annual Nonprofit Leadership
Conference and Awards Luncheon

October 21, 2009

Galt House Rivue Tower (West Tower)
140 North Fourth Street
Louisville, Kentucky 40202

Reshaping our Futures,
the Nonprofit in the 21st Century

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Preamble

“Greater Louisville nonprofits known for remarkable social, educational and artistic innovation”

“Volunteers in Louisville area connect more with nonprofits than many of its peer cities”

“Nonprofits prove critical to economic recovery”

These could be the headlines. Some are right now. Our contention is that our Possibility City can continue to transform our community toward higher levels of quality through innovative and entrepreneurial civic sector work.

What will that take? What will be different about our nonprofit organizations for the impact to be even more powerful? How will our nonprofit leaders need to lead? What will be true of our partnerships with funders? ... with corporations? ... with each other?

If you attend only one conference this year, make sure it is this one. You will have a chance to be with more of your colleagues here than any single place all year. And, the line-up of speakers/facilitators is second-to-none.

Morning Plenary Address

Carpe Diem: Living in Interesting Times — Dr. Regina MJ Kyle

Like no other, this recession colors our world in ways that present both profound threats and opportunities. Most realize that the nonprofit sector, like those of government and business will undergo profound transformations. Who will control those transformations is a vital question. How do WE seize the day?

Benefits of Attending

Here are some very specific ways the conference is designed to help your organization to thrive.

Conferees will increase their ability to:

- Design new future directions with other nonprofit professionals
- Plan next steps for greater Louisville to become a place for breakthrough innovation
- Utilize best practices to develop partnerships with foundations and funders
- Organize plans for internal and external market messages
- Apply insights from national and regional leaders
- Connect with partner organizations more meaningfully
- Build on the best of established and emerging leaders
- Grow your career in the nonprofit sector

Who Should Attend?

- Executive directors and CEOs
- Fundraising professionals
- Marketing and public relations professionals
- Emerging leaders
- Young professionals
- Board members
- Program managers and supervisors

Agenda at a Glance

7:45 a.m.	Registration
8:30 a.m.	Keynote Address with Regina Kyle, PhD, The Kyle Group LTD
9:30 a.m.	Networking Break - Exhibitor Hall Open
10:00 a.m.	Concurrent Learning and Planning Tracks (morning sessions)
11:30 a.m.	Networking Break - Exhibitor Hall Open
Noon	2009 Pyramid Awards Ceremony
Luncheon	Keynote by Greg Forbes Siegman
1:30 p.m.	Concurrent Learning and Planning Tracks (afternoon sessions)
3:30 p.m.	Closing

Your Learning and Planning Track

Conferees have the opportunity to select the learning and planning track of their choice based on their interests. Each presenter will highlight the Big Picture of their topic in the morning workshops and lead a Big Ideas and Bold Action discussion after lunch. It is a good idea to stick to one track throughout the day, then compare notes with your colleagues in other tracks during the networking sessions.

Track A: Reshaping our Futures: Nonprofits in the 21st Century

Presenter: Regina MJ Kyle, PhD, The Kyle Group

Regina Kyle will present and facilitate discussion about the current and future map for the nonprofit sector in greater Louisville. Related to this, do we understand the dimensions of the philanthropic sector and the transformations affecting them? What is the relationship between an effective organization and our ability to attract and retain funders? What is a simple model for assessing effectiveness? How can this have an impact on potential funders?

Audience: Board Members, CEOs and Foundation Executives, Development Directors, Other Senior Level Staff (CEOs and Development Directors are encouraged to attend together)

Track B: Tapping Passion, Talent and Diversity: A Different Track

Presenter: Greg Forbes Siegman

Over the course of two interactive sessions, Greg Forbes Siegman — the real-life inspiration for *The First Thirty* and *The Silhouette Man*, as told by Jillip Naysinthe Paxson will share his story, its application to our work in the nonprofit sector and how to tap into the potential of diverse people who might be otherwise overlooked on the path well-traveled. It is a story about starting small, thinking big, shattering stereotypes, connecting dots...and exploring a different track. BOLD ACTION – NEXT STEPS will be co-facilitated by Hope Stith, PhD and Daro Mott, MPA. All audiences interested in talent development, diversity (including generational differences)

Audience: All audiences interested in talent development and diversity (including generational differences).

Track C: Connecting with Constituents: How to Take Marketing and Public Relations to Next Level Thinking

Presenters: Dana Allen, Vice President of Marketing, Norton Healthcare
Alfonso Cornish, Chief Learning Officer, Norton Healthcare

So what is the big picture for marketing and public relations? Part of the story is a process that leads to an understanding of your organization's true identity as understood from within and without. Dana Allen and Alfonso Cornish will give an overview to the entire process of developing a major communication plan and offer an outline for your organization to consider. As a second example, Lori Kane Redmon will present an overview of the process of KY Humane Society's highly successful social marketing campaign. In thinking about the comprehensive picture of a communications plan, what are the implications for the sector? What are some applications for grassroots organizing?

Audience: Communications Officers, Board Members, CEO's, Development Directors, Other Senior Level Staff.

Track D: You Can't Get There from Here: Why Innovations are Essential for Tomorrow's Success

Presenter: Tony Tomazic, Director of Humana's Innovation Center

When incremental improvements are not enough to save organizations or, more importantly, to adequately advance the social, educational or artistic mission they are committed to, what kind of thinking is called for? Those seeking to engage in curve-turning, change-rich ideas and innovations will find these sessions both challenging and hope provoking. This track will be limited to the first 28 registrants.



Our Speakers

PASSION

Dr. Regina MJ Kyle Morning Plenary Session and Track A

Dr. Regina MJ Kyle has worked on major education and economic development projects in Louisville since 1983, and she has recently chosen to make Louisville her home community.



Dr. Kyle has been The Gheens Foundation's consultant on education for over 25 years. In 2008 she received an award for Entrepreneurship and Creativity from the foundation and the Jefferson County Public Schools.

In June 2009 Spalding University awarded her an honorary doctorate in public service for her lifetime work in innovation in education.

A former Harvard University faculty member and the founding dean for undergraduate studies in the arts and humanities at the University of Texas at Dallas, she has worked with foundations, universities, school districts, governments, and nonprofit organizations across the country.

Her current interests include the relationships between education and economic development, social entrepreneurship, and innovation in nonprofit organizations.

SOCIAL ENTREPRENEURSHIP

CIVIC ENTERPRISE

SOCIAL INNOVATION

Greg Forbes Siegman Luncheon Keynote and Track B



The Silhouette Man as told by Jillip Naysinthe Paxson is the story of a person's efforts to connect the dots between the world inside his head and the world outside his window, the experiences which shape those efforts, and the lessons learned along the way. Compared in media and reviews to stories like *Forrest Gump*, *A Beautiful Mind* and *Big Fish*, the condensed version of *The Silhouette Man (The First Thirty)* was honored as NSDLC 2007 Multicultural Relations Book of the Year. Greg Forbes Siegman is the real-life person upon whom the two books are based. Throughout the year, he speaks at schools, events and companies. At times, he has served as Scholar-in-Residence for programs in different countries. He is also an artist. His art has been placed on exhibit at events in the US, Canada, and Africa. In addition to speaking or having his art exhibited at others' events, he has personally hosted hundreds of events in cities around the world to try and help bring communities closer together.

On the civic side, he serves as Chairman of The 11-10-02 Foundation — a small, volunteer-led nonprofit organization now in its 11th year. He also has been involved with other causes addressing issues like literacy, mentoring, the elderly and cancer. For his efforts, he has been the recipient of honors like the Jefferson Award for Public Service. He has been featured by media like *Good Morning America* and *The NonProfit Times*. Website: www.GregForbes.com Book website: www.TheSilhouetteMan.com

Dana Allen
Norton Healthcare, Track C

Dana Allen is vice president, marketing and chief marketing officer at Norton Healthcare. Dana joined Norton in 2008 and has direct responsibility for driving key branding initiatives, including the development of new internal and external brand strategies.

Dana, a Louisville native, earned a Bachelor of Science degree from the University of Louisville and an MBA in marketing from Vanderbilt University. Her leadership development activities have included the Brown Forman Leaders Camp, Bingham Fellows—Leadership Louisville Foundation, Leadership Louisville, and Darden Leadership—University of Virginia.

Dana's community involvement efforts have included the University of Louisville Alumni Board, Norton Hospital Foundation Board, Nativity Academy Development Committee, Presentation Academy Board of Trustees, St. Agnes School volunteer, and Home of the Innocents Board of Directors. She looks forward to becoming a Trinity Mom this year.



Alfonso Cornish
Norton Healthcare, Track C

Alfonso N. Cornish, vice president education and development/chief learning officer, has been with Norton Healthcare since March 2006.

In this role, he is responsible for staff and leadership development; education and training; Norton University and its classroom and e-learning offerings; Norton Healthcare leadership development programs.

His community, professional and social affiliations include the Omega Psi Phi Fraternity, Inc. (Theta Omega Chapter), Life Member Omega Psi Phi Fraternity, Inc., National Association for the Advancement of Colored People (NAACP) Louisville Branch, 100 Black Men of Louisville, Inc., Rainbow/PUSH Coalition, Society for Human Resource Management, American Society for Training and Development, American Society for Healthcare Human Resource Administrators, Associate Member Leadership Louisville, University of Maryland and Lacrosse University's National Alumni Associations, and National Forum for Black Public Administrators.



Tony Tomazic
Presenter, Track D

As an Innovation Director at Humana, Tony leads a variety of programs focused on engaging consumers in their health. His work includes building causes and movements that people connect with – including the Freewheelin program, IC initiatives around Health Entertainment, Innovation Culture, and explorations in the space of Eco-Health. His previous role was leading the LiveHumana program, which acted as a source of culture change within the company. Prior to that, Tomazic served as a leader for the SmartSummary project.

Tony is a retired and decorated officer of the U.S. Navy with two undergraduate degrees and a master's degree. He attended Western Kentucky and Vanderbilt Universities. He brings to Humana over 10 years of experience in advertising and interactive marketing technology. He is also a Kentucky Colonel and a father of two young children.



Stay Connected in the Exhibitor's Lounge

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We know taking a day off from the office is tough for nonprofit leaders. So, this year we are making that decision easier for you. All conference attendees will have access to WiFi located in our Exhibitor's Lounge. You can return calls, check emails, or Twitter at any one of our designated computer stations or on your own wireless device.

Don't forget the conference is about more than just the speakers – it's about networking. Use the Exhibitor's Lounge to take the time to catch up with your colleagues over coffee and network with new contacts.

SOCIAL ENTREPRENEURSHIP

Become a Featured Exhibitor

Nonprofits in our community represent nearly \$6 billion in revenue. Three hundred of the industry's leaders and decision makers will gather for this Ninth Annual Nonprofit Leadership Conference and Awards Luncheon. **Exhibition opportunities are available for this event.**

Our upgrades for the Exhibitor's Lounge experience were a huge hit last year with both exhibitors and participants. Be sure to put your product or service where the action is.

Exhibitors receive:

- Display space including one rectangular table
- Company contact listing in a pre- and post-conference eDirectory
- Logo prominence in exhibitor's and sponsor's display areas
- The option to attend plenary sessions
- Conference materials
- One free awards luncheon ticket
- List of organizations represented at our day's events

Exhibitor Pricing

\$175 CNPE members — \$275 non-members
Contact Désirée P. Jones at djones@cnpe.org or (502) 618-5327.

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Registration Information and Rates

Registration is available online at www.cnpe.org or by using the Quick Registration Form below.

Full Conference Registration

(includes full day event, materials, lunch, and refreshments)

Early Bird — before September 21, 2009

\$155 CNPE members, \$195 guests

(groups of two or more save \$25 on total price)

On or after September 21, 2009 — \$175 members/\$225 guests

Pyramid Awards Luncheon Registration

(includes lunch attendance only)

Early Bird — before September 21, 2009

\$55 CNPE members, \$65 guests

CNPE MEMBERS BUY TABLE OF 8 FOR ONLY \$420!

On or after September 21, 2009 — \$65 members/\$75 guests

CNPE MEMBERS BUY TABLE OF 8 FOR ONLY \$500!

Members of the Young Nonprofit Professionals Network (YNPN) of Metro Louisville and the Association of Fundraising Professionals (AFP) Greater Louisville receive CNPE member rates for the full day conference!

Empty Pockets?

We Can Help! CNPE is pleased to announce the following opportunities for financial aid for attendance at the Annual Conference.

CNPE has made partial **scholarships for member organizations** available based on financial need. Scholarship applicants must register for scholarships online in the "Funding" section of cnpe.org. A member of CNPE staff will respond to your request within 48 hours with next steps.

Efforts are underway to support **full scholarships for YNPN members** to attend this event. If you are a member of YNPN and interested in learning more about this opportunity, please contact Darlene Whitney at dwhitney@cnpe.org for an application and information.

Volunteer and go free! Undergraduate and graduate students are eligible to apply for volunteer positions at the Annual Conference and receive free conference admission. Contact CNPE at (502) 315-2673 for information or log onto www.cnpe.org and fill out the "Contact Us" form. Volunteers will be selected on a first-come first-served basis.

Scholarships are only available for full day attendees.

Quick Registration Form

Fax to: Darlene Whitney
(502)315-2677

Complete one form per attendee.

Name _____

Title _____

Organization _____

Address _____

Phone _____

Email _____

Select Registration Option

Full Conference Registration

_____ CNPE Members \$155 before Sept. 21
(\$175 on or after Sept. 21)

_____ All Others \$195 before Sept. 21
(\$225 on or after Sept. 21)

Pyramid Awards Luncheon Only

_____ CNPE Members \$55 before Sept. 21
(\$65 on or after Sept. 21)

_____ All Others \$65 before Sept. 21
(\$75 on or after Sept. 21)

Payment Information

_____ Check enclosed

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