

Deadline to Register  
**October 24, 2008**

For more information, contact Karen Gallia at 570.823.2101 ext. 133 or karen@wilkes-barre.org

Please return this form, with payment to:  
**Nonprofit Summit**  
**Greater Wilkes-Barre Chamber of Commerce**  
**Two Public Square**  
**PO Box 5340**  
**Wilkes-Barre, PA 18710-5340**

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Check here if you need a scholarship application**

Charge or Check Amount:

Participation Registration: \$ \_\_\_\_\_

Method of Payment

American Express     Discover

Mastercard             Visa

Check payable to Greater Wilkes-Barre Chamber

Card Holder Name: \_\_\_\_\_

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# KEYNOTE SPEAKER



**Norman Bristol Colón**  
**Executive Director**  
**Governor's Advisory Council**  
**on Latino Affairs**  
**Commonwealth of Pennsylvania**

Norman Bristol Colón, born and raised in Guayama, Puerto Rico, was appointed by Governor Edward G. Rendell as Executive Director of the Governor's Advisory Commission on Latino Affairs, the Commonwealth's advocate agency for its Latino residents. He is the youngest of five brothers, the only sibling to complete a college education and the youngest Executive Director in the 35-year history of the Commission, appointed to this position at age 27.

Bristol Colón brings ample knowledge on issues affecting the prosperity and progress of Latino communities throughout our great state. Issues ranging from community empowerment, economic development, educational advancement, equal rights and equal opportunities to cultural awareness, children and youth advocacy, and leadership enhancement have been part of his public outreach at the grassroots and local, state and national levels.

In this new role, Bristol Colón makes recommendations to the Governor, state agencies, the Legislature, local and county governments on issues, policies, procedures and legislation that would enhance the status of the Latino community in Pennsylvania. As the Governor's liaison to the Latino community, he ensures that state government is accessible, accountable and responsive to the needs of Latinos and that strategies and programs are developed to enhance the community's educational, social, political and economic status.

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Presents the Nonprofit Committee  
of the Greater Wilkes-Barre  
Chamber of Commerce's



## Building Community

### Thursday, November 6, 2008

Luzerne County Community College

[wbnonprofitsummit.org](http://wbnonprofitsummit.org)

# SESSIONS & SPEAKERS



Presents the Nonprofit Committee of the Greater Wilkes-Barre Chamber of Commerce

## Nonprofit Summit 2008

# “BUILDING COMMUNITY”

7:15 AM – 4:30 PM Thursday, November 6, 2008

Luzerne County Community College - Education Conference Center, 1333 South Prospect Street, Nanticoke, PA

For more information visit: [wbnonprofitsummit.org](http://wbnonprofitsummit.org)

Scholarship Sponsor: The Luzerne Foundation

**Cost (Includes Lunch):**

**\$35** for first participant | **\$30** for second participant | **\$25** for each additional participant

Number of Participants \_\_\_\_\_ Participant Registration Total \$ \_\_\_\_\_

**Please indicate your first and second choice for each work session for each participant.**

Copy this sheet if you have more than two participants.

Participant Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

|                      | Session I | Session II | Session III | Session IV |
|----------------------|-----------|------------|-------------|------------|
| <b>First Choice</b>  |           |            |             |            |
| <b>Second Choice</b> |           |            |             |            |

Participant Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

|                      | Session I | Session II | Session III | Session IV |
|----------------------|-----------|------------|-------------|------------|
| <b>First Choice</b>  |           |            |             |            |
| <b>Second Choice</b> |           |            |             |            |

**Scholarships are available. Sponsored by the Luzerne Foundation.**

|                         |   |  |   |   |
|-------------------------|---|--|---|---|
| 7:30 Registration       |   |  |   |   |
| 8:00 Welcome            | President Leary, LCCC, Anthony M. Stevens-Arroyo, Rod Gereda and Donna Sedor  |  |   |   |
|                         | <b>ADVANCED TRACK</b>   |  | <b>BOOT CAMP</b>  | <b>DIVERSITY</b>  |
|                         | <b>Operations &amp; Technology</b>  | <b>Marketing &amp; Communications</b>  | <b>Nuts N' Bolts</b>  |   |
| 8:30 Session I          | <b>Mergers &amp; Collaborations</b><br>Penny Cannella, Penns' Northeast<br>Donna Palermo, Greater Hazleton<br>Chamber of Commerce                         | <b>ROI for Nonprofits</b><br>Catherine Shafer, cds creative, inc.  | <b>Getting Your Board on Board</b><br>Connie Pheiff, Pheiff & Some<br>Charles Barber, The Luzerne<br>Foundation | <b>Recruiting Diverse Staff and Volunteers</b><br>Karla Porter, TelerX  |
| 9:30 Break              |   |  |   |   |
| 9:45 Session II         | <b>Out of the Box Fundraising</b><br>Robert Hughes  | <b>Internal Communications Panel</b><br>Dara Coslett Granza, Junior Achievement<br>Jim Brogna, Allied Services<br>Stephanie Titzel, Girl Scouts in the<br>Heart of PA<br>Moderator, Donna Sedor                          | <b>Recruiting Volunteers</b><br>Ruth Kemmerer, Family Service<br>Association                                    | <b>Social Media for Nonprofits</b><br>John Dawe, Dawe Consulting<br>Scott Richardson, Diversity<br>Institute/NEPDEC             |
| 10:45 Break             |   |  |   |   |
| 11:00 Session III       | <b>Bricks &amp; Mortar Capital Campaigns</b><br>Ron Petrilla, Association for the Blind<br>Jane Manganella, Hoyt Library                                  | <b>Wired Wealthy-Reaching New Donors</b><br>Lucy Musto Herman, LCCC<br>Kurt Bauman, NCAC   | <b>Nonprofit Status &amp; Legal Issues</b><br>TBA   | <b>Hispanic Marketing &amp; Communications</b><br>Amilcar Arroyo, El Mensajero<br>Carmen Vasquez, Rosenn, Jenkins,<br>Greenwald |
| 12:00 LUNCH             | <b>Featured Table Topic</b><br>Blogs and the New Media Panel<br>Scott Sanfilippo, Moderator<br>Solid Cactus<br><b>Limited to the first 20 registrants</b> | <b>Table Topics</b><br>Media Mix - What Works<br>Outsource or In-House<br>Arts by the Numbers<br>PANO - Standards of Excellence<br>Nonprofit and Community Assistance Center - Free Research<br>Strategic Planning ABC's |   |   |
| 1:00 Keynote Speaker    | <b>Norman Bristol Colón</b> , Executive Director, Governor's Advisory Commission on Latino Affairs  |  |   |   |
| 2:00 Break              |   |  |   |   |
| 2:15 Session IV         | <b>Wild Wild Web</b><br>Jonathan D. Tenenbaum, Esq.<br>Solid Cactus   | <b>Crisis Communications</b><br>Kathy Bozinski   | <b>Fundraising &amp; Development</b><br>Howard J. Grossman, AICP,<br>Jewish Family Service                      | <b>50+ Market Tactics</b><br>Anne Rappaport,<br>Area Agency on Aging<br>Christine Donnolo,<br>LCCC Kaleidoscope                 |
| 3:15 Best Ideas Session | A recap and collection of the best ideas from the day!  |  |   |   |
| 4:30 Mixer              | Featuring food, friends, networking and entertainment by the Rosenn, Jenkins and Greenwald Multicultural Dance Group.                                     |  |   |   |