501(c)onference
Creating COMMUNITY
Out of Chaos
June 13 & 14, 2017
Building Skills.
Strengthening Teams.
Connecting Leaders.

Strategic Planning
Evaluation & Program Development
Retreat Design & Facilitation
Executive Coaching
Leadership Transitions

A Few Recent Clients

- 18th Street Arts Center
- California State Parks Foundation
- Cesar Chavez Service Clubs
- Children’s Bureau
- Culver City
- Drew Child Development Corporation
- Eisner Health
- First 5 LA – Help Me Grow
- Grand Park Foundation
- Japanese American National Museum (JANM)
- Jewish Federation of Greater Los Angeles
- Kaiser Permanente
- LA Veterans Collaborative
- Los Angeles County Department of Public Health
- Los Angeles Homeless Services Authority (LAHSA)
- Pacific Symphony
- PIH Health
- PBS SoCal
- South Asian Helpline and Referral Agency (SAHARA)
- South Central Family Health Center
- SAJE
- St. Vincent de Paul of Los Angeles

consulting@cnmsocal.org • 213.266.8451
Welcome from the Center for Nonprofit Management

Dear Colleagues,

I am so pleased to welcome each of you to our sixth 501(c)onference, Creating CommUNITY Out of Chaos, the only nonprofit sector conference of its kind here in Southern California. We have assembled an outstanding array of thought leaders from across the nonprofit, philanthropic, and civic sectors to share their diverse perspectives throughout these next two days.

Each year, I look forward to the 501(c)onference. It gives us a unique opportunity to share with you local successes and emerging trends we at CNM believe are most relevant to nonprofit leaders as we explore how we can work better together to strengthen our communities. In preparing for this year’s conference, we know that you are accustomed to unpredictability, but this year has been different. While your priorities remain building resilient organizations, effective teams, and positively impacting your communities, the broader trends and patterns are not as clear. We have seen organizational and leadership priorities shifting as questions of when to stay the course and when to react to a dizzying barrage of real or perceived threats made scenario planning feel at once like both luxury and necessity.

It was with these challenges in mind that we developed this year’s theme, Creating CommUNITY Out of Chaos. In our years of developing the 501(c)onference, it seems especially timely now to come together as leaders from across the region to build or rekindle relationships, share strategic insights, celebrate our collective impact, and explore how we might partner in new or different ways.

I’d like to thank each of you for attending the 501(c)onference, as well as our sponsors, speakers, CNM board and team for making this gathering possible. As leaders, you have the passion, vision, and talent to change lives – we see it every day. Throughout the conference, I invite you to add that perspective to the conversations on leading change, taking a stand, and finding sustainable solutions. We know you will leave inspired and armed with the tools you need to put strategy into action, transforming dialogue into meaningful change.

Wishing you a wonderful conference,

Regina Birdsell
President & CEO
Center for Nonprofit Management
Tuesday, June 13, 2017

Agenda

8:00 - 9:00 AM  Breakfast and Registration

9:00 - 9:15 AM  501(c)onference 2017 Welcome & CNM Snapshot
   • Regina Birdsell, Center for Nonprofit Management

9:15 - 10:30 AM The Dilemmas of Demographics: Trends & Opportunities for SoCal Nonprofits
   Learn about the key demographic shifts that are influencing our communities and what these trends might signal for the future of the nonprofit sector.
   • Dowell Myers, USC Sol Price School of Public Policy | Population Dynamics Research Group

Resilience Over Adversity
   Hear from organizations on the frontlines and gain insights on how leadership, collaboration, and purpose can help your own organization emerge from challenging times even stronger than before.
   • Regina Birdsell, Center for Nonprofit Management (Moderator)
   • Hussam Ayloush, Council on American-Islamic Relations (CAIR)
   • Rudy Espinoza, Leadership for Urban Renewal Network (LURN)
   • Sarah Mahin, Los Angeles Homeless Services Authority (LAHSA)
   • Nancy McPherson, AARP California
   • Apolonio Morales, Coalition for Humane Immigrant Rights (CHIRLA)

10:30 - 11:00 AM  Break & Transition

11:00 AM - 12:15 PM Breakout Sessions

12:15 - 1:45 PM  Lunch Plenary
   Private Capital for Social Good: Strategies for Greater Impact
   Learn how Social Enterprises and B Corporations have influenced the nonprofit sector, and what strategies you can apply to have the greatest impact.
   • David Greco, Social Sector Partners (Moderator)
   • Therese Nolasco, Social Enterprise Alliance
   • Sam Polk, Grocerieships | EveryTable
   • Tunua Thrash-Ntuk, Local Initiatives Support Corporation (LISC) Los Angeles

1:45 - 2:15 PM  Break & Transition

2:15 - 3:30 PM Breakout Sessions

3:30 - 3:45 PM  Break & Transition

3:45 - 5:00 PM  Building Trust & Support When Facts Don’t Matter
   Journalists and public relations experts will share strategies for adapting your communications to combat fake news and emerge as a trusted resource for your stakeholders.
   • Alex Cohen, Morning Edition, KPCC (Moderator)
   • Kamy Akhavan, ProCon.org
   • Mekahlo Medina, NBC4 Southern California | National Association of Hispanic Journalists
   • George Weiner, Whole Whale

5:00 - 6:00 PM  Networking Reception

Please bring your program and name badge with you tomorrow. Thank you.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Topic</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 - 8:30 AM</td>
<td>Breakfast and Registration</td>
<td></td>
</tr>
<tr>
<td>8:30 - 10:15 AM</td>
<td>Welcome</td>
<td>David White, Deloitte Consulting, LLP</td>
</tr>
<tr>
<td></td>
<td><strong>Unlikely Allies in Times of Change</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Leading an organization means navigating and initiating change, often in the face of divergent perspectives. Learn how these leaders have made unusual alliances to drive change in their organizations and create safer, stronger communities.</td>
<td>Ann Burroughs, Japanese American National Museum (JANM) (Moderator) Alex M. Johnson, Californians for Safety and Justice Chrisfino Kenyatta Leal, The Last Mile Shane Murphy Goldsmith, Liberty Hill Foundation</td>
</tr>
<tr>
<td>10:15 - 10:45 AM</td>
<td>Break &amp; Transition</td>
<td></td>
</tr>
<tr>
<td>10:45 AM - 12:00 PM</td>
<td>Breakout Sessions</td>
<td></td>
</tr>
<tr>
<td>12:00 - 2:30 PM</td>
<td>Lunch Plenary</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Work in Peace, Not in Pieces</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>What if you could build a more cohesive team, spark creativity, and dissolve stress in just minutes a day? Experience the power of laughter to create new possibilities in your life and your organization.</td>
<td>Sebastien Gendry, The Laughter Consultants</td>
</tr>
<tr>
<td></td>
<td><strong>Equity in Los Angeles</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Explore findings from the 2017 Equity Profile of the Los Angeles Region, and what it tells us about how organizations can promote equity-focused strategies and policies to expand opportunities for Los Angeles. The 2017 Equity Profile is a report developed by PolicyLink and the Program for Environmental and Regional Equity (PERE) at USC supported by The Weingart Foundation.</td>
<td>Belen Vargas, The Weingart Foundation Manuel Pastor, USC Dana and David Dornsife College of Letters, Arts &amp; Sciences</td>
</tr>
<tr>
<td></td>
<td><strong>Keynote: Fighting for Civility, Equity, &amp; Justice</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hector Villagra, ACLU Southern California</td>
<td></td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Conference Ends</td>
<td></td>
</tr>
</tbody>
</table>

**Stay Connected!**
Like what you hear? Learn something new? Share it!

@CNMSocCal | #501conference

- Board Governance
- Fundraising
- Evaluation
- Communications

Learn more at cnmsocal.org/online-university
Breakout Session Locations

Tuesday, June 13, 2017
11:00am - 12:15pm

Catalina
  Not Your Usual Partnership: Strategic Alliances

Mojave
  Brains, Biases, and Barriers: How to “Do Diversity” Right!

Sierra
  The Effective Organization: Tools to Anticipate the Best & Plan for the Worst

Big Sur
  Jumpstart: Harness New Activists to Create Sustainable Advocacy

Redwood
  Digital Impact Mapping: Using Data to Measure Impact

Tuesday, June 13, 2017
2:15pm - 3:30pm

Catalina
  Leading a Nonprofit Leadership Transition: Successful Hand-Offs to the Next Generation

Mojave
  Galvanizing Your Natural Activists: Board Members

Sierra
  Empathy: A Powerful Tool for Leaders Today

Tahoe
  Seeing Clearly in Uncertain Times: Mindfulness Tools to Help Find Your Balance

Redwood
  Let’s Have Coffee! The Art of Face-to-Face Fundraising

Wednesday, June 14, 2017
10:45am - 12:00pm

Catalina
  Creating An Intrapreneurial Culture to Drive Social Impact

Mojave
  Stand Up and Speak Out! What Your Nonprofit Can Do to Raise Your Community’s Voice

Sierra
  Beyond Bathrooms: Fostering Transgender and Gender Nonconforming Inclusive Communities

Big Sur
  A Collective Impact Approach to Improving Student Outcomes: Lessons from the LA Compact

Redwood
  Behind the Scenes with Corporate Funders
Brains, Biases and Barriers: How to “Do Diversity” Right!
• Susana Rinderle, Susana Rinderle Consulting, LLC
The evidence is clear: the old way of “doing diversity” doesn’t work today. Evidence tells us a “new school” approach yields greater results, for your organization’s mission and financial bottom line! In this dynamic and interactive session, you’ll be surprised to learn the REAL reasons for “doing diversity” and gain a greater understanding of inclusive leaders and workplaces. Take learning to action as you explore a practical tool for effectively navigating human differences at work, and create an action plan for next steps.

Digital Impact Mapping: Using Data to Measure Impact
• George Weiner, Whole Whale
“We’re lost, but at least we’re making great time” — choosing the wrong metrics to measure is a recipe for waste, not to mention frustration. Your budget and your time are limited! Learn which metrics you should be using to understand your nonprofit’s online presence, and how those tie to the impact of your organization. Walk away with an understanding of the Digital Impact Logic Model, the Impact Chasm and how to build a bridge across it. You’ll also learn how predictive indicators and tools like Google Analytics can improve decision making in your organization. Measure what matters to help you do more of what matters.

Jumpstart: Harness New Activists to Create Sustainable Advocacy
• Naomi Leight-Give’on, CausePick
The political and social climate of 2017 has given rise to new advocates across a spectrum of societal issues. More than ever, individuals want to take action to support causes and missions that are important to their values. Organizations have a unique opportunity to harness these fresh-faced advocates, cultivating them to engage and support your cause in the immediate future, into the next decade, and beyond.

Not Your Usual Partnership: Strategic Alliances
• Patricia Costales, The Guidance Center
• Dr. Joan Maltese, Child Development Institute
• Karla V. Salazar, California Community Foundation
• Kaile Shilling, Arts for Incarcerated Youth Network (AIYN)
Frustrated by your board’s directive to “work smarter, not harder?” Hear how these CEOs developed unique, strategic partnerships to do just that. Go behind-the-scenes with these leaders as they explore the challenges, opportunities, and creativity necessary to do “more with less.” They’ll share from their experiences of funding a new venture, blending staff, building and working with boards, and communicating change to stakeholders. Take away timely tips for helping your team adapt to changes in mindset, leadership, structure, funding, and culture to achieve results.

The Effective Organization: Tools to Anticipate the Best & Plan for the Worst
• Maura Harrington, PhD, Center for Nonprofit Management
• Paul Jan Zdunek, BDO
Smart leaders are continuously adapting how they navigate through times of organizational health and abundance, as well as looming crisis. This session will offer two tools that will help you be proactive in managing. One tool looks at organizational operations in assessing overall health and averting crisis. The other research-based tool is a data-driven organizational assessment that provides information to help ensure your organization is high performing and able to effectively deliver on your mission. By the end of the session, you will understand major symptoms of impending trouble, and how to pinpoint the areas that require strengthening or that can be leveraged for success.
Empathy: A Powerful Tool for Leaders Today

Empathy – it’s not just about being “nice;” it’s the art of seeing the world as someone else sees it. Strong leadership starts with empathy. Yet, despite the fact that we need this important skill now more than ever, studies show we’ve actually lost 40% of our ability to be empathic! Strengthening your empathy quotient can improve your relationships with individuals across the organization and lead to more opportunities for genuine partnership and support. Experience how you can leverage empathy across the organization for more meaningful social impact. Walk away with a deeper understanding of your empathy “language” and tools and guiding principles to build empathy within your organization.

Galvanizing Your Natural Activists: Board Members

Louise McCarthy, Community Clinic Association of Los Angeles County (CCALAC)
Leslie Robin, Center for Nonprofit Management
Aquilina Sonano-Versoza, Pilipino Workers Center

Advocacy is in! And who better than your own “true believers” to give voice to your cause and influence decisions within political, economic, and social systems? With the privilege of the 501(c)(3) IRS designation, comes the requirement that board members represent the public’s interest. With a little guidance and support, these dedicated activists can leverage their role and passion to champion your mission and benefit your cause. Learn how board members can use advocacy, what it looks like, and discover the secrets of success from leaders whose boards are doing it well.

Leading a Nonprofit Leadership Transition: Successful Hand-Offs to the Next Generation

Regina Birdsell, Center for Nonprofit Management (moderator)
Mayra Alvarez, The Children’s Partnership
Wendy Lazarus, The Children’s Partnership
Shari Davis, The Children’s Partnership
Wendy Lazarus, The Children’s Partnership
Laurie Lipper, The Children’s Partnership

The nonprofit sector is facing a tsunami of executive transitions as baby boomer leaders prepare to retire. Many leaders and boards are grappling with how to lead or enable a leadership transition when just bringing up the idea can ignite fear and insecurity. Hear from two founders of a large nonprofit advocacy organization as they discuss how they thought about, planned, led, and executed a successful change in leadership. Together with the organization’s board chair and new president they’ll discuss how key players worked together towards a positive transition.

Let’s Have Coffee! The Art of Face-to-Face Fundraising

Tom Iselin, FirstThings First

What are the tactics that get donors to say “yes” to your asks? How do you avoid the common mistakes that turn off donors? How do you transform first-time donors into loyal, long-time supporters? In this high-energy workshop, you’ll rethink grants and galas, and learn to raise more money with fewer resources and headaches by spending more time in face-to-face settings. Leave with over a dozen proven strategies you can apply immediately to transform your fundraising efforts.

Seeing Clearly in Uncertain Times: Mindfulness Tools to Help Find Your Balance

Elliott Law, USC Keck School of Medicine & InsightLA
Robert Lurye, InsightLA & Long Beach Meditation Center

Mindfulness is not just the latest craze. It’s a deeply studied, scientifically proven method to effectively manage stress and anxiety. You’ll develop a basic understanding of mindfulness, its benefits, and how it can be cultivated and incorporated into your professional and personal life. Hear lessons from Mindful USC, a university-wide initiative launched in fall 2014 to make mindfulness practices integral to the culture of the university through ongoing training, practice groups, faculty workshops, resources, research, and special events. Participants will put theory into action through guided meditation and visualization exercises.
A Collective Impact Approach to Improving Student Outcomes: Lessons from LA Compact

• Carrie Lemmon, UNITE-LA

Achieving improved outcomes at a large scale requires collective impact: the commitment by cross-sector stakeholders to a common agenda for solving complex social problems. Review the fundamentals of the collective impact model and how it differs from traditional approaches to social impact that rely on investing in individual programs and scaling "what works." Learn about key mindset shifts required to achieve collective impact, sample governance models, and how a local initiative, LA Compact, is utilizing the collective impact approach to improve student outcomes from cradle to career.

Behind the Scenes with Corporate Funders

• Fred Abdelnour, Enterprise Holdings (Moderator) • Jeannie DeLaura, Bolton & Company
• Dru Garcia-Richardson, Manufacturers Bank • Sarah Hardin, Deloitte Services LP
• Joan McCarthy, The Walt Disney Company • Jenna Wakinson, Director of Public Affairs, Albertsons, Vons and Pavilions

Looking to secure more support from corporate funders? Learn about emerging trends and best practices for increasing engagement, building connections, and successful fundraising from corporate philanthropy. Get your questions answered from the funders’ perspective and hear the “inside scoop” of what funders really want you to know when you’re working to gain their support.

Beyond Bathrooms: Fostering Transgender and Gender Nonconforming Inclusive Communities

• Elena Halpert-Schilt, LA County Human Relations Commission (Emeritus)
• riKu Matsuda, LA County Human Relations Commission
• Bamby Salcedo, Trans Latin@ Coalition

The public and nonprofit sectors are leading the effort to advance the lives and experiences of individuals who are Lesbian, Gay, Bisexual, Transgender, Queer, and Questioning (LGBTQ), and Gender Nonconforming (GNC). The LA County Commission on Human Relations set out to improve the way the County serves LGBTQ/GNC individuals, as constituents and as employees. What did the County learn from their experience establishing a Gender Identification workgroup and conducting a comprehensive listening tour? Learn about their findings on the needs of, and best practices for, working with and serving LGBTQ and GNC stakeholders, and what you can do in your organization to create a more inclusive environment for employees and clients.

Creating An Intrapreneurial Culture to Drive Social Impact

• Gina Airey, Gina Airey Consulting • Rachel Hamburg, Gina Airey Consulting

To realize your vision as a leader, you need to harness the maximum potential of every team member. Leaders who tap into employees’ full intrapreneural potential—that is, their potential to think like organizational leaders and take initiative to advance strategic priorities—set their organizations up to have greater social impact, even within an unpredictable landscape. Learn how to set this shift in motion within your organization, to build up performance in yourself and your people, and move more swiftly toward your desired social impact.

Stand Up and Speak Out! What Your Nonprofit Can Do to Raise Your Community’s Voice

• Nona Randois, Alliance for Justice • Shayaam Subramanian, Alliance for Justice

Do you want to weigh in or educate your constituents about political nominees, or ask them to help protect the Affordable Care Act? Are you worried about protecting your 501(c)(3) status? In the current political climate, many organizations are feeling the call to engage in advocacy in new ways. This session will focus on legal rules that allow nonprofits to maximize their advocacy work in furtherance of their missions while minimizing reporting burdens. You will also test your organization’s readiness to take action, and gain concrete information to strengthen, partner, plan, and evaluate your advocacy work.
Big thanks to all of our funders who help us build skills, strengthen teams, and connect leaders all year long.

- Accenture
- Albertsons Companies Foundation
- American Express
- Annenberg Foundation
- Bank of America
- Bolton & Company
- California Community Foundation
- Capital Group Companies
- City National Bank
- City of Santa Monica
- Deloitte Consulting, LLP
- Dwight Stuart Youth Fund
- EastWest Bank
- Edison International
- Enterprise Holdings
- Kaiser Permanente
- Los Angeles County Arts Commission
- Los Angeles Department of Cultural Affairs
- Majestic Realty Foundation
- Manufacturers Bank
- Nonprofits Insurance Alliance
- PIHRA
- Ralph M. Parsons Foundation
- S. Mark Taper Foundation
- SoCal Gas Company
- State Farm
- The Ahmanson Foundation
- The California Endowment
- The California Wellness Foundation
- The Durfee Foundation
- The Walt Disney Company
- Union Bank
- US Bank
- Warner Bros. Entertainment
- PIHRA
- Weingart Foundation
- Wells Fargo
Thank You! 501(c)onference Sponsors
## Thank you!

### Exhibitors
- Antioch University, Los Angeles
- Bolton & Company
- Center for Nonprofit Management
- Charity on Top
- Claremont Lincoln University
- Fíonta
- Island Technologies
- Nonprofits Insurance Alliance of California
- Manufacturers Bank

### Volunteers
- Brian Biery
- Culver City Sr. Ctr. Wednesday Work Project
- Karen Carmichael, LA Fellows
- Gabriela Carrillo
- Andrea Carroll, LA Fellows
- Vannia Duran, USC
- Malik El-Amin, Griot Theatre
- Beth Forbes, LA Fellows
- Beatriz Garcia
- Laura Gonzalez, Las Fotos Project
- Angie Guerra, LA Fellows
- Jason Hillman, SkyStrength
- Celia Hoffman, The Goodman Center
- Alaina Howard, USC
- Michael Kass
- Kaz Matamura, Stella Adler Academy of Acting & Theatre LA
- Ashley Rendon, USC
- Angela Schwab, Institute on Violence, Abuse, & Trauma
- Sunil Tevedi
- David Turnbull
- Beth Varner
- Jessica Wolf, USC

### Swag Contributors
- Antioch University, Los Angeles
- Bolton & Company
- Center for Nonprofit Management
- Fíonta
- Island Technologies
- Manufacturers Bank
- Warner Bros. Entertainment

### Entertainment Young Musicians Foundation
- Jake Sucher Quartet
- Jake Sucher - Guitar
- Marcus Buser - Bass
- Cooper Wolken - Drums
- Ted Taforo - Tenor Sax

### Other thanks
- Brianna Freiheit, RB Consulting Group, 501(c)onference Development Consultant
- David Kietzman, Momentum Solutions, Marketing Consultant
- Jade Cagalawan, A Noise Within
- The CNM Board for their support

### CNM Staff
- Regina Birdsall, President & CEO
- Jacqueline Carrillo, Project Assistant
- Rachel Fox, Project Coordinator
- Maura J. Harrington, Senior Vice President
- Tracee Morrison, Project Manager
- Gigi Nang, Project Manager
- Patricia Navarro, Project Coordinator
- Christine Newkirk, Senior Project Manager
- Linnie Riboli, Project Director
- Leslie Robin, Senior Strategist
- Pam Saelieb, Senior Strategist
- Claudia Sandoval, Marketing Specialist
- Belinda M. Teitel, VP, Ventures & Initiatives
- Heather Tunis, Senior Strategist
- Adam Wyand, Research Assistant

### CNM Board of Directors
- David White, Managing Director, Deloitte Consulting LLP (Board Chair)
- Trevor Ware, COO, FCI Management, Inc. (Board Treasurer)
- Fred Abdelnour, Director, Community & Government Affairs, Enterprise Holdings
- Blanche Callahan, Account Manager, Kaiser Permanente
- Ryan Fridborg, EVP, Bolton & Company Inc.
- Fran Inman, Founding President, Majestic Realty Foundation
- Bill Murin, Healthcare Executive, Retired
- Angela Weimer, National Director, HR and Administration, NALEO Educational Fund
- Carolyn Williams, Principal, Southern California Consulting Associates
Speakers and Presenters

Fred Abdelnour | @enterprisecares
Director, Community & Government Affairs, Enterprise Holdings • CNM Board Member

Fred oversees community relations, public policy and public relations for the nearly 4,000 employees, 400 locations, and 100,000 vehicles within Southern California. His passion for increasing corporate social responsibility has made him work tirelessly to advance the company’s diversity goals, community relations initiatives, and governmental affairs.

Gina Airey
President & CEO, Gina Airey Consulting

Gina is a strategic planner, facilitator, and executive coach with over 25 years experience. Her clients have included nonprofits, city and countywide collaboratives, public agencies, school districts, philanthropies, and universities. She gained deep experience in strategic leadership and growth as a Manager at Accenture/Andersen Consulting.

Kamy Akhanvan | @procon_org @kamyakhavan
CEO, ProCon.org

At ProCon.org, a nonpartisan public charity, Kamy provides information on more than 50 controversial issues including gun control, the death penalty, illegal immigration, and alternative energy. Kamy has more than 20 years of experience in making serious educational content entertaining, accessible, and affordable.

Mayra E. Alvarez | @kidspartnership @mayraealvarez
President, The Children’s Partnership

Mayra has dedicated her career to advancing policy that betters the health and well-being of underserved populations. She has over a decade of experience in healthcare policy and community outreach including numerous leadership positions within the US Department of Health and Human Services to support implementation of the Affordable Care Act.

Hussam Ayloush | @CAIRnational
Executive Director, Council on American-Islamic Relations (CAIR), Los Angeles

At CAIR, Hussam engages elected officials, law enforcement, media, and the public to enhance understanding of Islam, encourage dialogue, empower American Muslims, and build coalitions that promote justice. For over six years, he has been an elected delegate and Executive Board member for the California Democratic Party.

Regina Birdsell | @cnmsocal
President & CEO, Center for Nonprofit Management

For 30 years, Regina has been successfully collaborating with media, business, philanthropy, government, and nonprofit executives, creating strategic partnerships throughout California to address complex problems. She has been named “Most Admired CEO” by the LA Business Journal for her role as advisor to hundreds of leaders across the region.
Speakers and Presenters

Ann Burroughs | @jamuseum
President and CEO, Japanese American National Museum (JANM)

Ann’s commitment to social justice was shaped by her experience as a political prisoner in South Africa for her opposition to apartheid. For over 25 years, Ann has worked nationally and internationally to promote racial and social justice and human rights. She focuses on strategies to transform leadership culture and build effective partnerships and coalitions.

Alex Cohen | @kpccalex @kpcc
Host, Morning Edition, KPCC

Alex is the host of “Morning Edition,” NPR’s most popular show. Prior to that, she was co-host of KPCC’s “Take Two” and “All Things Considered.” She is the former Bureau Chief for KQED FM in San Francisco. Alex has won several journalism awards, including the LA Press Club’s Best Radio Anchor prize.

Patricia Costales | @TGC_LB
CEO, The Guidance Center

Patricia began her career in mental health as a clinician, developing a particular expertise in child sexual abuse treatment, and crisis assessment and intervention of children and families post-abduction. She retains an active interest in teaching and presenting on issues related to child trauma, clinical ethics, and political advocacy as it relates to mental health.

Shari Davis | @kidspartnership @SDinSM
Board Chair, The Children’s Partnership

Shari has been a program consultant for The Children’s Partnership since 1996. She serves as Co-Director of the Public Policy Institute and adjunct professor of Political Science at Santa Monica College. She also co-chairs a political action committee that advocates for increased financial resources for public schools.

Jeannie DeLaura, CAWC | @BoltonCompany
Senior Vice President, Bolton & Company • Board Member, The Bolton Foundation

Jeannie works with industries as varied as nonprofits, manufacturing, and retail, to help organizations manage risk exposure and access invaluable education, safety, and cost-reduction resources. Jeannie is an active volunteer with the Children’s Hunger Fund and The Bolton Foundation.

Rudy Espinoza | @LURNetwork
Executive Director, LURN

Rudy manages initiatives that include a micro-lending program for healthy food entrepreneurs and a purchasing cooperative that offers procurement and distribution services for small grocers in low-income neighborhoods. He serves on the Board for LA Kitchen, Esperanza Community Housing Corporation, and LA Food Policy Council.
Speakers and Presenters

**Dru Garcia-Richardson**  
Senior Vice President & Regional Manager, Manufacturers Bank

Drucilla (Dru) has 30 years of experience in commercial and corporate banking, and helps organizations succeed by finding financial solutions to support their goals. She volunteers to improve the education and well-being of children, foster development of entrepreneurs, and increase employment opportunities for individuals with developmental disabilities.

**Sebastien Gendry | @laughwellinst**  
CEO, The Laughter Consultants, LLC

Sebastien is an American expert on laughter for wellness and wellbeing, at home and at work. He is the creator of the Laughter Wellness method now practiced in 42 countries and counting. Sebastien has traveled close to one million miles over the past decade, offering a variety of laughter and empowerment programs to thousands of people on four continents.

**David Greco | @davidgreco**  
Founder, Managing Partner, Social Sector Partners

A nationally recognized speaker, author, and consultant on creating a more financially sustainable and effective social sector, David brings more than 25 years of experience in driving the growth and impact of social sector organizations. He serves on the board of Social Venture Partners LA and on the Southern CA Advisory Board for Opportunity Fund.

**Elena Halpert-Schilt**  
Assistant Executive Director, Emeritus, LA County Commission on Human Relations

Elena has dedicated her career to ensuring that LA County youth can achieve their dreams, regardless of the circumstances of their birth. She has focused her efforts on youth with poor life outcomes due to poverty, inequity, injustice, and prejudice. She has been an active member of the County’s Government Alliance on Race and Equity Learning Cohort.

**Rachel Hamburg**  
Consultant, Gina Airey Consulting

Rachel guides mission-driven organizations to increase their social impact by supporting effective management and program innovation. She specializes in connecting organizations’ strategic objectives with practical implementation, to which she brings skills in strategic planning, program development, data gathering, and grant writing.

**Sarah Hardin | @deloitte**  
Corporate Citizenship - Marketplace Leader, Deloitte Services LP

Sarah leads the firm’s LA Corporate Citizenship marketplace, supporting Deloitte’s commitment to social responsibility by managing and executing a range of programs and initiatives. She is also an adjunct lecturer at the USC Suzanne Dworak-Peck School of Social Work, and Chair for the United Way of Greater LA Emerging Leader cabinet.
Speakers and Presenters

**Maura J. Harrington, PhD, MBA | @cnmsocal**
Senior Vice President, Center for Nonprofit Management

An expert in the field of organizational development with a focus on strategic planning, Maura brings both consulting and training services to the nonprofit and public sectors. Her extensive background includes serving as an adjunct professor at the USC School of Social Work and Psychology, and designing and delivering leadership workshops.

**Tom Iselin | @tomiselin**
President, First Things First

After a near-death experience in 1991, Tom left the world of finance to become a social entrepreneur. Now with 20 years of nonprofit experience, he has written six books, globally speaks about nonprofit management and fundraising, and hosts workshops for major organizations such as BoardSource, Annenberg Foundation, and Tarsadia Foundation.

**Alex Johnson | @safeandjust**
Managing Director, Californians for Safety and Justice

At Californians for Safety and Justice, Alex leads the implementation of the organization’s overall strategy and goals to advance best practices in criminal justice, build coalitions with diverse stakeholders, and elevate the voices of diverse crime survivors in the debate on public safety policy. He is also Vice President of the LA County Board of Education.

**Eliott Law | @insightLA**
Facilitator, USC Mindfulness Practice Group • Mindfulness Meditation Teacher, InsightLA

In his current position as Online Programs Manager for the Office of Medical Annual Giving, he has played a part in USC’s successful $6 billion fundraising campaign. A certified mindfulness facilitator since 2011, Elliott established the Mindfulness Practice group at the USC Center in Downtown LA, and maintains a dedicated, daily practice.

**Wendy Lazarus | @kispartnership**
Co-Founder and Senior Advisor, The Children’s Partnership

Wendy has spent her 40-year career as a children’s policy specialist, advocate, and innovator. She has led a variety of national and state-based policy, research and development initiatives to improve children’s health, technology readiness, nutrition, early learning, and education.

**Chrisfino Kenyatta Leal | @TLM**
Board Member and First Graduate, The Last Mile

Former San Quentin Inmate, Kenyatta spent nearly 19 years within the California prison system. Throughout his incarceration, he prepared for his future academically, vocationally, and spiritually. Kenyatta is a founding member of The Last Mile, a program designed to provide incarcerated individuals the tools necessary for successful reentry.
Speakers and Presenters

**Naomi Leight-Give'on | @nomilite**
COO, CausePick

Naomi is the founder of CausePick.org, a newly launched, personalized, monthly subscription service for charitable giving. She applies her background in public diplomacy to her passion for helping governments and organizations successfully engage their communities and audiences.

**Carrie Lemmon | @letsunitela @cshapton**
Director, LA Compact, UNITE-LA

Carrie has extensive expertise convening public, private, and nonprofit institutions to drive systems change and improve student outcomes through collective impact. Since joining UNITE-LA in 2012, she has facilitated cross-sector strategy development and data analysis in early childhood education, K-12 turnaround, and transition-age foster youth.

**Laurie Lipper | @kidspartnership**
Co-Founder and Senior Advisor, The Children's Partnership

While at The Children’s Partnership, Laurie helped pioneer child advocacy on emerging issues particularly those surrounding children and technology. She also served as founding Vice President for Communications at Children Now, where she developed a communications model for public advocacy initiatives.

**Robert Lurye | @insightLA**
Mindfulness Meditation Instructor, InsightLA & Long Beach Meditation Center

Robert is a graduate of InsightLA’s mindfulness facilitator training program and a qualified facilitator through the UMass Medical School’s Center for Mindfulness Based Stress Reduction program. He is also a visual artist whose television and film career spans the pioneering era of digital filmmaking including visual effects for Disney and DreamWorks.

**Sarah Mahin | @LAhomeless**
Director of Policy and Planning, Los Angeles Homeless Services Authority (LAHSA)

Prior to joining LAHSA, Sarah spent five years as the Regional Coordinator of Supportive Services for Veteran Families at the US Department of Veterans Affairs. She has also held positions with the US Interagency Council on Homelessness, Lyndon B. Johnson School of Public Affairs, and the Montgomery County Coalition for the Homeless.

**Joan Maltese, PhD | @CDIkids**
CEO, Child Development Institute (CDI)

Joan is a clinical psychologist with more than 30 years of experience working with high-risk infants, toddlers, and families. She serves as community liaison to CSUN’s Institute for Community Health and Wellbeing. She currently provides vision and oversight of CDI’s new Early Learning Center in Canoga Park.
Speakers and Presenters

riKu Matsuda
Senior Intergroup Relations Specialist, LA County Human Relations Commission

riKu leads the Human Relations Commission’s work to end violence against transgender and non-binary communities. He is an analyst for the annual Hate Crime Report and a seasoned facilitator trained in community mediation. riKu serves as the Commission’s liaison to the Anti-Bullying Coalition and the Transgender Service Provider Network.

Joan McCarthy | @waltdisneyco
Senior Manager, Corporate Citizenship and Community Engagement
The Walt Disney Company

Focusing support in Disney’s philanthropic mission areas of Compassion, Conservation, and Creativity, Joan manages the company’s strategic financial giving, oversees community outreach programs, and the Disney VoluntEARS program in the greater Los Angeles area.

Louise McCarthy | @CCALAC
President and CEO, Community Clinic Association of Los Angeles County

Louise represents the interests of LA area Community Clinics and Health Centers, and those they serve. She has worked on statewide legislative, regulatory, and administrative issues impacting California. She has also worked for the California Bureau of State Audits, conducting performance evaluations of state agencies.

Nancy McPherson | @AARP_CA
State Director, AARP California

Nancy leads a team of staff and volunteers in driving change that benefits Californian’s aged 50+ and their families, including nearly 3.3 million AARP members in the state. Prior to AARP, Nancy spent 20 years advancing police reform starting with the Police Executive Research Forum in DC, then at the San Diego and Seattle Police Departments.

Mekahlo Medina | @MekahloNBCLA
Technology and Social Media Reporter, NBC4 Los Angeles

Mekahlo is the Emmy Award-winning technology and social media reporter for NBC4 Southern California. He leverages the ‘second screen’ experience by encouraging the station’s viewers to engage on Twitter and Facebook. Mekahlo currently serves as President of the National Association of Hispanic Journalists.

Apolonio Morales | @CHIRLA
Political Director, Coalition for Humane Immigrant Rights (CHIRLA)

For the past 10 years, Apolonio has dedicated his life to advancing pro-immigrant policies. His labor organizing experience taught him the value and power of a unionized workforce. As the former PICO National Network Immigration Lead Organizer, he helped to strengthen immigrant organizing across various faith institutions with the Campaign for Citizenship.
Speakers and Presenters

Dowell Myers, PhD | @ProfDowellMyers @USCPrice
Professor, USC Sol Price School of Public Policy
Director, Population Dynamics Research Group

Dowell is a demographer and urban planner who integrates quantitative evidence with interpretations of problems and policy solutions. His research emphasizes the linkage of demographic data to future trends in housing, workforce, education, and immigration.

Shane Murphy Goldsmith | @libertyhill @LAPDHQ
President & CEO, Liberty Hill • Commissioner, Los Angeles Police Commission

Prior to Liberty Hill, Shane was the Executive Director of PATH Ventures, an affordable housing development agency, and served as a Senior Advisor to then-City Council President Eric Garcetti. Shane sits on the LA Board of Police Commissioners and is co-chair of the California Executive Alliance for Boys and Men of Color So-Cal Region.

Therese Nolasco | @SEAlosangeles
Co-Founder and Principal, We Impact • Board Chair, Social Enterprise Alliance LA

Therese specializes in business development, marketing, and strategy for impact-driven organizations. Prior to We Impact, she was the Director of Business Development at Homeboy Industries and contributed to the growth of its various social enterprises. She has also worked at The Walt Disney Company and KPMG on international business projects.

Manuel Pastor, PhD | @Prof_MPastor @PERE_USC
Professor, USC Dana and David Dornsife College of Letters, Arts & Sciences
Director, Program for Environmental & Regional Equity

Manuel’s research focuses on issues surrounding the economic, environmental, and social conditions facing low-income urban communities, and the social movements seeking to change those realities, as well as its future impact in California.

Sam Polk | @SamPolk @foreverytable @groceryships
Co-Founder and CEO, Everytable • Executive Director, Groceryships

Sam grew up in Los Angeles and witnessed the city’s inequality while helping his mother run medical clinics for the homeless along Skid Row. Years later, after noticing families in low-income areas struggling with access to healthy food, he left Wall Street and started Groceryships and Everytable, nonprofits working at the intersection of poverty and obesity.

April Powers | @AprilFPowers
Managing Director, First Impression Rx

April is a highly-rated trainer for Fortune 50, government, and nonprofit companies. Her client work includes delivering certified training in the areas of Generational Diversity, Unconscious Bias, Communication, Emotional Intelligence, Empathy, and Cultural Competence.
Speakers and Presenters

**Nona Randois** | @AFJbebold  @NonaAFJ  
Southern California Director, Bolder Advocacy Program, Alliance for Justice

Nona builds partnerships with local nonprofits and foundations that are engaged in policy advocacy. She helps to provide legal and practical training, technical assistance, and publications to ensure groups have the knowledge they need to become confident advocates and the tools to help them navigate complex advocacy rules.

**Susana Rinderle** | @SusanaRinderle  
President, Susana Rinderle, LLC

Susana has 25 years of professional experience across the US and abroad in nonprofit, corporate, healthcare, education, and governmental entities. She is a trainer, coach, TEDx speaker, and a regular contributor to The Huffington Post, Workforce Magazine, and Diversity Executive.

**Leslie Robin** | @cnmsocal  
Senior Strategist, Center for Nonprofit Management

Leslie utilizes her consulting, training, and executive coaching skills to support the nonprofit industry and its leaders. She specializes in fostering change and meeting social and community needs through strategic planning, board and leadership planning, and organizational development.

**Karla Salazar** | @calfund  
Senior Director, Sustainability, California Community Foundation

Karla is responsible for the leadership and implementation of the foundation’s sustainability portfolio including the Nonprofit Sustainability Initiative, and partnerships with capacity builders and technical assistance providers. She also teaches the Business of Nonprofits at UCLA Extension.

**Bamby Salcedo** | @translatina_c  @translatinbamby  
Founder & President, TransLatin@ Coalition

Bamby’s remarkable and wide-ranging activist work has brought a voice and visibility not only to the trans community, but to the immigrant, HIV, youth, LGBT, incarcerated, and Latin@ communities as well. She is currently developing the Center for Violence Prevention & Transgender Wellness, a multiservice space for transgender people in Los Angeles.

**Kaile Shilling** | @AIYNetwork  
Executive Director, Arts for Incarcerated Youth Network (AIYN)

Kaile has nearly two decades of experience working in and with nonprofits. Prior to AIYN, she was the Executive Director of the Violence Prevention Coalition, an organization serving hundreds of nonprofits across Los Angeles County. Kaile also worked at Homeboy Industries, one of the leading gang intervention agencies in the nation.
Speakers and Presenters

Aquilina Soriano-Versoza  |  @pwcscorg
Executive Director, Pilipino Workers Center

Aquilina’s work at the Pilipino Workers Center has been a part of the growing statewide and national movement of domestic workers. As a mother of two, she sees her work for social justice as a life long endeavor that she hopes to pass on to her daughters. Aquilina is also the Board President of the National Domestic Workers Alliance.

Shyaam Subramanian  |  @AFJbebold  @ShyaamAFJ
Counsel, Bolder Advocacy Program, Alliance for Justice

Shyaam assists nonprofit organizations in pursuing legal-action and effective advocacy to advance their public policy goals. Prior to joining Alliance For Justice, he was a Public Interest Fellow at the National Health Law Program, where he participated in policy advocacy to improve low-income individuals’ access to affordable and quality health care.

Tunua Thrash-Ntuk  |  @LISC_LA  @TunuaThrash
Executive Director, Los Angeles Local Initiatives Support Corporation (LISC)

Tunua is a seasoned community and economic development practitioner with both nonprofit and private sector experiences. Her strengths range from community advocacy to asset and real estate development around neighborhood revitalization. She has led various urban initiatives in Los Angeles focused on affordable housing.

Belen Vargas
Vice President, Programs, Weingart Foundation

Belen joined the Weingart Foundation in 2000 as the Foundation’s first Program Associate, responsible for formalizing and managing the Foundation’s Small Grant Program. She now oversees the Foundation’s grant strategy and planning, communications, and overall program assessment.

Hector Villagra  |  @ACLU_ScCal  @OHectorV
Executive Director, ACLU Southern California

Hector has led numerous civil rights cases involving such issues as educational equity, religious discrimination, immigrants’ rights, and voting rights. He received the Daniel Levy Award for outstanding achievement in immigration law from the National Lawyer’s Guild, and Attorney of the Year Award from the Hispanic Bar Association of Orange County.

Jenna Watkinson  |  @Albertsons
Director of Public Affairs, Albertsons, Vons and Pavilions

The Bridge to a Better Tomorrow

We are proud to sponsor The Center for Nonprofit Management’s annual 501 (c)onference. Thank you for being the premier resource for those who wish to make real, positive changes to our communities.

Speakers and Presenters

**George Weiner** | @WholeWhale @GeorgeWeiner
Chief Whaler, Whole Whale

George founded Whole Whale in 2010 with the goal of helping more nonprofits benefit from the digital strategies he pioneered at DoSomething.org. Since then, George has worked with dozens of nonprofits to increase cause awareness, multiply meaningful online engagement, and train teams to implement strategic use of data and technology.

**David White** | @Deloitte
Director, Deloitte Consulting, LLP • CNM Board Chair

David has over 15 years of experience helping media and technology companies address workforce issues as they pursue significant business transformations enabled by process re-engineering, technology, and strategic organizational change. David has garnered recognition through his work with senior executives in the Media & Entertainment industry.

**Paul Jan Zdunek**
Managing Director, Nonprofit and Education Advisory Services, BDO

Paul brings over 20 years of experience providing leadership and advisory services to both nonprofit and for-profit organizations. He has been a Chief Restructuring Officer, Business Transformation Advisor, and Interim Executive for companies requiring stabilization or revitalization.

Banking Services for Nonprofit Organizations
Kathy Fergen
First Vice President/Department Manager
310.712.0044
eastwestbank.com

Equal Housing Lender • Member FDIC
Center for Nonprofit Management is proud to partner with PIHRA for the 2017 California HR Conference.

Use promo code NonProfit to save $100 on Registration

Warner Bros. Entertainment is proud to support The Center for Nonprofit Management

We salute you and all of the incredible nonprofits with which you work. Thank you for your dedication and service to the nonprofit sector.
The Abramson-Muscarolas Scholarship in Nonprofit Management is a full tuition scholarship to be awarded to a deserving student entering the 18-month MA in Nonprofit Management degree program in October 2017.

Qualified applicants are employees or volunteers serving in any nonprofit organization providing services within the Greater Los Angeles Metropolitan Area who have demonstrated commitment to the nonprofit sector as well as high potential for leadership within their nonprofit organization and / or the broader sector.

The Abramson-Muscarolas Scholarship application requires a letter of recommendation from an Executive Director, CEO, or Trustee of a nonprofit organization.

The scholarship application deadline is September 1, 2017. All scholarship applicants must have completed their application to the MA in Nonprofit Management program by August 25, 2017. Early program and scholarship applications are strongly encouraged.

Additional scholarships and other forms of Financial Aid are also available.

To learn more about the program and the scholarship go to antiochla.edu/nonprofit or contact Danielle Minobe at (310) 578-1080, ext. 314 or dminobe@antioch.edu.
Together We Have the Power to Keep the Future Bright

Edison International is proud to sponsor the Center for Nonprofit Management’s 501(c)onference 2017


Get a CNM Coach!
- Personalized attention
- Live or virtual coaching
- Completely confidential

Call for more information - 213.266.8451

Here are just a few ways we can help you:
• Leadership Coaching
• Board Retreats
• Succession Planning & Interim Placement
• Management Certificate Program
• Customized seminars at your site
• Peer Learning

Learn more at www.cnmsocal.org or call 213.266.8464.