



INVITE YOU TO
2009 NEW YORK CITY NONPROFIT CONFERENCE
Retool, Rebuild, Recover

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

June 16, 2009
 8:30 AM – 4:45 PM

CITI, Two Court Square, Long Island City, Queens, New York 11120

Conference Schedule

8:30 -- 8:50 Registration and Breakfast			
8:50 – 9:00 Welcome and Opening Remarks			
9:00 – 9:45 Keynote Remarks: The Honorable Linda I. Gibbs, Deputy Mayor for Health and Human Services, The City of New York			
Workshop Tracks	Track 1: Government Relations	Track 2: Nonprofit Infrastructure	Track 3: Financial Health
10:00 – 11:30 Workshop Session I	Advocacy & Lobbying	Maximizing Your Talent Pool	Measuring the Financial Health of the Not-for-Profit Sector
11:45 - 1:30 Luncheon Welcoming Remarks by Borough Presidents Plenary Panel: Benchmarks for Economic Recovery			
1:45 – 3:15 Workshop Session II	Proposal Writing	Building Your Board of Directors	Cash & Credit Management for NPOS
3:30 – 4:45 Workshop Session III	Funding & Accountability	Strategies for Cost Control	Make Effective Board Investment Decisions

Keynote Speaker : Linda I. Gibbs is the Deputy Mayor for Health and Human Services. As Deputy Mayor for Health and Human Services, Gibbs oversees the Department of Health and Mental Hygiene, Human Resources Administration, Administration for Children's Services, Department of Homeless Services, Department for the Aging, Health and Hospitals Corporation, Department of Correction, Department of Probation, Department of Juvenile Justice, Office of Health Insurance Access, and the HIV Health and Human Services Planning Council. Prior to her appointment as Deputy Mayor, Gibbs was the Commissioner of the Department of Homeless Services. During the Giuliani Administration, Gibbs served as the Deputy Commissioner for Management and Planning for the Administration for Children's Services. Since her graduation from SUNY Buffalo School of Law in 1985, Gibbs has served in various positions in New York City's government. She has also served in the New York City Council as Special Advisor to the Director of the Finance Division and at the Mayor's Office of Management and Budget as Deputy Director for Social Services.

Luncheon Plenary Session

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:

Gordon Campbell, President and CEO, United Way of New York City (invited)

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

Bob Lucente, Smith Barney

Vincent Stehle, Program Director for the Nonprofit Sector, Surdna Foundation & Chairperson, Philanthropy New York, (invited)

Track One – Government Relations

Session I: **New York Nonprofits and Government Advocacy**

10:00- 11:30

Join us for this panel presentation that examines important questions for nonprofit organizations including:

- What are the most effective ways that nonprofit leaders can advocate related to a public policy agenda?
- What are the most effective ways that nonprofit leaders can advocate for government funding at the borough, city, state and federal levels?

Panelists: TBA

Session II: **Proposal Writing**

1:45 PM – 3:15 PM

Presenter: Ellen Karsh and Sue Fox, authors of *The Only Grant-writing Book You'll Ever Need*

The competition for government and foundation grants is steeper than ever in this recessionary environment. In this session, Karsh & Fox will help you see that grant proposal writing is the final, not-too-difficult step in a comprehensive and methodical process. They 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**

3:30 PM – 4:45PM

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.

Track Two – Nonprofit Infrastructure

Session I: **Maximizing Your Talent Pool: Building an Effective Volunteer Program**

10:15 AM - 11:45AM

Presenters: Brent Greenspan, Citi & Helen Wu, New York Chinese Cultural Center

Is your organization prepared to engage volunteers who are responding to the call to serve. In this session, we'll discuss some of the challenges in managing a volunteer experience as well as some of the tools and process that help make this a valuable experience for both volunteers and for the nonprofit organization.

Session II: **Strengthening Boards of Directors**

1:45 PM – 3:15 PM

Presenter: Alisa Baratta, Nonprofit Connection

In this current economic climate, there is increased pressure on board members to step up and take ownership of the tough, high-level decisions. In this workshop we will discuss strategies to help your board meet this very real challenge.

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:

Gayle Baron, Executive Director, Long Island City Business Development Corporation

Jill Borrero, Fund for the City of New York

Amy Karson, Vice President, Easy Office

Alice Wagner, Operations Manager, Shared Spaces Program, Tides Foundation (invited)

Track Three – Financial Health

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

10:00 AM - 11:45 AM

Presenters: Emily Guthman and Jessica LaBarbera, 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)

Directions to: One Court Square, Long Island City, NY 11120

From Manhattan

By Automobile

Take the Queensboro Bridge to the Jackson Avenue exit, which is immediately after the bridge. Make a right onto Jackson Avenue, and proceed to Court Square.

Take the Midtown Tunnel to the Van Dam Street exit, and make a left onto Van Dam. Proceed to Thomson Avenue. Turn left on Thomson (avoid Queens Boulevard and the bridge entrance on the right), then turn left onto Jackson Avenue and proceed to Court Square.

By Bus

The Q32 (operated by the Metropolitan Transit Authority- MTA) departs from 7th Avenue and 32nd Street in Manhattan, proceeds east to Madison Avenue, then north on Madison Avenue to the Queensboro Bridge on East 59th Street.

The Q60 (operated by Green Bus Lines, Inc.) departs from 59th Street and 1st Avenue in Manhattan.

Both of the above buses cross the Queensboro Bridge, and stop at Queens Plaza. From there it is a 10-minute walk to Court Square.

By Ferry

New York Waterway

Manhattan- 800-533-3779

Queens- 718-392-3317

Hours of Operation- 6:45am-midnight, M-F

Take the New York Waterway from 34th Street and East River Drive, Manhattan, to Hunters Point, Queens. This is a 5-minute ride, which operates every 15 minutes.

By Subway

Metropolitan Transit Authority (MTA) NYC Transit Bus and Subway Information

Phone- 718-330-1234

Hours- 6:30am-9:00pm, 7 days

Take the Queens-bound E train to the 23rd Street/Ely Avenue Station. A concourse provides direct access to the building.

Take the Queens-bound 7 train to the 45th Road/ Court House Square Station. From there it is a 5-minute walk to the building.

From New Jersey

By Automobile

Take the George Washington Bridge, and then proceed south on FDR Drive. Take the Queensboro Bridge to the Jackson Avenue exit, which is immediately after the bridge. Make a right onto Jackson Avenue, and proceed to Court Square.

Take either the Lincoln or Holland Tunnel into Manhattan. Proceed eastward to the Midtown Tunnel to the Van Dam Street Exit, and make a left onto Van Dam. Proceed to Thomson Avenue. Turn left on Thomson (avoid Queens Boulevard and the bridge entrance on the right), then turn left onto Jackson Avenue and proceed to Court Square.

By Bus

Port Authority Bus Information

Phone- 212-564-8484

Hours- 24 hours/7days

For Northern NJ

New Jersey Transit Bus and Rail Information

Phone- 201-762-5100 and 800-772-2222

Hours- 6:00am- midnight, 7 days

For Southern NJ

New Jersey Transit Bus and Rail Information

Phone- 212-569-3752 and 800-582-5946

Hours- 6:00am-10:00pm, 7 days

From Port Authority Bus Terminal, or Grand Central Station, take the Queens- bound E train to the 23rd Street/Ely Avenue Station, or the 7 train to the 45th Road/ Court House Square Station.

From Port Authority Bus Station at George Washington Bridge, take the Brooklyn bound A train to Port Authority Bus Terminal. From there, take the Queens bound E train to the 23rd Street/Ely Avenue Station, or the 7 train to the 45th Road/ Court House Square Station.

By Train

Port Authority Trans Hudson (PATH) Train Information

Phone- 800-234-7284

Hours- 24 hours/7 days

From Queens

By Bus

The Q67, operated by the MTA, stops in front of the building.

Green Bus Lines, Inc.

Phone- 718-995-4700

Hours- 24 hours/7 days

Queens Surface Corp.

Phone- 718-445-3104

Hours- 24 hours/7 days

Triboro Coach Corp.

Phone- 718-335-1000

Hours- 24 hours/ 7days

By Train

Take the Manhattan bound E train to the 23rd Street/ Ely Avenue Station. A concourse provides direct access to the building. Take the Manhattan bound 7 train to the 45th Road/Court House Square Station. From there it is a 5-minute walk to the building.

The G train stops at Court Square.

From the Bronx

By Automobile

Take the Triboro Bridge to Queens, and then exit at 31st Street. Make a right at the light, and proceed on 31st Street to Jackson Avenue. Court Square will be on your right.

By Bus

Take the Bx15 into Manhattan, and transfer to the downtown M15. At 59th Street, transfer to the Queens bound Q32. Proceed across the Queensboro Bridge to Queens Plaza. From there it is a 10-minute walk to Court Square.

By Subway

Take the 4, 5 or 6 train to the 42nd Street/ Grand Central Station. Transfer to the Queens bound 7 train, and proceed to the 45th Road/ Court House Square Station. From there it is a 5-minute walk to the building.

From Brooklyn

By Automobile

Take the eastbound Brooklyn-Queens Expressway. Follow the signs for the Long Island Expressway/Midtown Tunnel. Make a right onto Van Dam Street, and proceed to Thomson Avenue. Make a left on Thomson, then proceed to Jackson Avenue and make a right.

By Bus

The B61 runs from downtown Brooklyn to the Court Square Station.

New York City Transit Travel Information

Phone- 718-330-1234

Hours- 6:00am-9:00pm, 7 days

By Subway

Take the northbound G train to the Court Square Station.

From Long Island

By Automobile

Take the Long Island Expressway to the Van Dam Street exit and turn right onto Van Dam. Proceed to Thomson (avoid Queens Boulevard and the bridge entrance on the right). Proceed to Court Square.

By Train

Long Island Rail Road (LIRR) connections via subway

LIRR Penn Station: take the Queens bound E train to the 23rd Street/ Ely Avenue Station.

LIRR Jamaica Station: take the Manhattan bound E train to the 23rd Street/ Ely Avenue Station.

LIRR Woodside (Queens) Station: take the Manhattan bound 7 train to the 45th Road/ Court House Square Station.

LIRR to Hunters Point Station: from the station it is a 10-minute walk to Court Square. Or, take the Citicorp shuttle bus (see Shuttle Service).

Long Island Rail Road (LIRR)

Phone-718-217-5477 and 516-822-5477

Hours- 24 hours/ 7days