NONPROFIT ESSENTIALS CONFERENCE 2019

August 15, 2019
8:30 a.m. - 4:30 p.m.
University of St. Thomas
Minneapolis

www.minnesotanonprofits.org/essentials
Inside:

- Conference Schedule-at-a-Glance page 4
- Welcome and Opening Plenary page 5
- Breakout Sessions I page 6
- Breakout Sessions II page 7
- Breakout Sessions III page 8
- Breakout Sessions IV page 9
- Presenter Biographies pages 10-12
- About MCN and UST page 13
- 2019 MCN Annual Conference page 14

This conference is brought to you by:
## Conference Schedule

### 8:30 - 9:30 a.m. Welcome and Opening Plenary

**Welcome and Introduction**
Devin Smith, Program Manager, Executive Education, Opus College of Business, University of St. Thomas

**Opening Plenary**
Go With The Flow: How Change Actually Happens
Steph Jacobs, founder, Trailblazer Leadership

### 9:45 - 11 a.m. Breakout Sessions I

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:45 - 11 a.m.</td>
<td>Building Relationships through Social Media</td>
<td>SCH AUD</td>
</tr>
<tr>
<td></td>
<td>The Twelve Golden Rules of Nonprofit Finance</td>
<td>SCH 127</td>
</tr>
<tr>
<td></td>
<td>Identifying Foundation and Corporate Grant Prospects</td>
<td>MSL 235</td>
</tr>
<tr>
<td></td>
<td>Cultural Self-Awareness as a Tool for Effective Change</td>
<td>MSL 238</td>
</tr>
<tr>
<td></td>
<td>Cost Effective Evaluation</td>
<td>MSL 244</td>
</tr>
</tbody>
</table>

### 11:15 a.m. - 12:30 p.m. Breakout Sessions II

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:15 a.m. - 12:30 p.m.</td>
<td>Grantwriting: Getting the Most Out of Your Grant Proposal</td>
<td>SCH AUD</td>
</tr>
<tr>
<td></td>
<td>Knowing Your Technology Limits and When Free is Too Costly</td>
<td>SCH 127</td>
</tr>
<tr>
<td></td>
<td>Getting Out of Your Own Way - Identity, Stereotype Threat, and Bias in the Workplace</td>
<td>MSL 235</td>
</tr>
<tr>
<td></td>
<td>Welcome 2 the Nonprofit Jungle</td>
<td>MSL 238</td>
</tr>
<tr>
<td></td>
<td>Everyday Management Do’s and Don’ts</td>
<td>MSL 244</td>
</tr>
</tbody>
</table>

### 12:30 - 1:30 p.m. Lunch - On Your Own

Enjoy the company of colleagues during lunch on your own in downtown Minneapolis. Those interested in networking during the lunch hour should meet in the Schulze lobby. Two MCN staff will lead a networking lunch at UST’s Food for Thought and a nearby restaurant.

### 1:45 - 3 p.m. Breakout Sessions III

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:45 - 3 p.m.</td>
<td>Consciously Addressing Unconscious Bias</td>
<td>SCH AUD</td>
</tr>
<tr>
<td></td>
<td>Human Resources Basics</td>
<td>SCH 127</td>
</tr>
<tr>
<td></td>
<td>Trivia: Nonprofit Finance Edition</td>
<td>MSL 238</td>
</tr>
<tr>
<td></td>
<td>Bring Out the Best in Your Board: Tips for Effective Engagement</td>
<td>MSL 244</td>
</tr>
</tbody>
</table>

### 3:15 - 4:30 p.m. Breakout Sessions IV

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:15 - 4:30 p.m.</td>
<td>Broccoli &amp; Cheese: Designing Digestible Data</td>
<td>SCH AUD</td>
</tr>
<tr>
<td></td>
<td>Recruiting, Retaining, and Rewarding Your Volunteers</td>
<td>SCH 127</td>
</tr>
<tr>
<td></td>
<td>Nonprofits as Advocates</td>
<td>MSL 235</td>
</tr>
<tr>
<td></td>
<td>Principles and Practices for Nonprofit Excellence</td>
<td>MSL 238</td>
</tr>
</tbody>
</table>

---

**Conference Wi-Fi**
UST-Open (no password needed)

**Conference Hashtag**
#npessentials
Welcome and Opening Plenary  8:30 - 9:30 a.m.

Go With The Flow: How Change Actually Happens
Steph Jacobs, founder, Trailblazer Leadership

You likely came to the nonprofit sector because you want to make a difference. Whether you are switching sectors or starting your first job out of college, you are interested in working with or for nonprofit organizations because you see them as places that can foster change. The challenge for leaders at all levels in organizations is to move from a mindset of “making change” to one in which you are creating the conditions in which people and programs can thrive. In this keynote address, Steph Jacobs will share insights and research on what it takes to move with change as an approach to having a long term, sustainable impact in the nonprofit world.

Adventure. Intuition. Compassion. Connection. Justice. These are the values that guide Steph Jacobs. She strives to use them when making decisions in her everyday life and in the vision for her future. Whether it’s hiking a mountain trail or sitting at the table in a boardroom, these values are core to who she is and how she intends to live in the world. Steph is the founder of Trailblazer Leadership, a professional coaching and consulting firm that works with people and organizations who are interested in a different way of being. She is a graduate of St. Olaf College and has a master’s degree from the Humphrey School of Public Affairs. She has also worked at the Humphrey School, where she created and facilitated several leadership development programs on equity and inclusion, systems change, and fundamental leadership capacities for people working in state and local government and in nonprofit organizations. She teaches graduate and undergraduate courses in leadership and nonprofit management and governance.

Steph brings her knowledge and expertise in organizational development, emotional intelligence, change management, governance, and living systems to support the leaders she works with. She is a certified professional coach through iPEC, and she also serves on the board of directors for Twin Cities Catalyst Music and the Bicycle Alliance of Minnesota.

Lunch - On your own 12:30 - 1:30 p.m.

For lunch, you are invited to experience downtown Minneapolis’ diverse restaurant offerings. Please note that lunch is on your own and not included in your conference fees; a continental breakfast and afternoon snack will be provided.

You are encouraged to use this time to network with peers and enjoy downtown Minneapolis!

Those interested in networking during the lunch hour should meet in the Schulz lobby. Two MCN staff will lead a networking lunch at two nearby restaurants.

A handout containing a list of restaurants and a full-sized map of the area surrounding the University of St. Thomas campus can be found at the conference registration table.

Nursing Room: LL116A (separate room within Women’s restroom), Law School, Lower Level
Prayer/Meditation Room: Chapel of Saint Thomas More, Law School, 2nd Floor
Building Relationships through Social Media  
Room: SCH AUD  
Social media is a great tool to get the word out about your programs, but that's only the beginning. Build strong communities through social media by creating meaningful conversations online and providing relevant, consistent information. This session will give you the tools to create your own social media plan, including tools for measuring success and templates for managing it all.  
Steve Boland, managing partner, Next in Nonprofits

The Twelve Golden Rules of Nonprofit Finance  
Room: SCH 127  
Nonprofit financial health can seem like an elusive, nuanced and subjective judgment call. But when you break it all down, it boils down to 12 Golden Rules of nonprofit finance that help keep your organization healthy. From budgeting to operating reserves, if you follow these rules, you’ll be on your way to a better understanding of nonprofit financial health. This session is a great introduction for those who are new to nonprofit finance.  
Sarah Jackson, loan officer & financial specialist, Propel Nonprofits

Identifying Foundation and Corporate Grant Prospects  
Room: MSL 235  
So many funding sources and so little time, so how do you know if a funder is a good fit for what your nonprofit does? Are there other foundations that should be added to your list? In this session, you’ll learn how to focus your search by screening a foundation’s guidelines and process, when and how to contact its staff, and find out who else receives its money.  
Andrea Sanow, development coordinator, Minnesota Council of Nonprofits

Cultural Self-Awareness as a Tool for Effective Change  
Room: MSL 238  
If cultural competence is about bridging across differences that make a difference, then the work must start with a focus on self. Our identities and cultures inform our beliefs, values, assumptions, and biases and thus influence the ways we think about and behave when working and relating across difference. This workshop helps change agents explore their own cultural patterns and behaviors and links identity awareness to our capacity to make new and different choices to achieve equity or inclusion goals.  
Jesse Ross, director of special projects, The Minneapolis Foundation

Cost Effective Evaluation  
Room: MSL 244  
Informing your stakeholders about the good work you do means more than counting activities and storytelling. Meaningful output and outcome data are important to governance, fundraising, and program management. In this session we’ll consider data gathering, analysis, and using evaluation information to improve your organization’s performance and bottom line.  
Reid A. Zimmerman, principal, RAZimmerman Consulting

Session evaluations will be emailed following the conference.
Grantwriting: Getting the Most Out of Your Grant Proposal
Room: SCH AUD
Whether you are writing your first grant proposal or need a quick refresher, this session will cover how to make the most out of each section of a grant proposal, using the Minnesota Common Grant Application format as a guide. Common questions will be addressed such as what kind of data you need to support your case, how to include a lot of information within the specified page (or character) limits, and how to present information in different formats to make it interesting to the reader. Common proposal weaknesses and how you can avoid them will also be discussed.

Kari Aanestad, director of advancement, Minnesota Council of Nonprofits

Welcome 2 the Nonprofit Jungle
Room: MSL 238
There are 4 Animals that run any nonprofit: a lion, a flamingo, a chameleon, and a turtle! And each of them does things differently. What if you knew how each one operates, communicates, and works? This workshop allows you to take some time to think through both the general strengths and weaknesses of your team. Is your team missing a vital personality type or do they just need help understanding each other? No matter what the scenario, this workshop can provide staff and team leaders with tools to create the best teams and supercharge their performance.

Jesse Ross, director of special projects, The Minneapolis Foundation

Everyday Management Do’s and Don’ts
Room: MSL 244
We all know the adage that employees don’t leave companies, they leave managers. If your objective as a leader is to develop and keep the best employees, it’s vital that you truly evaluate what you’re doing to ensure your best employees stay. Since we can’t always see in ourselves what our employees see, we’ll explore practical do’s and don’ts of employee management so you can live and breathe a managerial style that retains top talent. You’ll leave this session with practical tips, a self-assessment and an action plan to instill positive do’s and avoid the don’ts.

Arlene Vernon, president, HRx, Inc.

Knowing Your Technology Limits and When Free is Too Costly
Room: SCH 127
Whether you’re the “accidental techie” of your team or you are tasked with sorting out technology duties and tools, it’s good to understand when digging deeper into Google searches and forums will get you through and when you might want to call on professional help or advise. There are also many tools that present as free but can include costs to implement or result in greater costs down the road. In this session, we’ll discuss how to build a system to best support your emerging or growing organization and share some tools and tricks to help keep you going strong. We will cover a few common free tools and discuss their strengths and weaknesses and share experience from other groups. This session will mix information sharing with open dialogue to answer your questions.

Joel Barker, chief strategy officer, Washburn Center for Children and co-founder, Brave North Technology and Brian Roemen, co-founder and lead technician, Brave North Technology

Getting Out of Your Own Way - Identity, Stereotype Threat, and Bias in the Workplace
Room: MSL 235
Identity, stereotype threat, and implicit bias affect the workplace. The sense of equity, inclusion, and belonging staff and clients have in a nonprofit may be directly related to how they perceive bias and stereotypes about aspects of their identities from others. Given the current political and social climate in our country, in which many of our most vulnerable groups are feeling targeted and under threat, it is likely staff are internalizing negative messages about themselves, their peers, and/or the clients with whom they work. This workshop will examine how identity shows up in the workplace through stereotype threat and implicit bias. Participants will engage in discussion and self-reflection activities that foster empathy and understanding across differences to reduce the negative impact of stereotype threat and bias.

Rebecca Slaby, executive director, AMAZEworks
Consciously Addressing Unconscious Bias
Room: SCH AUD
Our society holds deeply ingrained attitudes about diverse groups based on demographics characteristics. How do you minimize the impact of these attitudes on the work your nonprofit is undertaking? Participants will gain knowledge, skills, and frameworks they can use to acknowledge these unconscious biases when they appear and minimize their impact. Reduced bias can increase outcomes and community support for your nonprofit’s work.
Nonoko Sato, associate director, Minnesota Council of Nonprofits

Human Resources Basics
Room: SCH 127
Often times the biggest issues with human resources in nonprofits is that you don’t know what you don’t know. This session will help to identify common HR issues and pitfalls including compliance, employee relations, and other human resources basics. Understanding these basics are key to helping you improve your organization’s operations.
Kelly Rietow, principal, Roo Solutions

Nonprofit Policies, Practices, and Procedures 101
Room: MSL 235
Join Charities Review Council for a refresher on nonprofit policies, practices, and procedures that will set your nonprofit up for long-term success. During this session, we’ll go deep on the six organizational policies recommended to all nonprofits by Charities Review Council, including what exactly you want to include and why. We’ll also talk about three bonus practices that your organization can adopt for long-term success. Whether you’re new to creating organizational policies and practices, or just interested in getting advice on promising practices, this session is for you!
Kris Kewitsch, executive director, Charities Review Council

Trivia: Nonprofit Finance Edition
Room: MSL 238
Join this breakout session for fun and games around nonprofit finance! Participants will take part in a trivia-style game that will challenge their nonprofit financial knowledge. The session will be focused on five key topics including nonprofit financial statements, internal control practices for nonprofits, IRS Form 990 and other tax filings, best practices in budgeting and cash flows for nonprofits, and finally, nonprofit finance myths and miscellaneous. A basic understanding of each key area will be provided through the use of question and answer with additional in-depth information provided by the presenters.
Carianne Geerts, senior accountant, CliftonLarsonAllen and Becky Johnson, finance manager, WomenVenture

Bring Out the Best in Your Board: Tips for Effective Engagement
Room: MSL 244
Often nonprofits are challenged to engage board members effectively as they move through different stages of organizational development. In this session participants will explore key board member roles and responsibilities and tips for engaging board members based on the organization’s development stage. If you are new to working with a nonprofit board or looking to join a board, this session is for you.
Amanda Ziebell Mawanda, strategic services consultant, Propel Nonprofits

Session evaluations will be emailed following the conference.
**Broccoli & Cheese: Designing Digestible Data**

Room: SCH AUD

Ever try getting kids to eat their vegetables? For organizations who want their supporters to consume the all-important data that measures their impact in the community, getting a supporter to process the information can often be like getting a kid to try to eat their veggies. But with great design and storytelling strategies, an organization can often serve their supporters a tasty dish that gets them all the data they need. Using examples of successful strategies from GiveMN and other organizations, this presentation will help organizations develop strategies to bring data and design together to tell an engaging story for supporters. Go beyond infographics to using compelling data across mediums and messages!

*Jake Blumberg, executive director, GiveMN*

---

**Recruiting, Retaining, and Rewarding Your Volunteers**

Room: SCH 127

When working with volunteers, the “Three R’s” – recruiting, rewarding, and retaining – are vital to your mission. In this session you will hear strategies for each “R” as they relate to your organization’s volunteers, plus review other essential components in volunteer program structure. You will leave with specific tactics that other organizations have found successful.

*Zeeda Magnuson, consultant, HandsOn Twin Cities*

---

**Nonprofits as Advocates**

Room: MSL 235

Minnesota and the world are a better place when nonprofits connect with and educate policy makers and tell the story of their organizations and communities. Join MCN’s policy experts to learn how advocacy can further your organization’s mission, the rules for nonprofit advocacy, and how to tell the story of your organization within the context of advocacy.

*Martine Chang, policy and equity coordinator and Marie Ellis, public policy director, Minnesota Council of Nonprofits*
Presenter Biographies

**Kari Aanestad** is the director of advancement at the Minnesota Council of Nonprofits. In this role, Kari secures and stewards grant and individual donor support for MCN. She also supports the development of other fundraising professionals throughout Minnesota through various channels including in-person and online trainings, the *Minnesota Grants Alert*, and the *Minnesota Grants Directory*. Kari holds a B.A. in English and political science from Augsburg College and a M.Div from Luther Seminary. Most recently she served as grant writer and outcomes manager for St. David’s Center. Kari brings a holistic wealth of experience to her role including international travel to over 20 countries, hospital chaplaincy in England, and teaching and tutoring positions ranging from elementary to post-graduate levels in writing and compassionate communication.

**Joel Barker** is chief strategy officer at Washburn Center for Children where he oversees development, marketing, and strategic initiatives. Washburn serves children with mental health conditions. Joel is also the co-founder of Brave North Technology, a Minnesota-based technology firm that has worked with over 200 nonprofits to develop technology systems that support their missions. Joel has over 10 years of nonprofit experience, including serving as a vice president/chief development officer for Fraser, a $72 million dollar health care organization, and as a nonprofit consultant where he provided strategic counsel to over 50 nonprofits throughout the Midwest. Joel serves on the board for Missions Inc., the grant review board for Shavlik Family Foundation, and is a frequent speaker at nonprofit events and conferences.

**Jake Blumberg** is the executive director of GiveMN. Jake believes that a successful strategy, campaign, and message can expand the impact of the nonprofits doing incredible work in our communities. Jake has a background that spans leadership roles in nonprofits, politics, and higher education. As the senior director of development and community engagement at Open Arms of Minnesota, Jake launched giving campaigns that raised hundreds of thousands of dollars. As co-finance director of Minnesotans United, he helped lead a multimillion dollar campaign to win the freedom to marry for same sex couples in Minnesota. In Washington D.C., Jake concurrently attained a master’s degree in political management from The George Washington University while working as a speech writer and associate director of development for The George Washington University Law School.

**Steve Boland** is a nonprofit veteran with over 25 years of experience helping charities grow with new ideas in fundraising and communications. Steve has presented over 100 learning sessions on topics such as crowdfunding, engaging corporate philanthropy, and social communications strategy for nonprofits. A graduate of the University of Minnesota, Steve holds a master’s of nonprofit management from Hamline University, an alumnus of the Shannon Leadership Institute, and serves on the board of directors for Outfront Minnesota. Steve is the managing partner of Next in Nonprofits, a consulting firm based in St. Paul, is an adjunct instructor of Development and Fundraising for Hamline University, and is the host of the *Next in Nonprofits* podcast.

**Amy Brugh** is a nonprofit consultant specializing in planning, facilitation, and project management, and is the principal consultant for Amy Brugh Consulting. Previously she was the director of external relations at the Minnesota AIDS Project (now JustUs Health), where she advanced the fundraising, communications, public policy, and volunteer programs. She has served on the board of directors of Our Streets Minneapolis, Minnesota Council of Nonprofits, and Nonprofit Insurance Advisors. She holds a master’s degree in community health education from the University of Minnesota School of Public Health.

**Jesse Chang** is the VISTA program manager at the Minnesota Council of Nonprofits. In this role, he bridges the national AmeriCorps VISTA program with local, culturally-based nonprofits to help empower marginalized communities and individuals in the Twin Cities break the cycle of poverty. Additionally, Jesse supports the professional and personal growth of VISTA members as they develop the foundational skills to become champions of equitable social change. Jesse holds a B.A. in geography from Colgate University and served as a VISTA member with affordable housing nonprofits in Chicago and Columbus before coming to MCN.

**Michelle Chang** is the policy and equity coordinator at MCN. Her primary focus is building power around Census 2020 in partnership with MCN’s many nonprofit members. She also works internally to ensure that policies and procedures center around ending disparities in power, money, access, and more. Prior to her current position at MCN, Michelle served as MCN’s AmeriCorps VISTA and spent a year working as a foreign English teacher in Yunnan, China, while receiving her masters of international studies in international development with Concordia University - Irvine. She has her B.A. in Asian studies from the College of Saint Benedict.

**Marie Ellis** serves the Minnesota Council of Nonprofits as public policy director. In this role, Marie advances the mission and work of MCN and Minnesota’s nonprofit sector through developing MCN’s policy priorities, advocating on those issues at the state, local, and national levels, and assisting members in advocating on behalf of their organizations. Marie has been working in public policy since her first job, lobbying in Washington, D.C. with Lutheran Immigration and Refugee Service. Since then she has worked at the Minnesota Senate as leadership assistant, Catholic Charities as public policy manager, and the Saint Paul Area Chamber of Commerce as director of public policy and legal counsel. Marie has a B.A. in religion from Concordia College and a law degree from the University of Saint Thomas School of Law.

**Carianne Geerts** is a manager in CLA's nonprofit industry group. She currently works with nonprofit organizations providing numerous services, as well as agreed-upon procedures. Carianne has eight years of experience serving associations, social service organizations, colleges and universities, and other organizations. She has a B.S. in accounting and a B.S. in financial services & corporate finance, both from Northwest Missouri State University. Carianne is a certified public accountant and a member of the Minnesota Society of Certified Public Accountants, the American Institute of Certified Public Accountants, and Minnesota International NGO Network.
Sarah B. Jackson is a loan officer & financial specialist at Propel Nonprofits. Sarah has been working with or for nonprofit organizations in Minnesota for more than a decade in various roles including as executive director of the Minnesota News Council and program director for the Minnesota Newspaper Association. Knowledge of nonprofit finance once eluded her, but now she loves helping nonprofit leaders decipher and understand the often exclusionary language of finance. As a lender, trainer, and partner, Sarah works closely with nonprofits in the upper Midwest supporting their important mission-driven work. She earned degrees in journalism and philosophy from the University of Minnesota.

Becky Johnson, finance manager with WomenVenture, has worked in nonprofit finance for 13 years. She started as an auditor, working primarily with nonprofit clients. In 2009 she moved over to the nonprofit sector, joining the Minnesota Council of Nonprofits. Becky was at the Minnesota Council of Nonprofits for eight years, first as the accountant, then as finance manager. She recently joined the team at WomenVenture, a nonprofit organization that helps women create and grow profitable and sustainable businesses. Becky also serves as a board member of Nonprofit Financial Group and a finance committee member of VEAP.

Kris Kewitsch is the executive director of Charities Review Council. Prior to joining the Council, Kris worked in corporate philanthropy with Target Corporation, U.S. Bank, and Piper Jaffray, directing resources—both human and financial—to nonprofits across the country. Kris attended Gustavus Adolphus College, receiving a B.A. in sociology and anthropology. She has served on numerous boards, including the Corporate Volunteerism Council, National Council on Workplace Volunteerism, and the Volunteer Resource Center (now HandsOn Twin Cities). Kris was named to Twin Cities Business List of 100 to Know in 2017.

Zeeda Magnuson serves as a consultant for HandsOn Twin Cities (HOTC) following 17+ years on staff as a trainer, consultant, and associate director. Zeeda has taught classes for the University of St. Thomas and Hamline University. She offers consultation services and disseminates resource material to organizations interested in building the capacity of their volunteer programs. Her background includes owning a consulting business and 12 years experience as a director of the Business Economics Education Foundation (now Best Prep), a nonprofit that serves K-12 students and teachers. Zeeda is a recipient of the Minnesota Association of Volunteer Administrators’ Excellence in Leadership Award.

Kelly Rietow of Roo Solutions helps leaders and organizations create simple and sustainable solutions to people and process challenges. She excels in aligning human resource and performance management systems with organizational strategies. With broad-based expertise in human resources, organizational development, facilitation, and leadership, Kelly helps leaders and organizations be accountable and effective. Kelly has a particular passion for optimizing the performance of nonprofits and organizations experiencing growing pains. A two-time recipient of the Employers Association Best Practices Award, Kelly earned her MBA from the University of St. Thomas and the professional in human resources certification through the Society for Human Resource Management.

Brian Roemen has 19 years of technical support experience and 13 years of IT consultation experience. Over the past eight years, as co-founder and the lead technician for Brave North Technology, he has worked in a broad range of environments. His expertise is in network administration, computer setup and repair, cloud computing, IT security, and a wide range of hardware and software support for both Mac and PC. With several years of undergraduate teaching in his background, he’s especially passionate about educating people to feel more comfortable with technology.

Jesse Ross’ heart is centered on community development and building authentic relationships, with 12 years of experience in nonprofit and community-based organizations throughout Minneapolis. Jesse works on both program development and direct community engagement, with the goal of empowering people to effectively impact their own communities. Jesse previously served as an area director for Minneapolis Young Life and TreeHouse, where his areas of focus included policy and program development, organizational leadership, diversity and culture, youth and family development, fundraising, outreach, and other initiatives. Currently, he works at The Minneapolis Foundation serving multiple roles in the Community Impact Department, and is also a Roy Wilkins Public Policy Fellow Alumni and a current Ron McKinley philanthropy fellow. He authored the upcoming book Fathers Matter: Leadership Lessons I’ve learned from My Father.

Andrea Sanow is the development coordinator at the Minnesota Council of Nonprofits, where she develops, implements, and evaluates brand and communications strategies to increase the visibility and credibility of the GrantAdvisor website service. She also produces marketing materials, develops presentations for conferences, and manages electronic and print communications efforts related to GrantAdvisor. Andrea holds a B.A. in English and an M.F.A. in nonfiction writing from Augsburg University. She most recently served the nonprofit sector as program assistant at ArtsMidwest. Her previous nonprofit work includes serving organizations working with housing and higher education, respectively. From 2012-2013, she served as a member of the Lutheran Volunteer Corps in San Francisco.

Nonoko Sato is the associate director at the Minnesota Council of Nonprofits. In her role, Nonoko partners closely with MCN’s executive director to chart MCN’s strategic response to organizational and sector challenges. She also plays a role in shaping and implementing the organization’s strategy, including oversight of member services and programs, operations, and financial management, as well as leading the annual planning and budgeting process and guiding new strategic initiatives. She serves as the chair of trustees for BenefitsMN, an association health plan that combines the insurance purchasing power of nonprofits across Minnesota. Prior to joining MCN, Nonoko served for nine years as executive director of SMART, a San Francisco-based nonprofit that provides low-income students access to exceptional education and college success. Originally from Chicago, Nonoko graduated from Carleton College.
Rebecca Slaby leads AMAZEworks in working with schools, communities, and organizations to create equity and belonging for children and adults. She gives workshops on anti-bias education with a focus on cultural responsiveness, bias, identity and stereotype threat, and intercultural communication and conflict, and authored the AMAZEworks middle school curriculum. With a M.Ed. from DePaul University, Rebecca has 15 years of experience teaching middle school humanities and social studies and was the diversity coordinator for Friends School of Minnesota, working on issues of diversity, equity, inclusion, and justice. She has been a racial justice facilitator for the YWCA Minneapolis since 2015. Rebecca has presented at the Overcoming Racism, Minnesota Education Association, NAEYC, MnAEYC, and SPPS Equity Summit conferences and has taught a course on equity-based pedagogy at the University of Minnesota.

Arlene Vernon is a human resource strategist with over 30 years of experience as a consultant and trusted resource for a diverse group of small and medium-sized organizations. She’s seen first-hand what leaders face every day, and her results-oriented consulting and training successfully fills that gap. Having worked with over 500 for-profit and nonprofit organizations since starting her firm HRx in 1992, she partners with leaders to develop and implement do-able strategies to address the short-term challenges and long-term success of your organization. With an MBA and an M.Ed. in counseling, Arlene is both a studied and practiced authority in human resources and human relations. She offers practical, real solutions through her consulting, advising, and training.

Reid A. Zimmerman is a 35+ year veteran leader of Minnesota’s nonprofit sector. Now semi-retired, he has been an executive director, board member, and senior development officer for a number of organizations. Reid served as professor at Hamline, St. Thomas, University of Wisconsin – Superior, and Capella Universities in their Nonprofit and Public Administration programs. He still consults and teaches with nonprofit organizations across the region. He volunteered as member of the MCN Principles and Practices for Nonprofit Excellence committee and the board of evaluators with the Performance Improvement Network. Reid holds a doctorate in organizational development, is credentialed as a certified fundraising executive, and is the author of The Seven Deadly Sayings of Nonprofit Leaders… And How to Avoid Them, (2014) published by Charity Channel Press.

Amanda Ziebell Mawanda is a strategic services consultant at Propel Nonprofits. Amanda has a background in organizational leadership and development, including change management, strategic planning, and board development. She was formerly responsible for providing strategic network development in the areas education equity and faith-based action at the Minnesota Education Equity Partnership and the Episcopal Church in Minnesota, respectively. She has over a decade of experience working in the nonprofit sector as a consultant and is focused on building common vision, igniting creativity, and unleashing energy for positive change. Amanda holds a B.A. in political science and a M.A. in organizational leadership.
Minnesota Council of Nonprofits

The Minnesota Council of Nonprofits (MCN) is the statewide association of over 2,100 nonprofit organizations. Through its website, resource publications, workshops and events, cost-saving programs and advocacy, MCN continually works to inform, promote, connect, and strengthen individual nonprofits and the nonprofit sector.

MCN Staff

Kari Aanestad, Director of Advancement  
Terri Allred, Southeast MN Regional Coordinator  
Mark Buenafior, Operations and Database Coordinator  
Jesse Chang, VISTA Program Manager  
Michelle Chang, Policy and Equity Coordinator  
Ashley Charwood, Northwest MN Regional Coordinator  
Sarah Crumrine, Communications Coordinator  
Amber Davis, Nonprofit Services Assistant  
Tori Dylla, VISTA Leader  
Marie Ellis, Public Policy Director  
Yohannes Ghebru, Finance Manager  
Clark Goldenrod, Senior Policy Analyst  
Betsy Hammer, Policy Advocate  
Annie Harala, Northeast MN Regional Coordinator  
Karl Johnson, Central MN Regional Coordinator  
Nan Madden, Minnesota Budget Project Director  
Paul Masiarchin, Program Director  
Shannon McCraville, Program Coordinator  
Ileana Mejia, Public Policy Advocate  
Laura Mortensen, Minnesota Budget Project Communications Director  
Joe Pederson, West Central MN Regional Coordinator  
Jon Pratt, Executive Director  
Sondra Reis, Director of e-Learning  
Andrea Sanow, Development Coordinator  
Nonoko Sato, Associate Director  
Margie Siegel, Association Health Plan Team Lead  
Charlene Williams, Membership and Database Assistant  
Bradley Wolfe, South Center/Southwest MN Regional Coordinator  
John Wurm, Membership & Communications Director  

MCN Board of Directors

Kenza Hadj-Moussa, TakeAction Minnesota, chair, St. Paul  
Thomas Adams, Better Futures Minnesota, vice-chair, Minneapolis  
Cameron Kruger, Duluth Children’s Museum, vice-chair, Duluth  
Antonio Cardona, Pillsbury United Communities, secretary, Minneapolis  
Robert Benes, Lakes and Pines Community Action Council, Inc., treasurer, Mora  
Eunice Adjei, Create CommUNITY, St. Cloud  
Joel Anastasio, Headwaters Regional Development Commission, Bemidji  
Milpha Blamo, The Minneapolis Foundation, Minneapolis  
Leondra Burchall, St. Paul  
Theresa Gardella, Nexus Community Partners, St. Paul  
Amel Gorani, Carleton College, Northfield  
Karen Koeder, CREST, Fairmont  
Mary LaGarde, Minneapolis American Indian Center, Minneapolis  
Molly Matheson Gruen, Bush Foundation, St. Paul  
Enrique Olivarez, Comunidades Latinas Unidas en Servicio, St. Paul  
Joanna Ramirez Barrett, Minneapolis  
Susan Schmidt, The Trust for Public Land, St. Paul  
Beth Schoeppler, The Loft Literary Center, Minneapolis  
Lori Schwartz, Lakes and Prairies Community Action Partnership, Inc., Moorhead  
Mary Warner, Morrison County Historical Society/Charles A Weyerhaeuser Memorial Museum, Little Falls  
Daryl Yankee, Animal Allies Humane Society, Duluth

University of St. Thomas

With a mission to advance the common good and a tradition of strengthening the nonprofit sector, St. Thomas Executive Education offers a suite of programs designed to increase your organizational impact. From helping you become a more confident and competent leader to fine-tuning your fundraising efforts, you’ll gain new skills that can strengthen your organization and your resume.

St. Thomas Executive Education offers three programs specifically for current and aspiring nonprofit professionals; Fundraising Certificate Series, Mini MBA for Nonprofit Organizations and Institute for Executive Director Leadership, as well as a portfolio of over 30 additional business short courses that help build deep expertise, business acumen or leadership. Serving over 2000 leaders each year, these short courses help professionals do their Monday smarter.

Learn more at stthomas.edu/exced.
CHALLENGE YOURSELF TO CHANGE!

Changemakers see possibility and make it true. They are ready to adapt. Ready to understand the new reality. Looking toward transformation. And ready to find a path forward.

We can’t lead every change. But we can thrive. We can challenge ourselves and others. Challenge to change.

The Minnesota Council of Nonprofits (MCN) invites you explore the change facing your work at the 2019 MCN Annual Conference. Coming to the Mayo Civic Center in Rochester, MN on October 24-25, the conference is the perfect opportunity for professionals from every corner of Minnesota’s nonprofit sector to join together, celebrate our impact, learn from one another, and prepare for another year of opportunities and challenges.

If you’ve never attended this event, there’s not better year to jump in! We hope you and your team will take advantage of early registration savings for this engaging and inspiring event. **MCN members registering by September 25 receive an Early Bird rate of $189—a savings of $40!**

---

**Keynote Address**

During this energizing keynote **Beyond Inclusion, Beyond Empowerment**, Dr. Leticia Nieto will dig into the concepts of diversity, equity, and inclusion through the lens of social change.

**Breakout Sessions**

With 40+ workshops on topics ranging from fundraising and social media to community engagement and financial management, there are learning and networking opportunities for all!

**Nonprofit Awards**

Join MCN and over 700 of your nonprofit peers as we celebrate the inspiring recipients of the Nonprofit Mission Awards and Virginia McKnight Binger Unsung Hero Awards.

---

Learn more or register today at:

[www.mcnannualconference.org](http://www.mcnannualconference.org)
ALL FOR THE COMMON GOOD™

At St. Thomas, that is more than a catchy phrase. We educate students to THINK critically, ACT wisely and WORK skillfully to advance the common good.

Join us!

Fundraising Certificate Series

Mini MBA for Nonprofit Organizations

Institute for Executive Director Leadership

stthomas.edu/execed

Executive Education
Opus College of Business
This conference is brought to you by: