



community service public relations council

CSPRC's 2017 Destination: Success Spectrum Conference Schedule

Grand Concourse A & B

7:30 - 8:15 a.m.

Registration (Foyer)
Continental Breakfast

8:15 - 8:45 a.m.

Welcome & Keynote Address
Empowering Community Conversations
Julie Lawson, CEO, Sentient Strategy, Former Vice President of FOCUS St. Louis

11:15 - 12:30 p.m.

Networking Lunch

3:15 - 4:15 p.m.

Afternoon Keynote and Open Networking

LAMBERT:

9:00 – 10:00 a.m.

Leadership Track
Demystifying Strategic Planning: Turn Your Strategic Goals into Mission Accomplished!
Cate Redfern, Consultant, Adansonia Consulting

10:15 – 11:15 a.m.

Development/Fundraising Track
Maintaining a Successful Young Friends Program
Kristine Gruver, Donor Communications Manager, Missouri Botanical Garden

12:45 – 1:45 p.m.

Trending Track
Facebook Live & Livestreaming – Everything You Need to Know
Chris Reimer, Associate Director of New Media, Maryville University

2:00 – 3:00 p.m.

Communications/Marketing Track
Creating Brands People Love

Donna Heckler, Director of Communications & Technology, The Society of Sacred Heart

CONCOURSE C:

9:00 – 10:00 a.m.

Development Fundraising Track

Is Fundraising Freedom Possible for Your Nonprofit?

Mary Valloni, Fundraising Consultant, Mary Valloni Consulting

10:15 – 11:15 a.m.

Leadership Track

Power Up: Recharge your Speaking Skills to Ignite your Influence

Kathy Broska & Laurie Vincent, Principal & Senior Trainer, Broska Communications

12:45 – 1:45 p.m.

Communications/Marketing Track

Courageous Communication: How Codependence Is Making Your Brand Boring & What To Do About It

Maryanne Dersch, Strategist & Resident Extrovert, 501creative

2:00 – 3:00 p.m.

Trending Track

Maximizing Your Mission Through Technology & Automation

Matt Menietti, Executive Director, GlobalHack

CONCOURSE D:

9:00 – 10:00 a.m.

Communications/Marketing Track

Communicating Out Loud: Communications Skills for Humans

Jennifer Rigdon, Executive Communications Manager, Express Scripts

10:15 – 11:15 a.m.

Trending Track

Secrets of the Digital Universe

Angie Winschel & Nathan Sprehe, Principals, Almanac, Inc.

12:45 – 1:45 p.m.

Leadership Track

Top 10 Best Practices = Mission Success

Steve Finkelstein, Senior Partner & Co-Founder, Experience on Demand

2:00 – 3:00 p.m.

Development Fundraising Track

Moving Your Giving from Spontaneous to Strategic

Marita LaChapell, Lead Financial Consultant, Thrivent Financial

ORLY:

9:00 – 10:00 a.m.

Trending Track

Young Professional Leaders: How to Stand Out in Your Organization

Kristen Muller-Simms, Director of Communications, Earth Force &

Rebecca Buffington, Event Manager, World Chess Hall of Fame & Chess Club

10:15 – 11:15 a.m.

Communications/Marketing Track

From Research to Results: Finding and Connecting with Your Audience

Kimber Singer, Principal, Kimberly Singer Creative

12:45 – 1:45 p.m.

Development/Fundraising Track

Fitting Volunteers into Your Organization's Puzzle

Cody Finan, Community Engagement Coordinator, Youth in Need &

Joe Fetter, Volunteer Services Manager, Habitat for Humanity

2:00 – 3:00 p.m.

Leadership Track

A View from the Director's Chair

Beth Quick-Andrews, Partner, Q&A Business Solutions
