

Fifth Annual

Best Practices For Nonprofits

Who Should Attend

Not-for-Profit Executive Staff
and Board Members

October 30, 2007

Holiday Inn Syracuse/Liverpool
Liverpool, New York

Sponsored By



CENTRAL NEW YORK
COMMUNITY
FOUNDATION, INC.



Media Sponsor



Agenda

7:45 a.m.-8:15 a.m.
Registration and Continental Breakfast

8:15 a.m.-9:00 a.m.
Keynote Address
Kauffman Campus Initiative --
Entrepreneurship for Nonprofits

- Entrepreneurial Scholarship in Action and Education
- Nonprofit Entrepreneurship
- The Syracuse Campus-Community Entrepreneurship Initiative
- Initiative grants to support campus-community partnerships

Bruce R. Kingma
Associate Provost
Syracuse University

9:15 a.m.-10:00 a.m.
Concurrent Session 1

10:15 a.m.-11:05 a.m.
Concurrent Session 2

11:10 a.m.-Noon
Concurrent Session 3



For more information regarding refund, complaint and program cancellation policies, please contact our office at 610-927-4910.

bmc is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: www.nasba.org

Concurrent Sessions

9:15 a.m.-10:00 a.m.
Concurrent Session 1

Section A ☒
Professional Fundraising for a Capital Campaign

- Overview of Eastern Hills Bible Church (EHBC) Capital Project
- Why choose a professional fundraiser?
- Helpful tips to make your fundraising effort a success

Doug Bullock
Eastern Hills Bible Church

Section B ☑
Legal Trends Regarding Private Foundations, Supporting Organizations and Endowment Funds

- Overview of recent and proposed changes to IRS Form 990
- Select rules applicable to Private Foundations and Endowment Funds
- Certain Supporting Organizations no longer qualify for contributions -- What Private Foundations and Donor Advised Funds must know

Frank J. Patyi, Esq.
Bond, Schoeneck & King, PLLC

Section C ☑ ☒
Developing Future Staff Leaders

Organizations are only as effective as the people who lead the organization. It is important to strategically develop employees for leadership and management at all levels.

- Learn about the concept of leadership development
- Hear strategies for leadership development in organizations
- Discuss topics of interest to emerging leaders
- Develop strategies for applying information in the workplace

Gwen Webber-McLeod
Inspiring People to New Levels of Leadership

10:15 a.m.-11:05 a.m.
Concurrent Session 2

Section D ☑ ☒
Board Development and Diversity...Is it Necessary?

- To examine board members roles and responsibilities as diversity stewards of their organizations
- To give an opportunity to explore personal comfort level with and knowledge of the topic of diversity
- To examine the impact of culture on our interactions
- To identify strategies that a board/agency can use to work productively and respectfully across cultural differences in a non-profit setting

Melanie W. Littlejohn
National Grid

Section E ☑
A Foundation's Perspective on Selecting Organizations

- How foundations select organizations and grants for funding
- Critical elements of successful organizations and proposals
- Aligning your request to foundation priorities and avoiding "mission drift"

Kimberly S. Scott
Central New York Community Foundation

Section F ❖ ☑
Corporate Governance in the New Age of Scrutiny

- Application of Sarbanes Oxley to Non-Public Companies
- Impact on Nonprofits -- Who Cares?
- Emerging Best Practices for Governance, Financial Reporting & Ethics

Walter Brasch
bmc (Beard Miller Company LLP)

- ❖ Qualifies for 1 CPE credit in Auditing
- Prerequisites: None
- Program Level: Overview
- Advance Preparation: None

11:10 a.m.-Noon
Concurrent Session 3

Section G ☑ ☒
Are You Managing Your Reputation?

- How to manage public opinion so it translates into support
- The facts of life every organizational leader must know
- Seven fundamental principles for building trust
- How to deal with bad news

Peter M. Kapcio
Eric Mower and Associates, Inc.

Section H ☒
The Merging of Two Organizations: A Case Study

- Merger/Consolidation/Affiliation/ Collaboration -- deciding what is best for your organization
- Necessary steps to a merger
- Merging cultures and environments
- Overcoming challenges and obstacles
- Looking back -- 2½ years after the merger of Vera House/Rape Crisis Center

Randi Bregman and Kate Flannery
Vera House

Section I ☑ ☒
Key Trends and Future Implications Impacting Nonprofits

- Understand the impact of current political and economic trends on nonprofits
- How nonprofits are coping with change
- What the *new philanthropist* expects from charitable organizations
- The future of the global philanthropic community

Roger Matloff
Merrill Lynch

- ☑ Of more interest to larger organizations
- ☒ Of more interest to smaller organizations

Sponsors

B S & K Not-for-Profit Counsel

Bond, Schoeneck & King attorneys provide a wide range of legal services and counseling to our not-for-profit clients, which includes business law, organizational matters, compliance issues, public finance and lending, employee benefits, labor and employment, employment law litigation, mergers and acquisitions, property and construction, estate and trust matters, civil litigation, and administrative, legislative and regulatory matters. We act as special counsel for projects requiring special expertise and resources, or as general counsel.



CENTRAL NEW YORK
COMMUNITY
FOUNDATION, INC.

The Central New York Community Foundation, through the effective use of its endowment, enhances the quality of life for those who live and work within the community by:

- Encouraging the growth of a permanent charitable endowment to meet the community's changing opportunities and needs;
- Providing vehicles for donors with diverse philanthropic interests which make giving easy, personally satisfying and effective;
- Serving as a catalyst, neutral convener and facilitator by stimulating and promoting collaborations among various organizations to accomplish common objectives;
- Carrying out a strategic grantmaking program that is flexible, visionary and inclusive.



bmc (Beard Miller Company LLP) is a leading regional certified public accounting and consulting firm with over 500 employees serving small business and middle market clients throughout the Mid Atlantic region.

The 75-partner firm has fourteen offices located in New York, Maryland, Pennsylvania, and New Jersey. The firm is ranked among the Top 40 firms in the USA (Accounting Today, March 2007) and is an independent member of the BDO Seidman Alliance.

bmc serves more than 300 not-for-profit organizations, so we have the know-how to help our clients achieve their missions and maintain transparent financial accountability to their donors, members, clients, fund sources and other constituencies. Our clients include private foundations, educational organizations, health and human service organizations, the arts & music, trade and professional associations, Authorities (operating and financing), continuing care retirement communities, colleges and universities and environmental organizations. Whether you need assistance with Office of Management and Budget (OMB) Circular A-133 audits, exempt tax return filings, strategic planning, human resources consulting and management training, accounting system selection and management, internal reports, budgeting, cash flow management and financing, or accounting policies and procedures manuals, you can contact **bmc** at 1-800-267-9405 or visit our website at www.bmcvision.com for more information.



United Way
of Central New York

United Way of Central New York is a non-profit serving Onondaga County that strives to help the community reach its full caring potential. The organization helps donors make effective charitable investments of money, volunteer time, and in-kind gifts to make lasting improvements in individual lives and the local community.

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THE CENTRAL NEW YORK
BUSINESS JOURNAL

Fifth Annual Best Practices for Nonprofits

Directions

Holiday Inn Syracuse/Liverpool, 411 Electronics Parkway, Liverpool, NY 13088 315-457-1122

Traveling East or West: NY Thruway (I-90) Exit 37. The Holiday Inn is directly across from the toll booth.

Traveling North or South: Interstate 81 Exit 25. Turn right onto 7th North Street and follow one mile to the end.

Fifth Annual Best Practices For Nonprofits

October 30, 2007 Syracuse, New York

Registration Fees:

\$65 – BS&K/bmc Clients \$80 – General Public

Please indicate which of the Concurrent Sessions you will attend:

Session 1: A B C Session 2: D E F Session 3: G H I

RSVP Deadline: October 26, 2007

Register through our web site at www.bsk.com, Events Schedule, or using the form below.

Name: _____ Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

E-Mail: _____ Telephone: _____ Fax: _____

The following people will also attend:

Name: _____ Title: _____ E-Mail: _____

Name: _____ Title: _____ E-Mail: _____

Refunds will only be made for cancellations received 5 business days before event.

Please make checks payable to Bond, Schoeneck & King, PLLC and return this form to:

Ms. Toko Moyo, Bond, Schoeneck & King, PLLC, One Lincoln Center, Syracuse, NY 13202

Telephone: 1-800-339-8897 Fax: 315-218-8100 E-mail: tmoyo@bsk.com or register online at www.bsk.com

This seminar is intended for the invited guests of Bond, Schoeneck & King, PLLC, Central New York Community Foundation, Inc., **bmc** and the United Way of Central New York, who reserve the right to deny admission to any applicant.

Keynote

Bruce R. Kingma
Associate Provost
Syracuse University

Bruce Kingma is the Associate Provost for Entrepreneurship and Innovation at Syracuse University. He is a Professor in the Entrepreneurship and Emerging Enterprises Program in the Martin J. Whitman School of Management and in the School of Information Studies. As Associate Provost, Professor Kingma leads the Syracuse Campus-Community Entrepreneurship Initiative (Initiative) – a collaborative partnership of six institutions–Syracuse University (SU), Le Moyne College, Onondaga Community College (OCC), SUNY College of Environmental Science and Forestry (SUNY ESF), Morrisville State College, and Cayuga Community College (CCC)–and five community partners–Central New York Community Foundation, Gifford Foundation, Greater Syracuse Chamber of Commerce, National Grid, and Messenger Associates, Inc.–made possible by a \$3 million grant from the Ewing Marion Kauffman Foundation. Initiative builds on the key tenets of Scholarship in Action by encouraging faculty and students throughout Central New York to work with communities of experts across disciplines and geographic boundaries to foster entrepreneurial education and innovation.

Professor Kingma received his PhD in economics from the University of Rochester. His expertise is in the economics of nonprofit management, information, and online learning. He is a founder of the award winning Web-based Information Science Education (WISE) consortium; the Systems Assurance Institute, an NSA-designated center of excellence in information assurance; the Center for Entrepreneurship Experiential Learning (ExCEL); and the Women in Technology (WIT) student group.

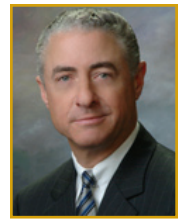


Faculty

Walter Brasch
NJ Managing Partner
*bmc (Beard Miller
Company LLP)*

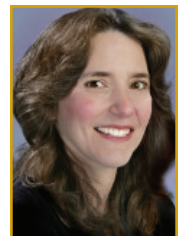
Walter Brasch is the NJ Managing Partner and is located in **bmc's** Pine Brook office. Walter, with over 30 years of experience in public accounting, has significant background in management and administration of professional accounting and consulting services including planning, supervision, coordination and completion of complex engagements. He possesses significant industry experience with healthcare, not-for-profit and governmental entities, is a recognized expert on financial accounting and reporting matters and is frequently consulted by clients, regulators, legislative leads and other professionals in these areas.

Walter advises clients on accounting and related business issues including budgeting, operations improvement, cost containment, forecasts and projections, business plans, rate proposals, financing alternative and negotiations as well as internal control review and evaluation and litigation matters. Walter is a graduate of St. Bonaventure University, BBA-Accounting, and a Certified Public Accountant, Licensed in New Jersey. His Professional and Community Affiliations include: American Institute of Certified Public Accountants, New Jersey Society of Certified Public Accountants, Christian Brothers Academy, Boy Scouts of America, American Cancer Society, and Raritan Bay Medical Center.



Randi Bregman
Executive Director
Vera House, Inc.

Since 1990, Randi Bregman has worked with Vera House, Inc., a not-for-profit human service agency which focuses on services for those affected by domestic and sexual violence. During her first eleven years at Vera House, she was the Coordinator of the Syracuse Area Domestic Violence Coalition. In August of 2001, Randi began serving as Executive Director of Vera House, Inc. Throughout 2005, after helping to effect a successful merger with the Rape Crisis Center of Syracuse, Inc., Randi served as Co-Executive Director in partnership with the Executive Director of the former Rape Crisis Center. In her current role as Executive Director, Randi is responsible for administration and financial management, supervision of staff, fundraising and fund development, community education and professional training and program development. Randi serves as Co-Chair of the Syracuse Area Domestic and Sexual Violence Coalition, providing leadership to a broad community coalition dedicated to victim safety and offender accountability. She is also the Second Vice President of the Human Services Leadership Council of Central New York and serves on the statewide Crime Victims Board Advisory Committee.



Doug Bullock
Senior Pastor
*Eastern Hills Bible
Church*

Doug Bullock is the Senior Pastor of Eastern Hills Bible Church (EHBC) in Manlius, NY. Doug is a life-long resident of the area and attended Cazenovia High School followed by Bucknell University, where he obtained a Bachelor's degree in Mechanical Engineering. He obtained a Master's degree in Theology from the Dallas Theological Seminary and returned to the Central New York area.

Doug has pursued his ministry at Eastern Hills Bible Church since 1984 and became Senior Pastor in 1989. In addition to the most recent capital campaign at EHBC of \$2M, Doug has led fundraising projects ranging from goals of \$100,000 to \$5M, and continually addresses stewardship with the communicants of the church. He is involved in the many ministries offered at Eastern Hills.



Kate Flannery
Executive Director
*Central New York Affiliate
of the Susan G. Komen
for the Cure*

Kathleen K. Flannery is currently Executive Director of the Central New York Affiliate of the Susan G. Komen for the Cure. In her current position she has overall accountability for all fundraising, grant distribution, and education within the 17 counties serviced by Komen. Previously she served as Executive Director of Programs for Vera House, Inc. having facilitated the merger between Rape Crisis and Vera House in 2004.

Kate has a bachelor's degree from Le Moyne College, earned her Masters in Social Work from Syracuse University and is a New York State Certified Social Worker. She received the 40 Under 40 Award, the Central New York Women in Business Award, the Onondaga County District Attorney's Award and the Syracuse Post Standard Achievement Award.



Peter M. Kapcio
Director of Reputation
Management Services
*Eric Mower and
Associates, Inc.*

Peter Kapcio heads a public relations and public affairs practice that provides issues and crisis management counsel to clients. In addition to regularly leading crisis management engagements for the agency, Peter has been involved in global crisis preparedness and planning for multinational Corning Inc. since 1999. He is also responsible for conducting EMA's Media Training, Executive Presentation and Crisis Communications Training programs. He helps companies, organizations and executives optimize results from media interviews, especially in controversial or crisis situations.

In recent times, he headed the teams that gathered statewide support for rail giant CSX Transportation's acquisition of Conrail, as well as Constellation Energy's acquisition of the Ginna Nuclear Power Facility. In addition, he has supervised a variety of corporate communications and issues management assignments for firms such as General Motors Worldwide Real Estate Division, Eastman Kodak, Niagara Mohawk/National Grid; for hospitals and healthcare institutions across New York State; and for higher education institutions such as Syracuse University, Clarkson University, Utica College, Wells College and Saint John Fisher College. Peter has his Master's degree in advertising and consumer behavior from S.I. Newhouse School of Public Communications at Syracuse University, with a B.S. in marketing from the Whitman School of Management at Syracuse University. He has served as Adjunct Professor at both S.I. Newhouse School of Communications and in the College of Visual Communications at Syracuse University. He currently serves on the board of the SUNY College of Environmental Science and Forestry College Foundation, and recently on the Communications Advisory Board of Syracuse 20/20.

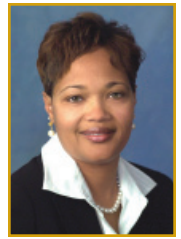


Faculty

Melanie W. Littlejohn
Vice President,
Business Services-
Central Region
National Grid

Melanie Littlejohn is responsible for the day to day management of the large commercial and industrial customer base in the Central region of NYS. In addition to the commercial and industrial sector, she manages community giving and relationship management with elected municipal and state officials. She joined National Grid (Niagara Mohawk Power Corporation) in 1991 and has held the positions of Director of Diversity Management and Compliance, and Human Resources Consultant for Direction Inclusion & Diversity.

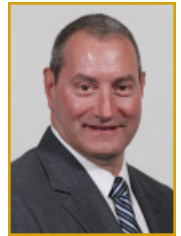
Ms. Littlejohn was previously Executive Director of the Urban League of Onondaga County; Director of Public Affairs of the Urban League of Rochester/Onondaga; Manager of International Client Services of Banker's Trust Company; and District Office Manager of Pandick Technologies. She is a graduate of Syracuse University (M.B.A., 1997; B.A., 1985).



Roger Matloff
Institutional
Consultant,
CFM, CIMA, AIF, ARPC,
CAP
Global Philanthropic
Consulting Group
Merrill Lynch

Roger Matloff oversees analytical investment management programs of an extensive number of foundation and endowment clients. He develops customized asset allocation models, performs due diligence of investment managers by applying qualitative and quantitative analysis and continuously monitors performance to insure clients' investment objectives. Roger graduated from Rutgers University with a degree in Economics and received an MBA in Finance and Deterministic Optimization Modeling. Roger completed studies of Market Theory and Econometrics at Oxford University under a private foundation grant. He was subsequently chosen by the same foundation to study Political Economic Theory at Dartmouth College.

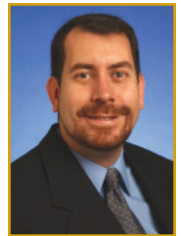
He is a Certified Investment Management Analyst, Accredited Investment Fiduciary, Accredited Retirement Plan Consultant, Chartered Advisor in Philanthropy as well as a Certified Financial Manager. Roger has appeared on ABC, CBS, and Fox. He has been cited in The Wall Street Journal, Het Financial Dagblad, FM magazine as well as Wall Street's industry publication, Research. Roger co-authored the textbook "Molecular Investment Consulting for Philanthropies-A Holistic Approach for Nonprofit Management."



Frank J. Patyi, Esq.
Bond, Schoeneck & King,
PLLC

Frank Patyi is a Member (Partner) of the firm and a graduate of Le Moyne College, Mercy College, St. John's University and New York University School of Law. He practices in all areas of federal, state, local and international taxation, with a particular concentration on the issues confronting exempt organizations, limited liability companies and partnerships.

Frank has extensive experience in the tax and state law concerns of exempt organizations and works regularly with the Internal Revenue Services and the Attorney General's Office. He has been involved with the formation, merger and dissolution of several well known tax-exempt entities and regularly consults on issues regarding Unrelated Business Income Tax ("UBIT"), Intermediate Sanctions, private foundations and joint ventures. Frank is co-chair of the governance and nominating committee of MedTech Association, Inc.



Kimberly S. Scott
Vice President
Programs
Central New York
Community Foundation

Kimberly Scott, a graduate of Syracuse University and certified public accountant, joined the Central New York Community Foundation in August 2000. As Vice President Programs, Kim is responsible for overseeing and monitoring the grantmaking process, sharing expertise with donors and managing special initiatives. Kim conducts and administers the grantmaking process. The Community Foundation awards grants to fund innovative programs in the areas of arts and culture, civic affairs, education, health, human services and the environment. Kim also oversees special programs and projects developed by the Foundation.

Kim was previously employed by Niagara Mohawk, where she oversaw the company's energy fund for customers with energy emergencies. Kim also coordinated the company's volunteer efforts in 37 counties. Kim's professional career began in public accounting with Ernst & Young LLP and Dannible & McKee LLP. She has served as a volunteer and board member for a number of not-for-profit organizations in the Syracuse area.



Gwen Webber-McLeod
Inspiring People to New
Levels of Leadership

Gwendolyn Webber-McLeod, M.S. has over 29 years experience in leadership development, professional facilitation, and motivational speaking. In addition, she has specific expertise in team building, valuing diversity as a vital organizational resource, change management, reputation management and communications and more. Her clients are CEOs, executive and mid-level managers in public, private, and education businesses and organizations throughout the state of New York.

A cum laude graduate of Potsdam University, Gwen is an entrepreneur who has created two businesses: Treble Associates, and currently, Gwen Webber-McLeod, Inspiring People to New Levels of Leadership. She has also been Director of Communications for Wells College; Communications/Development Director of the Seven Lakes Girl Scout Council; Executive Director of the National Women's Hall of Fame in Seneca Falls; Executive Director of the Booker T. Washington Community Center in Auburn, and Coordinator of Human Services for the Cayuga/Seneca Community Action Agency. In May of 2006 she received a Masters of Science in Management from Keuka College. She graduated Magna Cum Laude from this program.

Gwen has a very active civic life and takes great pride in serving on boards of directors that enhance and improve the lives of people at the local, state, and national level. As past Board Chair and Interim CEO of the Cayuga County Chamber of Commerce, she led efforts to refocus and reenergize the work and reputation of the Chamber in the community. She is also a former board member and chair of Planned Parenthood of Rochester Syracuse Region. Currently she serves as the team advisor to the CNY Health Fellows team a project of the Community Health Foundation of Western and Central New York and, is a member of Auburn's YMCA board of directors and the board chair of Booker T. Washington Community Center board of directors. Gwen is the chair the 2007 Go Red for Women Luncheon for the American Heart Association.

