

Here and Now: With an Eye to the Future

A Workshop for Asian/Pacific Islander American Nonprofit Organizations

Wednesday, May 27, 2009
8 a.m. to 5 p.m.
Microsoft Corporation
333 S. Grand Avenue, 33rd Floor
Los Angeles

Co-Presented By: The California Wellness Foundation, Microsoft Corporation
and IW Group

Program

8 a.m.

Registration/Check-in

8:45 a.m.

Welcome

- Celeste Alleyne, Western Region Citizenship Director, Microsoft Corporation
- Magdalena Beltrán-del Olmo, VP of Communications, The California Wellness Foundation
- Bill Imada, Chairman and CEO, IW Group, Inc.

9 a.m. – 10 a.m.

What Challenges and Opportunities Nonprofits Can Anticipate Between Now and 2010

Moderator: Nita Song, President and COO, IW Group, Inc.
The nonprofit world is impacted by a growing number of corporate and foundation mergers, acquisitions, layoffs and consolidations. This panel will cover some of the trends, pressing issues, challenges and opportunities that lie ahead for nonprofits from now until 2010.

- Regina Birdsell, President & CEO, Center for Nonprofit Management
- Gordon K. Eng, Partner, McKenna Long & Aldridge, LLC
- Carol Jackson, VP of External Affairs, Macy's Inc.
- Greg Sherlock, Public Affairs Specialist, State Farm
- Larry Ezell, Market Manager, Wal-Mart

10 a.m. – 11 a.m.

Strategies and Tactics Being Employed by Nonprofits to Thrive in This Economy

Moderator: Magdalena Beltrán-del Olmo, VP of Communications, The California Wellness Foundation
In a difficult economic environment where even the most prosperous companies, foundations and individual philanthropists are scaling back, nonprofits must review and reevaluate the way they operate to survive.

This panel will cover some strategies and tactics that every nonprofit should consider in order to thrive.

- Antonio Manning, Regional Corporate Giving Manager, Chase
- Jane Pak, CEO, NAWBO/Los Angeles
- Jacki Weber, Acting Development Director, The Eli and Edythe Broad Stage
- Jane Cohen, Strategic Director, Marketing Communication, and Division Director, Hope Lodge, American Cancer Society
- Kevin Tamaki, Director of External Affairs, AT&T

11 a.m. – 11:30 a.m.

Break/Networking

11:30 a.m. – 12:30 p.m.

What Corporations and Foundations Expect from Nonprofits in This Environment

Moderator: Hogan Lee, President and Director, Asian Professional Exchange

Many nonprofit leaders are saying that corporations and foundations are now expecting even more for their support. Corporations and even foundations say that nonprofits must be more accountable for how they use corporate contributions and foundation grants. This panel will review some of the expectations being placed on nonprofits to ensure that they use their funding wisely and effectively.

- Priti Mehta, Director, Reeve Foundation Community Outreach Programs, Center for Development and Disability
- Celeste Alleyne, Western Region Citizenship Director, Microsoft Corporation
- Jeffrey S. Kim, Program Director, The California Wellness Foundation
- Daniel Chang, Director of Emerging Markets, Farmers Insurance
- Roop Sumal, Senior Project Manager, Edison International/Southern California Edison

12:30 p.m.

Lunch

Keynote Speaker

One of the most visible and successful leaders in philanthropy, Jonathan Weedman incorporates his vast experience in philanthropic giving to show others what they need to know about building strong ties to the foundation world. His wit and urbane style of presenting are two good reasons for all nonprofits to join him for this informal lunch session.

- Jonathan Weedman, Regional VP, Wells Fargo Foundation

1 p.m. – 2 p.m.

How to Cultivate New Funding Sources

Moderator: Trisha Murakawa, Board Chair, American Lung Association in California

Many nonprofit organizations return to the same funders year after year, not realizing that some corporate and foundation grant makers are beginning to reduce their multi-year grants. This panel will explore other fundraising and development options for nonprofits.

- Lisa M. Dietlin, President and CEO, Lisa M. Dietlin and Associates, Inc.
- Hyepin Im, President and CEO, Korean Churches for Community Development
- James E. Herr, Sr. Manager, California Region, Global Corporate Citizenship, The Boeing Company
- Audrey Tanaka Lee-Sung, Director of Resource Development, Keiro Senior HealthCare

2 p.m. – 3 p.m.

How to Improve Your Branding and Marketing

Moderator: Donna Chancellor, Principal, Chancellor Communications

Nonprofits are brands that have often have value and equity. Yet many nonprofits don't have a clue on how to brand themselves properly and effectively. This panel will cover branding and marketing, and what every nonprofit must consider to be successful stewards of their brands.

- Pilly Gordon, Asian American Segment Manager, FedEx Services (Invited – TBD)
- Michael C. Synn, Director of Sales and Marketing, BCF Capital
- Diane Tasaka, Partner, HT Group Strategic Marketing
- Garrett Gin, Director of Community Development, Merrill Lynch (Invited – TBD)
- Fred Abdelnour, Director, Community and Government Affairs, Southern California Operations, Enterprise Rent-A-Car

3 p.m.

Break

3:30 p.m. – 4:30 p.m.

How to Take Advantage of Online Fundraising/New Media

Moderator: Lisa Lee, Publisher, *Hyphen*

More than 52% of all Americans receive their news from non-traditional media. Additionally, 15% of Americans now say they read blogs on a regular basis--up from just 11% a few years ago. Having an online media and fundraising strategy is essential for nonprofit organizations; but the most successful organizations pay close attention to the look, feel and accessibility of their websites in order to attract donors. This panel will cover what you need to know to build a strong online presence that attracts funders and more.

- Miles Orkin, National Director of E-Revenue and Mobile Innovation, American Cancer Society – California Division
- Matthew D. Shelley, Interactive Designer/Developer, IW Group
- Christian D. Ramos, Director of Information Technology, Southern California Minority Business Development Council
- Glenn Osako, Partner Community Manager, Microsoft Corporation

4:30 p.m. – 5:30 p.m.

Small Group Meetings with the Experts

Leader/Facilitator: Alan Kumamoto, Principal, Kumamoto Associates

Toward the end of the day, please join a group of communication experts for a small group session. Bring some samples of your grant proposals, marketing plans, and collateral material to show and discuss with our experts. This feedback will be very helpful to you and your organizations.

- Cathy Choi, Director of Programs, The Eisner Foundation
- James E. Herr, Sr. Manager, California Region, Global Corporate Citizenship, The Boeing Company
- Center for Nonprofit Management (Invited)
- Kathy Shepard, Former VP of Corporate Communications, Hilton Hotels Corporation
- Michael Chee, Board Member, Asian Pacific Community Fund and Communications Consultant

5:30 p.m.

Conclusion/Networking

Parking: Please use Joe's Parking, 220 S. Hope Street and 240 S. Hope Street. Parking fee for the entire day is \$12.00. Wells Fargo parking is \$40 per day.