



**2010 Nonprofit Day  
July 21, 2010  
Holmes Student Center  
Northern Illinois  
University  
Agenda & Program**



Kishwaukee United Way

8:30 a.m. – 9:00 a.m. – Registration & Networking – **Illinois Room**

9:00 a.m. – 9:45 a.m. – Break-out Session 1

**1) Heritage Room – Governance, Accountability & Transparency: Best Practices in Action**

Presented by: Sikich, a dynamic public accounting and consulting firm comprised of more than 350 employees. Today, they rank as one of the country's 100 largest CPA firms, operating ten offices in four states.

**2) Illinois Room – Accessing and Developing University Resources to Recruit Interns**

- This program will provide information on the resources available on campus for recruiting interns and tips for developing relationships with useful programs and departments at NIU

Presented by: Jack King (M.P.A.), Sociology Internship Coordinator and member of the faculty in the Department of Sociology. He is a former administrator and consultant to nonprofit organizations and is currently the evaluation consultant to the Ogle County New Horizons Drug Court & Terry Schmidgall (M.A., NCC), a career counselor for Career Services at NIU. Her area of responsibility includes services in many of the majors in the College of Liberal Arts and Sciences. .

**3) University Suite – Advocacy and Lobbying: How Successful Action Benefits All Children**

- This workshop will engage participants in a discussion about how advocacy and lobbying can shape the policies that impact children and families. Come learn the basics of the policy advocacy process, the features of lobbying and how you can play a major role in creating positive change for children.

Presented by: Miguel Jimenez, Organizer, IL Action for Children. Mr. Jimenez is a diverse professional with experience that includes grassroots community organization, leadership development, multidisciplinary training and advocating for systemic change in a multitude of arenas. He is currently an organizer with the Public Policy and Advocacy Program at Illinois Action for Children.

Samir Tanna's professional experience includes legislative advocacy concentration on state and federal policy affecting high quality, accessible and affordable childcare and early education. He is currently a Senior Policy Associate with the Public Policy and Advocacy Program at Illinois Action for Children.

9:45 a.m. – 10:00 a.m. – Break & Networking

10:00 a.m. – 10:45 a.m. – **Heritage Room** - Keynote Speaker Dr. Judith Hermanson, Director, NGOLD Dr. Hermanson holds a Ph.D. in American Studies from George Washington University. An expert on the factors needed to make nonprofits flourish, she is widely published and frequently invited to speak on international development topics. At CHF International, she played key strategic and hands-on roles, working to enhance community development through local self-sufficiency and bringing about enduring change for the better in poor communities. Hermanson has experience in most major global development sectors—including humanitarian assistance, microfinance, urban issues and policy—and direct field experience in the Middle East, Europe, Africa, South Asia, Southeast Asia, Latin America and the Caribbean.

Earlier in her career, Hermanson served on the Peace Corps staff in Washington, D.C. She also served overseas as an associate Peace Corps Director in Uganda and in the Philippines. Her selection as NGOLD center director followed a nationwide search and was made with input from students, faculty, administrators and local nonprofit leaders.

10:45 a.m. – 11:00 a.m. – Break & Networking

11:00 a.m. – 11:45 a.m. – Break-out Session 2

**1) Heritage Room – Nonprofit Capacity Assessments**

- Identify agency strengths and weaknesses and assist in building nonprofit capacity and strengthening the communities they serve. This workshop will discuss various assessment tools and their value.

Presented by Pam Clark Reidenbach, Director, Northern Illinois Center for Nonprofit Excellence. In her position as Director, Pam has responsibility for managing the Center, developing and implementing programs, creating strategic alliances and sustaining the Center's operation

**2) Illinois Room – Executive Director Peer Networking**

- A dynamic opportunity to network, share and learn from other nonprofit Executive Directors. This self directed session will give attendees the opportunity to talk and share about topics that are important right now and to possible generate an on-going network

**3) University Suite – Grantwriting 101**

- Overview of the grant cycle from positioning an agency and a project to be a strong applicant all the way through being rejected and learning from that experience and starting over. Focus on budgeting best-practices compliance issues such as conflict of interest and following the guidelines and how the university and the community can work together for grants.

Presented by Andrea Buford & Jason Tardy, Research Development Specialists, Office of Sponsored Projects, NIU. Andrea has nearly 30 years of experience in the non-profit world, from tiny agencies to international agencies where locating funding was an essential component of her work. Andrea has a master's degree in Public Health and is working toward a doctoral degree in Adult Education. Jason received a B.S. in aerospace engineering from Texas A&M University and an M.S. in mechanical and aerospace engineering from the University of Missouri – Columbia. After graduation he worked for the Analex Corporation in Brook Park, Ohio, doing space launch vehicle guidance and control work. For the last six years he works at CENTRA Technology in Arlington VA providing aerospace flight mechanics expertise and programmatic oversight to the Defense Advanced Research Projects Agency, the Office of Naval Research and NASA.

11:45 – 1:00 p.m. – Lunch & Vendor Fair – Ellingston's Restaurant, Main Floor

1:00 p.m. – 1:45 p.m. – Break-out Session 3

**1) Heritage Room – Word of Keyboard**

- "Word of mouth", what was once known as the best form of advertising has now become "word of keyboard." While there are many social media networks to use, this session will focus on the most commonly used: Twitter, Facebook, LinkedIn, YouTube, Email and Blogs.

Presented by Ryan Weckerly, Morning Star Media Group - Ryan holds a Bachelor of Arts in Mass Communications with an emphasis in Media Science and Consumer Behaviors from Southern Illinois University. His focus is on strategic brand development, website and social media development

**2) Illinois Room – Banking Panel**

- Come find out about the opportunities available to nonprofits in the world of banking. Ask questions in an open format.

Presented by Bob Schroeder, Illinois Community Credit Union - Bob serves as the President/CEO and Treasurer of the Illinois Community Credit Union. He has been with Illinois Community Credit Union since 1992. Credit Union's are non-profit, member-owned and operated financial cooperatives. Illinois Community Credit Union has assets in excess of \$70,000,000 serving 9,800 members with offices in DeKalb, Genoa, Plano, Rochelle and Sycamore. Bob has thirty years experience in the financial services industry and twenty-nine years in credit unions. He is a graduate of Northern Illinois University with a B.S. degree in Finance. Bob is a past president of the Kishwaukee United Way, a current member of the Sycamore Rotary Club and currently resides in Sycamore with his wife Nancy and three children.

**University Suite – Design 101 for Nonprofits**

Presented by Wendy Tritt - Wendy has over 20 years of design experience and holds a Master's degree in Visual Communications from Northern Illinois University. She possesses in-depth understanding of the design process, from concept development and production to budget planning and project management. She has built a solid reputation with her clients by paying close attention to each client's specific needs and delivering unique, creative, well-produced materials. Prior to starting her own design studio, she was Director of Publications at the Center for Governmental Studies at NIU

1:45 – 2:00 p.m. – **Heritage Room** -Closing Remarks and Evaluations