

POWER TOOLS FOR NONPROFITS CONFERENCE

AGENDA

Welcome to the Power Tools for Nonprofits Conference

- 7:45 a.m. – Registration and Refreshments
- 8:25 a.m. – Morning Keynote: Dan Pallotta
- 9:20 a.m. – Session I
- 10:20 a.m. – Networking & Resource Center
- 10:35 a.m. – Session II
- 11:30 a.m. – Networking & Resource Center
- 11:40 a.m. – Luncheon and Keynote Speaker: Jan Hargrave
- 1:10 p.m. – Networking & Resource Center
- 1:25 p.m. – Session III
- 2:35 p.m. – Refreshments, Networking & Resource Center
- 2:50 p.m. – Session IV
- 4 p.m. – Adjournment

POWER TOOLS FOR NONPROFITS CONFERENCE
MISSION STATEMENT

To provide an educational forum for nonprofit professionals, volunteers and board members on ways to leverage resources, strengthen organizations and improve the quality of life for all, thus sustaining viability of nonprofits in our community.

The Power Tools for Nonprofits Conference has helped to:

- Educate and motivate more than 10,000 nonprofit professionals with the necessary tools to become more focused, innovative and diligent in providing better services to their clients.
- Provide relevant and current topics at the conference for nonprofit participants to address social issues and improve the quality of life for thousands of individuals.
- Maximize and leverage our charitable dollars and give back to our community.
- Implement valuable resources and education, as well as networking, leadership and collaboration opportunities for more than 3,500 nonprofit agencies, education institutions, business/professional associations and faith-based organizations.
- Enhance collaboration with numerous community organizations in Southeast Texas.

POWER TOOLS FOR NONPROFITS CONFERENCE
SESSION DESCRIPTIONS

Session I
9:20 – 10:20 a.m.

Finding and Activating Your Highest Potential Donors

*Kim Sterling – Sterling and Associates
Room 207*

Among all charitable giving, individual giving makes up the largest part with as much as 75 percent. Through this session, discover how to identify and activate the gold in your donor base by developing a major gifts program.

Health, Not Healthcare: What is the Difference?

*Elena Marks – Episcopal Health Foundation
Room 206*

We have confused healthcare with health, leading us to assume that the more we invest in healthcare, the healthier we will be. Research shows that of the factors that determine health status – as measured by the quality and quantity of life – healthcare only accounts for 10 to 20 percent, yet we commit more than 95 percent of our national health expenditures to healthcare.

Lessons from an 800 Pound Volunteer Gorilla

*Brian Greene – Houston Food Bank
Room 205*

With 92,000 volunteers last year alone and thirty years of experience, there are many insights the Houston Food Bank's CEO has learned that are worth sharing. Attend this session for some provocative takeaways on everything from court-appointed volunteers to powerful board members.

Nonprofit Accounting, Regulatory and Uniform Guidance Update

*Angela Dunlap – Grant Thornton LLP
Room 204*

This session will cover the latest accounting and regulatory updates, with a focus on ASU 2016-14, Presentation of Financial Statements of Not-for-Profit Entities and the federal OMB Uniform Guidance. In addition, updates will be provided on the status of other current FASB projects, as well as hot topics, including the new Lease and Revenue Recognition standards.

Social Program Design and Impact Funding

*Elena Farah, Ph.D. – Blue Orange Innovations
Room 203*

This session will focus on designing social programs for impact. Discover how using a human-centered and evidence-based approach can help your organization meet the needs of target constituencies and produce measurable, sustainable outcomes.

CEO Experiences and Thoughts on Innovation

*Dr. Robert (Bob) Sanborn (moderator)
Nory Angel – TEACH
Leslie Bourne – Covenant House
Michelle Shonbeck – Christian Community Service Center
Room 202*

This panel will focus on CEO experiences that led to organizational growth due to innovation and creative thinking. Discover how to leverage these tools to take your organization to new heights.

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Session II
10:35 – 11:35 a.m.

*Uncovering and Understanding Prospect
and Donor Motivations*

*Kirsten Schachter – Dini Spheris
Room 207*

This session will utilize research and findings from “The Seven Faces of Philanthropy.” Gain insights about what motivates major giving by defining and understanding this approach to donor cultivation. Discover the questions to ask that reveal one’s philanthropic motivation. Participants will learn how to utilize the information gained from discovery calls to create winning cultivation and solicitation strategies based on the donor profile.

*Why Diversity, Inclusion and Equity Matter
for Nonprofits*

*Vicki Clark – Building the Capacity of Organizations
Room 206*

Nonprofits are traveling a journey to identify how to build the core values of diversity, inclusion and equity into their operations, as well as model those values as we advance our missions. Embracing equity, diversity and inclusion as organizational values is a way to intentionally make space for positive outcomes to flourish. This session will help you to broaden your understanding of how to look at the levers that influence and support your agency’s role as a diversity advocate.

*How to Lead People Who Do Not Have to Follow:
Why the Best Leaders Treat Everyone
Like Volunteers*

*Lauren Duplessis – BakerRipley
Room 205*

By examining best practices in volunteer management, we will explore how volunteer managers lead and inspire

individuals to accomplish organizational goals and transform communities. Discover how those leadership practices can be translated into every aspect of the workplace.

*Proven Ways to Combine Traditional Marketing
and Digital to Grow Your Nonprofit*

*Phil Morabito and Chris Ferris – Pierpont Communications
Room 204*

Conventional wisdom views traditional marketing as a strategy separate and distinct from digital initiatives. Phil Morabito and Chris Ferris of Pierpont Communications will explain how and where marketing and digital overlap and review proven ways to combine them.

*The Calm Before the Storm:
Pre-Crisis Management*

*Brian Greene – Houston Food Bank
Kevin Shipley – Gulf Coast Regional Blood Center
Jaime Campos – BakerRipley
Room 203*

With the events of Hurricane Harvey still in our recent memories, the case for an effective pre-crisis management plan is easy to make. To best serve our community when we are needed most, the panel will share personal stories, strategies and lessons learned to better prepare for future crisis management situations.

*Igniting the Future: Strategic Plans
that Raise the Bar*

*Holly Lang – Dini Spheris
Room 202*

What do high-performing organizations do differently with their strategic plans? How can you bring new thinking into your next strategic plan? In this session, explore case studies where strategic planning became a true catalyst for the future.

SESSION DESCRIPTIONS

Session III 1:25 – 2:35 pm

How Changes in Big Philanthropy Are Impacting Local Nonprofits

*George Grainger, Ph.D. – Texas A & M University
Katy Hays – Sterling and Associates
Room 207*

Impact investing, strategy, transformational change, evidence and evaluation have become common nomenclature within the field of big institutional philanthropy—large legacy and newly-formed private foundations. Two former foundation program officers will offer insights into what this means for local nonprofits.

Self-Care's Vital Role in Your Giving Campaign

*Miara Shaw – Maven Business Academy
Room 206*

Giving is at the core of what you do. Let's uncover how you can create the balanced rhythm of self-care needed so that you can continue serving and not over-giving, feeling overwhelmed and unfulfilled.

High Impact Leadership

*David Branham, Ph.D. – University of Houston
Downtown, Room 205*

High impact leadership is about understanding your role as a leader in the context of your organization. Through this session, participants will learn how to lead authentically in a way that inspires instead of directs.

The Latest Tech and Innovations in Video Marketing

*Nelson Vanegas – Goodspere
Room 204*

You will walk away from this session with an inside look at the latest technology and innovations in video marketing. We will share what works and what needs to be on your radar when publishing videos to your website and social media. This session will benefit organizations and individuals with little to some experience creating videos for social media.

Collaboration in the New Era of Collective Impact

*Bob Wimpelberg, Ph.D. – All Kids Alliance, University
of Houston, Room 203*

Nonprofit leaders need to come to grips with the latest idea affecting our work: collective impact. Why? Because collective impact approaches collaboration in an unfamiliar way. This session will explore new thinking about collaboration and help participants understand what nonprofits need to do in the era of collective impact.

Creating the Mindful Leader

*Bill M. Wooten, Ph.D. – Bill M. Wooten and
Associates LLC
Room 202*

Through this session, participants will learn the fundamentals of mindful leadership, including mindful communication, how to cultivate focus, see past our own filters, manage stress and be more innovative and effective leaders.

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Session IV
2:50 – 4:00 pm

Using Mission Minded Marketing and Communications to Support Fundraising

Mason Jay Blacher and Jeff Olsen – University of St. Thomas, Room 207

This session will explore how to work together to build stronger messaging that accomplishes both marketing and development goals.

Translating and Leveraging Information: Data to Dollars

*Nicole McWhorter – Dini Spheris
Room 206*

This session will help you translate your organization's data into actionable intelligence and, ultimately, dollars to advance your mission. We will look at systems and strategies to take your fundraising to the next level and ensure that you are leveraging all of the information from engagement to program data. Topics to be covered include data management, mining and basic analytics.

Apply Design-Thinking to Create an Employee Experience

*Paula Descant Moore – Deloitte Consulting LLP
Room 205*

This interactive design thinking workshop will introduce the "Voice of the Employee." Learn how to create personas and experience maps that will help you better define your talent and create personalized career preferences.

Social Entrepreneurship

*Laila Sorurbakhsh, Ph.D. – University of Houston
Downtown, Room 204*

Social entrepreneurship is about learning how to source innovation potential at the grassroots level to solve common social problems. Discover how social entrepreneurs are blending profits with purpose to generate a positive return for society.

Who's in Charge Here?

Ronnie Hagerty, Ph.D. – United Way of Greater Houston, Room 203

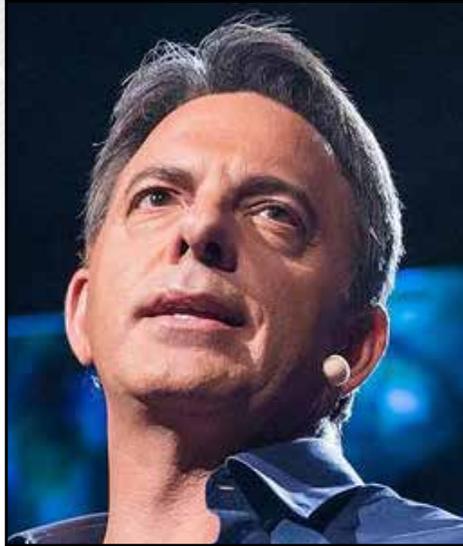
What do the most successful nonprofits have in common: compelling mission, ample funding, impressive marketing? None of the above. The secret of nonprofit success is ultimately determined by the relationship between board chair and CEO. This session will offer practical guidelines for building the kind of healthy leadership team that sets the stage for success.

Effective Strategies for Resolving Staff and Volunteer Conflict

*Anne Davis, Ph.D. – The Barnabas Group
Diana Dale, Ph.D. – Worklife Institute
Room 202*

Daily conflict can cause a decline in staff productivity and quality of work life. It can result in turnover of staff and volunteers. Learn effective strategies to reduce dysfunctional conflict through mediation techniques while improving organizational discourse. This session will highlight issues around legal compliance and HR-imposed arbitration.

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KEYNOTE SPEAKER



Dan Pallotta
(Live Video)

Dan Pallotta is an activist, humanitarian, author and builder of movements. He is a pioneer in the national effort to transform the way our culture evaluates the character and impact of nonprofit organizations. His iconic TED Talk on philanthropy has been viewed more than 4.3 million times. It is one of the 20 most commented TED Talks of all time. It has been translated into 27 languages and continues to be viewed over 1,000 times a day by people all over the world. He is a founding collaborator for TED's Audacious Philanthropy Project.

Dan invented the multi-day charitable event industry. He created the Breast Cancer 3-Day walks and the multi-day AIDS Rides, a series of long-distance cycling journeys, which raised more than half a billion dollars in nine years and were the subject of a Harvard Business School case study. The model and methods he created are now employed by dozens of charities and have raised more than \$1.5 billion more for important causes from pediatric leukemia to AIDS to suicide prevention and many others.

Dan is the author of "*Uncharitable: How Restraints on Nonprofits Undermine Their Potential*," the best-selling title in the history of Tufts University Press. The *Stanford Social Innovation Review* said that the book "deserves to become the nonprofit sector's new manifesto." His newest book is "*Charity Case: How the Nonprofit Community Can Stand Up for Itself and Really Change the World*." Robert F. Kennedy, Jr. has described it as "an Apollo program for American philanthropy and the nonprofit sector."

Dan has given hundreds of talks on philanthropy and innovation in the United States and around the world. He has also been written about and featured in the media spanning the *New York Times*, *Forbes*, CNN, The Today Show and more.

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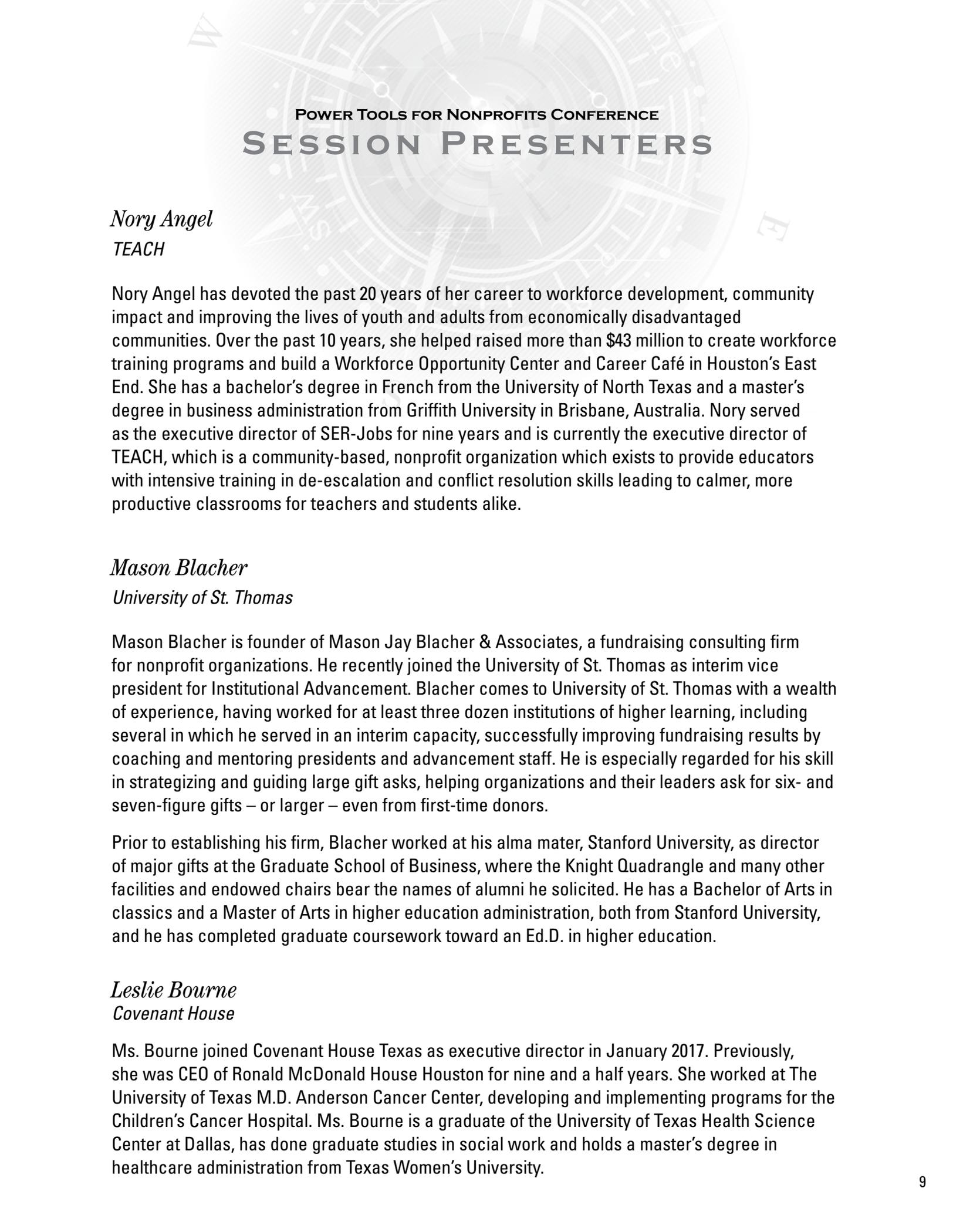
Jan Hargrave

Jan Latiolais Hargrave teaches you the ways in which your body communicates to the world around you. Her information could help you “read” your customers, your family, your students, your associates, in fact, everyone around you. Author of *Let Me See Your Body Talk*, *Freeway of Love*, *Judge The Jury* and *Strictly Business Body Language*, this popular speaker, distinguished educator, talk-show guest of The Lifetime Channel, Fox News, The Maury Povich Show, The Montel Williams Show, Great Day Houston, E-Entertainment Television and The Ricki Lake Show describes for you all “hidden messages” you use in your everyday life and shows you how to stop the lies and uncover the truth—in any conversation or situation.

Working with thousands in the field of personal growth and self-expression through seminars and workshops for the past 10 years, Ms. Hargrave continues to inspire many of today’s leading corporations, such as Lockheed Martin, Merrill Lynch, Starbucks, Rockwell, ESPN, Sun Life Financial Distributors, Exxon, Chase Manhattan Bank, NASA, El Paso Energy, Bank of America and the USA MWR Training and Development Center in Heidelberg, Germany.

The Cajun French Ms. Hargrave was born to French-Acadian parents in the unique “Joie de Vivre” (Joy of Life) culture of southwest Louisiana and as a result, sprinkles her captivating presentations with entertaining Ragin’ Cajun folkloric tales. Jan received her bachelor’s degree, master’s degree and specialist degree in business/psychology from the University of Louisiana at Lafayette. She is presently CEO of Jan Hargrave & Associates, a Houston-based consulting firm, and served as an adjunct professor at the University of Houston for eight years.

Nonverbal communication – “Body Language” – often communicates a different message from the spoken word. Jan proves with her contagious warmth, wit, and humor that there is a method, and a style, to success. Bring your body, your curiosity, your sense of humor and learn what your body and the body of others is communicating to the world.



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SESSION PRESENTERS

Nory Angel

TEACH

Nory Angel has devoted the past 20 years of her career to workforce development, community impact and improving the lives of youth and adults from economically disadvantaged communities. Over the past 10 years, she helped raised more than \$43 million to create workforce training programs and build a Workforce Opportunity Center and Career Café in Houston's East End. She has a bachelor's degree in French from the University of North Texas and a master's degree in business administration from Griffith University in Brisbane, Australia. Nory served as the executive director of SER-Jobs for nine years and is currently the executive director of TEACH, which is a community-based, nonprofit organization which exists to provide educators with intensive training in de-escalation and conflict resolution skills leading to calmer, more productive classrooms for teachers and students alike.

Mason Blacher

University of St. Thomas

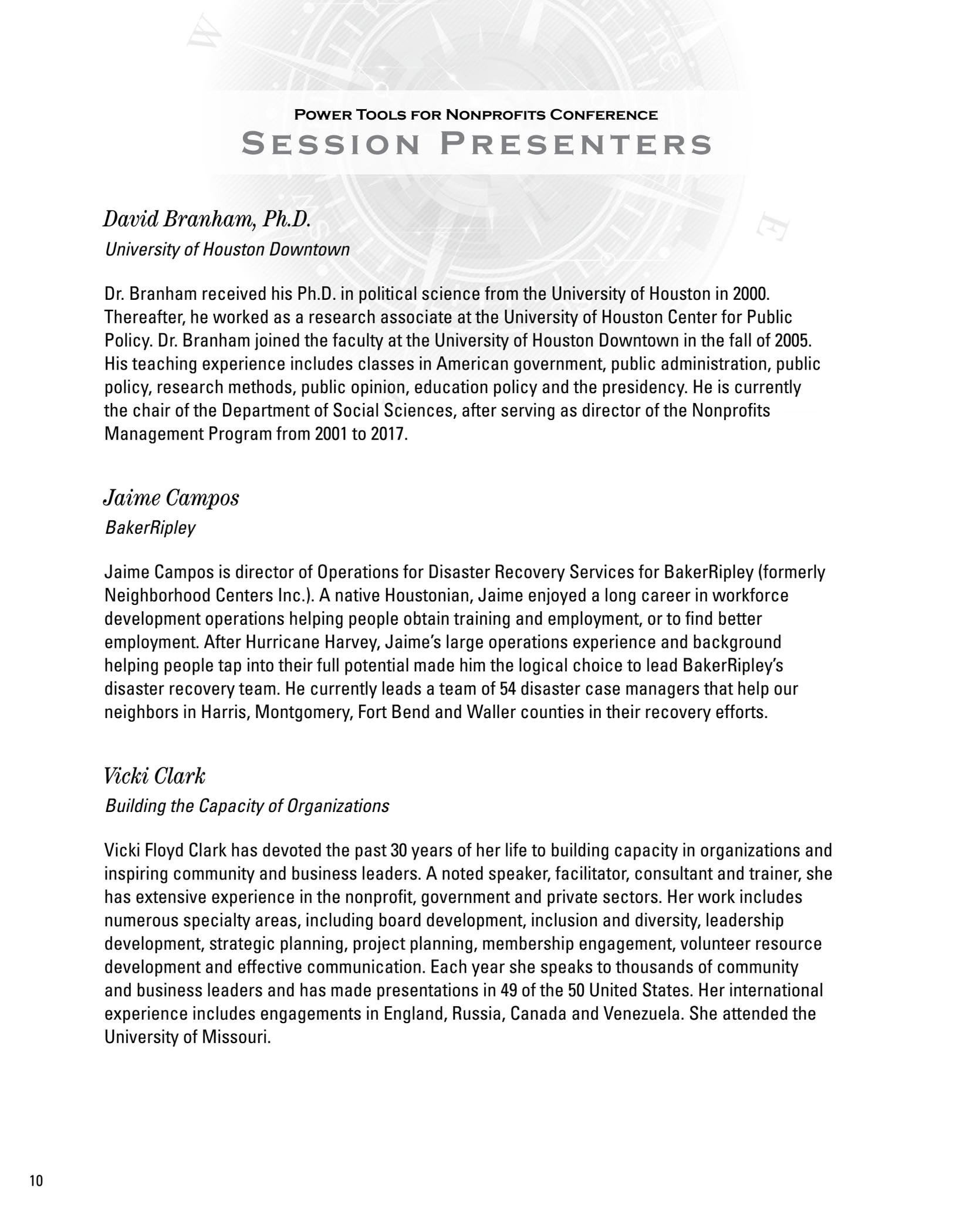
Mason Blacher is founder of Mason Jay Blacher & Associates, a fundraising consulting firm for nonprofit organizations. He recently joined the University of St. Thomas as interim vice president for Institutional Advancement. Blacher comes to University of St. Thomas with a wealth of experience, having worked for at least three dozen institutions of higher learning, including several in which he served in an interim capacity, successfully improving fundraising results by coaching and mentoring presidents and advancement staff. He is especially regarded for his skill in strategizing and guiding large gift asks, helping organizations and their leaders ask for six- and seven-figure gifts – or larger – even from first-time donors.

Prior to establishing his firm, Blacher worked at his alma mater, Stanford University, as director of major gifts at the Graduate School of Business, where the Knight Quadrangle and many other facilities and endowed chairs bear the names of alumni he solicited. He has a Bachelor of Arts in classics and a Master of Arts in higher education administration, both from Stanford University, and he has completed graduate coursework toward an Ed.D. in higher education.

Leslie Bourne

Covenant House

Ms. Bourne joined Covenant House Texas as executive director in January 2017. Previously, she was CEO of Ronald McDonald House Houston for nine and a half years. She worked at The University of Texas M.D. Anderson Cancer Center, developing and implementing programs for the Children's Cancer Hospital. Ms. Bourne is a graduate of the University of Texas Health Science Center at Dallas, has done graduate studies in social work and holds a master's degree in healthcare administration from Texas Women's University.



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David Branham, Ph.D.

University of Houston Downtown

Dr. Branham received his Ph.D. in political science from the University of Houston in 2000. Thereafter, he worked as a research associate at the University of Houston Center for Public Policy. Dr. Branham joined the faculty at the University of Houston Downtown in the fall of 2005. His teaching experience includes classes in American government, public administration, public policy, research methods, public opinion, education policy and the presidency. He is currently the chair of the Department of Social Sciences, after serving as director of the Nonprofits Management Program from 2001 to 2017.

Jaime Campos

BakerRipley

Jaime Campos is director of Operations for Disaster Recovery Services for BakerRipley (formerly Neighborhood Centers Inc.). A native Houstonian, Jaime enjoyed a long career in workforce development operations helping people obtain training and employment, or to find better employment. After Hurricane Harvey, Jaime's large operations experience and background helping people tap into their full potential made him the logical choice to lead BakerRipley's disaster recovery team. He currently leads a team of 54 disaster case managers that help our neighbors in Harris, Montgomery, Fort Bend and Waller counties in their recovery efforts.

Vicki Clark

Building the Capacity of Organizations

Vicki Floyd Clark has devoted the past 30 years of her life to building capacity in organizations and inspiring community and business leaders. A noted speaker, facilitator, consultant and trainer, she has extensive experience in the nonprofit, government and private sectors. Her work includes numerous specialty areas, including board development, inclusion and diversity, leadership development, strategic planning, project planning, membership engagement, volunteer resource development and effective communication. Each year she speaks to thousands of community and business leaders and has made presentations in 49 of the 50 United States. Her international experience includes engagements in England, Russia, Canada and Venezuela. She attended the University of Missouri.

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Diana Dale, Ph.D.

Worklife Institute

Dr. Diana C. Dale is CEO and president of the Worklife Institute, a corporate change management, career transition and mediation services provider and training center in Houston. Since 1988, the institute has been an external contractor for corporations and government organizations, providing organizational change, recruiting and outplacement advisement, conflict management, business ethics and employee assistance program services.

Dr. Dale held senior technical and management positions in the engineering and energy industries before founding the Worklife Institute. She earned a Bachelor of Science and Master of Arts from Stanford University and has a Master of Divinity and a Doctorate of Ministry in corporate chaplaincy. She completed post-doctoral research at the UT Health Science Center in occupational health and safety/management policy science and has a Ph.D. in organizational change management. Dr. Dale is a Credentialed Distinguished Mediator (TMCA) and has licenses as an engineering geologist, marriage and family therapist and clinical employee counselor.

Anne Davis, Ph.D.

The Barnabas Group Greater Houston

Anne Davis is an experienced senior executive who has served in leadership roles for two universities, two large nonprofits, and committees in her church. She has vast knowledge of strategic visioning, executive development and fundraising. She has served on numerous nonprofit boards. Her gifts of teaching and building relationships have provided the basis for training thousands of MBA students in leadership skills including corporate strategy, communication, conflict resolution, decision making, HR and other leadership challenges. Anne consults with nonprofits in board building, fund development, strategy and leadership. She earned her master's degree from Georgia Tech and Ph.D. from Ohio State University.

Angela Dunlap

Grant Thornton LLP

Angela is an audit partner in the Houston office of Grant Thornton LLP with more than 26 years of auditing experience. She is the Houston office Not-for-Profit, Higher Education and Government Practice leader. Angela regularly provides financial statement audit services to a variety of not-for-profit, higher education and government entities. She has a thorough understanding of the requirements associated with governmental accounting and Single Audits. Angela is responsible for ensuring an efficient and effective audit, advising clients in audit and financial reporting issues and assisting clients with internal control and process improvement projects.

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Lauren Duplessis

BakerRipley

Lauren Duplessis has worked in the volunteer management field for nearly a decade at BakerRipley. With a focus on streamlining processes, enhancing the volunteer experience, and growing volunteers into agency ambassadors and donors, she oversees 10,000 volunteers annually. Lauren is passionate about connecting volunteer managers across the city. She has served on the board of the Houston Association of Volunteer Administrators for seven years and currently serves as the board president. Lauren earned her bachelor's degree in marketing at Loyola University New Orleans and is a candidate for a Master of Arts in human dimensions of organizations at the University of Texas at Austin, a practice-oriented curriculum that draws on disciplines in the humanities and social and behavioral sciences with a focus on leadership, communication, ethics, change management and decision-making.

Elena Farah, Ph.D.

Blue Orange Innovations

Elena draws on her experience in public finance, policy design and nonprofit funding to identify solutions to pressing social challenges. Currently, Elena teaches Policy Design and Politics at the University of Houston. She coaches students to utilize design thinking to build policies around latent needs of target constituencies, using an evidence-based approach. Elena is co-founder and strategist for program design at Blue Orange Innovations, a consulting and coaching firm. In her prior role as director of public accountability with the Laura and John Arnold Foundation (LJAF), Elena identified, evaluated and recommended for LJAF board's approval disruptive, high-leverage philanthropic investment opportunities. As a public finance analyst with Moody's Investors Service in New York, Elena assessed long-term credit strength of municipalities and developed trusted relationships with financial advisors and local government officials. Elena holds a doctorate in political science from the University of Houston, a Master of Public Affairs from the LBJ School of Public Affairs and a Master of Arts in Eastern European studies from the University of Texas at Austin.

Chris Ferris, Ph.D.

Pierpont Communications

Chris Ferris is the vice president of digital strategy at Pierpont Communications, a leading public relations and marketing agency dedicated to helping clients grow and protect their brands through an analytics-based approach. He also teaches a graduate-level class on digital marketing to MBA students at the Jones Graduate School of Business at Rice University. Before joining Pierpont in 2018, Chris served as vice president of marketing for BubbleUp, a full-service digital marketing agency whose clients include Jimmy Buffett, Hall and Oates, Zac Brown

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Band, Cadence Bank and Service Corporation International. Chris has a master's degree in communication from the Annenberg School for Communication at the University of Pennsylvania and a doctorate in health policy from the University of Texas Health Science Center in Houston.

George Grainger, Ph.D.

Texas A & M University

George Grainger is senior director of strategic partnerships with the Texas A&M Foundation (TAMF). In this capacity, he provides strategic grant solicitation support to a wide range of academic and research programs at Texas A&M University that are seeking support from regional and national private foundations. Prior to joining TAMF, George Grainger served as senior program officer at Houston Endowment Inc., one of the largest private philanthropic foundations in Texas. George joined Houston Endowment in 1999 where he oversaw approximately \$15 million in new commitments to the K-12 and higher education sectors annually. He was responsible for approximately \$250 million in aggregate grantmaking during his tenure at Houston Endowment. George has more than twenty-five years' experience in organized philanthropy, serving as president and trustee of the George & Anne Butler Foundation since 1983. Prior to joining Houston Endowment, he was a senior member of the Institutional Advancement division at the University of Houston. George received his business degree from the University of Houston.

Brian Greene

Houston Food Bank

Brian is the President and CEO of Houston Food Bank, a nonprofit organization that feeds the hungry by seeking food donations and distributing them to more than 500 relief programs in 18 southeast Texas counties. Since taking the top post at the Houston Food Bank in 2005, Brian has led the organization to unprecedented growth with the food bank having more than tripled distribution. Houston Food Bank is now the largest food bank in the world and distributes more than one hundred fifty million dollars of food each year to almost 800,000 recipients. Prior to moving to Houston, Brian was the executive director of the Second Harvest Food Bank of Greater New Orleans and Acadiana for 12 years.

Previously, he held the same position at the Second Harvest Food Bank in Knoxville, Tenn., for five years. Brian is an adjunct professor for the graduate program in Nonprofit Management at University of Houston Downtown. He has a master's degree in economics from the University of Tennessee and a bachelor's degree in economics from Humboldt State University.

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Ronnie Hagerty, Ph.D.

United Way of Greater Houston

As assistant vice president of Community Relations for the United Way of Greater Houston, Ronnie Hagerty oversees community outreach and leadership development initiatives, including the Nonprofit Connection and Project Blueprint, a program that prepares emerging leaders in ethnic communities for board service. In addition, she has assumed responsibility for United Way's talent management initiative. Prior to her transition to the nonprofit sector, Hagerty was a consultant with New York and Houston advertising and marketing firms. She has been appointed by the Governor of Texas to serve as board chair for the OneStar National Service Commission. She serves on the board of The Rose and the advisory board of the Apollo Chamber Players. She is former board chair of the Association of Fundraising Professionals – Greater Houston Chapter. Hagerty holds a bachelor's degree in journalism from St. Mary's College/Notre Dame, an MBA from the University of Houston Graduate School of Business and a doctoral degree from Antioch University. She is credentialed as a Certified Fundraising Executive (CFRE). Hagerty is an adjunct professor at the Jones Graduate School of Business, Rice University and has been a lecturer at the Bush School of Government and Public Service, Texas A & M University.

Katy Hays

Sterling and Associates

Katy is a senior consultant at Sterling Associates. She joined the firm in fall of 2017 after serving as chief grants officer of The Brown Foundation. Since its inception, the foundation has awarded more than \$1.5 billion in grants, the majority of which are awarded in Texas with special emphasis on Houston. Previously, Katy led development activities at KIPP Houston Public Schools, including a \$19 million capital campaign, a \$100 million expansion initiative and an annual fundraising campaign that raised approximately \$4-5 million annually for program support. Prior to her work with KIPP, she was chief development officer at Texas Children's Hospital, the largest freestanding pediatric hospital in the United States. She led a comprehensive fundraising program, including annual giving/events, individual/planned giving, and foundation and corporate giving teams. Katy is a graduate of Louisiana State University with a bachelor's degree in broadcast journalism.

Holly Lang

Dini Spheris

Holly's experience working with nonprofit clients of all shapes and sizes has focused primarily in the areas of campaign planning and strategy, major gifts program development and strategic planning. She has had the honor of working with organizations of all shapes and sizes – from universities and multi-city healthcare institutions to emerging grassroots agencies and houses

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of worship. Holly's passion is making her clients successful. More than 15 years ago, Holly began her career in the nonprofit sector working for her alma mater, Rice University, in the development office. Helping strengthen others in her field is also a priority for Holly. She serves as an instructor for the Glasscock School of Continuing Studies Center for Philanthropy and Nonprofit Leadership at Rice and teaches a fundraising course for University of Houston's Nonprofit Leadership Alliance program. She is a principal with Dini Spheris, a leading national consultancy in fundraising, leadership and performance.

Elena Marks

Episcopal Health Foundation

Elena Marks is the president and chief executive officer of the Episcopal Health foundation, a \$1.2 billion philanthropy based in Houston. The foundation works to improve the health and well-being of the 11 million people of the Episcopal Diocese of Texas. Ms. Marks is also a nonresident Fellow in Health Policy at Rice University's Baker Institute for Public Policy where her work focuses on healthy reform and access to care for low income and uninsured populations. Her previous professional experience includes serving as the director of health and environmental policy for the City of Houston and consulting in the healthcare industry with large systems and community-based providers.

Paula Descant Moore

Deloitte Consulting LLP

Paula Descant Moore is a manager in the Deloitte Consulting Learning and Career Mobility practice. She is part of the Workforce Transformation group that helps drive Digital Talent Experiences and develop innovative talent strategies with design-thinking principles. Paula is a seasoned innovator who helps organizations to reimagine employee careers, learning and knowledge management through personas, experience maps, content curation and learning delivery platforms. She brings considerable experience with learning strategy development, operations, process improvement, technologies, global deployment and virtual learning knowledge.

Phil Morabito

Pierpont Communications

Philip Morabito founded Pierpont Communications in 1987 after leaving New York City and a prestigious Madison Avenue public relations firm. Hiring his first employee in 1992, Phil now oversees Houston's largest full-service public relations firm – one of the largest in the Southwest with offices in Austin, Dallas and San Antonio. Phil has more than 30 years of experience in

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public relations and marketing, beginning with the firm of Robert Marston & Associates. Phil has a Bachelor of Science and an MBA in marketing and is currently an adjunct professor at the University of Houston Bauer School of Business, where he teaches integrated marketing communications to graduate students. Phil was selected as the 1999 Entrepreneur of the Year by the Greater Houston Partnership CEO Roundtables for small businesses. In 2006, he was named the Ernst & Young Entrepreneur of the Year in the Services category. Pierpont Communications was named Houston's No. 1 Best Places to Work in 2005 by the *Houston Business Journal* and won the award nine other times. The firm is a five-time Houston 100 company, a finalist for *PRWeek's* 2002 Mid-Size Agency of the Year, and was named to the *Inc. 500* list in 2001 and the *Inc. 5000* in 2007, 2008 and 2009.

Jeff Olsen

University of St. Thomas

Jeff Olsen leads the marketing, branding, communications, public relations and social media efforts and initiatives at the University of St. Thomas. He came to St. Thomas from Sam Houston State University, where he served as the director of marketing and communications. Prior to his career in education, Jeff worked as a television writer and producer in Los Angeles for 15 years. In Hollywood, he developed a passion for storytelling, communications, and audience research. He brings those same passions to his marketing and communications work at the University of St. Thomas. He has a bachelor's degree from California State University at Long Beach in film and electronic arts.

Dr. Robert (Bob) Sanborn

Children at Risk

Dr. Sanborn is a noted leader, advocate and activist for education and children and the president and CEO of Children at Risk. He earned his undergraduate degree at Florida State University and his doctorate at Columbia University in New York City. Before entering the nonprofit sector, he had a distinguished career in higher education at institutions, such as Rice University and Hampshire College. He has worked and served as a senior leader with many organizations, always bringing with him a focus on innovation, collaborations with like-minded groups, resources of developing partnerships, and a belief that all children deserve extraordinary opportunities to succeed. Under his decade of leadership, Children at Risk has expanded its influence considerably. Notable achievements include launching the Public Policy & Law Center, Children at Risk Institute, the Center for Parenting & Family Well-Being and the Center to End Trafficking and Exploitation of Children, directing significantly increased media attention to the issues championed by the organization, and increasing the organizational capacity to drive macro-level change to improve the lives of Houston's most defenseless children. Sanborn is also the executive editor of two open access peer-reviewed academic journals: the *Journal of Applied Research on Children* and the *Journal of Family Strengths*.



POWER TOOLS FOR NONPROFITS CONFERENCE
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Kirsten Schachter

Dini Spheris

An Australian who has built her career in America, Kirsten brings a certain tenacity, sense of adventure, global perspective and optimism to her consulting work. She loves meeting new people, discovering their strengths and then marshalling those strengths to better serve their institution's mission. A natural relationship builder, Kirsten finds success in bringing out the best in each client. Kirsten is ready for any campaign challenge once having rallied her team to raise \$120 million in major gifts in three months. During her career, Kirsten has been an integral part of both smaller and major development operations, serving as assistant vice president for development in Baylor College of Medicine's \$1 billion Best Minds, Best Medicine capital campaign. She knows her way around the strategic issues of campaigning and the importance of thoughtful donor strategies. Above all, Kirsten inspires clients to build authentic, meaningful partnerships with their community of donors so together great things happen.

Sarah Schaefer White

Dini Spheris

Sarah pushes herself and others to approach difficult situations from new and creative perspectives. This skill results in effective problem-solving and fresh ideas for her clients. One of Sarah's favorite aspects of her role is witnessing and being a part of the transformational impact Dini Spheris has on organizations that are connecting on a new level with their donors. Sarah has a true passion for her work and enjoys working with organizations to develop, grow and, if need be, establish a culture of philanthropy. Sarah graduated with a bachelor's degree in business administration from Baylor University and remains involved with the school and its local activities today. When she's not training for marathons, Sarah shares her talents and free time serving on alumni boards and as a member of the Junior League of Houston.

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SESSION PRESENTERS

Miara Shaw

Maven Business Academy

A “maven” is a trust professional who seeks to pass knowledge on to others. Miara Shaw, also known as ‘Maven’ Miara, uses her witty, yet direct style of speaking and coaching to ignite audiences to BAM (Bust A Move)! Miara’s corporate career spans more than 25 years with 15 of those years spent as one of few African American female natural gas traders at some of the nation’s largest oil companies. Miara took her extensive corporate experience and has transitioned to a sought after professional speaker, coach and business strategist and curator of female entrepreneurial community called Maven Nation. She provides heartfelt motivation and solutions to barriers to help audiences move from STUCK to EXECUTION with a more balanced rhythm.

Kevin Shipley

Gulf Coast Regional Blood Center

Preparing for crisis, both big and small, is an essential requirement for Gulf Coast Regional Blood Center, a nonprofit organization that partners with the community to save and sustain lives by providing a safe supply of blood, blood components and related services. As director of donor recruitment, Kevin Shipley must strategically plan for crisis on an ongoing basis for The Blood Center, which services more than 170 health care institutions spanning 26 counties across southeast Texas. From severe weather events such as Hurricane Harvey shutting down operations for four days, to major tragedies like the shooting at Santa Fe High School, being able to take for granted that blood will be available when it’s needed is the hallmark of success of these crisis management programs. Kevin has served in various roles over the past 13 years, primarily responsible for the successful recruitment of more than 800 to 1,000 blood donations needed daily for patients in our community. He holds an MBA in business management from University of Houston Clear Lake.

Michelle Shonbeck

Christian Community Service Center

Michelle has been affiliated with the Christian Community Service Center (CCSC) since 1988. She began as a volunteer, and in 1993 was hired to direct one of the programs. In 1995, she was promoted to the position of executive director. Prior to working at CCSC, Michelle was in corporate human resources. Throughout her tenure, CCSC has been recognized for applying core business principles to the accomplishment of its mission. The agency has won several awards for its excellent practices. In addition, Michelle has recruited and retained a strong staff who have expanded the agency to more than double its service level, created an endowment for long-term

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financial stability, and closed and opened programs as the community's needs have changed. Michelle is active in several professional and community organizations. She is a graduate of Texas A&M with a bachelor's degree in business administration in marketing.

Dr. Laila Sorurbakhsh

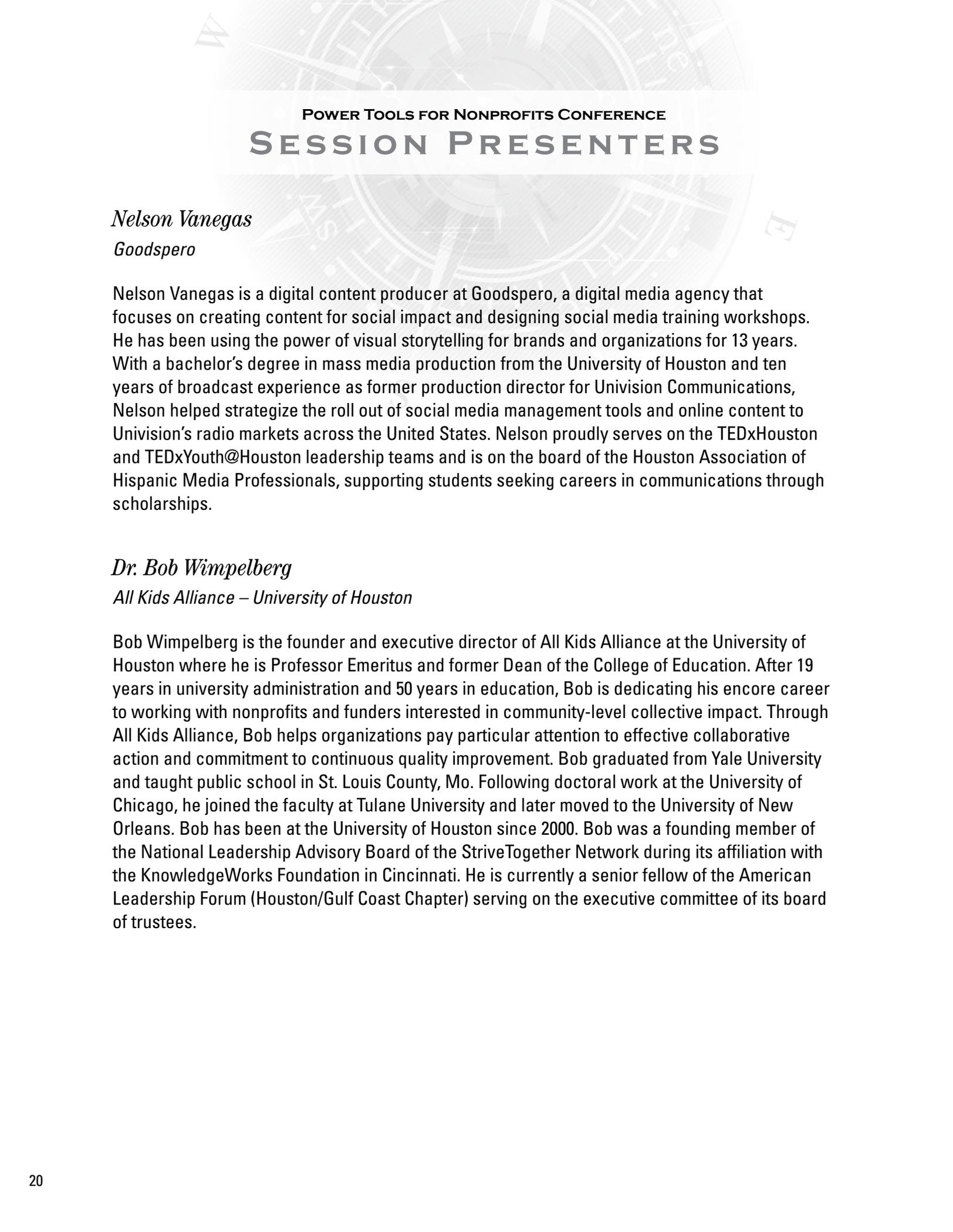
University of Houston Downtown

Laila Sorurbakhsh received her Ph.D. in political science from the University of Houston with specializations in comparative politics, American politics and quantitative methods. Her dissertation, entitled "*Feedback in the EU Advocacy System*," studies how institutional, environmental, and structural changes to the European Union have impacted interest group populations via their levels of competitiveness and survivability. Laila has published works in *European Political Science and Interest Groups & Advocacy*, and recently received the New Faculty Research Grant to conduct interviews in Brussels, Belgium regarding interest groups and biofuel policy. At the University of Houston, Laila has taught courses in American politics, comparative politics, European Union politics and international organizations. Upon finishing her service as a visiting assistant professor in comparative politics at the University of Missouri-Columbia, Laila accepted a position with the School of Professional and Extended Studies at American University in Washington D.C. As of 2017, Laila has embarked on an exciting new career venture as the new director for the Master of Non-Profit Management Program at the University of Houston Downtown, returning to her hometown to take her academic pursuits to new heights.

Kim Sterling

Sterling and Associates

Kim is the founder and president of Sterling Associates. She began her development career with the American Leadership Forum in 1984 as director of development and in 1988 began working as a consultant to nonprofits. Today, she and her team work with nonprofits to plan and manage capital campaigns, develop strategic plans, conduct development assessments, create communications strategies and strengthen the roles of boards and staffs. Over the years, Kim and her team have worked with more than 350 organizations, including the Houston Food Bank, KIPP Public Schools, Habitat for Humanity, the Houston Parks Board, the Houston SPCA, Memorial Hermann Foundation, the Houston Zoo, the Contemporary Arts Museum, numerous independent schools and the Weekley Family Foundation. Kim received her Bachelor of Arts from Williams College and a master's degree in public policy from the LBJ School of Public Affairs at the University of Texas.



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Nelson Vanegas

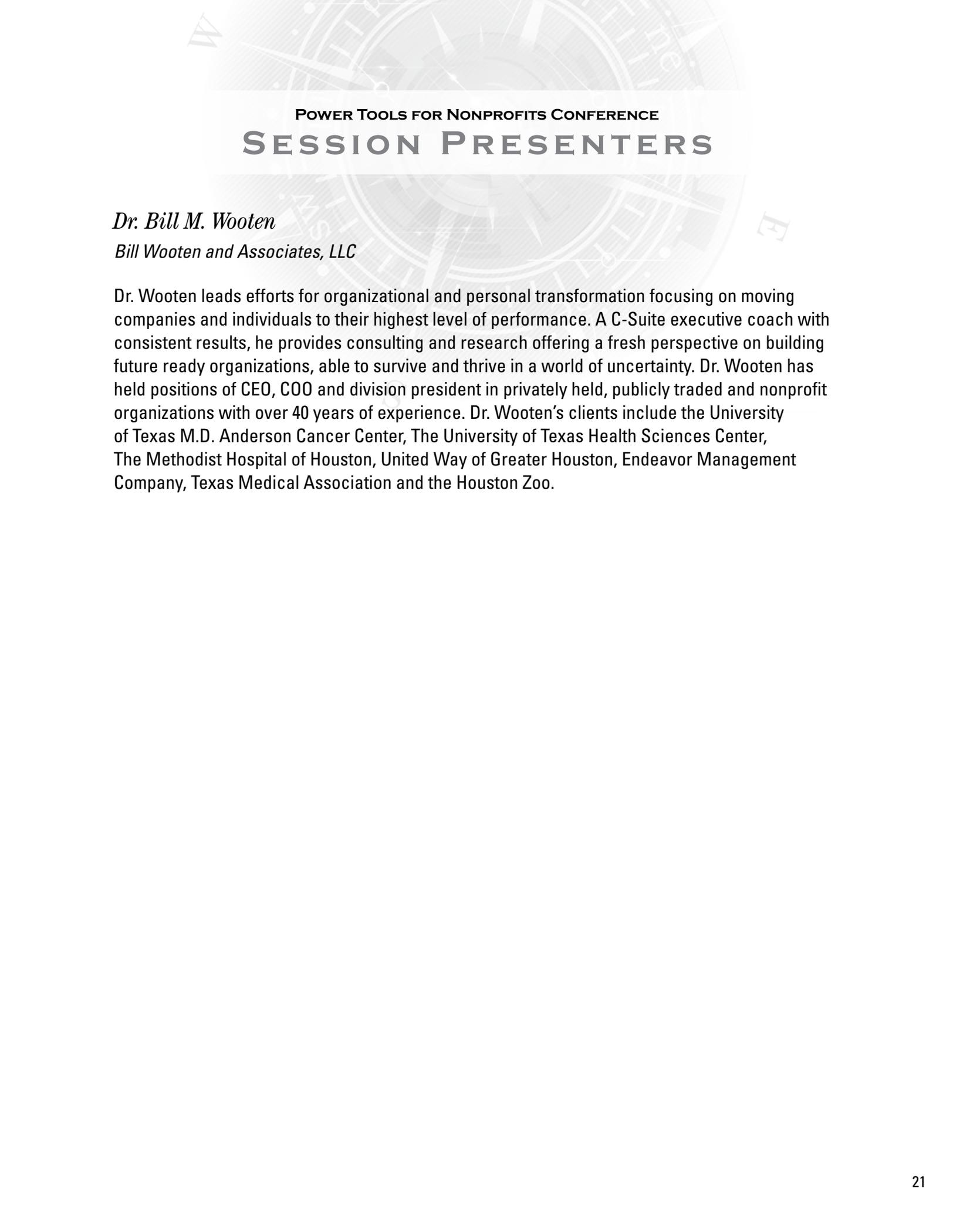
Goodspero

Nelson Vanegas is a digital content producer at Goodspero, a digital media agency that focuses on creating content for social impact and designing social media training workshops. He has been using the power of visual storytelling for brands and organizations for 13 years. With a bachelor's degree in mass media production from the University of Houston and ten years of broadcast experience as former production director for Univision Communications, Nelson helped strategize the roll out of social media management tools and online content to Univision's radio markets across the United States. Nelson proudly serves on the TEDxHouston and TEDxYouth@Houston leadership teams and is on the board of the Houston Association of Hispanic Media Professionals, supporting students seeking careers in communications through scholarships.

Dr. Bob Wimpelberg

All Kids Alliance – University of Houston

Bob Wimpelberg is the founder and executive director of All Kids Alliance at the University of Houston where he is Professor Emeritus and former Dean of the College of Education. After 19 years in university administration and 50 years in education, Bob is dedicating his encore career to working with nonprofits and funders interested in community-level collective impact. Through All Kids Alliance, Bob helps organizations pay particular attention to effective collaborative action and commitment to continuous quality improvement. Bob graduated from Yale University and taught public school in St. Louis County, Mo. Following doctoral work at the University of Chicago, he joined the faculty at Tulane University and later moved to the University of New Orleans. Bob has been at the University of Houston since 2000. Bob was a founding member of the National Leadership Advisory Board of the StriveTogether Network during its affiliation with the KnowledgeWorks Foundation in Cincinnati. He is currently a senior fellow of the American Leadership Forum (Houston/Gulf Coast Chapter) serving on the executive committee of its board of trustees.

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Dr. Bill M. Wooten

Bill Wooten and Associates, LLC

Dr. Wooten leads efforts for organizational and personal transformation focusing on moving companies and individuals to their highest level of performance. A C-Suite executive coach with consistent results, he provides consulting and research offering a fresh perspective on building future ready organizations, able to survive and thrive in a world of uncertainty. Dr. Wooten has held positions of CEO, COO and division president in privately held, publicly traded and nonprofit organizations with over 40 years of experience. Dr. Wooten's clients include the University of Texas M.D. Anderson Cancer Center, The University of Texas Health Sciences Center, The Methodist Hospital of Houston, United Way of Greater Houston, Endeavor Management Company, Texas Medical Association and the Houston Zoo.

POWER TOOLS FOR NONPROFITS CONFERENCE IN APPRECIATION

Sharon Owens

Power Tools for Nonprofits Pioneer Award



Sharon M. Owens served as vice president of CenterPoint Energy's Community Relations department, where she oversaw the strategic development and implementation of the company's community-based programs and corporate giving initiatives. Sharon joined the company in 1977 and became one of the most, if not the most, respected corporate figures in Houston's charitable community. In 2012, she proudly retired from CenterPoint Energy after 35 years of dedicated service.

Sharon is now an entrepreneur and owner of La Maison in Midtown, an urban bed and breakfast. In 1999, Sharon and her business partner and former coworker, Genora Boykins, purchased some property in Houston's midtown area. In 2010, they completed and opened La Maison in Midtown, which has received both local and national mentions. They have been featured in *Essence Magazine*, *Houston Women Magazine*, *Ebony* and *Black Enterprise* to name a few. La Maison has been recognized by Trip Advisor and The Houston Convention and Visitor's Bureau, and was also selected by BedandBreakfast.com as one of the top 10 new urban bed and breakfasts in the world. La Maison received a very positive Zagat rating in 2014. In 2017, it received the Greater Houston Black Chamber of Commerce's Pinnacle "Community Award."

Sharon has served in leadership positions on numerous boards throughout her career. She currently serves on the boards of the Recovery Community Development Corporation (NRDC), Missouri City Chapter of the Links, Choice Foundation, Crohn's & Colitis Foundation, and the Harris County Precinct One Street Olympics. She is a member of the Alpha Kappa Alpha Sorority, the American Leadership Forum Class IX and a life member of the NAACP. She has received numerous awards and recognition for her leadership and invaluable services to the community. Over the years, she has chaired and co-chaired many fundraisers, which have contributed more than \$2.5 million to the community.

Sharon grew up in San Antonio and received degrees from St. Philip's Jr. College in San Antonio and Tennessee State University in Nashville, Tenn. She taught high school in St. Paul, Minn. prior to 1977. She considers herself both a catalyst and conduit for people to achieve positive goals for themselves and their communities. She has the ability and intuition to assess needs in the community and match the right people with the right causes to achieve the right results. Sharon is married to Douglas Owens and is enjoying her career as an owner and entrepreneur by making a difference in Houston.

www.lamaisonmidtown.com

www.bedandbreakfast.com/toplists/top10urbaninns

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IN APPRECIATION

Ronnie Hagerty

Power Tools for Nonprofits Pioneer Award

Ronnie Hagerty is assistant vice president of community relations and talent management for the United Way of Greater Houston. She also oversees United Way Project Blueprint, a program that prepares members of Houston's multicultural communities for nonprofit board leadership. Hagerty earned her bachelor's degree in journalism from Saint Mary's College/Notre Dame, master's degree in business administration from the University of Houston, and doctoral degree in leadership and change from Antioch University.



She is an adjunct professor at the Jones Graduate School of Business at Rice University and has been a lecturer at the Bush School of Government and Public Service at Texas A&M University. Hagerty serves as a board member for The Rose and as an advisory committee member for the Houston Arts Alliance, Nonprofit Leadership Alliance and Career Gear. She is a founding member of the Power Tools Advisory Board and is a sustaining member of the Junior League of Houston.

Bette Range

Power Tools for Nonprofits Pioneer Award

Bette Range started her career at the Houston Community College as an instructor and then a supervisor in the Business Careers Division. As an executive director of several for-profit business education schools, she increased enrollment and started new programs. At Kwik Kopy Corporation, Bette was the director of education for all students that wanted to learn how to run a printing business as franchise owners.



Bette created the Work Force Development Center at Wharton County Junior College and had several courses that were approved by Texas Education Agency. While at the University of Houston, she was a program director at the Katy campus overseeing the certificate programs and organizing the Power Tools for Nonprofits Conference.

Since Bette's retirement from the University of Houston, she has worked with CenterPoint Energy as the conference coordinator for the Power Tools for Nonprofits Conference. Bette's education credentials include a BBA degree from Texas Technological University and a Master of Education from the University of Houston.

In addition to her professional achievements, Bette volunteers at the Lighthouse for the Blind. She was on the Friends of the Missouri City Library board, president of her fraternity alumni association and is a member of numerous committees at her church. She will retire as the Power Tools coordinator this year and plans to travel to see the world.



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IN APPRECIATION**

Conference Advisory Board

Jennifer Anderson – Junior Achievement of Southeast Texas

Michelle Buchanan – Dini Spheris

Linda Casey – Houston Food Bank

Ronnie Hagerty, Ph.D. – United Way of Greater Houston

Burt Hering – Executive Service Corps of Houston

Ann Liberman – University of Houston – Graduate College of Social Work

Chi-mei Lin – Chinese Community Center

John Petrosino – BakerRipley

Gayla Rawlinson-Maynard – Harris County Department of Education

David Ruiz – Bank of America

Robert Sanborn, Ph.D. – Children at Risk

Angela Seaworth – University of Notre Dame

Kevin Shipley – Gulf Coast Regional Blood Center

Michelle Shonbeck – Christian Community Service Center

Nelson Vanegas – Goodspero



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Conference Organizers

Stephanie Allen – University of Houston Downtown

Geoffrey Castro – Conference Co-Chair, CenterPoint Energy

Marylynn Kallina Matthews – Conference Chair, CenterPoint Energy

Bette Range – Conference Coordinator

Laila Sorurbakhsh, Ph.D. – University of Houston Downtown

NRG Center site map

