



AGENDA
2011 Nonprofit Day - July 27, 2011
Holmes Student Center, Northern Illinois University



8:30 am – 9:00 am Registration & Networking – **Heritage Room**

9:00 am – 9:45 am Keynote Speaker: **Dennis Barsema - Heritage Room**



Dennis Barsema is a social entrepreneur and instructor at Northern Illinois University's College of Business. He was previously CEO of Blue Lane Networks, CEO and Chairman of Onetta, Inc. and president and CEO of Redback Networks, where he led the company through one of the most successful IPOs in Wall Street history. Mr. Barsema served on the board of directors of numerous venture capital funded companies, including Redback Networks, Blue Lane Technologies, & Onetta. He is currently a director for Chicago-based company, Restaurant.com. Mr. Barsema also serves on numerous non-profit boards including the NIU Foundation, Oportunidad Microfinanzas in Mexico, NEST, Community Collaborative Inc. in Illinois, and Carpenters Place of Rockford, Illinois. He advises the non-profit micro-finance organization, Opportunity International in Oak Brook as well as the School of Business at NIU. Mr. Barsema earned a Bachelors of Science in Business Management from NIU. He is married with 3 sons, and resides in Barrington Hills.

9:45 am – 10:00 am Break & Networking

10:00 am – 10:45 am **WORKSHOP SESSION 1**

(1) Establishing Meaningful Business Partnerships – **Heritage Room**
Dennis Barsema, Keynote Speaker

(2) Best Practices in Service Learning; The Best of Both Worlds - **Illinois Room**
Dr. Judith Hermanson & Dr. Nancy Castle, NGOLD Center for NGO Leadership & Development, NIU

(3) Practical & Creative Marketing; How to Get on the Attention Map - **University Suite**
Sally Rutledge-Ott, ACE, Consultant

10:45 am – 11:00 am Break & Networking

11:00 am – 11:45 am **WORKSHOP SESSION 2**

(1) Value Stream Mapping Panel - **Heritage Room**
Karen Schmitt, Kishwaukee College, Business Development & Continuing Ed; Panel of Local Nonprofits

(2) Relationship Marketing; How to Use Personal Connections to Further Your Mission - **Illinois Room**
Matt Duffy, DeKalb Area Chamber of Commerce and Steven Braser, Resource Bank

(3) How to Write a Good Grant - **University Suite**
Linda Stefanich, L. F. Funding Avenues

11:45 am – 2:00 pm Vendor Fair – Ellington's Restaurant, Main Floor ** 11:45 – 1:00pm Lunch on your own**

1:00 pm – 1:45 pm **WORKSHOP SESSION 3**

(1) Board Member Primer: Everything You Need to Know About Making the Ask - **Heritage Room**
Greg Weider, Executive Director, Fox Valley Hospice

(2) Sponsorship Expectations Panel - **Illinois Room**
Keri Nelson, American Cancer Society (Facilitator); Local Business Representative Panel

(3) How to Create a Development Plan - **University Suite**
Amy Morris, Development Director, RAMP

1:45 – 2:00 pm Break and Networking

2:00 – 2:45 pm Vendor Panel Session – How to Maximize Vendor Relationships - **Heritage Room**

2:45 pm – 3:00 pm Closing Remarks & Evaluations - **Heritage Room**