

6th Annual Professional Development Conference

Hilton Knoxville: 501 West Church Avenue, Knoxville, TN 37902

April 17 – 19, 2018

Conference Agenda

| TUESDAY, APRIL 17 | |
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| 9:00 am to 1:00 pm | Registration |
| 1:15 pm to 1:45 pm | Welcome & Logistics |
| 1:45 pm to 3:00 pm | <p>Concurrent Sessions:</p> <p>Spread the Word: Communication Tips and Tricks Just because you build it doesn't mean they will come. You have to spread the word. Attendees will learn ways to reach their target audience to better market their services, events, resources, etc. We will cover best practices for using social media, leveraging partnerships, press outreach and more! <i>Presenter: Shannon Van Hoesen, Appalachian Regional Commission</i></p> <p>Protecting Your Organization, Your Board and Yourself from Harassment Liability (Repeats at 3:15 pm) You don't want to face the prospect of sexual harassment liability. But more importantly you want a workplace free of sexual harassment. What policies should you have in place? How should you respond to an assertion of harassment? What if a supervisor appears to be the problem? How has the law expanded to include harassment on the basis of sexual orientation and gender orientation? What other kinds of harassment can get an employer into trouble today? This session will take a practical look at these questions and more. <i>Presenters: Drake Maynard, DMHR Services, LLC and Robert Joyce, UNC-CH School of Government</i></p> <p>Social Return on Investment (SROI): Measuring Social Impact How does your socially impactful regional development entity measure and express the social good it achieves? What is the true, fiscally-expressed value of your work? The Social Return on Investment (SROI) Methodology enables you to express to stakeholders that "For every \$1 invested into my entity, we have \$XX of social impact." This statement is based on a successfully-piloted methodology that discovers a return ratio for social impact and collates it into easily-expressed, verifiable single-sentence impact statements. <i>Presenters: Faith Knutsen, Ohio University Voinovich School, John Glazer, Ohio University Voinovich School and Bret Allphin, Buckeye Hills Regional Council</i></p> |
| 3:00 pm to 3:15 pm | Break |
| 3:15 pm to 4:30 pm | <p>Concurrent Sessions:</p> <p>Diversity Awareness (Repeats on Thursday at 9:45 am) Whether you're managing a multigenerational or multicultural workforce, diversity is a source of enrichment and opportunity for any organization. Assembling talent from diverse cultural backgrounds helps develop a team with broad knowledge, varied viewpoints and innovative ideas. Understanding cultural diversity is an important aspect of succeeding in any position, and it helps your team become a cohesive and productive unit. This Diversity Awareness course provides team members with the tools to understand and respect people of other cultures. It also enables team members to develop the skills to gain greater understanding and respect from others. The course highlights how to successfully create a climate in which team members appreciate differences and utilize them to improve interaction, increase problem solving and promote innovation. <i>Presenters: Dorinda Byers and Eddy Biehl, D. Byers & Associates</i></p> <p>Protecting Your Organization, Your Board and Yourself from Harassment Liability You don't want to face the prospect of sexual harassment liability. But more importantly you want a workplace free of sexual harassment. What policies should you have in place? How should you respond to an assertion of</p> |

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| | <p>harassment? What if a supervisor appears to be the problem? How has the law expanded to include harassment on the basis of sexual orientation and gender orientation? What other kinds of harassment can get an employer into trouble today? This session will take a practical look at these questions and more.</p> <p><i>Presenters: Drake Maynard, DMHR Services, LLC and Robert Joyce, UNC-CH School of Government</i></p> |
| | <p>Appalachia & the Emerging Internet of Things</p> <p>Internet 1.0 connected our desktops and laptops to the Internet. Internet 2.0 connected our smartphones and tablets to the Internet. Internet 3.0—the Internet of Things (IoT)—will connect infrastructure, industrial equipment, drones, and self-driving cars to the Internet. In this session, we will discuss what Appalachian communities need to know about the Internet of Things to advance local infrastructure development, workforce development, and entrepreneurial development.</p> <p><i>Presenter: Chris Brazell, Appalachian Regional Commission</i></p> |
| 4:30 pm to 5:30 pm | Break |
| 5:30 pm to 7:30 pm | Opening Reception & Welcome to Knoxville |

| WEDNESDAY, APRIL 18 | |
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| 8:00 am to 12:00 pm | Registration |
| 9:00 am to 10:00 am | <p>Opening Plenary: Memory Power - In the First 5 minutes HE will amaze YOU; in the remaining minutes YOU will amaze HIM!</p> <p>Paul Mellor’s energetic memory program will change your way of thinking for the better! In this highly engaging interactive session, you’ll learn from a memory master how fun and easy it is to remember names and faces, speak without notes, beat absent-mindedness, and gain control of your day without the fear of forgetting. The answers are already in your head.</p> <p><i>Presenter: Paul Mellor, Success Links</i></p> |
| 10:00 am to 10:15 am | Break |
| 10:15 am to 11:30 am | <p>Concurrent Sessions:</p> <p>Memory Power In-Depth (Repeats at 3:15 pm)</p> <p>Long before the existence of notepads and smartphones, people had to rely on their memory to get things done. Centuries later, memory is as important as ever. Demonstrating by the use of bricks and chains, Paul Mellor simplifies on how we remember and why we forget. With humor and compassion, you will see instant results for recalling names and faces, speaking without notes, and living without the fear of forgetting.</p> <p><i>Presenter: Paul Mellor, Success Links</i></p> <p>Communication Series Session 1: Basic Communication & Outreach Planning</p> <p>This basic communications workshop will provide a solid foundation for understanding basic communications and outreach strategies useful in day-to-day work. This session creates a baseline understanding that brings meaning to the extended skill-building sessions offered later in the conference.</p> <p>The workshop team will provide an interactive experience designed to increase understanding of basic communications and strategic outreach planning, while also providing templates and sample plans. The team will cover foundational elements, review and use a template for a communication plan, and discuss effective outreach planning.</p> <p><i>Presenters: Erica Allison & Lois Wilberding, Allison Development Group</i></p> <p>Hiring Winning Talent</p> <p>Hiring Winning Talent® is a talent management course that equips managers and team leaders with proven processes and tools to help them master the art and science of identifying and hiring great talent (who will be consistently rated within the top 20 percent of employees). Leaders will learn to implement a structured process that streamlines and enables the successful hiring and retention of winning talent.</p> <p><i>Presenters: Dorinda Byers and Eddy Biehl, D. Byers & Associates</i></p> |

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| 11:30 am to 11:45 am | Break |
| 11:45 am to 1:15 pm | Lunch: Tennessee LDD Highlight |
| 1:15 pm to 1:30 pm | Break |
| 1:30 pm to 2:45 pm | Concurrent Sessions: |
| | <p>Communication Series Session 2: Skill Building in Communication Planning (Using the Tools)</p> <p>This session will review the tools from the basic session, focusing on communication planning, PR and social media and storytelling. Participants will need the completed basic communication plan template and be ready to share it. There will be interactive “stations” that will review plans, offer opportunities for PR and messaging practice, review social media strategies and examples, and finally, create a real-time storytelling video.</p> <p><i>Presenters: Erica Allison & Lois Wilberding, Allison Development Group</i></p> |
| | <p>Developing a Strategic Plan for Your Organization</p> <p>Strategic planning is a powerful management tool that can help organizations focus resources, establish priorities, create action plans, and respond to change. This popular workshop provides tools for developing and implementing a strategic plan that can strengthen any organization’s effectiveness.</p> <p>Topics include:</p> <ul style="list-style-type: none"> • Who should be involved in developing a strategic plan and how to obtain input • Reviewing/updating an organization’s mission and vision • Setting organizational goals and creating strategies to turn them into action • Using a strategic plan to steer and manage an organization • Maintaining a strategic plan and keeping it relevant <p>Note: This workshop will not create a strategic plan for your organization, which generally takes 2–4 days. Instead, it explains the creation steps and processes involved.</p> <p><i>Presenters: Paul Mastrodonato, Nonprofit Works</i></p> |
| | <p>Using Google Forms</p> <p>A form makes it easier to capture, organize and edit information. It's a great idea to use a form if you need to enter a lot of data for a list or capture results for a survey. Attend this hands-on-session (with your laptop) to learn about this easy way to collect information from users in the same organization, or from anyone in the world! Learn how to collect and organize information - big and small!</p> <p><i>Presenter: Allen Casto, Marietta Company</i></p> |
| 2:45 pm to 3:00 pm | Break |
| 3:00 pm to 4:15 pm | Concurrent Session: |
| | <p>Memory Power In-Depth (Repeat from 10:15 am)</p> <p>Long before the existence of notepads and smartphones, people had to rely on their memory to get things done. Centuries later, memory is as important as ever. Demonstrating by the use of bricks and chains, Paul Mellor simplifies on how we remember and why we forget. With humor and compassion, you will see instant results for recalling names and faces, speaking without notes, and living without the fear of forgetting.</p> <p><i>Presenter: Paul Mellor, Success Links</i></p> |
| | <p>Communication Series Session 3: Skill Building in Community Outreach</p> <p>This session will unpack the tools related to community outreach, while also providing the opportunity to use a template for building an individualized outreach strategy. Work in small groups and share findings in order to gain feedback and new ideas. Creation of surveys and using tools to gather input will also be a featured.</p> <p><i>Presenters: Erica Allison & Lois Wilberding, Allison Development Group</i></p> |
| | <p>Building an Effective Board of Directors</p> <p>Most nonprofit boards of directors focus on helping their organizations be more effective, but few give the same attention to how the board itself could do its job better. A truly effective board understands its role and</p> |

responsibilities in the context of the entire organization, and monitors and improves its own performance on a regular basis. Those that do so find it actually makes their jobs easier. Topics include:

- Assessing a board's needs and recruiting new members
- Responsibilities and expectations of board members
- Using a "job description" as a means of guiding a board
- Structuring relationships between the board, committees and staff
- Using committees to do the work of the board

Presenters: Paul Mastrodonato, Nonprofit Works

THURSDAY, APRIL 19

8:00 am to 9:30 am

Opening Plenary/Breakfast - Results of DDAA Training Program Internship

Presenters: Misty Casto, Buckeye Hills Regional Council and Michele Morrone, Ohio University

9:30 am to 9:45 am

Break

9:45 am to 10:30 am

Concurrent Session:

Working on Workforce: How Partnerships & Collaboration Can Lead to Improved Lives

Creating a Workforce Development Community is essential to a successful, regional workforce development approach. Representatives from social service organizations, regional development districts, educational institutions and local economic development professionals working together and sharing information on services they provide and the roles they play in the community and region will lead to increased job placement and enhanced regional economic development opportunities.

Presenters: Flite Freimann, Washington County JFS and Bret Allphin, Buckeye Hills Regional Council

Diversity Awareness (Repeat from Tuesday)

Whether you're managing a multigenerational or multicultural workforce, diversity is a source of enrichment and opportunity for any organization. Assembling talent from diverse cultural backgrounds helps develop a team with broad knowledge, varied viewpoints and innovative ideas. Understanding cultural diversity is an important aspect of succeeding in any position, and it helps your team become a cohesive and productive unit. This Diversity Awareness course provides team members with the tools to understand and respect people of other cultures. It also enables team members to develop the skills to gain greater understanding and respect from others. The course highlights how to successfully create a climate in which team members appreciate differences and utilize them to improve interaction, increase problem solving and promote innovation.

Presenters: Dorinda Byers and Eddy Biehl, D. Byers & Associates

Using Excel Forms

A form makes it easier to capture, organize and edit information. It's a great idea to use a form if you need to enter a lot of data for a list or capture results for a survey. Attend this hands-on-session (with your laptop) to learn about this easy way to collect information from users in the same organization, or from anyone in the world!

Presenters: Allen Casto, Marietta Company

10:30 am to 10:45 am

Break

10:45 am to 11:30 pm

Closing Plenary: Where Are You Boston?

A runner's inspirational message about a journey across America, without knowing that Boston was closer than he thought.

Presenter: Paul Mellor, Success Links

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