

A vintage-style map of Alabama, showing county boundaries and major cities, serves as the background for the event information. The map is in shades of brown, tan, and green.

ALABAMA ASSOCIATION OF NONPROFITS *and*

REGIONS BANK *present*

A United State of Nonprofits

MARCH 6-7, 2012

CAHABA GRAND CONFERENCE CENTER
Birmingham, Alabama

We Look Forward to Seeing You



Great partnerships are built on passion, ingenuity and fluidity - three traits that all of us in the nonprofit sector share on a daily basis. Achieving our missions cannot be done without working alongside each other — sometimes requiring innovative thinking, concessions and yes, even difficult conversations. We must know each other and our collective strengths. We must network and share.

The 16th annual Nonprofit Summit Presented by Regions Bank will once again be a tremendous time of learning and networking. In fact, this year's event will feature even more time for getting to know one another. You have asked for this and we have responded.

Networking to build partnerships and collaborations is not only confined to our Nonprofit Summit. The Association has launched www.aansocial.com, the official networking site for nonprofit professionals in Alabama. Member service and networking support is a high priority and the primary focus of our strategic plan.




The Nonprofit Summit is still the signature event to interact with nationally-recognized speakers and our statewide nonprofit peers. I know that you will walk away from this year's event with a few new partners and many new friends.

We are your Association, and this is your Summit. I look forward to seeing you on March 6th and 7th.

— JOHN STONE, President and CEO, Alabama Association of Nonprofits

What is New FOR 2012

Carnival  More networking opportunities and more **give-aways**. Pair up, collaborate and network your way to winning bigger and better prizes.

- Set sail with our grand prize—a Carnival Cruise! A four-day Superior Level, Preferred Awards Cruise for two people on Carnival. *Limited blackout dates, good for 18 months, leave from New Orleans.*

- Exciting giveaway opportunities throughout the day are sponsored by Community TechKnowledge

⇒ **Nationally-recognized speakers:** We've gone way above in finding the nation's top speakers to come to Alabama—many of them for the first time!

⇒ A stellar pre-summit session with a **full leadership assessment given to every attendee** provides key "Change Style Indicator" outcomes such as:

- Improve teamwork by avoiding conflicts and reduce dysfunctional meetings
- Consider all perspectives when resolving issues to

increase collaboration

- Enable the group's creativity and innovation by understanding style preferences

⇒ A keynote panel discussion featuring one of America's most respected granting foundations. We're not doing the standard "one speaker keynote" this year—hear from a variety of nationally-respected leaders.



MARCH 6

DIRECTION, ALIGNMENT, AND COMMITMENT: Helping Self and Others Manage Change

SHERA CLARK - Manager, Nonprofit Sector, Center for Creative Leadership

Ranked among the best in the world by clients in the *Financial Times'* annual survey of executive education, CCL will creatively lead Alabama nonprofits through the *Change Style Indicator*. The focus of this session is to engage participants in a self-assessment that has them examine their own responses to change as a way of helping them and others address the myriad of complex challenges that confront nonprofit leaders every day. Leave with real-time application and assessment.



MARCH 7

PLENARY SPEAKER 8:00 - 9:00 AM

GERALD M. (JERRY) DEFRANCISCO - President, Humanitarian Services, American Red Cross

Serving in his role since September 2008, Jerry DeFrancisco provides executive-level leadership and management oversight of operations for over 600 local Red Cross locations across the country; Services to the Armed Forces; International Services; and the Hurricane Recovery Program. His career spans over 35 years in the telecommunications and management consulting industries, attaining senior leadership positions in a wide variety of assignments in all phases of general management.

2012 CO-CHAIRS



American Red Cross

Sessions FOR MARCH 7, 2012*

For each of our three 75-minute sessions, attendees choose from a schedule of the following presentations:

Concentration One

Funder, Corporate and Government Collaboration

⇒ **NONPROFITS AND GOVERNMENT:**
The Public Private Partnership and Leveraging Your Organization for Maximum Impact

Susie Brown – Public policy director of the Minnesota Council of Nonprofits

⇒ **STRENGTHENING DEMOCRACY, INCREASING COMMUNITIES:**
Impacts of Advocacy, Organizing and Civic Engagement

Lisa Ranghelli – Dir., the Grantmaking for Community Impact Project, National Committee for Responsive Philanthropy

⇒ **OVERHAULING THE ANNUAL REPORT:**
How to Make Funders and Stakeholders Understand – and Support – Your Mission More

Sheffield Hale – General Counsel, American Cancer Society

⇒ **THE COMPARATIVE ADVANTAGE:**
Making Your Organization Stand Out When Applying for Government Funding

Terri Hasdorff – Former director of the USAID Center for Faith-Based and Community Initiatives

Concentration Two

Organizational Partnerships and Collaboration

⇒ **LESSONS IN LEADERSHIP:**
The Power of Ethics, Professionalism and Innovation in Partnerships

A panel discussion with faith-based, corporate and nonprofit luminaries.

⇒ **COLLABORATIONS IN THE CLASSROOM:**
Answering Alabama's Education Crisis Through Community Collaboration

A panel discussion with the Alabama School Readiness Alliance Board of Directors

⇒ **TEAMWORK IS THE NAME OF THE GAME:**
How Community Partnerships are Crucial to Mission and Fundraising Success

Featuring:

- National Baptist Convention, USA, Inc.
- Islamic Relief, USA
- NAACP, Alabama State Conference, Inc.
- Kappa Alpha Psi, Fraternity, Inc.

Facilitated by the American Red Cross, Alabama Region

⇒ **MERGING FOR MISSION:**
How Nonprofit Mergers Can Strengthen Your Mission – and Raise More Money

A panel discussion featuring **Sue Williams**, CEO, South Carolina Children's Trust

Concentration Three

Media and Marketing Collaboration

⇒ **THE "NETWORKED" NONPROFIT:**
Marketing Your Mission to Alabama's Television and Radio Stations for Maximum Coverage

Sharon Tinsley – President, National Alliance of State Broadcast Associations

⇒ **HOW CREATIVITY CAN HELP YOU PROFIT IN THE NONPROFIT WORLD:**
Have Fun with Your Mission! Creative Ways to Help You Profit in the Nonprofit World

Keith Otter – Chief Creative Officer, Intermark Group

⇒ **BUILDING A CO-BRANDING PARTNERSHIP PLAN:**
Finding the Right Partner and Marketing the Best Message

Mollye Rhea – President and CEO, For Momentum

⇒ **CHRONICLING AMERICA'S 21ST CENTURY NONPROFIT:**
Commentary on News in Today's Nonprofit World

Stacy Palmer – Editor, *The Chronicle of Philanthropy*

Visit alabamanonprofits.org for a complete list of sessions, presenters, and schedule. *Session information subject to change.

KEYNOTE LUNCHEON PANEL

PARTNERING FOR THE FUTURE:
National Best Practices in Nonprofit Collaboration – And How You can Implement Them Today

THE LODESTAR FOUNDATION

The Lodestar Foundation grants more than \$1 million annually with the "Collaboration Prize," recognizing exemplary nonprofit partnerships and collaborative efforts.

Moderated by **Allison Black-Cornelius**, Principal, Blackfish Strategies

Speakers Making History

⇒ Meet a global ad dynamo who works with lions and rhinos. **Keith Otter**, winner of the esteemed Cannes Lion award, master-minded a creative way to market carpet in a zoo and won millions of brand fans in an instant.

⇒ Who's a local Alabamian previously serving President Bush in community efforts? From Samford to Harvard to Hurricane Katrina relief and managing millions in funding, **Terri Hasdorff** is one to know.

⇒ Bring our "United State of Nonprofits" theme to life by comparing notes with **Sue Williams**, CEO of South Carolina's only statewide nonprofit dedicated solely to child abuse prevention.

⇒ *Barron's* magazine names the Lodestar founder as one of the "top 25 high-impact philanthropists" by engaging nonprofits in collaboration. Meet **Lois Savage**, who presides over Lodestar Foundation.

⇒ Meet the mind behind the #1 news source in the nonprofit world, Editor of *The Chronicle of Philanthropy*, **Stacy Palmer**.

Join us at the **CAHABA GRAND CONFERENCE CENTER**

Tuesday MARCH 6, 2012

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| 12:00 - 1:00 pm | Registration |
| 1:00-4:45 pm | DIRECTION, ALIGNMENT, AND COMMITMENT: Helping Self and Others Manage Change <i>Shera Clark, Manager, Nonprofit Sector, Center for Creative Leadership</i> |
| 1:00-4:45 pm | Exhibition Hall Open |

Wednesday MARCH 7, 2012

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| 7:00 - 8:00 am | Registration/Exhibit Hall Opens |
| 8:00 - 9:00 am | Plenary Keynote -Jerry DeFrancisco <i>President, Humanitarian Services, American Red Cross</i> |
| 9:00 - 10:15 am | Session One (choose from four options) |
| 10:15 - 10:45 am | Member and Exhibitor Networking |
| 10:45 - 12:00 pm | Session Two (choose from four options) |
| 12:00 - 1:45 pm | 2012 Summit Keynote Luncheon <i>Keynote Panel Discussion Facilitated by The Lodestar Foundation</i> |
| 1:45 - 2:15 pm | Member and Exhibitor Networking |
| 2:15 - 3:30 pm | Session Three (choose from four options) |
| 3:30 - 4:45 pm | Member Reception and Giveaway |

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