



INVITE YOU TO
2009 LONG ISLAND NONPROFIT CONFERENCE

Retool, Rebuild, Recover

Exploring benchmarks for economic recovery for nonprofit organizations serving low and moderate income communities

June 24, 2009

8:30 AM – 4:45 PM

Rexcorp Building, 68 South Service Road, Melville, NY 11747

Conference Schedule

8:30AM -- 9:00AM Registration and Breakfast		
9:00 – 9:25 AM Welcome and Opening Remarks		
9:30AM – 10:45AM Plenary Panel: Benchmarks for Economic Recovery		
Workshop Tracks	Track 1: Government Relations	Track 3: Financial Health
11:00 – 12:30 Workshop Session I	Proposal Writing	Measuring the Financial Health of the Not-for-Profit Sector
12:30 - 1:30 Luncheon Keynote Remarks by Dr. Pearl Kamer		
1:45 – 3:15 Workshop Session II	Funding & Accountability	Cash & Credit Management for NPOS
3:30 – 4:45 Workshop Session III	Strategies for Cost Control	Make Effective Board Investment Deci- sions

Keynote Speaker :

Dr. Pearl Kamer is Chief Economist of the Long Island Association. Prior to this, she served as Chief Economist of the Long Island Regional Planning Board. She earned her M.B.A. and Ph.D. degrees at New York University and received her B.A. degree from Queens College. Dr. Kamer has taught at Adelphi, Hofstra, New York University, Stony Brook University and Queens College. Her fields of specialization include international business, regional economics, public and corporate finance.

Plenary Session: Benchmarks for Economic Recovery

In this session, panelists will discuss the current economic situation and benchmarks for economic recovery, especially related to the nonprofit sector in New York City.

Panelists:

Michael Clark, Executive Director, Nonprofit Coordinating Committee of NY (invited)

Bob Lucente, Smith Barney

Theresa Ragante, President and CEO, United Way of Long Island

Suzy Sonnenberg, President, Long Island Community Foundation

Track One – Government Relations

Session II: Proposal Writing
11:00 AM – 12:30 PM

Presenter: Alisa Baratta, Nonprofit Connection

The competition for government and foundation grants is steeper than ever in this recessionary environment. In this session, we will help you see that grant proposal writing is the final, not-too-difficult step in a comprehensive and methodical process. We will review the steps in the process: determining what kinds of funding are most appropriate, identifying compelling need, analyzing the effectiveness of existing programs to address that issue, and developing one or more of these existing programs or create an innovative one that will indeed have an impact.

Session III: Funding and Accountability
1:45 PM – 3:15 PM

Presenter: John Magisano, Nonprofit Connection

As nonprofit organizations begin to implement stimulus-funded programs, there is an increased call for oversight and accountability. In this workshop we will discuss evaluation and reporting as critical tools in the accountability management. This workshop will expose participants to the process of evaluation: quantifying achievement and outcomes in order to measure what has changed, determining what does or does not work, and identifying what needs to be fixed. We'll discuss how to report on outcomes and talk about how to launch outcome measurement processes in your organization.

Session III: Strategies for Nonprofit Cost Control
3:30 PM – 4:45 PM

Every nonprofit across New York City is dealing with funding cutbacks and increased demand for programs and services. This economic reality challenges us to look for new ways to control costs. In this panel session we will discuss strategies for controlling salary and benefits costs, and facilities costs. We'll also examine opportunities for joint purchasing, shared space, green strategies etc.

Panelists: (Panel still in formation)

Amy Karson, Vice President, Easy Office

Sarah Lansdale, Sustainable Long Island

Diana O'Neill, Long Island Volunteer Center (invited)

Track Two – Financial Health

Session I: **Nonprofits and the Economy: Managing through a Downturn**

10:00 AM - 11:45 AM

Presenters: Jessica LaBarbera and Renee Jacob, Nonprofit Finance Fund

This workshop will provide participants with concrete tools to lead their organizations during this challenging time. We examine issues such as how the current market environment will affect nonprofits, revenue and expense considerations, practical scenario planning and modeling; how to develop smart strategic responses the role of the Executive Director and Board in leading the organization through a downturn; and recognizing the hidden opportunities.

Session II: **Cash & Credit Management for Nonprofit Organizations**

1:45 PM – 3:15 PM

Presenter: Michael Warrington & Staff from Citi's Nonprofit Lending Group

Learn about how you can use cash management tools to enhance the efficiency of your organization and managing its cash balances and daily operations. We also will review a number of borrowing opportunities available for nonprofit organizations and discuss how your organization can prepare to more effectively use credit vehicles.

Session III: **Make Effective Investment Decisions for Your Nonprofit Organization**

3:30 PM – 4:45 PM

Presenter: Lee Elwood, Smith Barney

In this workshop you will learn how board members can successfully exercise oversight on investment decisions by practically applying tools such as The Fiduciary Code of Conduct, Modern Portfolio Theory, Diversification and Risk Management, and the Investment Process.

[Register for this free event at: www.nonprofitconnection.org](http://www.nonprofitconnection.org)

For Directions to Rexcorp Building visit:

<http://www.mapquest.com/maps/map.adp?address=68%20South%20Service%20Road&city=Melville&state=NY&country=US&cid=lfmaplink>