



NONPROFIT CAREER CONFERENCE

Tuesday June 29, 2010

**Cal State East Bay's
Oakland Center
1000 Broadway Suite 109
Oakland CA 94607
8:00 AM - 4:30 PM**

Schedule of Events

8:00 - 9:00 – REGISTRATION

Location: 1000 Broadway Suite 109

AM Workshop Sessions

9:00am - 10:15am

10:45am - 12:00pm

- The Nonprofit Org Chart – From Executive Management to Staff Positions
- Your Nonprofit Career Path in Development / Fundraising / Grant Writing

Lunch Break

12:00pm - 1:00pm : Brown Bag your own lunch or visit local area food vendors (list to be provided in advance to registered attendees and available on site day of conference).
Healthy snacks will be provided throughout the day.

PM Workshop Sessions

1:15pm - 2:30pm

3:00pm - 4:15pm

- Job Search Strategies; Tools of the Trade
- A view of the Nonprofit Sector, New Challenges and New Opportunities

Consulting Stations

Open between

8:30 am – 12:00pm

1:00pm – 4:30pm

- 10 minute individual consulting briefs running concurrently throughout the day.
- Participants will be able to meet with subject matter experts on a first-come first-served basis at various Consulting Stations (the station descriptions are listed below).

What to Prepare for and Bring to the Conference

Personal Amenities:

Be sure to bring your own water bottle and comfort items. Healthy snacks will be provided throughout the day.

Parking:

Underground parking is available at the Transpacific Centre on 11th Street, where the Oakland Center is located. The parking garage is open Monday through Friday from 7:00 a.m. to 7:00 p.m. and there is a \$1.25 charge per 20 minutes for parking (\$14 daily maximum). Early Bird special pricing is available at \$11.00 for the day if you are in by 9 a.m. and out by 6 p.m. There also are numerous public lots and parking garages in the vicinity of the Oakland Center.

Career Tools:

Bring your resume and business cards to utilize the breaks in between workshops and at lunch to network with other professionals and participants in the community.

Consulting Station Descriptions

Resume Guidance:

Career Counselors will do a brief review of participant resume and provide directional advice.

Nonprofit Career Paths:

Local nonprofit career experts and nonprofit managers will assist you in aligning your core competency areas to take your career to the next level.

Personal Finance:

Professionals will provide guidance on issues including personal and family health insurance, investment planning, and financial goal mapping.

Volunteering 101:

Insight on volunteering and internship opportunities in CA based on participants' area of interest.

AM Workshop Descriptions

The Nonprofit Org Chart – From Executive Management to Staff Positions

Presenter: Nelson Layag, Projects Director CompassPoint Nonprofit Services

This session will help you begin to map out your nonprofit career path by giving an overview of key nonprofit sectors, jobs, and functions within nonprofit organizations. You will learn about the competencies that are expected and demanded for various nonprofit jobs, as well as some key “nonprofit lingo”. Learn how to take control of your own development by identifying your gaps in the skills and knowledge necessary to reach your goals, and what you can do to close those gaps. Review examples of job paths followed by others, and learn how to leverage yourself so that you can find the job you want.

Your Nonprofit Career Path in Development / Fundraising / Grant Writing

Presenter: Janelle Cavanagh, Executive Director University of California Press Foundation

This session will help you better understand the different jobs and roles found in the field of Development. You will learn about the competencies needed and expected, and what you can do to match your skills to those competencies to find a good fit. Do you have strong writing skills? You may become a successful grant writer. Excellent interpersonal skills? You may excel at identifying and nurturing donor relationships. Like to organize? Maybe you want to focus on planning special events. From entry level positions such as Associate Grant Writer or Event Coordinator on up to positions like Director of Major Gifts and Vice President of Development, learn what the job requirements are and how you can map out your own career path.

PM Workshop Descriptions

Job Search Strategies; Tools of the Trade

Presenter: Mauri Schwartz, President of Career Insiders & Sherry Platt Berman, Owner S.W.I.T.C.H. Careers and The Career Wisdom Institute

How do you break through and rise to the top of the candidate pool? Learn tactical strategies to elevate yourself to human resources heads, hiring managers, and recruiters.

In this session we will explore the Do's and Don'ts of job seeking, both online and in-person, how best to approach salary negotiations during today's economic climate, and what hiring decision makers look for "across the table".

A view of the Nonprofit Sector, New Challenges and New Opportunities

Presenter: Colin Lacon President & CEO Northern California Grantmakers

This session provides an overall view of the diverse and growing nonprofit sector in California. California's nonprofits face many challenges and opportunities in our current economic environment. While the demand for services and the desire for connections to communities are on the rise, the nonprofit sector struggles to find solutions and to remain stable. This discussion will give a landscape view of some of the influences and changes in the sector, while also looking at the shifts necessary for the sector to build its strength. The nonprofit sector is a vital part of our economy and our community. Understanding and working to strengthen the sector, strengthens our opportunities and our state.



Janelle Cavanagh

Janelle Cavanagh is the Executive Director of the University of California Press Foundation. She began her fundraising career in the United States Peace Corps while raising money from international corporations for agriculture projects in Thailand. After returning to the United States and counseling adolescents with serious emotional disturbances, she earned a Master's in Social Welfare with an emphasis in Management and Planning from the University of California at Berkeley. She joined United Way of the Bay Area in 1995 and managed a fundraising portfolio worth \$36 million until in 2001 she was appointed Director of the major gifts division, the Alexis de Tocqueville Society. In 2003 she became the Chief Development Officer for Girls Incorporated of Alameda County where she developed strategic plans, led marketing and public relations programs, successfully completed a capital campaign and created a planned giving program. Currently, she leads the UC Press Foundation to fund the publication of outstanding scholarship and creative work by the leading minds of our time.



Colin Lacon

Colin Lacon is the President and CEO of Northern California Grantmakers (NCG). NCG is a Regional Association of Grantmakers with over 200 member organizations and individuals, working to support and strengthen its members and promote effective philanthropy in the region. Previous to this position, Mr. Lacon served for six years as Senior Program Officer for the Strengthening Communities Program at the Stuart Foundation. He has also held several positions in local government for the City of Oakland. They include: Director of Strategic Grants Management in the Office of the City Manager; Assistant Director for the Mayor's Office of Drugs and Crime; and Assistant to the Mayor for Economic and Community Development. Mr. Lacon also worked as a Legislative Analyst for the California State Legislature. Mr. Lacon holds a Master of Science in Financial Management and Public Policy from Carnegie Mellon University and a Bachelor of Science in Policy Analysis from Cornell University.



Nelson Layag

As Projects Director, Silicon Valley, Nelson leads the development and programming of CompassPoint's Silicon Valley site and Resource Center. He was formerly the Director of Technology at CompassPoint, where he led the development of innovative technology projects for the nonprofit sector which include an online and interactive training resource for community organizers and an e-learning course for Cisco employees who are about to join a nonprofit board. He has served in a number of positions at CompassPoint, including Director of Education. Prior to joining CompassPoint, Nelson was the Accounting Operations Coordinator at Morrison & Foerster in San Francisco and Group Home Supervisor for Star House in San Jose. He was a social worker serving at risk youth in Baltimore before coming to California. Nelson has a BA in Business Administration and Marketing from Loyola College in Baltimore, MD and was one of the first student coordinators for the Center for Values and Service at Loyola, which connects student and faculty volunteers with community nonprofit organizations in Baltimore.



Sherry Platt Berman

For over 15 years Sherry Platt Berman, MA has been working as a career counselor and corporate recruiter, advising everyone from executives, and young adults to the homeless and recovering addicts and felons on how to successfully navigate the job search market and discover the work each individual is uniquely designed for in this lifetime. With a bachelors degree from University of Florida in Communications, an MA in Counseling, specializing in Life Transitions from University of San Francisco and certification as an Interfaith Spiritual Director, Sherry combines her lifetime experience with her

spiritual practice to help men and women transition through the challenging times in life. Sherry is the owner of two companies: SWITCH-Careers and The Career Wisdom Institute located in Moraga California and serves on the board of directors for the Rainbow Community Center in Contra Costa County.



Mauri Schwartz

Mauri Schwartz, President of Career Insiders, is a leading figure in the San Francisco Bay Area career management community. In addition to her outstanding success rate in helping clients achieve their career management goals, Mauri is a frequent speaker at professional conferences, job fairs, and student career panels. Mauri received an MBA from the Haas School of Business, University of California, Berkeley, and a BS in Mathematics from Tulane University. She serves as Adjunct Advisor of Career Services at Haas, University of California, Berkeley. Prior to founding Career Insiders,

she successfully recruited and established recruitment departments for a diverse client base, ranging from start-ups to Fortune 100 companies in financial services, biotechnology, software, IT consulting, and other industries. Mauri has a strong history of community involvement and has served in leadership roles with numerous San Francisco community boards and commissions, including the San Francisco Board of Permit Appeals, San Francisco Citizens Committee on Community Development, San Francisco Chamber of Commerce Small Business Advisory Council, UCSF-Mount Zion Medical Center Auxiliary Board of Directors (recently merged with UCSF Medical Center Auxiliary), and Regional Cancer Foundation Board of Directors.