



Montana Nonprofit Association

7th Annual Conference
September 22 – 24, 2008 – Helena, Montana

Conference Schedule

Monday, September 22 – Pre-Conference Seminars

- 8:00 am – 6:00 pm Registration / Information Desk
- 12:00 – 1:00 pm Lunch (included with registration)
- 9:30 am – 5:00 pm Four Concurrent Pre-Conference Seminars

Seminar 1 – Creating Boards that Lead: Vision-Governance-Management

Creating Boards that Lead is a full-day workshop designed for both management and board members that explores how to form and maintain a governing body that promotes a healthy and successful nonprofit organization. Critical governance, leadership, and management issues will be examined including: Strategic to action planning; organizational culture; board roles and legal responsibilities; effective oversight and budgeting strategies; recruiting and maintaining an active board; effective committee structure; and executive director/board relationships. Participants will be revitalized and gain knowledge, understanding, and resources necessary to lead their organization to mission fulfillment. MNA recommends that executive staff and board members attend this workshop together.

Speakers: **Terry Profota, MNM** – President, Sage Solutions Consulting, Bozeman
Bonnie Sachatello-Sawyer, PhD – Executive Director, Hopa Mountain, Inc, Bozeman

Location: Lewis Room

Seminar 2 – Developing A Comprehensive Organizational Plan—A Recipe for Sustainability

Having a well thought out, written recipe or plan is critical to the long term sustainability of any nonprofit organization. A comprehensive organizational plan is more than just an annual or multi-year program strategic plan; and it is more than just a collection of independent plans developed in isolation of one another. A comprehensive organizational plan, much like a business plan, starts with a deep understanding of the community environment and the organizational mission and vision of a nonprofit. The plan then incorporates long-term planning for human capacity including staff, board, and volunteers, a diverse funding plan, a programs/services strategic plan, a communications and marketing plan, and an operations plan. Each component is based on sound market analysis and developed with broad input from board, staff, donors, volunteers, etc. All good planning is served with adaptability and enough flexibility to alter plans to take advantage of unforeseen opportunities. Seem like a big job? Find out how at this preconference session.

Speaker: **Susan Hay Cramer** – CEO, United Way of Missoula County, Missoula

Location: Judicial Room

Seminar 3 – Leadership for New and Emerging Leaders

Are you a new executive director? Are you an “emerging leader” in your organization or new to the nonprofit community? Leadership skills are essential no matter your level of experience. New leaders are often expected to dive in and lead. Meanwhile, as some nonprofits undergo leadership transition, emerging

leaders who are often in middle or program management positions, are being asked to assume a leadership role.

This session will explore the essential skills and knowledge all leaders need to possess. Participants will be exposed to concepts of leadership including: attributes of an effective leader, leadership styles, building trust, the leader as coach, time-use, meeting the needs of the people you supervise, the value of good communication and work/life balance.

MNA recommends that new executive directors/CEOs; emerging leaders, including current middle managers of nonprofits or those interested in migrating from another sector; and those veteran leaders who want a refreshing updated opportunity to refine their skills consider participating this session.

Speaker: Loren Soft – Consultant, Yellowstone Resources, Billings

Location: State Room

Seminar 4 – Earned Income—Is Social Enterprise Funding Right for Your Nonprofit

Global economic trends, an increasingly competitive environment, and mounting social challenges and opportunities are spawning interest in social enterprise, or earned income, as a strategy for addressing some of our most pressing problems.

Social enterprise is on the rise across the nonprofit sector. While human service and vocational training programs have taken the lead in the recent expansion of social enterprise (other than universities and hospitals), this is a strategy that is being examined by many nonprofits. For a few nonprofits, it has led to unimagined success and financial stability. For some, it has underwritten additions to service that were of little interest to foundations or other funders. And for others, it has sustained vital programs in the midst of reductions from other funding sources. However, like any venture, starting a social enterprise also carries significant risk that must be considered carefully.

Is social enterprise right for all nonprofits? Is social enterprise right for your organization? Nonprofits need to understand the risks and the rewards of social enterprise. This seminar will explore the trend in social enterprise, including the risks and opportunities of social enterprise, and will showcase examples of successful earned income strategies that might be emulated by your organization as well as common pitfalls to avoid.

Speaker: Kirsten Gagnaire – Principal, Social Enterprise Group, Vashon, WA

Location: Clark Room

2:00 – 4:00 pm – Indian Nonprofit Association at the Montana Nonprofit Association

This session will describe how the Indian Nonprofit Association, a newly formed Indian-led nonprofit organization, was created, its work-to-date and how it plans to strengthen nonprofit organizations in Indian Country, and attract more philanthropic dollars for organizations and their programs on Indian Reservations and in urban Indian communities in Montana. It will offer guidance to INA as it begins a series of community conversations in Indian communities to gather basic information about development needs of Indian nonprofits and provide a solid foundation for INA as it moves forward with its planning.

The audience attending this session will be able to describe exemplary programs and organizations in Indian Country, discuss the challenges faced by Indian nonprofits and share information about the approaches used to meet organizational missions.

Speakers: **Johnel H. Barcus** – Executive Director, Browning Community Development Corporation, Browning

Tina Begay – Executive Director, National American Indian Business Leaders Program, Missoula

Rick Robinson – President, The Healing Tree, Inc, Lame Deer

Location: Gallery Room

Tuesday, September 23

7:00 – 5:30 pm **Registration / Information Desk / Book Fair**

8:30 – 8:45 am **Welcome & Opening**

8:45 – 9:45 am **Keynote Address**

Generations and the American Nonprofit Sector

Is a generation a group of people the same age, a new version of software, or a gap? Keynoter Jan Masaoka will tackle the intersection generations, sector changes, leadership, the economy, and finding the right role at the right time.

Jan Masaoka is a leading writer and thinker on nonprofit organizations with particular emphasis on boards of directors, business planning, and the role of nonprofits in society. She is currently the Director and Editor-in-Chief of an online nonprofit magazine: *Blue Avocado*. She recently left her position of 14 years as executive director of CompassPoint Nonprofit Services, a consulting and training firm for nonprofits based in San Francisco and Silicon Valley. For the past 10 years, Jan has written the *Board Café* for nonprofit board members, a newsletter now with 50,000 subscribers.

For eight of the past nine years Jan has been named one of the "Fifty Most Influential People" in the nonprofit sector nationwide, and in 2003 she was named "Nonprofit Executive of the Year" by Nonprofit Times. In 2005 she was named "California Community Leader of the Year" by *Leadership California*.

Speaker: **Jan Masaoka** – Director and Editor-in-Chief, *Blue Avocado*, San Francisco, CA

Location: Judicial / Legislative / Executive Rooms

9:45 – 10:15 am **Break / Exhibitor Fair / Consultant's Corner**

Consultant's Corner – Consultant's Corner provides an opportunity to meet individually with experienced consultants and nonprofit expert practitioners about your specific nonprofit issues and questions. Sign up at the MNA table near the staircase for your free, 25-minute one-on-one session with an expert. **Consultant's Corner is also offered on Tuesday at 1:00 – 1:25 pm, 3:00 – 3:30 pm and 5:30 – 6:00 pm.**

Location: Natatorium

10:15 – 11:45 am **Concurrent Sessions A**

1. Songs of the Ages: Making an Intergenerational Board Work for Your Organization (Governance)
Boomers, gen X-ers, and millennials... oh my! Recruiting, retaining and motivating board members of various backgrounds, experiences, and ages can be so challenging that some organizations ignore diversification. Come learn why it's worth the effort, discuss how volunteerism has changed over the years, discover ways to make the most of what multi-generational boards have to offer, and share your ideas for recruiting, retaining and motivating a volunteer board that can really make your mission sing.

Speakers: **Stephanie Knisley** – Community Outreach Liaison, Helena School District #1, Helena

Glenna Wortman-Obie – Manager of Intermountain President's Council, Intermountain, Helena

Location: Clark Room

2. Not Just for the Big Nonprofits Anymore: Planned Giving for Small Organizations (Fundraising)
Planned giving should be a part of every nonprofit's development plan. They ensure the future income to the organization and are a tool for developing strong relationships with donors. The notion of planning gifts can be intimidating to a small nonprofit whose staff is already overcommitted. However, there are other ways for small organizations to begin a planned giving program without building internal staff expertise. With

Montana's tax credit for donations of planned gifts to qualified endowments every nonprofit should be offering these options to donors.

Speaker: **Linda Reed** – President/CEO, Montana Community Foundation, Helena
Cathy Cooney – Program Director, Montana Community Foundation, Bigfork

Location: Capitol Room

3. Protecting Your Organization: Fraud, Internal Controls, Audits and Reviews (Financial Management)

Fraud is a risk we face every day. But an ounce of prevention is worth a pound of cure. This session will teach you how to protect yourself and your organization by implementing the proper internal controls. You will learn of strategies for prevention of fraud as well as the difference between an audit engagement and a review engagement.

Speaker: **Julie Kostelecky, CPA** – Supervisor, Anderson ZurMuehlen, Inc., Bozeman

Location: Lewis Room

4. Succession Planning (Executive Leadership)

It used to be that succession planning meant choosing and grooming a successor. It doesn't mean that anymore in the corporate sector, and it never worked for most community nonprofits anyway. Instead, succession planning is about making the job doable, turning the management team into a leadership development opportunity, and finding a strategy for financial sustainability.

Speaker: **Jan Masaoka** – Director and Editor-in-Chief, *Blue Avocado*, San Francisco, CA

Location: State Room

5. Assessing Your Nonprofit's Technology (Technology)

How do you know what you don't know? An Assessment is the foundation for a good technology plan. Join Shawn Michael, NPower Oregon Director and Senior Associate of Technology for TACS to find out the questions you need to ask to determine if your technology is what it should be to keep your organization efficient and productive. We will cover assessment methodology for: Hardware (servers, workstations, peripherals and other networking components); software (fiscal, donor management, client/service management, productivity, i.e. word processing, spreadsheet, etc.); email; Web Site (connectivity, hosting, content management systems); and more. Shawn will share handy tools, walk you through how to inventory your systems, help you to determine if they are sufficient and sustainable and identify areas for improvement.

Speaker: **Shawn C. Michael** – Director, Tech Team and NPower Power, Portland, OR

Location: Gallery Room

6. Getting It Right: Financial Management (Management Fundamentals)

This session will introduce basic nonprofit financial statements (Statement of Financial Position, Statement of Activities) as well as standard budget vs. actual reports. You will increase your understanding regarding the use of net asset classifications (unrestricted, temporarily restricted, and permanently restricted) in nonprofit accounting. The session is designed to provide practical information at the introductory level for staff and board. There will also be a question and answer period covering basic nonprofit accounting.

Speaker: **Curt Klotz** – Director of Finance & Administration, Indian Law Resource Center, Helena

Location: Judicial Room

11:45 am – 1:30 pm **Lunch & MNA Annual Meeting (included with registration)**

Location: Judicial / Legislative / Executive Rooms

1:00 – 1:25 pm **Consultant's Corner** – See description posted at 9:45 – 10:15 am. Must sign up in advance

Location: Natatorium

1:30 – 3:00 pm **Concurrent Sessions B**

1. Governance Policies: The Musts (Governance)

The focus of this session is the importance of sound policies to effectively govern your organization. Information will be presented on both general governance and leadership policies as well as policies that address issues such as conflict of interest and ethics, executive evaluations, public disclosure, document retention and whistleblower policies. Sample policies will be available to participants.

Speaker: **Debra Silk** – Associate Executive Director and General Counsel, Montana School Boards Association, Helena

Location: Clark Room

2. Special Events that Work (Fundraising)

Known for their ability to consume massive quantities of staff and volunteer time, special events continue to frustrate and reward us at the same time. The right special event can increase visibility, cultivate donors, engage board members and other volunteers, and raise money for your organization. At this session you will learn about the role of special events in your overall fundraising plan. You will be given tools and tips on how to make the most of your special event program by learning how to decide which events to keep and which to abandon, and by developing criteria for making decisions about future events. Common characteristics of successful events will also be shared at this session.

Speakers: **Teresa Geremia Chart** – Education Director, Montana Nonprofit Association, Helena
Wendy Nicolai – Executive Director, Montana Affiliate of Susan G. Komen for the Cure, Helena

Location: Capitol Room

3. Prepare Now for the New 990 (Financial Management)

The IRS made sweeping changes to the Form 990 and expanded the requirements of filing Form 990 EZ. This session will review the key changes, filing requirements, and structure of the new Form 990, discuss compliance, governance and transparency issues, and board responsibility with regard to the 990.

Speaker: **Suzanne Severin** – Manager, Anderson ZurMuehlen & Co, Helena

Location: State Room

4. Care and Feeding of Your Executive Director & Sustaining Nonprofit Networks (Executive Leadership)

In this 90-minute workshop participants will learn skills that allow them to support and empower others while maintaining their own effectiveness and success. You will gain cognitive understanding and tools to better maintain the elusive balance between 'work' and 'life'. You will leave this workshop with concrete tools that you can begin applying immediately and that will contribute to your own success, ease and effectiveness as well as to that of those around you.

Speaker: **Dru Jackman, ACC** – Sane Solutions by Dru, Whitefish

Location: Lewis Room

5. Technology Use and Security Policies and Practices (Technology)

You have spent valuable resources – both time and money – on implementing technology in your organization. How much would it cost to rebuild it all – fiscal systems, client management systems, workstations – if someone downloads a malicious virus? What would you do if you found that an employee

had been viewing inappropriate content on the computer they use at work? What would you say to your insurance company if they asked for your policies regarding the use of technology?

This session will help you determine what is defined as “appropriate use” and will set the guidelines to keep your investment in technology safe. It will cover rights and responsibilities, appropriate use, examples of misuse, reporting misuse, and enforcement. The information you take away when used in your day-to-day operations will prevent most issues from becoming crises. Back up, disaster recovery, electronic and physical security and end-user management will be addressed.

Speaker: **Shawn C. Michael** – Director, Tech Team and NPower Power, Portland, OR

Location: Gallery Room

6. Getting It Right: Fundraising (Management Fundamentals)

The economy may be flat, but your fundraising doesn’t need to be! Whether you’re just starting out and need to build a real fundraising plan (one that works now with real donors, board and staff members), or whether you’ve decided it’s time to tune up your organization’s time-worn strategies and methodologies, this session will help you raise money...and stay focused on what matters most. Really. Please come prepared to work on a specific organizational need or project

Speaker: **Mary Peterson** – Development Director, Heart of the Valley Animal Shelter, Bozeman

Location: Judicial Room

3:00 – 3:30 pm **Break / Exhibitor Fair / Consultant’s Corner**

Consultant’s Corner – See description posted at 9:45 – 10:15 am.

3:30 – 4:15 pm Plenary Session

Transfer of Wealth

Research in Montana and nationally indicates the largest intergenerational transfer of wealth in history is now underway in our country. The post World War II period ushered in possibly our nation’s greatest economic growth and prosperity. Americans bought homes and second homes, built businesses, invested in stocks and bonds and acquired life insurance at unprecedented levels. In 2006, The Montana Community Foundation commissioned a study—*Wealth in Montana*—to determine just how much personal wealth our state has accumulated during the same period. Hear about the important results of this study and the transfer of wealth in Montana, and how this funding shift may and can impact your nonprofit work.

Speaker: **Linda Reed** – President/CEO, Montana Community Foundation, Helena

Location: Judicial / Executive / Legislative Rooms

4:30 – 5:30 pm **Plenary Session: Candidates Spotlight**

Candidate’s Spotlight: Featuring Candidates for Key Elected Positions that Will Impact Your Work in the Year’s Ahead – A first of its kind event for MNA, the Montana Candidate’s Spotlight will feature individual presentations by candidates for Governor including Senator Roy Brown and Governor Brian Schweitzer; and candidates Steve Bullock and Tim Fox for Attorney General. Candidates will discuss their personal and professional exposure to and experience with the nonprofit community and highlight ways in which, if elected, they will partner with and strengthen the nonprofit sector in Montana. An opportunity to ask questions of the candidates will also be provided.

4:30 – 5:00 Attorney General Candidate Steve Bullock

5:00 – 5:30 Attorney General Candidate Tim Fox

Location: Judicial / Legislative / Executive Rooms

5:30 – 6:00 pm **Consultant's Corner** – See description posted at 9:45 – 10:15 am.

Location: Natatorium

6:00 – 7:30 pm **Reception at ExplorationWorks (included with registration)**
Light snacks and beverages available. In addition each conference attendee will receive a discounted family pass. ExplorationWorks is a museum of science and culture for children of all ages (0 – 99).

Location: 995 Carousel Way in the Great Northern Area of Helena. Pick up a map at the conference registration desk.

Wednesday, September 24

7:00am – 1:00 pm **Registration / Information / Book Fair**

7:00 – 8:00 am **Breakfast – A Great Time for Networking**

Location: Executive / Legislative Rooms

8:00 – 9:00 am **Plenary Session: Candidate's Spotlight** – See description previously posted at 4:30 – 5:00 pm Tuesday

8:00 – 8:30 – Gubernatorial Candidate Roy Brown

8:30 – 9:00 am Gubernatorial Candidate Governor Brian Schweitzer

Location: Judicial / Legislative / Executive Rooms

9:15 – 10:45 am **Concurrent Sessions C**

1. Nonprofit Lifecycles and Board Responsibilities (Governance)

Today's non profits are growing and changing at record paces. Board members are increasingly responsible for helping guide organizations through these changes, keeping an eye on both program and financials and making sure both thrive. In this session the typical lifecycles of nonprofits and how boards can be helpful in making those transitions productive and fruitful will be explored.

Speaker: **Liz Harrison** – Executive Director, Montana Outdoor Science School

Location: Lewis Room

2. Donors and Marketing to Generations (Fundraising)

Are there really traits to look for within generations that might help us build our organizations? Do some generations prefer to give and let go, while others prefer to drive their donation a bit more? Does the year donors were born really help us know how to better communicate with them about philanthropy? Learn the nuances of generational giving at this "Know Thy Donor" session that will help you answer these questions for your own organization and promote your mission to appeal to multiple generations of donors.

Speaker: **Judy Held** – President, Benefis Healthcare Foundation, Great Falls

Location: Capitol Room

3. Your Nonprofit's Fiscal Health: Building Reserves, Investments & Endowments (Financial Management)

Finances aren't always fun, but they are critical to achieving your nonprofit's mission. Learn how to project cash flows and build cash reserves. Then move to the next step and learn how to make your donations and

grants work harder for your organization by selecting the proper investments. Finally, make the leap from day-to-day budgeting to building an endowment for your organization's future.

Speaker: **Teresa Olcott Cohea** – Vice President / Financial Consultant, D. A. Davidson, Helena

Location: Judicial Room

4. Volunteers and Marketing to Generations (Executive Leadership)

More and more there is less and less harmony inside our organizations. One of the key factors is the disconnect between traditional (over 60) and boomer (43-60) leaders and volunteers, gen X'er (29-42) management, and gen Y (under 30) new employees. This session will explore why and how we should market differently to each generation in a lively and entertaining interactive presentation.

Speaker: **Kari Gabriel** – Executive Director, Flathead CARE

Location: Clark Room

5. Social Marketing and Volunteer Management (Technology)

Social marketing and volunteer management take commercial concepts and practices and apply them to further a cause. How do you get your organization to be the hot topic of conversation? Do your volunteers go out and tell others about how much good your organization is doing for the community? "Social marketing is the systematic application of marketing along with other concepts and techniques to achieve specific behavioral goals for a social good." Wikipedia - http://en.wikipedia.org/wiki/Social_marketing

Volunteer Management is the application of human resource management practices with individuals wanting to participate in a cause by donating their time and skills.

Learn how to utilize successful practices that have been used in the commercial business world in a socially beneficial manner.

Speaker: **Shawn C. Michael** – Director, Tech Team and NPower Power, Portland, OR

Location: Gallery Room

6. Getting It Right: Human Resources Management (Management Fundamentals)

Human resources is a dynamic field and covers a wide array of areas. In order to be known as an employer of choice, it is important that an organization manage its personnel. The role of human resources in your organizations will be examined, with a review of the primary functions and applicable laws and statutes. Receive some valuable information in the areas of human resources that can trip an employer up. You will leave the session with materials you can use within your organization to improve the management of your most valuable resource—your employees.

Speakers: **Ruth French** – Human Resource Consultant, Associated Employers, Billings
Paul Hutter – Vice President, Management & Safety Division, Associated Employers, Billings

Location: State Room

10:45 – 11:00 am **Break / Exhibitor Fair / Book Fair**

11:00 am **Book Fair Closes**

11:00 am – 12:30 pm **Concurrent Sessions D**

1. Engaging the Nonprofit Board: Let Them Lead (Governance)

Board and staff leaders are encouraged to attend this workshop together. Participants will gain an overview of the three modes of governance—fiduciary, strategic and generative. You will learn how to engage the

board and find meaningful, leadership roles for board volunteers. Techniques to encourage board conversation and ways to improve board meetings will be covered.

Speaker: **Peggy Owens** – CEO, Big Brothers Big Sisters of Alaska, Anchorage, AK

Location: Capitol Room

2. Donate Now: Does e-Philanthropy Make Cents/Sense? (Fundraising)

The Internet is bringing more people to the causes they love and creating more ways to participate with them. For nonprofits that wish to expand, having an online presence is a 21st-century necessity. The Internet is a driving force in the business world, yet many nonprofits fail to use this technology effectively. This seminar will introduce issues and strategies specific to the online world. These topics include online communications to build relationships, Internet marketing, fundraising through the Web, and legal issues relating to the Internet.

Speaker: **P.K. Madsen** – Director of Development, Billings Symphony Orchestra and Chorale, Billings

Location: Judicial Room

3. The IRS and You (Financial Management)

This session will cover a number of IRS matters affecting tax-exempt organizations including: Unrelated business income tax requirements; recordkeeping and disclosures for cash and non-cash contributions; quid pro quo contribution disclosures; public inspection and disclosure requirements.

Speaker: **Kelby Donnelly** – CPA, Junkermeir, Clark, Campanella, Stevens, P.C. Great Falls

Location: Lewis Room

4. Executive Leader Roundtable (Executive Leadership)

This session will include discussions of relationships with board, managing staff, funder relations, burnout, etc. There will be time to present questions and discuss solutions or options.

Speaker: **Jan Masaoka** – Director and Editor-in-Chief, *Blue Avocado*, San Francisco, CA

Location: State Room

5. Digital Storytelling (Technology)

It is known that the power of a personal story is what is most effective in motivating corporate and community funders, individual donors, and volunteers. It is also a personal story and the emotions that are the result that draw and retain staff who are invested in your cause. "Digital Storytelling refers to using new digital tools to help ordinary people to tell their own real-life stories." (Wikipedia - http://en.wikipedia.org/wiki/Digital_storytelling)

But, where do you start? What media do you use? What resources are required to produce an effective "Digital Story"? In this session, learn: What is it? Who is doing it? How does it work? Why is it significant? What are the downsides? Where is it going? What are the implications?

Speaker: **Shawn C. Michael** – Director, Tech Team and NPower Power, Portland, OR

Location: Gallery Room

6. Getting It Right: Building A Successful Executive Team (Management Fundamentals)

This workshop is designed for new executive directors and examines the basic roles and responsibilities of board members, as well as proven methods for implementing board recruiting, training, and evaluation procedures. Participants will gain an understanding of the theory behind building an effective board as well as hands-on methodology and templates to aid in the implementation of a comprehensive board development strategy.

Speakers: **Terry Profota, MNM** – President, Sage Solutions Consulting, Bozeman
 Bonnie Sachatello-Sawyer, PhD – Executive Director, Hopa Mountain, Inc., Bozeman

Location: Clark Room

12:45 – 3:00 pm Lunch and Plenary Session

Philanthrocapitalism

A new movement is afoot that promises to save the world by revolutionizing philanthropy, making nonprofit organizations operate like business, and creating new markets for goods and services that benefit society. Nick-named “philanthrocapitalism” for short, its supporters believe that business principles can be successfully combined with the search for social transformation.

Are business principles and practices the answer that nonprofits have been looking for to increase their impact? Or, are nonprofits falling victim to an ill-fitting, fashion that could undermine the values and relationships that have been central to social progress throughout recent history? Or does the truth lie somewhere in-between? Michael Edwards, author of *Just Another Emperor? The Myths and Realities of Philanthrocapitalism*, will explore these questions.

Speaker: **Michael Edwards** – Author, *Just Another Emperor? The Myths and Realities of Philanthrocapitalism*, New York, NY

Location: Judicial / Legislative / Executive Rooms

3:00 – 3:30 pm Closing Remarks and Raffle

Final Raffle / Drawing (Must be present to win)

- A one night stay for two at Mountain Sky Guest Ranch
- Complimentary registration at the 2009 MNA Conference
- Helena area getaway including lodging, meals, and show