



Buffalo, NY  
June 24-26, 2018

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### Conference Schedule:

#### **Sunday, June 24, 2018**

4:00 p.m. Registration

5:30 p.m. - 7:30 p.m. Reception at Shea's Performing Arts Center

7:30 p.m. Dinner in groups at local restaurants

#### **Monday, June 25, 2018**

7:00 a.m. – 8:00 a.m. Breakfast

7:30 a.m. – 9:00 a.m. Registration

8:15 a.m. – 8:45 a.m. Welcome & General Session

9:00 a.m. – 10:20 a.m. Learning Sessions:

- Alumni Engagement Strategies
- Dynamic Dialogues
- Operation Resolve - Leveraging Your Board and Alumni for Civic Impact

10:20 a.m. – 10:35 a.m. - Break

10:35 a.m. – 11:55 a.m. – Learning Sessions:

- Branding Your Future!
- Keeping Your Program on the Right Track
- The Diversity Toolkit

11:55 a.m. – 12:10 p.m. - Break

12:10 p.m. – 1:40 p.m. Lunch with Keynote Speaker:

- Jim Lemoine, PhD.: Servant Leadership

1:40 p.m. – 2:00 p.m. Break

2:00 p.m. – 3:15 p.m. Learning Sessions:

- Crisis Management for Non-Profits
- Measuring Outcomes
- The Essence of Sponsorship

3:15 p.m. – 3:30 p.m. Break

3:30 p.m. – 4:45 p.m. Round Table Topics

- Facilitated by Marcey Bryant & Jenna Luehrsen

4:45 p.m. – 5:00 p.m. Wrap Up

6:00 p.m. – 8:00 p.m. Top of the Falls - Reception and Tour hosted by Leadership Niagara

#### **Tuesday, June 26, 2018**

\*Post Conference \$100

8:00 a.m. – 12:00 p.m. Leveraging Accelerated Learning & Adult Learning Techniques

Presenter: Rita Markle

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## Opening Reception Detail Information

*Sunday Evening at Shea's Performing Arts Center: 5:30 p.m. - 7:30 p.m.*  
*Hosted by: Leadership Buffalo, NY*

Shea's Performing Arts Center (SPAC) is a campus of three theatres in downtown Buffalo comprised of Shea's Smith Theatre, Shea's 710 Theatre, and the historic crown jewel, Shea's Buffalo Theatre. These venues boast varying styles of performing arts, but all are sure to please the audiences that attend. From touring Broadway to International collaborations and local rentals, SPAC helps enrich the theatre arts culture and Main St business renaissance downtown.

Shea's Buffalo Theatre, the historic crown jewel of SPAC, opened in 1926 under the moniker of "The Wonder Theatre" and was the dream of Michael Shea. Originally serving as a movie house under Paramount Pictures with "an acre of seats", it would later stage vaudeville shows and play host to the likes of the Marx Brothers, Frank Sinatra, George Burns, Bob Hope and more in the 1930's.

Later in the 1970's, to save the theatre from demolition, a group of concerned people formed The Friends of Buffalo Theatre. This not-for-profit organization worked to bring about a preliminary restoration and was responsible for getting Shea's listed on the National Register for Historic Places.

Over the past 20 years, there has been over \$30 million in restoration completed, all by volunteers, at Shea's which allows Buffalo to keep the only surviving Tiffany designed theatre in magnificent condition for our patrons and the community.

*This exciting event is included in the registration fee. If a guest is attending this reception, there is a \$20 add-on fee.*

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## Monday Evening Reception

June 25, 6:00 – 8:00 p.m.  
Top of the Falls (on Goat Island)  
Sponsored by: Leadership Niagara

As the only restaurant overlooking Niagara Falls, Top of the Falls Restaurant offers visitors to Niagara Falls State Park a one-of-a-kind dining experience.

*This exciting event is included in the registration fee. If a guest is attending this reception, there is a \$20 add-on fee.*

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## Luncheon Keynote Speaker

**Dr. G. James Lemoine**

**University at Buffalo Center for Leadership and Organizational Effectiveness**



Dr. G. James Lemoine is an Assistant Professor at the University at Buffalo Center for Leadership and Organizational Effectiveness, where he researches and teaches organizational behavior and leadership. He currently serves on the Board of Directors for the Greenleaf Center for Servant Leadership, an international organization dedicated to fostering positive and effective organizational management.

Dr. Lemoine is the author of the book *Business Defined*; and has co-authored publications on leadership, performance, and organizational behavior in top management journals like the *Journal of Applied Psychology*, *Harvard Business Review*, and the *Leadership Quarterly*.

He received his PhD from the Scheller College at Georgia Tech, and his BS from Louisiana State University. Dr. Lemoine's doctoral dissertation on Servant Leadership was honored with the International Leadership Association's "Frederic M. Jablin Doctoral Dissertation Award" in 2016. Before returning to academia, Dr. Lemoine has been both an entrepreneur and a corporate executive, working for companies such as AT&T and the Schwan Food Company.

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## Workshop Details

### Alumni Engagement Strategies

**Session Leaders: Althea Luehrsen & Kathleen Fyfe**

- Once the program year finishes, how can we best engage our alumni?" - A question we have all asked at least once or twice! This workshop will explore ways that chamber and non-chamber based programs can strengthen alumni offerings to maximize engagement, ultimately supporting recruitment, sponsorships, and other areas.

### Keeping Your Program on the Right Track

**Session Leader: Dick Hammond**

- In this workshop, participants will share best practices and learn techniques used to develop relevant and meaningful curriculum for leadership programs.

### Dynamic Dialogues

**Session Leaders: Lana Benatovich & Jeff Carter**

- Leadership programs don't shy away from discussion around controversial issues and topics in our communities. While these conversations are crucial to the success of our programs; it is important for us as facilitators to ensure that the conversations are balanced and fair.

This workshop will focus on how to host challenging conversations during the program year. From establishing ground rules and including all voices, to facilitation techniques to keep conversation from becoming contentious, this workshop will help you to face these dialogues head-on, and with the respect they deserve.

### The Diversity Toolkit

**Session Leaders: Marc Rummenie & Yanick Jenkins**

- In the midst of significant global changes, leadership programs focus on diversity and inclusion is more important than ever. Organizing diversity-themed day sessions, events, and discussions is a challenging undertaking, but with the proper tools can be a great way to bring understanding and unity to a group. This workshop will discuss active learning models that have been developed for discussions around diversity and inclusion.

### Leveraging Your Board and Alumni for Civic Impact

**Session Leader: Jessie Baginski & Kimberly Fraser**

- American employers lose an estimated \$80 billion annually – in productivity, absenteeism, accidents, and healthcare costs – to abuse and addiction. In Lake County overdose deaths have risen dramatically over the past few years, and local companies are feeling profitability-related pain associated with abuse and addiction. The Board of Leadership Lake County created Operation Resolve – a successful initiative that educates others about the nature and scope of the problem, and available resources. We invite you to learn more about how your organization's leadership can affect change through grassroots efforts, alumni engagement, and coalition building to address civic, social, and economic issues.

### Crisis Management for Non-Profits

**Session Leader: Steve Bell**

There are three kinds of organizations:

- Never had a crisis, thinks it never will.
- Had an unexpected crisis and paid the price.
- Has not had a crisis but knows it could any day and is prepared.

Which one is yours? Bad things can happen to good non-profits. We've all seen the website hacks, the extreme weather, and the unethical volunteers in the news; but what happens when it's your organization under the spotlight? It's hard to think about, but in today's fast-paced and digital world, how you handle yourself in the first moments of crisis are crucial. This workshop will discuss crisis management and mismanagement; and learn how to be "crisis ready" with the tools and tactics needed to respond quickly and strategically.

## Measuring Outcomes

**Session Leader: Rachel Ciomcia**

- Leadership programs aim to develop leaders who will take the initiative to make change and leave a positive impact on the community long after their program experience. But how do programs know if they are meeting this goal? What impact do alumni have in the community? Why is this important? Learn how leadership professionals can advance impact evaluation in the leadership development field.

## The Essence of Sponsorship

**Session Leader: Barbara Harrington**

- Many nonprofits simply apply philanthropic strategies to engage corporate sponsors. Yet the decision-makers, motivation, goals and measurements are different from department to department. Understand how your “ask” needs to change for: marketing, sales, human resources, community relations or foundation. Plus, a sustainable system to bring order to the often-chaotic process. Session appropriate for all skill levels (newbies to savvy executives) and all sized organizations (small rural markets to larger metros!) Highlights: • Sponsorship Defined– The Changing Language, • Sponsorship Audit – Identifying Your Assets & What To Charge, • Great Case Studies - What They Mean to Leadership Programs, • A Sustainable System – Building Relationships & Engaging Long term, Attendees will tailor a 5-step Action Plan to their Leadership organization and identify essential next steps to hit the pavement running. Session is fast-paced and lively. Questions and discussion encouraged.

## Branding Your Future!

**Session Leaders: Don and Roe Polczynsk**

- Attendees will be led in an interactive exercise to assess and review their own personal brand and learn how the various elements may be perceived by others. This session will also offer a survey, which will help participants obtain their own personal brand feedback.

## Post Conference Workshop

### Leveraging Accelerated Learning & Adult Learning Techniques

**Session Leader: Rita Markle**

- Leveraging Accelerated Learning & Adult Learning Techniques is the most advanced facilitation and learning method in use today. It's a whole-brain system that enhances the design and facilitation of your program, while increasing learning effectiveness.
  - Learning Objectives:
    - Understand the principals of adult learning and what motivates adults to learn.
    - Learn the differences between traditional learning methods and accelerated learning methods.
    - Learn to shift from a trainer-centered environment to a learner-centered environment by unleashing the whole-brain.
    - Utilize the multiple intelligences to enhance the learning environment.
    - Apply the accelerated learning methods.
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## Session Leaders:

### Jessie Baginski, Leadership Lake County, OH

#### Workshop: Operation Resolve - Leveraging Your Board and Alumni for Civic Impact

- Dr. Baginski joined Leadership Lake County in January 2012. She has over 35 years of experience in communications, marketing and management in public, private and nonprofit organizations. Dr. Baginski was Laketrans' first Director of Public Relations and Marketing from 2000 through 2010. During that time, she earned numerous national awards for communications and was an annual presenter at the American Public Transit Association's Marketing & Communications conference. Prior to Laketrans, she was the Director of Development for Society for Rehabilitation, a nonprofit rehabilitation agency for children and adults with disabilities. She has also served as an adjunct professor at Cleveland State University in the College of Education.

**Steve Bell, Reputation Management, NY**  
**Workshop: Crisis Management for Non-Profits**

- In eight-plus years at EMA, Steve carved out a go-to public affairs practice dealing with pressing issues like health care, state policy and politics and economic development. He recently assumed the natural fit as head of EMA's reputation management practice area, which also includes media and crisis training. Steve came to EMA from The Buffalo News, where as editorial page editor his analyses and opinions helped affect public policy and influenced state, local and national politics. During 20 years at the News, Steve also served as managing editor, city editor and business editor. He worked for the Associated Press in Albany and Buffalo before the News. As a senior member of EMA's company-wide public affairs practice, Steve counsels clients regarding policy, media relations, crisis management, community and regulatory matters, as well as assisting in a full range of public relations services.

**Lana Benatovich, National Federation of Just Communities**  
**Workshop: Dynamic Dialogues**

- Lana D. Benatovich is the President of The National Federation for Just Communities of Western New York. As President, Mrs. Benatovich has overseen the development, coordination and promotion of Diversity Programs, Community Policing Initiatives, Cultural Awareness sessions, Multi-faith/Multi-cultural community events, pro-active, anti-hate and anti-violence programming, and other programs that address the enhancement of human relations in our community. Mrs. Benatovich is a past Chairperson of the Erie County Coordinating Council on Children and Families and a past president on the Buffalo Council on World Affairs. She has served on the Board of the Network of Religious Communities and was a commissioner of the Commission on Citizen's Rights and Community Relations for the City of Buffalo. She currently serves on the Board of St. Bonaventure University.

**Jeff Carter, National Federation of Just Communities**  
**Workshop: Dynamic Dialogues**

- Reverend Jeff Carter is a retired prison chaplain who has a heart for evangelism. Not in the usual sense, but in the sense of really touching people's lives with the love of Christ. He is able to bring scripture to life and make it applicable in everyday lives. Him and his wife founded Ephesus Ministries in Buffalo, NY.

**Rachel Ciomcia, Cleveland Leadership Center, OH**  
**Workshop: Measuring Outcomes**

- Rachel is the Vice President of Strategic Engagement & Director of Cleveland Bridge Builders. In her role, she provides oversight for all evaluation and community impact work of CLC, development of custom programs and strategic opportunities, and the design and implementation of the Cleveland Bridge Builders program. She is a certified Tetra Map Facilitator and has presented nationally on evaluation, impact and engagement. Rachel graduated from Ohio University in 2002 with a BA in Psychology and continued her education at the Mandel School of Applied Social Sciences at Case Western Reserve University, graduating in 2005 with a Master of Science in Social Administration (MSSA). Rachel has worked as a social worker at MetroHealth Medical Center and as a Program Coordinator at Care Alliance Health Center. Through her work at Care Alliance, she designed, implemented and measured a federally funded evaluation program and collaborated with nine other programs across the country. She has a special interest in social work issues with the HIV/AIDS community and healthcare. Rachel is a graduate of the Cleveland Bridge Builders Class of 2010 and is a member of the Cleveland Leadership Center Alumni Association. She is the Chair of the Greater Cleveland Sports Commission Associate Board and a member of the Board of Directors for the MetroHealth Foundation. She was named a Top 25 under 35 Mover and Shaker in 2013 by the Cleveland Professional 20/30 Club.

**Kimberly Fraser, ADAMHS, OH**  
**Workshop: Operation Resolve - Leveraging Your Board and Alumni for Civic Impact**

- Kimberly Fraser is Executive Director of the Lake County Alcohol, Drug Addiction and Mental Health Services (ADAMHS) Board. She first joined the Board in 1999 and held the position of Director of Quality Improvement before being named Executive Director in 2007. Prior to her move to the Board, Kim held both clinical and management positions at an agency in the ADAMHS network. The Mentor resident is an independently licensed behavioral health care professional who did her Master's and post-Master's work at John Carroll University. Kim is currently a State Board Member of the Mental Health & Addiction Advocacy Coalition and is Past-President of the Ohio Association of County Behavioral Health Authorities. Locally she serves on the Executive Committee of the board of Leadership Lake County, the Executive Committee of Lake County Family and Children First Council and is a founding member of the Lake County Opiate Task Force.

**Kathleen Fyfe, Leadership Saratoga, NY**  
**Workshop: Alumni Engagement Strategies**

- Kathleen Fyfe joined the Saratoga County Chamber in April 2008. At that time, she was in charge of organizing and facilitating all of the Chamber's events. She is a 2009 graduate of the Leadership Saratoga program. In 2012, she became program director of Leadership Saratoga and shifted her focus to the nonprofit sector and the community at large. In her role as Program Director of Leadership Saratoga, she organizes and facilitates the 9-month intensive training program for 24 participants, oversees the Advisory Board of the program and the Alumni Association Board. Additionally, Kathleen functions as the dedicated professional staff liaison to the close to 200 nonprofit Chamber members.

**Dick Hammond, Leadership On The Move!, TX**  
**Workshop: Keeping Your Program on the Right Track**

- Dick is the co-owner of Leadership On The Move, an experiential training and development company. LOTM provides services to over 60 leadership programs nationwide for team development, leadership skills training, simulation events, challenge course adventure and other experiential education activities. Dick is a former chair of CLA (Community Leadership Association). He is a past President of the Texas Association of Leadership programs and a founder of the Metroplex Leadership network and the East Texas Leadership Network. Dick has been instrumental in forming nine programs and rebuilding/enhancing another eight leadership programs. He also is one of forty Professional Vendors of the Association for Challenge Course Technology that trains facilitators to work on challenge (ropes course) courses. He is an alumnus of Leadership Garland, TX where he continues to provide facilitation for that program since 1983. He earned a BA in Business Administration from Stephen F. Austin State University in Texas.

**Barbara Harrington, Sponsorship Plus**  
**Workshop: The Essence of Sponsorship**

- Barbara Harrington is a recognized leader and innovator in corporate sponsorship. Her presentations are often the highest rated sessions at national nonprofit conferences including the Association of Fundraising Professionals and the American Marketing Association's Nonprofit Conference. She's often referred to as the Suze Orman of sponsorship -- high energy, knowledgeable and generous in sharing her expertise. Barbara, founder of Sponsorship Plus, has created and implemented ethical sponsorship programs for scores of clients in markets across the country since 1992. From Best Friends Mentoring in Dickinson, North Dakota to The Hope Center in Lexington, Kentucky to The Colorado Symphony in Denver, Colorado, Barbara's innovative strategies have translated into success for nonprofits of all sizes.

**Yanick Jenkins, National Federation of Just Communities**  
**Workshop: Diversity Toolkit**

- Born in Au Cap Haiti, raised in Spring Valley New York, Yanick Heriveaux Jenkins has had the honor of serving as the Director of the Buffalo State College Arthur O. Eve Educational Opportunity Program (EOP) for the past 17 years. As such, she has created an energetic atmosphere for the growth of academic scholars and future community leaders. Yanick is the Regional Director for the Educational Opportunity Program Directors group, a long time consultant with the National Federation for Just Communities (NFJC), and an active member of the women's empowerment group Women in the Spotlight Going Global (WITSGG).

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**Althea Luehrsen, Leadership Buffalo, NY**  
**Workshop: Alumni Engagement Strategies**

- Althea Luehrsen has held the post of CEO of Leadership Buffalo in since January 2012. Prior to her appointment to Leadership Buffalo, she was at the University at Buffalo for over ten years holding the positions of the Executive Director of UB's Center for Entrepreneurial Leadership and Assistant Vice President for Corporate and Foundation Relations. With over forty years of work experience, her expertise encompasses sales, marketing, strategic planning, fundraising, nonprofit management and entrepreneurship with the latter being gained through directing the center and as the owner of several Western New York businesses. In addition to her work at Leadership Buffalo, Inc., Ms. Luehrsen is the President/Owner of Strategic Solutions Group specializing in strategic plan facilitation and small business consulting.

**Rita Markle, Performance Management Partners Inc, NY**

**Post Conference Session: Facilitation Skills - Leveraging Accelerated Learning & Adult Learning Techniques**

- Rita Markle is the Chief Learning Officer at Performance Management Partners Inc., a talent management firm based in Upstate New York. The firm helps clients make better people decisions by aligning their people practices with their business strategies to improve bottom-line performance. Performance Management Partners is a business partner with BlessingWhite, a global research and consulting firm dedicated to creating sustainable high-performance organizations. Our services include employee engagement surveys, talent assessments, executive coaching, succession planning, team building, leadership development, career transition and executive search. Clients represent all industry sectors on a national and global basis, with significant experience in Financial Services, Healthcare, Manufacturing, Not for Profit and Higher Education. Rita has over 20 years of senior management experience in both large and small companies, including a Fortune 500 company. She is an experienced leadership and organizational development professional with an ability to develop and implement performance strategies to help organizations reach business and performance goals. Rita is an advocate of emotional intelligence as a manager, consultant, and coach. This allows her to connect with clients and understand their business and people needs on a deeper level. She is certified in programs from BlessingWhite, Ken Blanchard Companies, and Development Dimensions International (DDI). In addition, she is qualified to administer a wide variety of behavioral assessment tools.

**Don and Roe Polczynski, Clinton, NY**

**Workshop: Branding Your Future!**

- Roe and Don are a married duo who have built a successful relationship, founded on leadership principles. Together they have amassed two master's degrees in business administration and management and have more than thirty-five years of management and leadership experience. Along the way, they've learned from countless leadership books and have had the privilege of working with many excellent mentors, coaches, and consultants. Now, with many of the insights they wished others had taught them along the way, they use those insights in their successful business, RD Advisory Group, and in the pages of their first book, Changing Your Equation.

**Marc Rummenie, National Federation of Just Communities**

**Workshop: Diversity Toolkit**

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**Conference Planning Committee**

Althea Luehrsen, Leadership Buffalo, NY  
Ashley Mudd, Leadership Institute of Acadiana, LA  
Bob Paulke, LEAD Clermont, OH  
Jessie Baginski, Leadership Lake County, OH  
Laurie Remer, Leadership Howard County, MD  
Liz Zulawski, Leadership Niagara, NY  
Marcey Bryant, Leadership Buffalo, NY  
Molly Anderson, University at Buffalo Center for  
Leadership and Organizational Effectiveness, NY  
Nicole Deary, Leadership Cumberland, PA  
Nikki Morrstell, Leadership Lackawanna, PA  
Peggy Marone, Leadership Genesee, NY  
Jenna Luehrsen, Leadership Buffalo, NY  
Jo Ellen Carson, ALP, NC  
Lura Hammond, ALP, TX

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**Exhibitors**

Performance Management Partners  
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