



BOYS & GIRLS CLUBS
OF AMERICA

Fulfilling Our
PROMISE
EVERY CLUB. EVERY KID. EVERY DAY.

NORTHEAST LEADERSHIP CONFERENCE

October 22-25, 2019
New Brunswick, N.J.

Schedule at a Glance - as of 10-15-19 (subject to change)

Tue, October 22nd – Conference Day 1: Extended Sessions

Time	Session Name / Activity	Session Description	Speaker (s)
9:45a - 4:45p	CLUD DIRECTOR ACADEMY (Day One)		
1:00p - 4:45p	Metro Leadership Forum (By invitation only)	The 2019 Northeast Metro Forum has been designed to broaden perspectives, skills and networks in order to strengthen your ability to serve more youth with greater impact and achieve our collective mission. We will hear from experts in the field, as well as discuss solutions in small-group conversations, on the topics of Leadership, Diversity & Inclusion, Mergers & Acquisitions and Financial Health.	Susan Brady: Managing Director, Institute of Leadership at Simmons University Brenda Williams-Butts: VP of Recruitment, Diversity and Inclusion at New York Public Radio Patricia Charlemagne: Executive Director, Community Schools and Youth Development & Counsel at Educational Alliance Paul Martinez: President and CEO at Boys & Girls Club of Northeast Florida Doug Wells: Director of Financial Services at Boys & Girls Clubs of America
1:00p - 4:45p	OJP Mentoring Programs Grants Administration	Learn important financial and programmatic grant requirements as well as best practices that are essential to successful and compliant OJP National Mentoring Programs Grants administration	Perry Cooper, National Vice President, Federal Grants, BGCA & Marie Gordon, Director, Federal Grants Programs & Performance
1:00p - 4:45p	MyClubHub Focus Group	Join us for a hands-on, interactive session where participants can provide feedback on the functionality in the new common Club Management System, MyClubHub, and help shape the direction of the product	Dana Benjamin-Allen, Director, Product Management, BGCA
1:00p - 4:45p	Destroying the Overhead Myth to Meet Your 2025 Goals	Operating support is the most challenging funding to raise, but the most important to secure. This session, designed for RD professionals, CEO's & Board members, will empower you to shatter misconceptions about operating support-by focusing on the donor's needs and passions. The result? Increased greater donor engagement and more of those all-important operating dollars raised. We promise an informative, useful, and interactive session that will arm you with the tools & techniques you need to meet your 2025 funding goals.	Doug Wells, Director BGCA Club Financial Services Lisa Hunter, BGCA Director, Club Resource Development Consulting Mike Moynihan, BGCA Director, Club Resource Development Consulting
1:00p - 4:45p	CEO Development Workshop - Pre-work is required	A CEO would complete their Leadership Assessment in advance of the workshop. We would take them through the steps outlined in the CEO Development Guide with the results of leaving with a meaningful Individual Development Plan (Potentially 1 Board Member per org could attend as well).	Greg Kimbrough, BGCA, Director, Executive Development
1:00p - 4:45p	Crisis Communications Preparedness & Best Practices for an Evolving Safety & Legal Landscape	The safety and protection of children and teens is the number one priority for the Boys & Girls Clubs Movement. However, it is also imperative that local Boys & Girls Club organizations are prepared to respond should a safety or legal issue arise. Plan to engage in an interactive afternoon facilitated by leaders from BGCA's Communications and Legal teams. Participants will get an update on today's safety and legal landscape and learn best practices around effective crisis communication planning, responding to media, safety messaging guidelines and online reputation management.	Liza Mulkowsky, Senior Director, Communications, BGCA
1:00p - 4:45p	Board Transformation Program	Organizations will present their Board Transformation project as they culminate participation in the program.	Michelle Hawkins Director, Organization Development, Major Service

5:00p - 5:15p	First Time Conference Attendees Welcome	For those who have never experienced the impact of a Northeast Leadership Conference, this session will help to get you prepared for what's to come. Meet with our leaders and conference hosts who will welcome you and prepare you with tips navigate your conference experience.	Ron Hadorn, NE Regional Vice President
5:15p - 7:00p	OPENING RECEPTION	All Are Welcome	

Wed, October 23rd – Conference Day 2

Time	Session Name / Activity	Session Description	Speaker (s)
All Day	Exhibit Hall - Open All Day	Exhibits	n/a
7:00a 8:00a	Breakfast with Exhibitors	Breakfast	n/a
8:15a- 9:30a	GENERAL SESSION	Jim will share his perspective on the state of the Movement and our future direction. The Blue Spirit Award and the Great Futures Award will also be presented.	Jim Clark, President & CEO, Boys & Girls Clubs of America
9:30a 3:15p	Clubs Directors Academy (Day Two)		
9:45a 11:00a	Leadership Accelerators	The Leadership Accelerator networks are for leaders at all levels. By participating in the group meetings, you will have the opportunity to spend quality time with your peers to discuss challenges, evoke dialogue and spur thoughts in a collaborative and safe environment.	
9:45a 11:00a	New Jersey Area Council	New Jersey Area Council Liaisons and Board Members from local Clubs in New Jersey meeting to align strategies on national, statewide and local initiatives.	NJAC Members, BGCA Leadership and Staff
Competency Based learning sessions			
11:15a - 12:30p	Donor Retention: Getting Donors to Stay Longer & Make Bigger Gifts	Can you afford to let your donors walk away? What will make them stay? Get all the tools to guarantee a long-term future with your donors. Ready for easy, affordable time saving tips to thank donors? We've got your back! Better grab an umbrella. It's going to be raining donor love!	Rachel Muir, Founder, Girlstart
11:15a - 12:30p	The Changing Nature of Abuse, and What Clubs Can do to Stop It	As seen in the national news media, it's becoming clear that no institution is immune to the threat of child sexual abuse. The Boys & Girls Club Movement is dedicated to establishing and maintaining a zero-incident culture in every Club in the country. This presentation will cover how the nature of abuse is changing, and what practical steps Clubs can take to create an environment where abuse has no place to flourish.	Gareth Hedges, President, Redwoods Group
11:15a - 12:30p	Continuous Quality Improvement - Strategies to Optimize your Practices	This session will provide participants with the tools necessary to make Continuous Quality Improvement, or CQI, a regular practice at their Club or Youth Center. Whether you are new to CQI or have been engaging in this practice for years, this session will meet you where you are in your CQI journey and help you enhance the quality of your programs.	Alise Dixon, BGCA Director, Quality Improvement
11:15a - 12:30p	Dealing with Challenging Employees	Supervising other people is never easy, but some employees make it particularly difficult. These challenging employees can try your patience and drain a lot of your time and energy. Human Resource Professionals will be provided with effective strategies for handling these challenging employees.	Maureen Marfell, HR Services Program Director 501(c) Services HR Program
11:15a - 12:30p	Implementing the Movement's New Marketing Campaign: Whatever It Takes	"Whatever It Takes" is a multi-year campaign that encapsulates the multitude of experiences and opportunities a young person receives at the Club. Explore how to tell a compelling brand story that addresses the question of who we are and what we do.	Meredith Carter Moore, Senior Director, Brand Management, BGCA
11:15a - 12:30p	Cutting through the Noise; Speak Like an Advocate	With so many different groups fighting for a piece of the pie, it can be difficult to make your voice heard when it matters. Learn how to cut through the static directly from key stakeholders who will provide insights in how to become the go-to partner on issues impacting kids and teens – our “Agenda for America’s Youth”. Hear from vital partners such as legislators, journalists, youth advocates or thought leaders to learn how to speak their language, connecting them into your local advocacy strategy. Participants will have a guided conversation with stakeholders and leave with practical examples on how to meaningfully engage locally.	Chastity Mitchell , BGCA Senior Director of Advocacy Panel of Experts
11:15a - 12:30p	Board Member Session	In this workshop we will discuss changing and creating a culture in your organization that prioritizes financial policies, procedures, and controls that mitigate financial risk and supports a healthy, thriving organization.	Doug Wells

12:45p - 1:45p	Exhibitors Luncheon	This lunch is open to all conference attendees	
Competency Based learning sessions			
2:00p - 3:15p	Next Steps in Cause Marketing	Learn in this session the current and future landscape of cause marketing, from an industry perspective and from BGCA. Learn best practices about how-to springboard those national relationships into local relationships. Additionally, discover the assets and consulting available to you in order to create cause marketing in your local market as this becomes a focus in FY19 and beyond.	Chad Royal-Pascoe, BGCA National Vice President, Corporate & Cause Partnerships
2:00p - 3:15p	The Changing Nature of Abuse, and What Clubs Can do to Stop It	As seen in the national news media, it's becoming clear that no institution is immune to the threat of child sexual abuse. The Boys & Girls Club Movement is dedicated to establishing and maintaining a zero-incident culture in every Club in the country. This presentation will cover how the nature of abuse is changing, and what practical steps Clubs can take to create an environment where abuse has no place to flourish.	Gareth Hedges, President, Redwoods Group
2:00p - 3:15p	Continuous Quality Improvement - Strategies to Optimize your Practices	This session will introduce participants to Continuous Quality Improvement, or CQI, and explore what this looks like in our Clubs and Youth Centers. Participants will discover how to implement CQI and engage others in the process.	Alise Dixon, BGCA Director, Quality Improvement
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2:00p - 3:15p	Board Member Session: Engaging Effective Safety Committees	With increasing threats to our children and child safety being the number one priority for Boys & Girls Clubs, it is essential that the board-led safety committees are active, diligent and effective. This session will include guidance, information and proven best practices for building and activating your safety committee.	Mitru Ciarlante BGCA, Lead Director Child & Club Safety
3:30p - 4:45p	GENERAL SESSION: From a Maxed-out Visa to Oprah: An extraordinary tale of an ordinary woman's decision to change the world	Join us for an engaging and inspiring talk celebrating the power of story-telling with our featured speaker Rachel Muir, winner of Oprah’s, Use Your Life Award and founder Rachel Muir.	Rachel Muir , Founder, Girlstart
5:00p - 6:30p	EXHIBITORS RECEPTION	This reception is open to all conference attendees	

Thu, October 24th - Last Full Day of Conference

Time	Session Name / Activity	Session Description	Speaker (s)
7:00a - 8:00a	Breakfast	Breakfast	n/a
8:15a - 9:30a	GENERAL SESSION: “Own your Brand – Taking personal accountability for results”	We will focus our attention on how we “show up” in our personal and professional lives and the impact it has on the results we achieve. While we may not be able to control the circumstances around us, we are able to control how we respond. We will also learn how to intentionally “show up” to achieve our desired results	Brian Yoshioka
9:45a - 3:15p	Club Directors Academy (Day Three)		
9:45a - 11:00a	Leadership Accelerators	The Leadership Accelerator networks are for leaders at all levels. By participating in the group meetings, you will have the opportunity to spend quality time with your peers to discuss challenges, evoke dialogue and spur thoughts in a collaborative and safe environment.	
Best Practices Carousels			
11:15a - 12:30p	Resource Development Best Practices Roundtable	If experience is the best teacher, our Movement is a university! Come share and learn from peers. This session will offer small group networking and open discussion led by Club professionals from across the Movement. Topics include best practices, board engagement, giving strategies, strategic special events, RD staffing and more. You will have the opportunity to engage in discussion around the topics of greatest interest to you and your Club. Don't miss the chance to connect and share.	Lisa Hunter, BGCA Director, Club Resource Development Consulting Mike Moynihan, BGCA Director, Club Resource Development Consulting Club RD Professionals -TBD
11:15a - 12:30p	Promising Practices on Emotional Safety	Meet Club leaders whose organization has successfully planned, assessed and implemented strategies supporting emotional safety by developing effective policies, standard operating procedures, and consistent governance behaviors and practices.	Mike Goodwin, Executive Director, BGC Souhegan Valley
11:15a - 12:30p	Sound Financial Management Practices	In this workshop we'll consider ways to help Club board members, CEOs, and senior leadership understand and identify red flags in key nonprofit financial reports. We'll also talk about fiduciary responsibility, finance governance best practices, and take a closer look at the new “Financial Results Summary” report that presents Boys & Girls Club financial trends, ratios, and mission metrics over a four-year period for each organization.	Doug Wells Club Presenters –TBD
11:15a - 12:30p	Using Program Basics to Strengthen Professional Development	Research shows that providing staff with effective onboarding, in-service training and coaching are critical strategies for strengthening youth development practice and improving program quality. Learn how to leverage the resources in the Program Basics Suite to equip new and existing staff with knowledge and skills to enhance programming in your Clubs.	Erin Cunningham, BGCA National Director, Youth Development Strategy Execution Club Professional Presenters- TBD
11:15a - 12:30p	Cultivating Talent/Professional Development for Club Staff	Recruiting and retaining staff at all levels is a challenge at most Boys & Girls Club organizations. Learn how to cultivate talent and help staff members make a career as a youth development professional or Club administrator. Share ideas and discover important tips to help grow a dedicated and strong team.	George Krupanski, BGCA, Director, Organizational Development, Major Metro Services Reginald J. Coleman Executive Director Boys & Girls Clubs of Mercer County
11:15a - 12:30p	Funding opportunities for non-military Clubs	Mentoring programs can connect young people to caring adults who can help them overcome challenges and succeed in life. This session will help you create, maintain, and strengthen an effective military youth outreach program. We welcome non-military and military Clubs to work with us to achieve our goal of expanding opportunities for Active, National Guard and Reserve youth in across the United States. Join us to learn more about funding opportunities & mentoring military-connected youth.	Dawn Brunson, BGCA Senior Director, Military Outreach Services Marie Gordon-Allen Federal Grants Program & Performance Boys & Girls Club of Greater Westfield

12:45p - 1:45p	Awards Luncheon	This lunch is open to all conference attendees	
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2:00p - 3:15p	Share Your Voice: Providing Input on AAY Policy Priorities	In this workshop, we will discuss the policy priorities in the Agenda for America's Youth Policy Guide and provide a forum for Club input and feedback. The session will also engage attendees on aligning the Agenda for America's Youth policy priorities and strategies within a local advocacy plan.	Chastity Mitchell, Sr. Director, Advocacy JR Kenny, Government Relations Director, NE
3:30p – 4:45p	GENERAL SESSION: The Four Disciplines of Execution	Have you ever watched a team passionately begin their pursuit of a goal only to see their performance, and their engagement disappear along the way? Did it go down with a loud crash? Or was their initial drive slowly and quietly suffocated by other competing priorities? We know the answer. The "whirlwind" of urgent activity required to keep things running day-to-day devoured all the time and energy needed to invest in executing on strategy! In this session, author Jim Huling will share the principles that launched The 4 Disciplines of Execution to a #1 Worldwide Bestseller, now translated into 15 languages and used by over 300,00 teams and organizations	Jim Huling
6:30p - 8:00p	CONFERENCE CELEBRATION DINNER (included with the cost of registration)	Celebrity MC/Guest, Club Talent, Prizes & Awards	TBD