

2019

NONPROFIT BOARD GOVERNANCE TRAINING

November 9, 2019 | 8:30 am - 3:30 pm

Salem Convention Center | 200 Commercial St SE, Salem, OR 97301



Are you a member of the board of directors of a business association, charitable, educational or scientific organization?

Join us for a day-long training designed specifically for board members. Learn about important issues impacting your organization, from financial policies to strategic growth opportunities.

Space is limited. CPE credits available. Register now to save your seat!

REGISTER ONLINE HERE



AGENDA

NONPROFIT BOARD GOVERNANCE TRAINING

November 9, 2019 | 8:30 am - 3:30 pm

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8-8:30 am

REGISTRATION

8:30-9:25 am

Leadership from the Swamp

Keynote Speaker: John Frohnmayer

You agreed to join the board of a nonprofit because you believe in its mission, but you are busy in your own job, with your own family and with dozens of other commitments. You have only a passing acquaintance with the way the organization operates and all of a sudden, it (the organization) is front page news. What do you say to a reporter? What if a lawyer suing the organization wants to take your deposition? What do you say to your spouse when you are named as a defendant?

This probably won't happen to you, but wouldn't you like to be prepared before your organization is in the swamp, or better yet, know how to keep it on "dry land"?

9:25-9:35 am

BREAK

9:35-10:45 am

SESSIONS

1. Capital Campaigns | *Speaker: Amy Varga*

Is a capital campaign in your future? Launching one is a milestone moment in the life of any nonprofit. Campaigns have the power to transform, to energize, and to advance your mission. But they also require serious planning, leadership, and know-how to be successful and the stakes are high. This workshop is a must for anyone considering a capital campaign within the next three years!

2. A Look at Human Resource Issues

Speaker: Jennifer Paauwe-Riffe

Leaders of nonprofit organizations have to make difficult employee-related decisions. This workshop will help you to better understand and establish sound human resource practices to effectively manage your organizational risk.

3. Rights and Responsibilities of Nonprofit Board Members * | *Speaker: Kirk Harvey*

Here is an opportunity to delve into the legal duties, rights, and responsibilities of nonprofit board members under Oregon law. If you haven't attended a workshop like this before, it is a must.

4. Donor Development and Appreciation | *Speakers: Phil McCorkle, Lisa Joyce, Cesie Scheuermann, Joanne Humphrey*

This session will provide valuable information for organizations of all sizes as we will address several aspects of donor development and appreciation, including how to ask for money, the importance of diversification of funding sources, attracting and retaining invested donors, telling your story to increase engagement, and the impacts from the tax law changes on funding sources and ways to use these changes to your organization's benefit. This will be a panel discussion and will include time for Q&A.

5. Charities Law Update | *Speaker: Cynthia Cumfer*

The Oregon legislature recently made numerous changes to Oregon's law for nonprofit corporations, set to go into effect on January 1, 2020. If your organization is incorporated as an Oregon nonprofit corporation, this law will affect you. This workshop will cover some of the changes most likely to matter to Oregon nonprofits, including a new provision that allows vote by email, simplified rules for majority voting, requirements that membership nonprofits hold an annual meeting even if they vote by mail and a change to the conflicts of interest law. Note: this workshop may be modified by the trainer in event of unexpected legislative changes.

6. Writing Key Financial Policies | *Speakers: Katherine DeYoung and Joe Kroll*

Safeguarding the assets of the organization is a key fiduciary duty of board members. This begins with designing financial policies that not only help with protecting the assets but also streamline the accounting process. This workshop will discuss top policies to have in place and includes templates for an internal control policy, travel and expense reimbursement policy, and a credit card policy.

* Session recommended for new board members

10:45-10:55 am BREAK

10:55-11:55 am SESSIONS

7. Interpreting Financial Information*Speakers: Andy Maffia and Angela Spieker*

Have you ever wondered what financial information you should be receiving at board meetings? Maybe you are receiving information but don't know what it means. In this workshop you will learn what you should be receiving, how to interpret it, what questions you should be asking and tips to help you determine if your organization is financially secure. This session is designed for those who have little or no financial background.

8. Evaluating and Managing Organizational Risk*Speaker: Rosalie Westenskow*

Each organization has a different risk-tolerance level, but every organization needs to find a happy medium: too much risk tolerance and you could be open to disaster; too little and you will be immobilized. This interactive workshop will help you identify, measure, and mitigate the risks facing your organization so you can protect your resources and your organization's longevity.

9. Starting off Right: What Every NFP Board Member Needs to Know * | Speaker: Joe Kroll

Losing your organization's tax-exempt status would be devastating to your programs and funding. Federal tax laws can be intimidating. In this informative session, you'll learn five ways to avoid jeopardizing your 501(c)(3) status, what the annual filing requirements are, what records to maintain and other tools every nonprofit can use.

10. Handling Restricted Funds | Speaker: Susan Bower

Organizations often receive donations and grants for specific purposes. Restricted gifts are subject to Attorney General oversight and enforcement. In this session, Assistant Attorney General Bower will discuss how charities should manage restricted gifts, determine whether a gift is restricted, and modify restrictions and the need for a gift acceptance policy.

11. Gaming Fundraising | Speaker: Laurie Conforth

Nonprofit organizations can use bingo, raffles and Monte Carlo events to raise funds. But these events are considered gambling and there are rules that must be observed. In this workshop we will discuss not only regulatory requirements that keep us out of hot water, but also fun variations of these games that will lead to increased participation and more revenue for your organization.

12. Better Board Onboarding | Speaker: Erin Bair

Hopefully you are already providing your new board members with an overview of the organization and its bylaws and you've provided a thorough review of fiduciary duties. That's a great start but, unfortunately, it's also where most nonprofits stop. In this interactive session, you will learn best practices for acclimating new board members, including how to set expectations regarding communications and contributions, as well as tips for how to accelerate the onboarding process.

12-12:45 pm LUNCH (Buffet included with registration -- gluten-free and vegan options will be available)

12:45-1:55 pm SESSIONS

13. Board Officer Training - President (Part 1 of 2)*Speakers: Cindy Cumfer and Kay Sohl*

This workshop is designed for board President and President Elect. The President has an important job that goes beyond overseeing board meetings. It involves a multitude of duties, including setting the standard for good governance, legal compliance, board leadership and development, helping guide the board to define the organization's vision, setting goals to accomplish the mission and keeping the board "on track". In this workshop you will learn the best practices for board presidents and receive many useful tips from some of the most qualified trainers in Oregon.

14. Board Officer Training - Secretary | Speaker: Susan Bower

The corporate Secretary is one of two statutorily required positions on the board of Directors. Secretaries have critically important responsibilities that include ensuring that regulatory reports are filed with state and federal government agencies. They also include ensuring that the corporate records (all records, not just the board meeting minutes) are complete, accurate, protected and much, much more. In this workshop, you will learn the full scope of the position, what records are essential or recommended and how to approach the job to be successful.

15. The Top Five Mistakes Employers Make with Employees **Speaker: Jill Goldsmith*

Navigating the landscape of interpersonal relationships at work can be fraught and employers can often go down the wrong path, even when they are well intended. This session will cover the most common employer mistakes and how things can go wrong, plus things to think about in ensuring they go right.

16. Using Technology to Generate Revenue*Speakers: Peter Adams, Jeremy Wood and Stephen Achilles*

In this session, learn from a panel of other nonprofit leaders who have leveraged technology to create sustainable revenue streams to support their mission, enhanced technology systems to improve efficiency and scalability of their organizations or used technology to further their ability to reach their community base with much needed resources. Whether you have complex data needing sophisticated analysis, are looking to protect your donor information or for new ideas on using technology, this session is for you.

17. Board Officer Training - Treasurer (Part 1 of 2)*Speakers: Katherine DeYoung and Joe Kroll*

The board Treasurer is the one person that is expected to know it all when it comes to the organization's finances. But not every treasurer is an expert in finance or accounting. What financial policies should the organization have in place? What information is important and how does the Treasurer interpret it for the board to ensure they make wise decisions? And, how does the Treasurer ensure the board fulfills its legal mandate to protect the assets of the organization?

18. Enhancing Staff and Board Relationships*Speaker: Erin Bair*

One of the most common challenges boards face is the lack of clarity surrounding where the board's role ends and where the staff's role begins. The result is often a frustrated Executive Director and a fatigued board. In this interactive session, you will learn how to walk the line between being a micromanaging board and a rubber stamp board and identify where you may currently be out of balance.

* Session recommended for new board members

1:55-2:05 pm BREAK

2:05-3:15 pm SESSIONS

19. Board Officer Training - President (Part 2 of 2)*Speakers: Cindy Cumfer and Kay Sohl*

This workshop is designed for board President and President Elect. The President has an important job that goes beyond overseeing board meetings. It involves a multitude of duties, including setting the standard for good governance, legal compliance, board leadership and development, helping guide the board to define the organization's vision, setting goals to accomplish the mission and keeping the board "on track". In this workshop you will learn the best practices for board presidents and receive many useful tips from some of the most qualified trainers in Oregon.

20. Seeking and Managing Government Grants*Speaker: Diane Harvey*

Does your organization provide services that qualify for government support? Knowing the criteria for qualification, positioning your organization to prepare a successful application and grant reporting are key to managing government grants. In this workshop you will explore these topics and more.

21. Rights and Responsibilities of Nonprofit Board Members (Repeat Session) * | Speaker: Kirk Harvey

Here is an opportunity to delve into the legal duties, rights, and responsibilities of nonprofit board members under Oregon law. If you haven't attended a workshop like this before, it is a must.

* Session recommended for new board members

22. Governing an Ethical and Transparent Organization*Speaker: Rosalie Westenskow*

The ethical issues that face nonprofits aren't always easy to spot or to resolve. In this workshop, you will learn how to identify ethical issues, create a plan for how to deal with them, and develop the capacity to execute that plan every time the issue arises. You will also leave armed with ideas on preemptive measures you can take to ensure the transparency and ethical health of your organization.

23. Board Officer Training - Treasurer (Part 2 of 2)*Speakers: Katherine DeYoung and Joe Kroll*

The board Treasurer is the one person that is expected to know it all when it comes to the organization's finances. But not every treasurer is an expert in finance or accounting. What financial policies should the organization have in place? What information is important and how does the Treasurer interpret it for the board to ensure they make wise decisions? And, how does the Treasurer ensure the board fulfills its legal mandate to protect the assets of the organization?

24. Fraud and Internal Controls | Speaker: Kristen Guzman

Do you understand the risk to your organization related to the accounting processes? Do you understand the fraud risk factors that may be impacting your organization? This session will help you understand and evaluate the risks to your organization and how, as a board member, you are responsible and can assist management. We will provide some guidance on how to improve the internal controls within your organization as well as practical steps to take now.

3:15-3:30 pm SURVEYS IN EACH SESSION & CONFERENCE CONCLUDES

Space is limited. CPE credits available. Register now to save your seat!

REGISTER ONLINE HERE

**BY
9/30**

Early Registration: \$120 (includes lunch)
Group Early Registration: \$105 (includes lunch)
(3+ tickets)

**AFTER
9/30**

Registration: \$140 (includes lunch)
Group Registration: \$125 (includes lunch)
(3+ tickets)

SPEAKERS

2019 NONPROFIT BOARD GOVERNANCE TRAINING

Stephen Achilles, *CEO, Exceed Enterprises*

Exceed is celebrating its 50th anniversary serving people of diverse abilities. Stephen is focused on serving the people of Exceed so they can improve the lives of clients and supported workers. He brings over 25 years of experience leading and supporting organizations as they go through significant change. Stephen has an MBA from the University of Washington and a B.A. from Bowdoin College.

Peter Adams, *Aldrich Technologies LP*

Peter Adams founded Lighthouse Information Systems 35 years ago while working as a deployment specialist in the health care information systems arena. In a moment of epiphany, he realized that the primary goals of his complex projects were not to make some new IT technology work, but rather to make the client's business wildly successful. Lighthouse Information Systems joined Aldrich Group to create Aldrich Technologies in 2019.

Erin Bair, *Phoenix Consulting*

Erin Bair is the founder of Phoenix Consulting, where she offers professional and leadership coaching to individuals in the Portland metro area. Before striking out on her own in 2019, she served as a VP and a Director at two successful consulting firms, where she worked with leaders in all stages of their careers regarding individual, interpersonal, organizational and board development. She also serves as President-Elect of the Board of the Association of Talent Development, Cascadia Chapter. Prior to her work in organization development, Erin worked as an attorney in the nonprofit sector and has continued to support nonprofits through multiple pro bono projects benefiting Portland-based nonprofits through the Oregon Organization Development Network's (ODN) Community Consulting Project. Erin received her B.A. from UCLA and her J.D. from Loyola Law School, Los Angeles.

Susan Bower, *Assistant Attorney General, Charitable Activities Section of the Oregon Department of Justice*

Susan is an Assistant Attorney General in the Charitable Activities Section of the Oregon Department of Justice which oversees charitable entities and fiduciaries in the state. She is a member of the Executive Committee of the Oregon State Bar's Nonprofit Organization Law Section and served as its Chair in 2015.

Laurie Conforth, *CFE, Charitable Audit Coordinator Oregon Department of Justice – Charitable Activities Section*

Laurie has worked for over 20 years in nonprofit accounting including 16 years with the Cascade Pacific Council, Boy Scouts of America. After leaving the nonprofit realm, she was an Internal Audit Manager with First American Title Company, a Fortune 500 company, overseeing escrow audit operations and defalcation investigations of title agencies in 24 states. Laurie is a Certified Fraud Examiner and Financial Investigator. She has been with the DOJ for over 6 years working with the charitable gaming program and charity oversight and governance.

Cynthia Cumfer, *Retired Attorney*

Cynthia is a retired attorney who worked with thousands of nonprofit organizations in her 38 years as a lawyer and workshop leader. She is the co-author of "The Oregon Nonprofit Corporation Handbook", now in its 5th edition, which is widely used by Oregon nonprofits and the professionals who serve them. She also wrote numerous chapters on nonprofit law for the Oregon State Bar and taught the first law school classes in Nonprofit Law in Oregon.

Katherine DeYoung, *CPA*

Katherine is a CPA who has worked extensively with nonprofit organizations throughout her 30+ year accounting career. She is the founder of the Center for Nonprofit Stewardship and led that organization for 15 years. In addition, she is the author of "A Toolkit for Writing Nonprofit Financial Policies" and a "Nonprofit Internal Audit Workbook."

John Frohmayer, *Lawyer, Author and Ethicist*

Lawyer, author, ethicist John Frohmayer's views on the First Amendment first captured national attention when he served as Chairman of the National Endowment for the Arts during the first Bush Administration. The People for the American Way honored John with its first National First Amendment Award in 1992, the Governor of Oregon recognized him for excellence in public service with the Governor's Arts Award in 1993, and the Montana Library Association awarded him its Intellectual Freedom Award in 1997. He received an Oregon Literary Arts Award for his musical comedy SPIN, produced in 2008 by Oregon State University.

John continues to speak on issues of art, constitutional law, ethics, creativity and leadership. He is a thought leader on topics as widely diverse as re-inventing government and sports leadership. John has served as Chair of Oregon Humanities, the state affiliate of the National Endowment for the Humanities, and as such is on the forefront of programs to promote civility and understanding differences.

Jill Goldsmith, *Attorney*

Jill practiced labor and employment law in Portland, Oregon with Lane Powell Spears Lubersky and as in-house counsel with Tri-Met. Since 1998, she has been a mediator, working with parties to resolve conflicts. In 2002, Jill started her business, Workplace Solutions Northwest, to provide neutral fact-finding and mediation to parties involved in workplace conflict, as well as executive coaching and training for both employees and managers in employment related issues including equal employment opportunity, harassment and discrimination. Jill also serves as an expert witness in employment matters.

Kristen Guzman, *CPA, Manager, Aldrich CPAs + Advisors LLP*

Kristen is the leader of the nonprofit niche for Aldrich in Oregon. She brings 7+ years of experience performing assurance and consulting services for nonprofit organizations and non-public companies. Kristen serves on the board and finance committee for a local nonprofit for women's health. She graduated from Eastern Washington University with a Bachelors of Science degree with a major in accounting.

Kirk Harvey, *Oregon Department of Justice, Charitable Activities Section (retired)*

Kirk was the Chief Investigator for the Charitable Activities Section of the Oregon Department of Justice. He is a Certified Fraud Examiner with 32 years experience in governmental regulation and law enforcement. He holds an MPA in Nonprofit Management from Portland State University and is the President of Nonprofit Board Training and Resources.

SPEAKERS

2019 NONPROFIT BOARD GOVERNANCE TRAINING

Diane Harvey, RN, Grant Monitor, Oregon Department of Justice, Crime Victim and Survivor Service's Division

Diane has been professionally involved in grant funding for over 20 years. She is currently a fiscal and compliance grant monitor for the Oregon Department of Justice – Crime Victim and Services Division overseeing state and federal grants, as well as providing technical support, program analysis and site monitoring reviews. Prior to this position, Diane was the Director of a District Attorney's Office prosecution-based Victim Assistance Program for 17+ years in which she was on the other end of the grant funding spectrum, writing and managing state and federal grants to support ongoing program operational costs.

Joanne Humphrey, Director, Aldrich Wealth, LP

Joanne is a CPA and financial advisor at Aldrich Wealth, LP. She has over 35 years of CPA experience and 15 years of investment advisory experience working with medical and dental clients, small family farms, and those planning for retirement. She enjoys working with families and making sure that their tax, investing, retirement plans and estate plans all dovetail together so the clients can meet their goals. Joanne graduated from Northwest Nazarene University in Nampa, Idaho.

Lisa Joyce, Executive Director, Pentacle Theatre

Lisa is Pentacle Theatre's Executive Director, has been involved with the Pentacle Theatre for more than 30 years. Prior to being named Executive Director in 2015, Lisa held a number of high-level communication and legislative relations management positions for the State of Oregon. She holds a Certificate in Public Management from the Willamette University Atkinson School of Management.

Joe Kroll, IRS

During the 30+ years Joe has spent at the Internal Revenue Service, he has held a variety of positions, including Exempt Organization Manager where he managed employees who conduct examinations of organizations with religious, charitable, scientific, literary, educational, civic, labor, agricultural, social and fraternal purposes. Currently Joe works nationally to develop outreach systems that reduce the struggle to comply with complex tax laws.

Andy Maffia, CPA, Partner, Aldrich CPAs + Advisors LLP

Andy specializes in audits of nonprofit organizations, organizations subject to a single audit under the Uniform Guidance, agreed-upon procedures and consulting work. He leads the Nonprofit + Governmental practice of Aldrich and is currently the board treasurer of a nonprofit hospice organization, is on the Finance Committee for the United Way of San Diego County, a member of the CalCPA Education Foundation Audit Committee, and is on the Peer Review Committee for the California Society of CPAs.

Phil McCorkle, Foundation Director, Providence Benedictine Foundation

Phil has served in various positions in local Mid-Valley nonprofits for over 32 years, including 24 years overseeing fundraising departments and 8 years in executive director roles. Over his career, he has led efforts that have raised over \$20 million via direct mail, special events, grant writing, monthly sustainer giving and major donor fundraising.

Jennifer Paauwe-Riffe, Senior Professional Human Resources (SPHR)

Jennifer is a skilled organizer and communicator with 20+ years extensive Human Resource experience in all size organizations. Her popular presentations cover a host of issues facing nonprofit leaders. Her expertise is in employment practices, attraction of talent, HR compliance and succession planning.

Cesie Delve Scheuermann, Consultant

Cesie has been doing fundraising and development work in Salem for more than 22 years. She is currently working with Liberty House and Pentacle Theatre. She has also worked with Family Building Blocks, the Assistance League of Salem-Keizer, and Children's Educational Theatre. In addition, she is the stewardship consultant for the Oregon-Idaho Annual Conference of the United Methodist Church. With more than 1,000 subscribers, she writes the weekly blog, "Inspiring Generosity."

Kay Sohl, Consultant

Kay has provided training and consultation for Executive Directors, CFOs, and Boards of Directors of over 7,000 nonprofit organizations throughout the United States. She founded and led Technical Assistance for Community Services (now known as the Nonprofit Association of Oregon). Kay is also co-author of the "Oregon Nonprofit Corporation Handbook," which has sold over 11,000 copies.

Angela Spieker, CPA, Manager, Aldrich CPAs + Advisors LLP

Angela specializes in serving the non-profit and governmental industries through audit and attest services. She provides expertise in internal control systems, planning and designing audit procedures, and overall engagement management. She also has experience in providing single audits under the Uniform Grant Guidance. Angela also works with a local nonprofit organization to provide financial statements and information that is a valuable tool to managing their organizations, allowing board members to understand the operations of the organization.

Amy Varga, Consultant, The Varga Group

Amy Varga is a beloved fundraising trainer, coach and consultant having been involved with fundraising for over 22 years. She and her team at The Varga Group have guided over a hundred nonprofit clients in raising millions of dollars through their comprehensive consulting services in capital campaign counsel (including feasibility studies, case development and donor analytics), fundraising training, retreat facilitation, board development and leadership coaching. The Varga Group is located in the Pacific Northwest with clients nationwide.

Rosalie Westenskow, Attorney, Nonprofit Law Northwest

Rosalie loves working with organizations to help them achieve their goals. She is the founder of Nonprofit Law Northwest, a law practice devoted completely to assisting nonprofit organizations. She is located in Eastern Oregon but works with organizations all over the state. Rosalie is a member of the Oregon State Bar Association, the Secretary for the Executive Committee of the Oregon State Bar's Nonprofit Organizations Law Section, and the former president of the Union County Bar Association.

Jeremy Wood, Central City Concern

Jeremy joined CCC in 2015 after many years in the technology field, including 13 years at Planned Parenthood Columbia Willamette. He leads the strategy and operations of CCC's information technology solutions. Jeremy is a graduate of Linfield College.



"The Nonprofit Board Governance training was an incredible opportunity for us to review areas of due diligence, learn of new and pending regulation and have a space for thoughtful discussions. The presenters were top notch and provided examples and conversation that were in line with our current governance work. The sessions were in-depth, informative and thought provoking. It also provided a network to share with a variety of different nonprofit board members, both new and seasoned. Thank you."

- Park Woodworth, Board Chair, Ride Connection
- Julie Wilcke Pilmer, CEO, Ride Connection



"The conference was a great tool for our staff and Board. The presentations were timely and relevant to our organization's needs. In addition, we have been able to elevate our discussions at the Board level because of the increase of shared understanding as a result of last year's event. A must-attend event."

- Karen Rockwell, Executive Director, Benton Habitat for Humanity



"I learned a lot at the nonprofit board training. The break out sessions I attended were all relevant to our work at Pentacle and for most any board. They are appropriate for all levels of board experience, beginner to veteran. I would highly recommend this training."

- Chris Fletcher, Board Member, Pentacle Theatre

"The sessions were well managed and informative; there was a wealth of knowledge to be gained from the speakers. This one-day conference is a must-attend for both new and seasoned board members."

- Jodi Deming, Board Member, Pentacle Theatre