

MORNING SESSIONS 9:45 - 11:00 am

Multiplying Impact: Using Technology to Collaborate more Effectively

Gary Chapman, Director, [21st Century Project](#) at the LBJ School of Public Affairs

Facebook is now the fourth-most-visited site on the web and Twitter's annual growth is nearly 1400%. Social networking technologies are changing everything from small groups to Presidential campaigns, and new forms of collaboration are creating new forms of organizations - and new opportunities for the nonprofit sector. In this session, you'll explore how to make the most of emerging opportunities and avoid common pitfalls like social networking burnout along the way. Find out how online transparency could change the nonprofit sector and learn to become a manager of a network, not just your organization.

High-Impact Boards: Tools to Build Strong Board Accountability and Performance

Linda Haines, Principal, Linda Haines Associates

Tara Levy, Senior Consultant, Greenlights for NonProfit Success

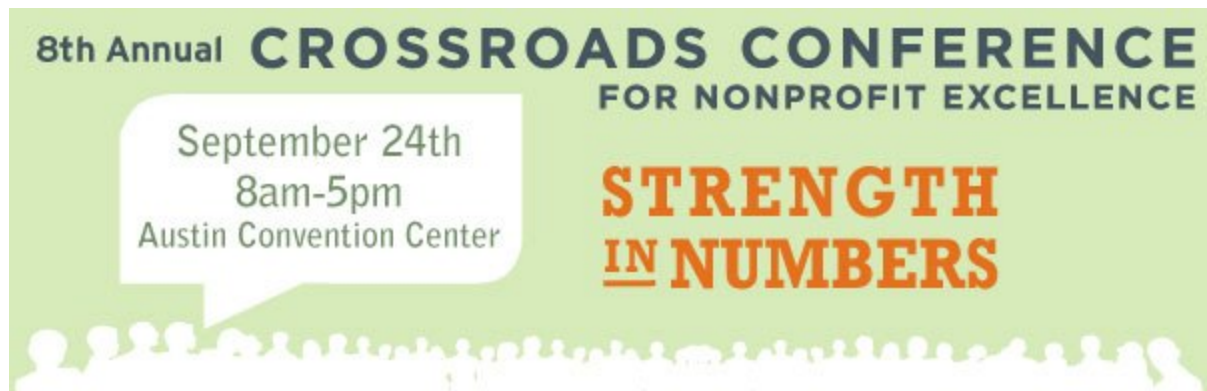
Learn how to increase your board's capacity by incorporating some new and useful approaches and tools. This workshop will explore crucial areas of board responsibility, including board member accountability, financial oversight, strategic board composition, and Executive Director evaluation. You will leave with new ideas, as well as a worksheet or tool to use in each of these arenas.

Do We Have Too Many Nonprofits? An Examination of our Strengths and Numbers

Deborah Edward, Adjunct Professor of Public Affairs, [RGK Center for Philanthropy and Community Service](#), LBJ School of Public Affairs

Matt Kouri, Executive Director, Greenlights for NonProfit Success

Is 6,309 nonprofits too many? Too few? What types and sizes of nonprofit organizations do these numbers represent? How do we compare to other major metropolitan areas in the US? These questions and more were the focus of a recent study conducted by Greenlights' current Executive Director, Matt Kouri, in partnership with Greenlights' founding Executive Director, Deborah Edward. Join them for an important dialog about our numbers and strengths, and explore what the data means for our community's future and for your nonprofit.



Doing More with Less: Practical Tips for Managing HR in Nonprofits

Connie Cornell, JD, PHR, [Cornell Smith & Mierl](#)

When it comes to human resources, nonprofits often end up having to do more with less. You may not have a full time or trained Human Resources professional on staff, but that doesn't let your nonprofit off the hook for complying with labor laws and other key HR regulations. Connie Cornell will identify the critical pieces of HR that tend to get overlooked, such as exempt vs. non-exempt employee classifications, leave policies, workers comp responsibilities, and important HR issues related to volunteers vs. paid staff. Particularly important in today's uncertain economic climate, the session will also touch on ways to reduce labor costs and their hidden impacts.

Good Data=More Dollars: Navigating the Donor and Constituent Management System Maze

**Kim Wilson, Development Director, [Greenlights for NonProfit Success](#)
Sam Heywood, [Convio, Inc.](#)**

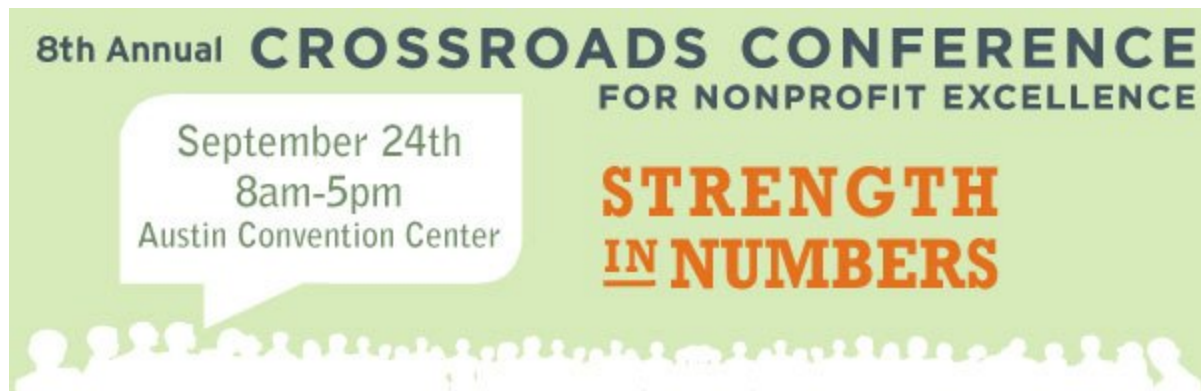
Selecting the right system to manage your client and/or donor data can seem like a daunting task. There are many options, but it's difficult to tell which one is the best for your unique needs and available resources. When the right decision is made, the efficiency and relationship management gains are significant. When not, you are left wondering where you went wrong. Come to this session to learn about what you should consider, and what questions you should ask, when looking at your various options.

EARLY AFTERNOON SESSIONS 2:00 - 3:15 pm

Reworking the Equation: Attracting and Engaging Non-Traditional Leaders in Your Nonprofit

Alexis Terry, Diversity and Next Generation Initiative Project Manager, [BoardSource](#), Washington D.C.

Diversity—we say we want it, but what holds us back from achieving it at the level we desire? Is there a formula for success when it comes to attracting and engaging diverse constituents in nonprofit board service and other key roles? In this interactive session, we will explore these questions and more and discuss what we as nonprofit leaders can and should do to help ourselves and our colleagues find and engage the next generation of nonprofit leaders now.



Staying Ahead of Trends in Funding: Predictions for 2010

The Greater Austin Chapter of the Association of Fundraising Professionals

Panelists: Fayruz Benyousef, CFRE, Partner, Dini Partners and AFP Past President
Donna Budak, CFRE, Director of Campaigns, The Seton Fund and AFP Past President
Heather Parsons, Development Director, Texas CASA and AFP Vice President
Cookie Ruiz, CFRE, Executive Director, Ballet Austin and AFP Strategic Planning Task Force Co-Director
Moderator: Ann Jerome, Chief Development Officer, Ronald McDonald House and AFP Member

The early bird gets the worm, and when it comes to fundraising, the forward-thinking nonprofits often get the funding! What can you do now to set your organization up for a successful 2010? Join leaders of the Greater Austin Chapter of the Association for Fundraising Professionals to learn what trends will likely impact the local, regional, and even national funding landscape in 2010, and how you can leverage them to raise money more effectively next year.

Mission-Critical Finances: Real Life Strategies for Budgeting and Financial Management in Uncertain Times

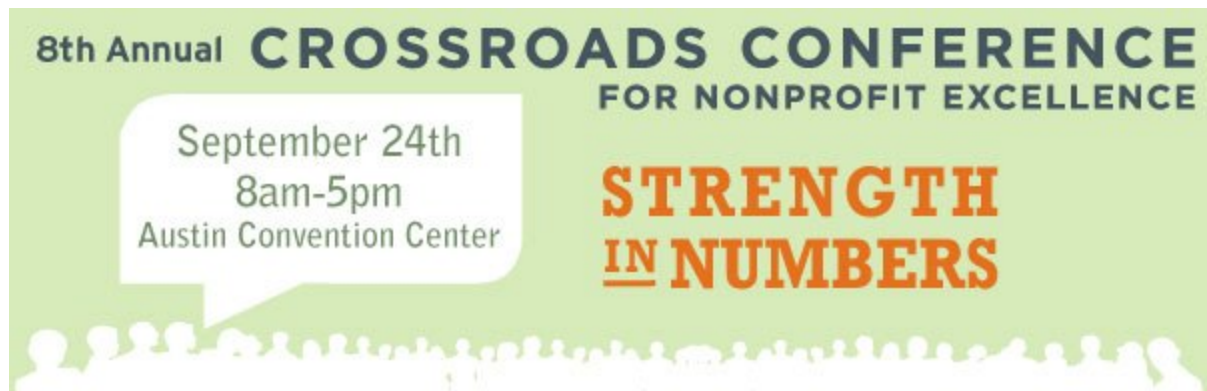
Jaime Noyala, Director of Lending and Brad White, Enterprise Developer, PeopleFund

Without financial security, a mission cannot be achieved. All too often, nonprofits are so mission-focused they lose sight of the importance of sustainability. In the end, if your mission is to be achieved, you must first remain in business to see it through. As the economy declines, all nonprofits are struggling with decreasing grant donations. Never before has it been more important that nonprofits manage their business and increase their bottom line. PeopleFund, a nonprofit themselves, will explain how a nonprofit is a business and must be run as one. Come away with tools and resources that will help your nonprofit focus on its bottom line, realizing that being a 501(c)3 does not mean you can't make a profit and build net assets for a rainy day.

1+1=3: Exploring Strategic Alliances to Save Resources and Add Impact

Tara Kirkland, Director of Consulting, Greenlights for NonProfit Success

Collaboration. It's a word being thrown around a lot these days – particularly by funders and others who want to see nonprofits working more closely together in a tough economy. But what does "collaboration" really mean, and when is it the right move for your nonprofit? This session introduces several forms of strategic alliance-building, from simple coordination of activities, to sharing services such as administrative staff and office space, to all-out formal mergers. In this interactive, fast-paced workshop, you'll assess your existing and potential collaborations, discover "Do's and Don'ts" in partnering with other entities, and begin to develop an action plan to grow capacity and resources through strategic alliance-building.



Doing the Math: Understanding Central Texas' Evolving Demographics

Ryan Robinson, City Demographer, City of Austin

Numbers matter now more than ever. With the continually growing and changing Austin area population, nonprofits need to understand tomorrow's clients, audiences, and end users in order to survive and thrive tomorrow. Back by popular demand is Austin's City Demographer for a dynamic discussion of the relationship between shifting population trends and successful nonprofit operations and planning.

LATE AFTERNOON SESSIONS 3:30 - 4:45 pm

Calculating Your Influence: Public Policy and the Texas Nonprofit Sector

Chris Bugbee, Vice President, Social Impact and Innovation, [OneStar Foundation](#)

Bee Moorhead, Executive Director, Texas Impact

Jason Sabo, Senior Vice President of Public Affairs, [United Ways of Texas](#)

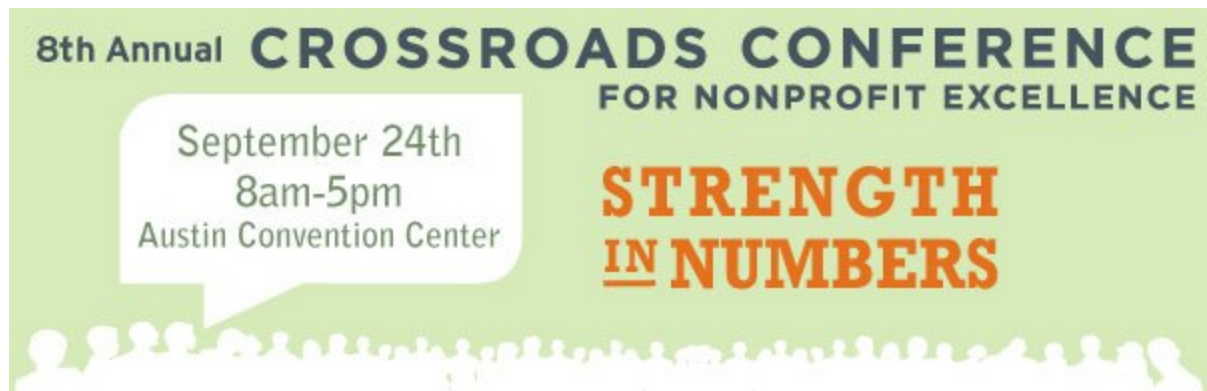
Moderator: Peter J. Frumkin, Ph.D., Director, RGK Center for Philanthropy and Community Service

No doubt about it, the economic challenges of the past months have spurred broad public policy debates and produced major new initiatives that are impacting nonprofits around the United States and beyond. What's at stake for Texas nonprofits in this new equation? Join us for an interactive panel discussion of the latest public policy developments at the local, regional, state, and national levels. This session will explore what nonprofit leaders should do to influence positive policy and help you examine whether your organization can benefit from recent or proposed policy changes.

Governance in Tough Times: the Strategic Role of the Board

Jan Masaoka, Director and Editor-in-Chief, [Blue Avocado](#), San Francisco, CA

What does it mean for a board to be "strategic," especially in hard times when tough decisions impacting the very heart of the organization must be made? Both executive directors and board members often hope for a "strategic board," yet seldom does either side have a clear picture of what this would actually look like. Jan Masaoka, our keynote speaker and author of *The Best of Board Café*, brings her incredible nonprofit board expertise to this discussion of how to take a board from so-so to strategic. This interactive session introduces the Critical Path for nonprofit boards, which brings boards and executives to a higher level of thinking and execution.



The Right Formula for Leadership: Taking Charge of Your Own Career

Heather McKissick, President/CEO, [Leadership Austin](#)

Nonprofit professionals are not always afforded the same type of professional development opportunities as those in industry or otherwise. It's more important than ever, however, to "act as if" and not allow lesser funding or resources limit our growth or career development. We must take charge of our own careers, and not wait for any outside force or person to facilitate it for us. The question: How? The answer: one D.R.O.P. at a time, using Drive, Resourcefulness, Opportunity and Partnership. During this interactive session, participants will identify their top two goals for the next year and create an action plan to achieve them.

It All Adds Up: Maximizing Volunteer Engagement

Meg Moore and Sarah Jane Rehnborg, Ph. D., Associate Director for Planning and Development, [RGK Center for Philanthropy and Community Service](#), LBJ School of Public Affairs

Volunteers represent one of the critical competitive advantages of the nonprofit sector, yet few leaders understand how to fully engage volunteers in the work of their organization. This session unveils the RGK Center's newest publication, "Strategic Volunteer Engagement: A Guide for Nonprofit and Public Sector Leaders" and introduces "The Volunteer Involvement Framework™." This empirically-based guide captures the full range of volunteer involvement, from skilled service to mission-based outreach and helps leaders plan for and organize effective, outcome-oriented service. The Guide has been published by the OneStar Foundation and will be distributed to participants attending this session.

Power in Numbers: Using Web 2.0 Tools to Connect with Constituents

**Jennifer Hill Robenalt, Principal, [Hoopla Media & Communications](#)
Nettie Hartsock, Principal, [The Hartsock Agency](#)**

How do you choose the social media tools that will work most powerfully for your organization? Gaining a working knowledge of how to use tools like Facebook, Twitter, LinkedIn, internet radio, and video sharing sites will arm you with a new level of grassroots outreach to build support, awareness, involvement, and relationships among your networks—donors, volunteers, media, and more. In this session, you'll also learn the "netiquette" of how to forge relationships with bloggers and online journalists who can help get the word out about who you are, what you do, and what you need.

Speed Networking with Local Funders

Presenters: TBD

Meet face-to-face with many corporate and foundation leaders in an intimate, roundtable format and discover how their giving priorities may align with your funding needs. Join us for this special opportunity to talk directly to multiple funders, ask questions about their interests and learn what works and what doesn't from their perspective in your search for funding partners.