

WEDNESDAY, APRIL 4, 2018  
DOUBLETREE BY HILTON BAKERSFIELD

# 28<sup>TH</sup> ANNUAL PROFESSIONAL DEVELOPMENT CONFERENCE FOR NONPROFITS



United Way of Kern County

## AGENDA

7:30 AM - 8:00 AM	REGISTRATION & CONTINENTAL BREAKFAST
8:00 AM - 9:00 AM	MORNING GENERAL SESSION WELCOME BY DELLA HODSON, PRESIDENT & CEO OF UNITED WAY OF KERN COUNTY MORNING KEYNOTE
9:00 AM - 9:15 AM	BREAK – YOU MAY VISIT TRADE BOOTHS
9:15 AM - 10:30 AM	SESSION 1 WORKSHOPS (DESCRIPTIONS ON REVERSE OF PAGE)
10:30 AM - 10:45 AM	BREAK – YOU MAY VISIT TRADE BOOTHS
10:45 AM - 12:00 AM	SESSION 2 WORKSHOPS (DESCRIPTIONS ON REVERSE OF PAGE) LUNCHEON GENERAL SESSION
12:00 PM - 1:45PM	AFTERNOON KEYNOTE

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# FIRST BREAKOUT SESSION (9:15 AM – 10:30 AM)

## 1A. Working with General Media & Spanish Media

*Panelists: Kenn McCloud, KUZZ Radio; James Burger, The Californian; Norma Gaspar, Telemundo; Alonso Sierra, El Popular News;*  
*Moderator: Maureen Buscher-Dang*

A panel discussion on how to approach general media and how to work with Spanish media in this market. We will cover the basics on why Media Strategies can help strengthen your organizations reputation and image in the community, and some of the best tools for doing this, even without a budget!

## 1B. Take Charge of Your Numbers (Before They Take Charge Of You)!

*Presenter: Bob Meadows, Vice President & Community Development Officer @ Mission Bank*

In this hands-on, interactive workshop, learn how to not just create a budget, but how to really manage your budget and cash flow. Understand the key indicators to assess your financial health. The numbers will speak to you if you know how to listen! Create strategies to develop a long-term business model for a sustainable organization.

## 1C. The Promotor Community Transformation Model

*Presenters: Natalia Santamaría, Kern County Promotoras Network Manager & Melinda Cordero-Bárzaga, Associate Director of Visión & Compromiso*

This workshop will describe the key characteristics of the Community Transformation Model, a social justice model for improving individual and community health outcomes, reducing health inequities, and addressing the social determinants of health. The model depends on the leadership of local community residents, known as Promotores, who share similar characteristics as the communities they serve.

## **1D. How to Plan a Professional Event on a Budget?**

*Presenter: Josie Martin, DoubleTree by Hilton Bakersfield*

Have you ever wonder how to plan a special event with a low budget? Do you ever wonder how much it'll cost to have a conference and be able to feed more than 300 guests? The solution is not that complicated and best of all there are places that can work with your budget and make your event shine making it look classy and expensive.

## **1E. Telling your Story**

*Presenter: Jill Egland, Vice President of Community Impact United Way of Kern County*

What do you tell a compelling story to funders? How do you find the right elements in your organization to make it complete? So often we tend to ignore important characters in our community that can be our story tellers and the story at the same time. Learn different styles and techniques to communicate that story and can sell your cause.

# **SECOND BREAKOUT SESSION (10:45 AM – 12:00PM)**

## **2A. Mini-Town-Hall in a Conference**

*Presenter: Jan Masaoka, CEO Cal Nonprofits*

Instead of a “how to” session, this Mini Town Hall will be a chance to discuss public policy matter affecting California nonprofits, with CalNonprofits CEO Jan Masaoka and Policy Director Nancy Berlin. They'll provide an update on Sacramento bills, and ballot measures, and anything policy that the group wants to talk about. They'll want to hear what nonprofits in Kern County are experiencing and how they can best represent our needs in Sacramento.

## **2B. Don't Take NO as an Answer!**

*Presenter: Kathleen Valenzuela, CalCPA Bakersfield Chapter*

How To Negotiate With Funders. Smaller, local nonprofits aren't really in a position of power to negotiate. How could they effectively negotiate with sponsors, donors, volunteers, etc.? What are some effective strategies they could use to get what they want, etc.?

## **2C. Digital Marketing & Communications**

*Presenter: Michele Bresso, Ph.D., Associate Vice Chancellor, Educational Services, Kern Community College District*

When marketing and fundraising work together effectively, donors receive consistent, compelling messages that build trust and understanding. This trust encourages deeper involvement and support for your cause, even during times of crisis.

## **2D. Your Health and Lack of Activity at the Workplace**

*Presenter: Dr. Carlos Alvarez, Valley Medical Group*

Have you ever thought about how a sedentary life at the workplace can affect your health negatively? In this workshop you can learn how to create a healthy culture in the workplace. Dr. Alvarez has many years of experience working with Kern county residents and treating them against their obesity, diabetes, valley fever etc.

## **2E. The 5 Deadly Sins & 5 Major Responsibilities Of A Board Member**

*Presenter: Emilio Huerta, Attorney at Law for nonprofits*

Do you know them? Are you ready to become a board member? Attorney Emilio Huerta will be exposing the deadly sins as well as the major responsibilities of a board member. In this workshop you'll have the opportunity to learn about Governance, duty of care, duty of loyalty and good faith. You'll be able to see what the role of a board member really entitles and whether the position is your right fit or not?