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A N I N V I T A T I O N

the nonprofit
SYMPOSIUM
at Bergen Community College



Succeeding Despite
Today's Economic
Times

September 23, 2009 • 8:00 a.m.

The Nonprofit Institute for
Philanthropy and Leadership





For many nonprofits, the prospect of achieving stability

in a climate marked by reduced funding and increased demand can demoralize even the most long-standing organizations.

The Bergen Community College Nonprofit Institute for Philanthropy and Leadership is sponsoring the second annual Nonprofit Symposium to help nonprofit CEOs, executives and professionals identify solutions and opportunities to position their organizations more effectively in challenging times.

On: Wednesday, September 23, 2009, 8 a.m.

At: Bergen Community College
400 Paramus Road, Paramus, NJ
Moses Family Meeting and Training Center
Technology Education Center, Parking Lot B

AGENDA

- 8:00 a.m. **Registration**, Continental Breakfast
- 8:30 a.m. **Welcome**
Dr. G. Jeremiah Ryan, *President*, Bergen Community College
- 8:35 a.m. **Opening Presentation**
Marc Osten, *Founder*, Summit Collaborative, "Web 2.0 and Social Media: Finding the Diamonds in the Rough"
- 9:45 a.m. **Panel Discussion – Surviving Tough Economic Times – Staying Focused on Your Mission**
Facilitator – Dennis C. Miller, *President & CEO*, Dennis C. Miller Associates Inc.
Panelists – Ken Berger, *President & CEO*, Charity Navigator; Richard Henning, *Senior Vice President*, Communications Corporate, United Water; Catherine Milone, *President*, Junior Achievement of New Jersey; Richard Mingoia, *President*, Youth Consultation Service; Jon Pearson, *Director*, Corporate Responsibility and Community Relations, Horizon Blue Cross Foundation; Steve Runk, *Executive Director*, New Jersey State Council on the Arts; Janet Sharma, *Executive Director*, Volunteer Center of Bergen County; Thomas M. Wells, *President*, Wells Mountain Foundation, Inc.

11:00 a.m. **First Forum Discussion** (Choose One – Please Make Selection on Registration Form)

1. Performance Management and Outcomes Measurement

Robert M. Penna, Ph.D., *Author*, Outcome Frameworks

2. Meeting Your Needs and Theirs – Managing Volunteers in the Current Market

Amanda Missey, *Director of Training, Business Services and Bergen LEADS*, the Volunteer Center for Bergen County

3. Brain Drain – Preparing Your Organization for Middle Management and Executive Leadership Succession

Mary Baughman, *Senior Associate*, Dennis C. Miller Associates

4. Financial Keys to Mergers and Alliances

Joyce F. Jonat, *Manager*, Nonprofit Finance Fund, New Jersey Program

11:50 a.m. **Second Forum Discussion** (Choose One – Please Make Selection on Registration Form)

5. An Overview of the Small Nonprofit

Herb Ouida, *President and Co-Founder*, Todd Ouida Children's Foundation and Elizabeth Davis, *Administrator*, Bright Side Manor

6. Careers in the Nonprofit Sector

Peter Maher, *President & CEO*, The Maher Consultancy and Lauren Katzowitz Shenfield, *Principal*, Philanthropy Advisors, LLC

7. Fundraising in Changing Times

Liz Mason, *Senior VP, Planning and Business Development*, Children's Aid and Family Services

8. Successful Branding and Marketing of a Nonprofit

Ilene Greene and Ted Polmar, *MarketShare Communications, Inc.* and Michael Tozzoli, *CEO*, West Bergen Mental Healthcare

12:45 p.m. **Lunch**

1:30 p.m. **Keynote Speaker – Steve Adubato, Ph.D., Television Anchor, Author and Columnist, "You Are the Brand: Branding Your Team (and Yourself) in Challenging Times"**

For sponsorship opportunities, please contact the BCC Foundation, (201) 447-7117.

Enrollment is now open for Bergen's nonprofit management degree program – visit www.bergen.edu to learn more.

REGISTRATION

A \$60 registration fee (\$75 after September 4, 2009) includes breakfast, lunch and a copy of keynote speaker Steve Adubato's latest book. Pre-registration is required and space is limited. No confirmation will be sent.

Please send your registration fee and the form provided below by September 14, 2009 to:

Division of Continuing Education
400 Paramus Road
Paramus, N.J. 07652

To register, call Lorraine Maturri (201) 447-7161 or e-mail ikleinman@bergen.edu

For general information, contact Sharon Goldstein at (201) 447-9218 or e-mail sgoldstein@bergen.edu

REGISTRATION FORM

Please print or attach a business card; for additional registrants, duplicate this form.

NAME _____

TITLE _____

ORGANIZATION _____

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CITY _____

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CREDIT CARD TYPE (Circle one): VISA / MASTERCARD / DISCOVER

CARD NUMBER _____

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To phone in your credit card payment please call (201) 447-7161

First Forum Discussion Choice (Check One)

1 2 3 4

Second Forum Discussion Choice (Check One)

5 6 7 8