

5TH ANNUAL NOT FOR PROFIT
EDUCATIONAL LEADERSHIP SUMMIT

LESSONS LEARNED AND
SUSTAINABILITY IN
“THE NEW NORMAL”
STRATEGIES FOR SUCCESSFUL
NOT FOR PROFIT MANAGEMENT

WEDNESDAY, NOVEMBER 30, 2011
8:30AM – 3:45PM

The Westchester Marriott Hotel
670 White Plains Road, Tarrytown, NY 10591

This fifth annual educational leadership summit will bring leaders together from the not-for-profit and corporate sectors, to share best practices and corporate driven solutions that grow agency visibility, strengthen economic engines and enhance program delivery strategies.

This year's summit is designed to be a “working” day for leaders to come together and participate in a series of workshops in order to walk away with tangible take away tools for their organizations. Programming highlights will include:

Understanding Yourself as a Leader-Changing from the Inside Out

Social Media-Developing your Facebook, Twitter and Linked-in Communication

A Leader's “How To” Guide to Strategic Planning

10 Steps to Developing a Winning Donor Presentation

Additionally, the summit will feature a keynote address by Robert P. Astorino, Westchester County Executive and a panel discussion moderated by Mark Rollins, The Rollins Agency, Inc., that will discuss Westchester's state of the not for profit community.

**To register for this Leadership Summit go to
www.hrginc.net/summit.htm.**

PRESENTED BY:



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NonProfitGuard

AN EDUCATIONAL LEADERSHIP SUMMIT

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Wednesday, November 30, 2011

8:30AM – 3:45PM • The Westchester Marriott Hotel, Tarrytown, NY

SCHEDULE OF EVENTS:

8:15AM – 9:00AM Registration, Breakfast and Networking

9:00AM – 9:10AM Guests Seated in the Ballroom

9:10AM – 9:15AM Opening Remarks

9:15AM – 10:45PM Panel Discussion
Moderated by Mark Rollins, The Rollins Agency, Inc.
The “State of the State” in the Not-for-Profit World in
Westchester County
*Panelists include leaders from Not for Profit, Corporate and
Westchester County Government*

10:45AM – 11:15AM Morning Break & Networking

11:15AM – 12:45PM Individual Session #1
Choose from the following breakouts:
1. Understanding Yourself as a Leader-Changing from the
Inside Out
2. Social Media-Developing your Facebook, Twitter and
Linked-in Communication

12:45PM – 2:00PM Lunch with Keynote Speaker
Robert P. Astorino, Westchester County Executive

2:00PM – 2:15PM Afternoon Break & Networking

2:15PM – 3:45PM Individual Session #2
Choose from the following breakouts:
3. A Leaders “How to” Guide to Strategic Planning
4. 10 Steps to Developing a Winning Donor Presentation

3:45PM Summit Concludes



INDIVIDUAL SESSIONS:

1. Understanding Yourself as a Leader-Changing from the Inside Out

Presented by Chris Berlow & Paul Melella, Principals, Empowered Mastery Consultants, Inc.

Join the authors of the New York Times best-selling book, "You Have Infinite Power" as they walk you through the tools and techniques of changing yourself "From the Inside Out!"

Most traditional approaches takes you through a series of exercises and philosophies that focus upon the external, Empowered Mastery's philosophy focus on those internal factors that can positively effect your life every day! Each attendee will receive an autographed copy of "You Have Infinite Power"!

You will learn to;

- Find the keys to start each day with an unprecedented level of energy, passion, and purpose.
- Discover your true life's purpose.
- Incorporate eight simple words into your daily life to instantaneously generate a positive attitude.
- Live a healthy and vital life.
- Convert any challenge into an opportunity.
- Overpower the fears that have beaten you down.
- Practice daily empowering exercises to enable you to overcome any obstacle.

2. Social Media-Developing your Facebook, Twitter and Linked-in Communication

Presented by Dawn Dankner-Rosen, President, DDR Public Relations

How can social media help you attract donors? What are the best social media tools for building awareness and buzz about your organization? Facebook, Twitter, YouTube – what are the best tools and tweets? Social media is a low-cost way to reach new donors, raise funds and communicate your message. This class is a jumpstart into social media; offering the best social media practices for nonprofits and how to use them. We include examples of how other nonprofits use social media networks and platforms to reach their goals. And, we will cover the basics of Facebook, Twitter and blogging, along with YouTube and LinkedIn.

3. A Leader's How to Guide To Strategic Planning

Presented by Laura McNerney, Hospitality Resource Group, Inc.

If you are nervous about leading your organization through a strategic planning session for the first time, or burnt out from leading them through it for the past 15 years, this session will give you new in-sight on how to facilitate a high-energy meeting that is both realistic and productive. Together, we'll create a detailed outline for your facilitation and you'll receive our best practices for exercises that produce the most impactful strategies for your organization. This session will give you all the tools you need and a bit of extra confidence for a successful meeting too!

4. 10 Steps to Developing a Winning Donor Presentation

You'll give your standard donor presentation a huge boost when you attend this session for Developing A Winning Donor Presentation. Together we will examine the best ways to "wow" potential donors with presentations that are succinct, impactful and delivered with skill. From effective catch words to presentation skills that really work, you'll recreate your presentation and walk out of the session with a new-found enthusiasm for presenting!

Presented by:



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HOSPITALITY RESOURCE GROUP, INC.

Rollins Since 1910
Insurance & Risk Management Solutions
CELEBRATING 100 YEARS


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GETTING TO THE WESTCHESTER MARRIOTT HOTEL:

SOUTH/EASTERN WESTCHESTER:

Take I-95N to 287W to Exit 1. Bear right on to 119W. Move into left lane and make a u-turn at the first light. The hotel entrance will be on the right.

SOUTH/WESTERN WESTCHESTER:

Take 87 north to exit 9. Make a right turn off the exit ramp on to 119E. The hotel will be 1/2 mile on the right.

CONNECTICUT:

Take 684 South to 287 West. Follow to Exit 1. See directions above from South/Eastern Westchester.

**If you have further questions about the
program or would like more information
about Hospitality Resource Group, Inc., please
call us at (914) 761-7111 or visit our website
at www.HRGinc.net.**

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