

Not-for-Profit Summit of the Finger Lakes

Finger Lakes Community College
Tuesday, June 25, 2019

Program

The Not-for-Profit Summit is brought to you by a collaboration between:



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Keynote Speaker



*Kristen Fragnoli, CEO/Owner
Quest Potential Leadership Coaching*

Building Personal and Organizational
Resilience to Grow, Lead and Thrive



Schedule



8:00 AM Breakfast sponsored by The Community Foundation

8:30 AM Welcome

Jack Marren, Chairman, Ontario County Board of Supervisor
Dr. Robert Nye, President of Finger Lakes Community College
Ethan Fogg, Canandaigua Chamber of Commerce

8:45 AM Keynote Speaker – Building Personal and Organizational Resilience to Grow, Lead and Thrive

Presenter: Kristen Fragnoli, CEO/Owner of Quest Potential Leadership Coaching

This interactive program goes beyond the definition of Resilience to explore Areas of Practice that build personal resilience, improve leadership capacity and build a Culture of Resilience in your organization. The techniques can be immediately applied to make positive impact today! Non-profit leaders face many challenges: a fast pace of change, multiple stakeholders, new technologies, personnel management and challenges outside of work as well. Learn simple yet powerful strategies to enhance resilience and reduce stress to grow, thrive and lead effectively. Resilient leaders are happy, productive, balanced, and empowered. By building a culture of resilience in your non-profit organization, your team can persist through challenge and succeed together!

9:30 AM Break - Networking

9:45 AM Session #1

Option 1 (Fundraising): Are We Ready to Write Grants

Room: TBD

Presenter: Robyn Miller, Principal at RMiller Associates

This workshop is designed to increase your competitiveness for grant proposals. We will discuss perspectives on grant seeking including that of the funder and work on an organizational assessment of "grant readiness".

Option 2 (Leadership): Best HR Practices for Mission-Centered Organizations

Room: TBD

Presenter: Brad Jones, Performance Plus Business Consultants

Attendees will learn about the significant improvements in Mission achievement to be gained by investing in Predictive Interviewing, Leadership Development, and employee-owned performance management and development planning.

Option 3 (Collaboration): Achieving Sustainability through Community Partnerships

Room: TBD

Presenters: Maria Bucci, Development Specialist/Green Team Leader at Wood Library and Suzette Van der Sterre, Chair of Climate Smart Canandaigua Task Force

Wood Library and the City of Canandaigua have joined forces to: (1) move both organizations toward a more sustainable future, (2) raise awareness about sustainable earth-friendly actions such as solid waste diversion and lake-friendly practices, and (3) bring attention to sustainable practices that individuals, local businesses, and community organizations can embrace and dedicate resources to.

Option 4 (Organizational Culture): Deployment of Culture as a Key Strategic Objective

Room: TBD

Presenter: Linda Farchione Hawks, Consultant (Former President and CEO of Thompson Health)

Learn the definition of culture as well as the elements of culture. Be shown the "how to's" of aligning culture with management and "how to" cascade culture throughout the organization and elements of sustainability. A focus will be placed on the importance of positive and negative aspects of culture and

how to maintain a positive client focused culture. The session will end with methods of assessment of success and ways to regroup for better sustainability.

10:45 AM Break - Networking

11:15 AM Session #2

Option 1 (Fundraising): Fundraising 101

Room: TBD

Presenters: Jonathan Hoose, Philanthropic Advisor at Rochester Area Community Foundation and Mary Hartstein, Philanthropic Services Officer

This presentation will cover basic aspects of fundraising for any non-profit, whether large or small. Information will include annual appeals, corporate and foundation relations, board fundraising, and how to work with individual donors. Learn how to cut through all the noise we receive and get back to the heart of building successful donor relationships to advance your organization's mission.

Option 2 (Leadership): Employment Law Hot Topics

Room: TBD

Presenters: Jennifer Shoemaker, Attorney and Alina Nadir, Attorney at Underburg & Kessler LLP
Join us as we cover the employment law "hot topics," including issues unique to not-for-profits, sexual harassment in the workplace, paid family leave, employee scheduling, wage and hour issues, NLRB updates employment law trends, and more.

Option 3 (Collaboration): Creating Purposeful Collaborations to Grow your Non-Profit

Room: TBD

Presenter: Calvin Eaton, Founder/Executive Director at 540WMain Communiveristy

This workshop will help you understand the importance of networking, branding, and learning how to build purposeful collaborations to grow your non-profit. Collaboration is the key for growth and sustainability. Collaborations with the community, other non-profits, funders, and other are at the heart of sustainability.

Option 4 (Organizational Culture): Changing your paradigm by recognizing people doing things right immediately

Room: TBD

Presenter: Ted Fafinski, Training and Development Facilitator, Adjunct Faculty at FLCC

Change your paradigm to discover people doing things right and immediately recognize them. Learn how to use 5 steps to recognize people doing their jobs right. People are your most valuable asset whether paid staff or precious volunteers. Sincere recognition of their efforts immediately when they occur is a powerful motivator.

12:00 PM Lunch

12:50 PM General Session #1

Room: Auditorium

Census 2020 - What everyone needs to know.

Presenter: Susan Perry and Lauren Moore

1:10 PM General Session #2

Room: Auditorium

Understanding Diversity: a fireside chat on diversity, equity and inclusion.

Presenter: Sim Covington, Jr., FLCC

2:00 PM Break - Networking

2:15 PM Session #3

Option 1 (Fundraising): The Donor Dance: Easy Does It

Room: TBD

Presenter: Cassandra George Ramos, President at Wind and Water Consulting and August Ramos, President at Flower City Tango

Purpose. Listen. Guide. Be clear. Be gentle. Move at a comfortable pace. Whether you're social dancing or working with a donor many of the same principles apply. Learn how to lead your donors and then follows where they take you.

Option 2 (Leadership): Best Practices for Using Dashboards

Room: TBD

Presenter: Jackie Lee, CPA Partner at Mengel, Metger, Barr and Co. LLP

Dashboards are a great way to communicate information to your board, management, and even donors or funders. Learn some best practices in creating dashboards that provide the right information to the right people at the right time, in an easy-to-read format. We'll cover different types of dashboards, how these can be used at your organization, sample items to include on a dashboard, and how to bring it all together in a cohesive package.

Option 3 (Collaboration): Small Not-For-Profit, Big Partnerships

Room: TBD

Presenters: Leah Hamilton, Executive Director at Phelps Library & STEAM Lab Makerspace

In 2025, three million job openings will go unfilled due to technical skills gaps, an inability to pass drug tests, and a lack of awareness of workforce opportunities. Small not-for-profits, however, have the power to change these statistics by developing strategic alliances and providing innovative educational opportunities to meet the social, technical, and economic needs of our communities. Your organization can be a big part of the solution, too! Hear how one small library developed and nurtured unique, diverse partnerships with manufacturers, educators, and community organizations in order to connect people to educational and workforce opportunities. Learn how the Phelps Library evolved to better communicate with legislators, why they developed new marketing strategies and nurtured critical community partnerships, and what they did to expand technical classes to best meet the needs of the community.

3:15 PM General Closing Session

Room: Cafeteria

Presenter: Kristen Fragnoli, CEO/Owner of Quest Potential Leadership Coaching

Using questions and prompts provided in the opening session, take part in a dynamic "world cafe" style collaborative dialog to share new-found knowledge and "aha" moments with your non-profit colleagues. Talk, listen and think together about how to bring the day's insights back to your office and put your learning into practice!