

Community Service Public Relations Council

*presents*

**ON TARGET**

**SPECTRUM 2009**

Tuesday, May 12, 7:30 a.m. – 5:00 p.m.

Viking Conference Center, 10709 Watson Road, St. Louis MO 63127

**7:30 – 8:15 a.m.: Registration & Continental Breakfast**

**8:15 – 8:45 a.m.: Welcome & Keynote Address**

**Aiming for Truth: the Pitfalls of “Objectivity”**

*Charles L. Klotzer, founder; St. Louis Journalism Review*

Even though representatives of nonprofits strive—just as do journalists—to be factual and honest with their targeted communities, they never offer all the information available. Explore how objectivity eludes communications practitioners and their organizations in this provocative opening salvo from the St. Louis pioneer of media analysis.

**8:45 – 9:00 a.m.: Break**

**9:00 – 10:15 a.m.: Breakout Sessions I**

Executive Director/Board Track

**“Seven Deadly Sins” of Nonprofit Organizations**

*Yvonne S. Sparks, senior manager, community development; Federal Reserve Bank of St. Louis*

Does your nonprofit suffer from “passion blindness”? Is your leadership guilty of pride, sloth or gluttony? Learn the seven things that every nonprofit should know to stay competitive, remain true to mission, build new relationships, and increase visibility and credibility.

Development Track

**Boards and Effective Fundraising**

*Donna McGinnis, departmental coordinator; Non-Profit Management Program,*

*Washington University in St. Louis*

Board members serve out of a passion for mission, and with the right coaching, can turn that energy into fundraising muscle. Learn how to help your board understand its role in fund development, reduce the anxiety of first-time fundraising volunteers, and find a way for each member to get involved.

Marketing/Communications Track

**Market Research: Making Sense of What the Numbers Tell You**

*Jim O’Donnell, president; O’Donnell Communications*

*George Philips, founder and president; Philips & Associates*

Donor and audience research is crucial, especially in a down economy. What’s the best way to get the information you need? Learn how to avoid questionnaire bias, ensure data validity, and put those numbers to work for you.

New to...Webcasts

**Lights, Camera, Action...on Your Website**

*Kara Kaswell, president/web video specialist & Brian Podner, photographer; Webcast Resource*

*Brian Getz, web specialist; Thoughtprocess Interactive*

Telling your organization’s story on your website with well-produced video can boost public image, build brand, and educate donors. See examples of how webcast additions can bring your website to life and create the buzz you are looking for.

**10:15 – 10:30 a.m.: Break**

## **10:30 – 11:45 a.m.: Breakout Sessions II**

### Executive Director/Board Track

#### **Branding, Marketing and Fundraising: Why It All Matters**

*Dan Shasserre, senior consultant; Holmes Radford & Avalon*

*Bill Shelton, president & co-founder; Left Field Creative*

Your organization's "brand" is all-important in a world where look-alike messages are driving products and services into a commodity mode, especially in nonprofits where every cause is "worthy." Explore how your brand's values and personality affect stakeholders and drive marketing and fundraising.

### Development Track

#### **Marketing to Donors in a Tight Economy**

*Maryanne Dersch, strategist and super-fan; 501creative, Inc.*

Now more than ever, you need to use marketing to strengthen your relationships with your donors—making sure they understand what you are doing and that they feel appreciated. It's not about spending more money, but putting your energy in the right place.

### Marketing/Communications Track

#### **Is Your Website Pulling its Weight? Ten Ways to Improve Your Organization's Online Performance**

*Jerry Gennaria, vice president of interactive media & technology; Paradowski Creative*

According to a recent marketing survey, nearly 75% of new marketing dollars are being spent online. Are your online dollars delivering real ROI? Are you effectively communicating with your constituents? Is your website contributing toward your strategic objectives?

### New to...Clutter-Busting

#### **Transform Cluttered Spaces Into Productive Places**

*Julie Mahoney, organizational consultant*

Organizing cluttered spaces saves time, money and mental energy. Learn to cut through the clutter that slows us down, wears us out, and keeps us from being productive at work and at home, with no-cost, time-saving solutions and tips.

## **11:45 a.m. – 1:30 p.m.: Lunch & Keynote Address, plus Elevator Pitch Winner & Attendance Prizes**

#### **On Target to Your Dreams: Seven Steps to Becoming INVALUABLE**

*Dale Furtwengler, president; Furtwengler & Associates, P.C.*

Many people spend their entire careers looking for that one opportunity—the bull's-eye of their dreams—to change their lives. Why settle for one opportunity? This internationally known author and management consultant will show you how to use counter-intuitive thinking to create countless opportunities for yourself and your nonprofit.

## **1:30 – 1:45 p.m.: Break**

## **1:45 – 3 p.m.: Breakout Sessions III**

### Executive Director/Board Track

#### **The Top Brilliant Ways to Interact with a Foundation**

*Christy E. Gray, executive director; Whitaker Foundation*

*Bridget Flood, executive director; Incarnate Word Foundation*

Join the executive directors of two local foundations to learn the inside tale of what works and what doesn't, and how foundation offices operate from the inside out. To keep it topical, special advice takes today's economy into account.

## Development Track

### **Events and Meetings: Contracts Are Key**

*James S. Goodman, CMP, director of meetings and conventions; American Optometric Association*  
*Robert H. Gruebert, CMP, strategic account manager; Experient, Inc.*

Many events and meetings involve facility contracts. What should and should not be included? What needs to happen after the contract is signed to create a successful event and satisfaction for both parties? Learn how to negotiate, manage expectations, and minimize your risk.

## Marketing/Communications Track

### **Pitches That Work: The View From the Media Side**

*David Craig, principal; David Craig PR and Marketing*

*Ellen Futterman, editor; St. Louis Jewish Light*

*Brenda Madden Kimberlin, media consultant*

Media pros constantly get numerous pitches for coverage. How can you help yours stand out? Get new ideas for angles and techniques from PR people who have years of background in TV, radio and print. Which pitches catch *their* attention?

## New to...Sports Talk

### **Talking a Good Game: How Understanding Sports Can Help You Succeed**

*Allison Collinger, principal; AHC Consulting LLC*

Countless business opportunities are fumbled or lost by hardworking women (men, too!) who don't know how to talk about sports with clients, prospects and colleagues. Here's a glimpse into America's sports culture, with communication techniques to help you connect with sports junkies like a pro.

## **3:00 – 3:15 p.m.: Break**

## **3:15 – 4:30 p.m.: Breakout Sessions IV**

### Executive Director/Board Track

#### **Are You Ready for an Executive Coach?**

*Theresa Mayberry, Ph.D., project director; Leadership Services, Nonprofit Services Center*

Professional coaches are effective mediators because they are outside experts who help you discover root causes of problems and make fundamental improvements. This workshop unravels the coaching process, provides tools to use in choosing a coach, and highlights individual and organizational benefits.

## Development Track

### **Maximizing Support: Building “Friends” Groups and Leveraging Volunteers of All Ages**

*Jennifer Phillips, volunteer and community education coordinator; Alzheimer's Association, St. Louis Chapter*

*Katie McGovern, associate development director; Voices for Children*

Do you need more volunteers in key areas of your organization? Learn the basics of starting and connection with a young supporter group, as well as how to leverage those volunteers into development, marketing or other supporting roles.

## Marketing/Communications Track

### **Smart Ways to Trim Printing Costs and Stay Within Your Shrinking Budget**

*Mike Rogger, sales executive; Midtown Printing*

Just a few practical tips can save you time, frustration, and big money on your printing and mailing budget. We'll discuss the new USPS “Move Update” requirements, how size and shape affect postage costs, what “FSC Certified” really means, and more.

New To...Social Networking

**IN YOUR FACE(book)! Easy, Efficient Uses of MySpace, Twitter, YouTube and More**

*Nikki Llorin, public relations and marketing coordinator; Barnes-Jewish Hospital*

*Lauren N. Wilmore, education and marketing coordinator; Dance St. Louis*

Learn which mix of these powerful Web 2.0 media is the right one to get your message to the users who want and need to hear it—plus practical application tips and ways to evaluate and improve your results.

**4:30 – 5:00 p.m.: Open Networking**

Wind down the day in the central concourse with refreshments and a last sharing of sharp-shooting tips.