

UPHS 2019 Annual Conference: Workshops-At-A-Glance							
TRACKS	CULTURE, EQUITY & INCLUSION	LEADERSHIP	FUND DEVELOPMENT	COMMUNITY BUILDING	TECHNOLOGY	OPERATIONS and CAPACITY BUILDING	HEALTH
8:30AM 9:45AM	<i>How to Manage a Seemingly Overwhelming and Inclusion Volunteer Program</i> Ericka McKibbin & Cat Keen	<i>Values Driven Leadership: Walking the Talk</i> Mark Payne	<i>Creating a Stellar Case Statement: The Good, The Bad & The Ugly</i> Panel of Four	<i>Nonprofit Social Entrepreneurship</i> Dr. Mark McNeas & Barby Moro	<i>Choosing the Right Digital Strategy</i> Heidi Otway/BBGB Committee	<i>Leveraging Our Strength in Numbers to Control Healthcare Costs</i> Scott Fenstermaker	<i>Opioid Abuse Prevention and Intervention Strategies</i> Big Bend AHEC <i>CEUs offered</i>
9:45AM 11:00AM	<i>Moving from Intercultural Competency to Cultural Humility</i> Yolanda Fairell Pourciau	<i>Leading from the Front: Building a High-Performing Team</i> Mickey S. Moore	<i>Expanding Your Donor Community</i> Public/Private Funder Panel	<i>Women's Safety & Violence Provider Forum</i> CSWG	<i>Keeping Your Data Safe: Pitfalls of Nonprofits</i> Ben Graybar	<i>Investing in Our Workforce (Today and Tomorrow)</i> Jim McShane	<i>Best Practice Models in Mental Health and Substance Use Disorders</i> Dr. Jay Reeve
11:00AM 11:15AM	<i>Networking Break – Walk to Lunch (Student Union)</i>						
11:15AM 1:15PM	Lunch/Awards/Raffle/Keynote Address <i>No Profits without Nonprofits - Robert Egger</i>						
1:30PM 2:45PM	<i>Universe of Obligation: Factors of Influence</i> Barbara Goldstein	<i>Legacy Leadership</i> Dr. Gabrielle Gabrielli	<i>Transformative Funding Models: Resource Development in Challenging Times</i> Alyce Lee Stansbury, CFRE	<i>Housing Affordability Model that drives Economic Development</i> Housing Leadership Council	<i>Utilizing Technology and Innovation for Effective Story-Telling</i> Gary Yordon	<i>Operations & Emergency Management Planning</i> Marcia Warfel	<i>Reality of Human Trafficking in Tallahassee-Leon County</i> Robin Hassler-Thompson
2:45PM 4:00PM	Facilitated Table Talks Areas of Focus: Culture, Equity & Inclusion Leadership Fund Development Community Building Technology Operations & Community Building Health						

Workshop Descriptions

Session #1

<p>CULTURE, EQUITY & INCLUSION Room</p>	<p><i>How to Manage a Seemingly Overwhelming and Inclusion Volunteer Program</i> <i>Ericka McKibbin, Managing Partner, MAXIM Strategies and Solutions</i> <i>Cat Keen, National Service Programs Director, VolunteerFlorida</i></p> <p>Leading a volunteer engagement effort without a strategic plan is like driving around in a new city without a GPS. A strategic plan for volunteer engagement helps an organization move towards a shared vision for engagement and serves as a detailed roadmap. Through case studies and easily applicable tools, this workshop will provide all you need to develop your volunteer engagement strategic plan.</p>
<p>LEADERSHIP</p>	<p>Values Driven Leadership: Walking the Talk <i>Mark Payne, CPA, Partner, James Moore & Company, CPAs</i></p> <p>As nonprofit and community leaders, we are bombarded with challenges on a daily basis. How you navigate obstacles, ethical dilemmas and opportunities says a lot about who you are as a leader. It sets the tone for your organization and your staff, as well as the volunteers working with you. This session will help you explore your personal values and provide tools to help you walk your talk to change challenges into strengths-based opportunities. You will walk away with new strategies for aligning your organizational values with action to better support your team and your mission.</p>
<p>FUND DEVELOPMENT</p>	<p><i>Creating a Stellar Case Statement: Helping Donors Understand the Value of Their Dollar</i> <i>Funder Panel (4 Public and Private Funding Entities)</i></p> <p>If you want your donors to give more than once, you have to turn them into investors in—and not merely supporters of—your mission. Donors want to <i>feel</i> the impact of their gift. They want to <i>see</i> the concrete outcomes of their dollars. And they crave evidence that your organization is using their gift to make the world a better, fairer, safer, and happier place. Storytelling compels your donors to stay engaged—and to donate again. Learn how to tell a story that cuts through the noise, and to transform data into real, specific, human stories and learn what speaks the most to various funders who support your efforts.</p>
<p>COMMUNITY BUILDING</p>	<p>Nonprofit Social Entrepreneurship <i>Dr. Mark McNees, CEO, Red Eye Coffee and Barby Moro, MPA, COO, Red Eye Coffee</i></p> <p>Big ideas, or just good ideas, are worth more than a dime a dozen, but how much more? Social entrepreneurs must form teams, test their ideas, raise funds, and develop and execute business plans. The session will explore current research and thinking about where good ideas come from, how entrepreneurs convert ideas into action, successful entrepreneur habits and attributes, and how our ecosystem supports or undermines us. You will hear first-hand how local coffee sensation; Red Eye Coffee has successfully mastered social entrepreneurship while committing its bottom line (and profits) to support local impact.</p>
<p>TECHNOLOGY</p>	<p>Your Data Has A Huge Equity Issue <i>FSU Center for Leadership & Social Change</i></p> <p>Bias exists in data in more ways than we may realize. It exists unconsciously in the people who make decisions on how data is collected and used. It also exists in the analytics practices that rely on publicly available data and API sources that historically keep underrepresented</p>

	populations invisible. In this session, we will explore the history of data bias and its commonplace existence in the modern day NPO. We will also discuss solutions and tactics for identifying and rooting out unconscious biases in marketing campaigns, advocacy programs, constituent data collection, and analytics tools.
OPERATIONS and CAPACITY BUILDING	<p>Leveraging Our Strength in Numbers to Control Healthcare Costs <i>Scott Fenstermaker, President, Strategic Benefits Group</i></p> <p>This interactive discussion will explore various Employee Benefits Programs – on exciting new efforts to control healthcare costs – and more. Presenters will include leading industry experts. The session will focus on innovative strategies that will not only have a positive impact on your bottom line but can also lead to better health outcomes for your staff. This is an opportunity to hear from all sides of the health care equation.</p>
HEALTH	<p>Opioid Abuse Prevention and Intervention Strategies <i>Big Bend AHEC</i></p> <p>Solving the unrelenting opioid crisis has become a pressing national priority. As evidence, the President’s Commission on Combating Drug Addiction and the Opioid Crisis recently urged our President to declare “a national emergency under either the Public Health Service Act or the Stafford Act.” Critical to future progress learn more about how you can leverage resources in our community—in partnership with health professionals—to prevent misuse, addiction, and death.</p> <p><i>CEUs offered</i></p>

Session #2

CULTURE, EQUITY & INCLUSION	<p>Moving from Intercultural Competency to Cultural Humility <i>Yolanda Fairell Pourciau, MS, Yolanda Speaks</i></p> <p>It’s essential that we uncover our hidden biases and examine how we respond to those who seem to be very different from us. This can be challenging because we all like to think we have no biases. The truth is, we all have biases. Our conditioning is deep, so it will take time and commitment to recognize and overcome our present biases, but we can, and we must. We must if we desire to be leaders that people want to follow, leaders that inspire confidence. We must if we want effective teams where all team members regardless of race, gender, sexual orientation, etc. get to share their gifts, talents, and creativity. We must if we long to have communities that are safe, open and thriving. Rather than focus on achieving just more diversity, we must focus on how to create organizational equity. In this session, you'll learn how to operationalize equity and what management levers you can utilized to shift organizational culture.</p>
LEADERSHIP	<p>Leading from the Front: Building a High-Performing Organization <i>Mickey S. Moore, Principal & Consultant, Moore Business Strategies</i></p> <p>High-performance organizations don’t take culture for granted. They plan, monitor and manage their culture so it remains aligned with what they want to achieve. Many organizations struggle to set cultural goals, to invest in management training and to ensure that employees have heard and believe the message. In this session, we will discuss what preferred behaviors you want to create for your</p>

	<p>culture, how you want to treat employees, how to determine what employees really want and how to detect what's causing them to disengage and leave. Learn proven strategies to build and strengthen a high-performing culture.</p>
FUND DEVELOPMENT	<p>Expanding Your Donor Community – Corporate Social Responsibility <i>Funder Panel (4 Public and Private Funding Entities)</i> These are historically challenging times for nonprofits. UPHS members are challenged by an ever-increasing demand for services as they face ongoing decreases in federal, state and local funding, threats of future budget cuts and increased competition for donations. Tallahassee-Leon County funders provide ongoing support for longstanding nonprofit partners while funding new initiatives and supporting the increasing needs in our community. Our panel will explore what private and public funders are doing differently today than just two years ago. They will provide their unique perspectives based on their funding priorities, and help nonprofits understand their commitment to working together to achieve our collective missions.</p>
COMMUNITY BUILDING	<p>Women's Safety & Violence Provider Forum <i>Tallahassee-Leon County Commission on the Status of Women & Girls</i> The Tallahassee-Leon County Commission on the Status of Women and Girls, in partnership with United Partners for Human Services, invites program managers/directors of organizations focused on serving women and/or girls to a community conversation about the most common barriers faced by women and girls in our community. It is also an opportunity to network and connect with other agencies that share similar goals and values.</p>
TECHNOLOGY	<p>Keeping Your Data Safe: Pitfalls of Nonprofits <i>Ben Graybar, Vice President, Hancock Whitney</i> What you don't know about data privacy and cyber liability may jeopardize your mission. The stakes for nonprofits of all sizes are increasingly high—breaches, compromised data, and cyber- attacks can put donors, clients, and the organization at risk. Attendees of this timely and important session will gain an understanding of the trends, issues, and risks in the world of cyber security. The session will provide practical information that will focus on why nonprofits should care about cybersecurity and outline steps and best practices for being a more secure nonprofit.</p>
OPERATIONS and CAPACITY BUILDING	<p>Investing in Our Workforce by Eliminating Employment Barriers <i>Jim McShane, MPA, CEO, CareerSource Capital Region</i> One of the difficulties with discussing barriers to employment is that they are viewed more as a social issue than as an economic issue. This can make it difficult in convincing important stakeholders and senior management in key organizations of the return on investment for helping address barriers. In this presentation, we will be discussing barriers to employment, both the common ones we hear about often like transportation and daycare as well as ones we hear less about like domestic assault. Our discussion will end with ways to address them in economic terms that will help engage vital organizations to help facilitate positive change in the community.</p>
HEALTH	<p>Best Practice Models in Mental Health and Substance Abuse Disorders <i>Dr. Jay Reeve, Apalachee Medical Center</i> The session will review the recent health assessment conducted by the Mental Health Council of the Big Bend. It will highlight key data findings and discuss the process for health improvement planning especially in the current, ever-changing and fast paced environment of</p>

	<p>treatment, it is imperative to remain at the forefront of the learning curve. Often, agencies encounter clients with specific needs and are left to learn the information necessary to provide comprehensive treatment. This session will focus on finding resources to create programming and staff training that evolves based upon best practice resources and program specific research. The session is ideal for the health, human and social services providers.</p> <p><i>CEUs offered</i></p>
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Keynote

Robert Egger will share with us his experience in the nonprofit sector across the United States the last 30 years. Time and time again he has seen valiant people and bold ideas fall by the wayside because of the tyranny of routine. That's why he is now dedicating myself to using all his energy, love and knowledge to help bust through. He will explore with each of us everything from the power of food to nourish and liberate, social entrepreneurship, advancing policy change for inclusivity and equity to address systemic issues facing the nonprofit sector and the future of America.

Robert founded the D.C. Central Kitchen, the Campus Kitchen Project, and the L.A. Kitchen, which have collectively produced over 40 million meals and helped over 2,000 individuals attain jobs. In Washington, he was the founding Chair of the Mayor's Commission on Nutrition, and Street Sense (Washington's homeless newspaper). In addition, he served on the Founding Boards of The World Central Kitchen, Kitchens for Good, and FoodChain - the National Network of Prepared Food Programs. Robert was also the Co-Convener of the first Nonprofit Congress and the Founder of the CFoward PAC, which worked to help elect people who ran nonprofits. He also wrote the award winning book, *Begging for Change*. Robert is an international speaker, and he has received dozens of awards over the years for his ideas and work, including being named a Point of Light, an Oprah Angel and a Washingtonian of the Year. He was also one of the only direct service providers to appear on the Nonprofit Times list of the Most Powerful & Influential Nonprofit Leaders from 2006-2009. And last but not least, Robert is a 15-gallon blood donor with the American Red Cross.

Session #3

<p>CULTURE, EQUITY & INCLUSION</p>	<p>Universe of Obligation: Factors of Influence <i>Barbara Goldstein, Executive Director, Holocaust Education Resource Council</i> How the members of a group, a nation, or a community define who belongs and who does not has a lot to do with how they define their <i>universe of obligation</i>. Ensuring that your organization is taking a diverse and inclusive approach to your work will require a careful examination of your communication strategy. This session will offer a framework that will help ensure you're making a difference, by using systems thinking and insights from social, behavioral, and cognitive science to focus your communications effort where it can make the biggest difference while influencing individual and collective behavior.</p>
<p>LEADERSHIP</p>	<p>Legacy Leadership <i>Dr. Gabrielle Gabrielli, President/CEO, Gabrielle Consulting</i> Legacies with impact are connected to people. Decades from now, all that will matter is the people you impacted in such a way that added value and meaning to their lives. In this session, you will be able to identify, leverage, and capitalize on your leadership skills to become a more effective leader...which ensures your reputation, your relevance, and your legacy.</p>
<p>FUND DEVELOPMENT</p>	<p>Transformative Funding Models: Resource Development in Challenging Times <i>Alyce Lee Stansbury, CFRE, Stansbury Consulting, LLC</i></p>

	<p>There is a vast amount of philanthropic and social venture funding in the U.S. These assets are held in foundations, donor advised funds and social investment pools. They offer the resources that nonprofits need to adapt to challenging times and take important steps toward your organization having a greater impact. Learn the essential factors for attracting transformative funders. Gain insight on strategic planning processes, sustainability, replicability and outcomes. Learn to balance today's financial needs, with the investments needed for greater impact in the future.</p>
COMMUNITY BUILDING	<p>Housing Affordability Models and Economic Development <i>Housing Leadership Council of Tallahassee-Leon County</i> Tallahassee is at the forefront of creative approaches to increasing affordable housing. Gentrification can be powerful, so communities across our state and around the country are developing superb housing to diversify the choices available for households of different age, size, and income..."The Missing Middle." In this session, you will hear from affordable housing stakeholders sharing prime examples of building bridges between non-profits, the faith community, government, businesses, neighborhood associations and philanthropy to create a solution for the affordable housing crisis in our community.</p>
TECHNOLOGY	<p>Utilizing Technology and Innovation for Effective Story-Telling <i>Gary Yordon, President/CEO, The Zachary Group</i> Leverage your story. The importance of effective storytelling is gaining serious momentum in the nonprofit community. And, for good reason. When done properly, a powerful and compelling brand story can literally be a game-changer for your nonprofit. It can improve your fundraising results and boost brand visibility. A good story can build trust and deepen existing relationships and forge new ones. An inspiring brand story can intrigue, engage and connect emotionally with your many audiences. This session will equip you with the understanding of how your brand story can help you build and empower an army of brand ambassadors to share your story at the grassroots level and help make it top-of-mind.</p>
OPERATIONS and CAPACITY BUILDING	<p>Emergency Management Planning <i>Marcia Warfel, Managing Partner, MAXIM Strategies & Solutions</i> Continuity of Operations Planning is an important part of any organization's risk management efforts. By preparing for the unforeseen, your organization can reduce the impact of the unexpected and ensure less interruption to service delivery. In this session you will gain a better understanding of why your organization should establish a Continuity of Operations Plan (COOP) for any emergencies or disasters that affect your ability to operate for any length of time.</p>
HEALTH	<p>Reality of Human Trafficking in Tallahassee-Leon County <i>Robin Hassler Thompson, JD, MA, Executive Director, Survive & Thrive Advocacy Center</i> <i>Graciela Marquina, Victim Assistance Coordinator, Survive & Thrive Advocacy Center</i> This certificate program will focus on the knowledge and skills to recognize and assist human trafficking survivors in a variety of settings. Special topics will include identifying labor trafficking cases in the Big Bend and survivors' rights and remedies, including immigration issues.</p>

Session #4: Table Talks

A new feature of the UPHS Conference, Table Talks give you time to talk with your peers about a topic of your choice. During Session #4 from 2:45 - 4:00PM, please find a table with the topic you are most interested in discussing. These topics were chosen from those suggested by UPHS Members in our Annual Satisfaction Survey. Facilitators will help guide the discussions. The goal is simply to learn from your peers, meet new people interested in the same things, and come away with a better understanding of how to Connect. Collaborate. Innovate.

CULTURE, EQUITY & INCLUSION	Table Talks Facilitated by Lashawn Gordon
LEADERSHIP	Table Talks Facilitated by Kelly Otte
FUND DEVELOPMENT	Table Talks Facilitated by Alyce Lee Stansbury
COMMUNITY BUILDING	Table Talks Facilitated by Robert Egger
TECHNOLOGY	Table Talks Facilitated by Salter>Mitchell PR
OPERATIONS and CAPACITY BUILDING	Table Talks Facilitated by Claudia Jean Virga
HEALTH	Table Talks Facilitated by Allison Wiman