



**READY, SET, RECOVER**  
SUCCEEDING IN THE NEW LANDSCAPE



## 2009 NEW JERSEY NON-PROFIT CONFERENCE

DECEMBER 9, 2009 CROWNE PLAZA MONROE / JAMESBURG, NJ

### Conference Agenda:

8:00 - 3:00 **Exhibits open all day**

#### **Registration/Breakfast/Affinity Tables**

- Practical Advocacy on Local and State Levels
- Volunteerism
- Grooming Younger Nonprofit Staff for Leadership Roles
- Nonprofit Boards
- ... and more

8:00 - 9:00

#### **Welcome and Opening Plenary Session**

9:00 - 10:15 The New Economic and Policy Landscape for Nonprofits  
**Ruth McCambridge**, *Editor-in-Chief, Nonprofit Quarterly*

10:15 - 10:30 **Break/Exhibits**

10:30 - 11:45 **Break-Out Sessions – Part 1**

#### Track 1: **Advocacy**

##### Advocacy Game Plan

Abby Levine, *Deputy Director of Advocacy Programs, Alliance for Justice*

#### Track 2: **Ask the Expert**

#### Track 3: **Media & Marketing/Communications**

##### Nonprofits and the Changing Media Landscape

Moderator: Michele Tuck-Ponder, *Executive Director, Women's Fund of New Jersey*

Panelists:

Howard J. Blumenthal, *Interim Executive Director, NJN Public Television and Radio*

Debra Galant, *Founder and Co-Owner, Baristanet.com*

Carly Rothman, *Reporter, The Star-Ledger*

Matthew Hale, Ph.D., *Seton Hall University*

#### Track 4: **Partnerships/Collaborations**

##### Common Bonds for Success: Shared Services, Mergers and Collaborations

*Common Bonds, LLP*

Tonia Papke, MBA, MSUP

Barbara Heisler Williams, M.ED

Audrey Winkler, MSUP

Robert O. Zdenek, DPA

#### Track 5: **Accountability/Financial Management**

**Navigating from Recession to Recovery: Financial Strategies You Need to Know**

Lisa Thouin, CPA, *Mercadien Group*

Track 6: **Human Resources/Personnel**

**Cultural Competence**

Rosalind S. Ford, MSW, LSW, LSSW, *Training Consultation Specialist, YRM Consulting Group LLC*

Track 7: **Non-Profit Executives: Learning from Each Other**

**CEO Lessons Learned: Achieving Organizational Success In the Face of Adversity**

James Davy, *James M. Davy Associates*

Track 8: **The Board of the Future**

**Community Engaged Governance**

Regina Podhorin, *President, The Leadership Group*

**Lunch/Keynote Address**

12:15 - 1:45

***The Honorable Barbara Buono***

*New Jersey Senator - District 18*

*Chair, Senate Budget and Appropriations Committee*

1:45 - 2:00

**Break/Exhibits**

2:00 – 3:15

**Break-Out Sessions – Part 2**

Track 1: **Advocacy**

**Issues 2010: Challenges and Opportunities**

Facilitator: David A. Matos, Jr., *Founder and President, The Matos Group*

Track 2: **Ask the Expert**

Track 3: **Media & Marketing/Communications**

**Sustainable Storysharing: How to continually find, develop and share your organization's stories**

Thaler Pekar, *Thaler Pekar & Partners, LLC*

Track 4: **Partnerships/Collaborations**

**Trends in Philanthropy**

Moderator: Elliott D. Lee, *Vice President, Northeast Region, Community Relations, JPMorgan Chase & Co.*

Panelists:

Nancy Kieling, *President & Executive Director, Princeton Area Community Foundation*

Alison Poppe Rose, *Research Specialist, Committee Encouraging Corporate Philanthropy*

Craig Drinkard, *Program Officer, Victoria Foundation*

Other panelists *TBA*

Track 5: **Accountability/Financial Management**

**Weighing Your Options: Real Estate, Leasing and Owning Space and What Questions to Ask**

*Real Estate Advisory and Development Services (READS)*

Brian Keenan, *Director & President, READS*

Keith Timko, *Director & CEO, READS*

Andrew B. Zezas, *President & CEO, Real Estate Strategies Corporation*

Track 6: **Human Resources/Personnel**

**Change, Chaos & Control: Making Sense in Turbulent Times**

Ronice M. Bruce, *CFRE, Senior Training and Consultation Specialist, YRM Consulting Group LLC*  
Yvette R. Murrey, *MSW, LSW, President and CEO, YRM Consulting Group LLC*

Track 7: **Non-Profit Executives: Learning from Each Other**

**CEO Lessons Learned: Achieving Organizational Success In the Face of Adversity**

James Davy, *James M. Davy Associates*  
*Encore presentation of Session 1*

Track 8: **The Board of the Future**

**Networked Governance**

Regina Podhorin, *President, The Leadership Group*