



The Joy of Governance: It takes more than a recipe

FRIDAY-SATURDAY, JANUARY 8 – 9, 2010
JOAN B. KROC INSTITUTE FOR PEACE & JUSTICE
UNIVERSITY OF SAN DIEGO



Keynote Speakers

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The Joy of Governance: It takes more than a recipe

Like good cooking, successful governance combines and connects many elements in complex ways. It takes fine ingredients, the right utensils and dedicated chefs with passion, talent, skill, imagination and flexibility. The result in cooking is a delicious and nutritious meal. The result in governance is an effective and nurturing organization.

Who should attend:

- new and experienced board members
- teams comprised of board members and staff
- chief executives, foundation leaders and emerging leaders
- public board and commission members
- prospective board members
- service club members

“The Symposium gave us the tools and encouragement to take Kids for Peace to the next level. Our board of directors gained great confidence and insight from the valuable workshops, guest lecturers and networking opportunities. We are definitely much better for the experience.”

Jill McManigal, Executive Director, Kids for Peace

What you will experience:

This unique conference aims to inspire, educate and honor our rich and diverse nonprofit community. Come to connect and learn from your colleagues and our expert faculty.

Structure:

The Sixth Annual Nonprofit Governance Symposium is comprised of two interconnected yet independent days featuring:

- large group conversations
- stories from prominent nonprofit leaders
- expert seminars
- exposure to business resources
- structured networking
- presentation of the Fourth Annual Kaleidoscope Award for Exceptional Governance
- take away materials including a CD with comprehensive resources

Seminars have been designed to meet the special needs of organizations (and the people who steward them), at all stages of their development – from emerging to established. Participants may attend one or both days. Space is limited.

Friday and Saturday's Program

8 - 9 a.m.	Registration, Breakfast and Networking
9 - 9:10 a.m.	Welcome
9:10 - 9:55 a.m.	Friday: Armchair Interview: “Mastering the Art of French Cooking or, The Fine Art of Board Leadership” Judy McDonald, President, The Parker Foundation Board What do Julia Childs and Judy McDonald have in common? First, they are originals: uniquely themselves in all situations. Second, they are consummate chefs. And third, each in their own way has changed our landscapes -- Julia by changing our eating habits, and Judy by making our community a better place through her leadership in the nonprofit community. Saturday: Armchair Interview: “A Locally Grown Leader Shares her Insights on Board Leadership” Darlene Marcos Shiley Chair, University of San Diego's Board of Trustees Locally grown food is fresher, riper, tastier and better for us. A locally grown leader helps us better our community in more relevant and fresher ways. We are lucky to have such a leader in Darlene Marcos Shiley, who has been an effective steward of many prominent nonprofit organizations. She does her work with humor, grace and charm. And besides, she loves chocolate.
9:55 - 10 a.m.	Orientation
10:15 - 11:45 a.m.	Concurrent seminars (for 3 hour seminars, part I)
12 - 1 p.m.	Lunch
1:15 - 2:45 p.m.	Concurrent seminars (for 3 hour seminars, part II)
2:55 - 3:30 p.m.	Friday: Presentation of Kaleidoscope Award* Saturday: Closure of Institute

*Getting Stewed will follow on Friday: In upper New York State people gather to share the harvest by making a stew together, here we celebrate the day with wine and cheese.

Friday's Seminars (All seminars, except number one, will be offered twice on Friday)

Each program has been created with a specific audience in mind. The following reference key has been designed to help participants determine which seminars they may wish to attend:

- I** Introductory information for the new or first-time board members
- E** Experienced board members are encouraged to attend
- A** All conference participants are encouraged to attend

1. **Comfort Food: Financial Literacy for Boards I**

Length: 3 hours (this is a two-part seminar)

Comfort foods are those that are emotionally significant, familiar and simple (plus they taste good) Fiduciary governance should be just as satisfying and reassuring. Come learn the basic ways board members need to oversee organizational assets by learning about what to ask for, how to read and understand what you get, which financial governance policies to have in place, and what new legal financial requirements are on the horizon.

Cindy Bertrand, C.P.A., Nonprofit Practice Leader, CBIZ MHM, LLC and Elsa Romero, Director of Tax, AKT LLP

2. **Essential Ingredients: Governing Policies A**

In baking “you need to have certain combinations... In its essence a cake is actually a delicate chemical equation—a balance between air and structure. You give your cake too much structure and it becomes tough. Too much air and it literally falls apart” (Erica Bauermister, *The School of Essential Ingredients*). This is also true in organizations! Learn the seven essential policy ingredients and how to combine them to make a delicious organizational cake.

Liz Shear, M.A., consultant and USD faculty member

3. **Avoiding Indigestion: Legal Issues and Risk Management A**

Indigestion and heartburn are common problems. They usually occur because we eat too much, too fast, or foods that don't “agree” with us. Just like individuals, organizations often don't know or attend to what protects them from risk. Learn what legal issues and risks you need to pay attention to and how to protect your organization.

Jane Rheinheimer, Esq. and USD faculty member and Elaine Lewis, M.A., Executive Director, Developmental Services Continuum and USD faculty member

4. **Gourmet Cooking on a Budget: Maximizing Your Return on Fundraising Events A**

Be fancy, be creative and be cheap is the new mantra for cooking gourmet meals in these times and it works for fundraising events as well. Learn how three organizations successfully cut their event costs without sacrificing event quality or revenue, thus maximizing the benefit to their constituents.

A panel representing the Alzheimer's Association, ARTS: A Reason to Survive, and Interfaith Community Services moderated by Edith Glassey, M.A., Director of Development and Communications, Promises2Kids

5. **Future Foods: New Technology and Social Media A**

Our taste in food changes as our needs and supporting technologies evolve. With ever-changing technology and social media, nonprofit boards are finding new and innovative ways to stay connected and to get their work done. Participate in an exciting conversation about how using these new tools can keep your board productive.

Heather Carpenter, M.M.N.A., Research Assistant, Caster Family Center for Nonprofit Research and Emily Davis, M.N.M., Consultant and Founder and Board Chair, YNPN San Diego

6. **Adding Spice: Bringing New Energy to the Boardroom E**

Not enough spice and the food is bland. Too much spice burns the tongue. Getting it just right is what makes recipes and boards work well. The challenge is to keep your board energized and engaged. You will learn tools and techniques to engage the board and maintain the energy to stay focused and get the work of the board done.

Gail Littman, Director of Endowments, Jewish Community Foundation of San Diego and Paul Van Dolah, President, Van Dolah and Associates and USD faculty member

7. **A Recipe for Success: Customer Relations Management for Nonprofits E**

The purpose of every recipe is to document ingredients and processes so that you create a savory dish every time. This is what organizational brand building is all about - delivering consistently pleasing experiences to your donors, volunteers and customers. Utilizing a Customer Relations Management system will guarantee better results every time.

Michael Capone, M.E., M.B.A., C.F.R.E., Professor of Marketing, USD, SDSU, UCSD; CEO, Women's Health International

8. **“How's about cookin' somethin' up with me?” Executive and Board Assessment A**

Hank Williams recorded *Hey, Good Lookin'* in 1951 as an invitation. He wanted to “find a brand new recipe” for a fulfilling long-term relationship. Like Hank, nonprofit boards and staff want mutual and positive relationships. One key way to grow such relationships is to create an evaluation system. Learn how an annual performance review can support, refresh and redirect your important relationships.

Valin Brown, CEO, Carlsbad Educational Foundation, Laura Deitrick, Director, Caster Family Center for Nonprofit Research and USD faculty member and Emmett Durnan, Board Chair, Carlsbad Educational Foundation

9. **Free Range Governance: New Governance Models A**

Free range refers to a farming practice where animals roam instead of being caged. Its purpose is to improve animal happiness and liveliness, to produce a higher-quality product, and to raise multiple crops on the same land. Free range governance is the practice of adapting leadership models to mirror the mission, methods and culture of an organization. Learn about several such local organizations in a “free range” conversation.

A conversation with representatives from Shakti Rising, Aja Project and MAAC Project facilitated by Pat Libby, M.S., Director, Institute for Nonprofit Education and Research

Saturday's Seminars (All seminars, except number one, will be offered twice on Saturday)

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1. Alphabet Soup: Governance Basics **I**

Length: 3 hours (this is a two-part seminar)

Alphabet soup usually evokes warm memories of childhood meals or the awful experience of being lost in an abundance of acronyms. This seminar will help you make sense of "governance soup." You will learn about the purpose of governance, its basic and practical applications, basic definitions, legal duties and other obligations of board membership. You will leave with fond memories in tact and a new sense of purpose.

Alberto Cortes, Executive Director, Mama's Kitchen and member of the Institute for Nonprofit Education and Research advisory board

2. Prepping the Chefs: Best Practices for Board Members **A**

All chefs started their careers slicing and dicing. Using Dennis D. Pointer's *Navigating the Boardroom: 40 Maxims - Things You Must Know and Do to Be a Great Director*, we will explore how to "get on board" quickly so that you can maximize your board service. You will leave wearing a chef's hat.

Liz Shear, M.A., consultant and USD faculty member

3. Picking the Right Utensils: Governance Models and Lifecycles **E**

Using the right utensil for the job at hand, makes cooking more effective, efficient and pleasurable. In governance, using the right model does the same. Since nonprofits have distinct life cycles and stages of development, they need to pick the right model for the job at hand. We will explore each organizational stage and discover how to create the right governance model for your organization.

Nanita McIlhattan, Consulting Manager to Nonprofit Organizations, AKT LLP

4. Diet for a Small Planet: Voluntary Sector Trends **A**

Diet for a Small Planet galvanized the sustainable food movement. Here we explore the latest research on emerging trends in our sector such as the marked increase of volunteers, recession impacts, and new governance relationships.

Staff from the Caster Family Center for Nonprofit Research

5. Cooking for a Healthy Heart: Becoming an Organizational Ambassador **A**

As board members, we want everyone to appreciate "the heart" of our organization's work. So, what exactly is a heart healthy recipe for spreading the word? It is low in fat, high in fiber, but most of all authentic, simple and direct. Learn how to deliver an inviting recipe.

Jenni Prisk, Prisk Communication and USD faculty member

6. Who Will Come to Our Party? Fundraising Readiness **A**

"I was going to make something great for your party when I discovered the larder was bare." Learn what tools you need to have in place in order to make your development efforts produce the results you want. Then, everyone will come to your party!

Donald Stump, M.A., Executive Director, North County Lifeline, Inc.

7. S'mores: Updates on new IRS 990 Filings for Board Members **E**

The first 990 or "public information" form was initiated by the IRS in 1941. It asked four questions and was two pages long. The first written recipe for S'mores appeared in a 1927 Girl Scouts cookbook. It was a paragraph long. The 990s have become longer, more thorough and complicated over the years, yet the dessert recipe has not. But they both invite us to have "s'more." Learn the latest about the new 990s and some vital tips for board members on this year's filing.

Patty Mayer, C.P.A., Moss Adams LLP

8. From Nuts to Soup: Governance Collaborations **E**

"Soup to nuts" means "from beginning to end." It comes from the idea of a full course dinner where we start with soup and end with a dessert of nuts. In collaboration, the opposite is true. We start solo by eating the nuts and end by cooking the soup together.

Mary McDonald, Ph.D., Assistant Professor, Department of Leadership Studies, USD's School of Leadership and Education Sciences



Registration for the Sixth Annual USD Nonprofit Governance Symposium

TWO EASY WAYS TO REGISTER! PLEASE CHOOSE ONE:

1. Log onto www.sandiego.edu/nonprofit/symposium to register and pay online.

OR

2. Mail in the completed form and a payment in the form of a check to the University of San Diego, Institute for Nonprofit Education and Research, 5998 Alcalá Park, San Diego, CA 92110. A confirmation will be e-mailed to you upon receipt of your registration.

Checks should be made payable to the University of San Diego.

FEES AND PAYMENT

Early Bird Special! Register by December 15, 2009

	Single Person	Team of two
Single day	\$75	\$140
Two day	\$140	\$270

Register after December 15, 2009

Single day	\$100	\$190
Two day	\$190	\$320

GENERAL INFORMATION

(Please type or print legibly)

Name _____ Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ E-mail (required for confirmation) _____

If you are registering more than one person, please list additional attendee names and email addresses here:

THE FINE PRINT: Conference fees include continental breakfast, lunch and a resource CD. Cancellations will be accepted until December 15, 2009. Registrants who cancel after December 15th are not eligible for a refund. Substitutions may be made at any time for confirmed registrants. Online registration will end on January 4, 2010. Onsite registration (if available) will start at 7:30 am January 8th at the conference venue.

QUESTIONS? Email Laura B. Stein, Assistant Director, Institute for Nonprofit Education and Research, at lbstein@sandiego.edu or call (619) 260-7442.

FOR UPDATED INFORMATION AND TO REGISTER ONLINE: www.sandiego.edu/nonprofit/symposium

University of San Diego's Sixth Annual Nonprofit Governance Symposium

For updated information and to register online: www.sandiego.edu/nonprofit/symposium

"Acceptance of the Kaleidoscope Award by San Diego Jewish Academy was a tremendous honor and affirmation of the effectiveness and commitment of exceptional governance by leadership at our organization. In addition, we would like to thank USD for providing a forum for leadership opportunities in the nonprofit community."

Margaux Dinerman, Assistant to the Director, San Diego Jewish Academy

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