



August 10-12, 2015 • Atlanta, GA

JW Marriot Atlanta Buckhead

Program Overview

Monday, August 10

- 5:00pm — 6:00pm** **FEREP Alumni Program**
- 6:00pm — 8:00pm** **REGISTRATION**
- 6:30pm — 8:00pm** **New Federation Professionals Program: **FEDERATION 101****
Debra Stein, *Senior Director of Community Consulting and Development, JFNA*
- 8:00pm — 9:30pm** **OPENING PROGRAM: **Storytelling for Success****
Deborah Grayson Riegel, *Head Coach, MyJewishCoach*

Tuesday, August 11

- 7:30am—8:00am** **BREAKFAST**
- 8:00am — 8:30am** **WELCOME—OPENING PROGRAM**
- 8:30am—10:45am** **COURSE BLOCK 1**
 - ▶ **Campaign 101 – Part 1**
Mariam Shpeen Feist, *Chief Development Officer, Jewish Federation of Greater Dallas (Additional faculty – TBA)*
 - ▶ **Constructive Candor: A Framework for Effective Communication**
Drew Kugler, *Founder, The Kugler Company*
 - ▶ **Creating a Planning Professional’s Toolkit: Skills & Perspectives – Part 1**
Amanda Abrams, *Vice President, Community Impact, Jewish Federation of Greater Atlanta*
Dale Glasser, *Senior Director, Consulting & Community Development, JFNA*
 - ▶ **MOVES Management**
Michael Balaban, *Chief Development Officer, Jewish Federation of Greater Atlanta*
 - ▶ **New Endowment Professionals Institute – Part 1**
Kathryn Miree, *President, Kathryn W. Miree & Associates, Inc.*
 - ▶ **Supervisor as Coach – Part 1**
Deborah Grayson Riegel, *Head Coach, MyJewishCoach*

Tuesday, August 11

11:00am—1:15pm

COURSE BLOCK 2

- ▶ **Campaign 101 – Part 2**
 Mariam Shpeen Feist, *Chief Development Officer, Jewish Federation of Greater Dallas*
(Additional faculty – TBA)
- ▶ **Community Campaign: A Targeted Approach to Reaching Donors Giving Under \$1,000**
 Lesley Cole, *Community Campaign, Jewish Federation of San Diego County*
- ▶ **Creating a Federation Presence on LinkedIn: Tools, Resources & Strategies**
 Carolina Velasco, *Senior Nonprofit Relationship Manager, LinkedIn*
- ▶ **Creating a Planning Professional’s Toolkit: Strategies & Partnerships – Part 2**
 Amanda Abrams, *Vice President, Community Impact, Jewish Federation of Greater Atlanta*
 Dale Glasser, *Senior Director, Consulting & Community Development, JFNA*
- ▶ **Effective Facilitation: Setting Yourself Up for Success**
 Drew Kugler, *Founder, The Kugler Company*
- ▶ **New Endowment Professionals Institute – Part 2**
 Kathryn Miree, *President, Kathryn W. Miree & Associates, Inc.*
- ▶ **Supervisor as Coach – Part 2**
 Deborah Grayson Riegel, *Head Coach, MyJewishCoach*

1:30pm—2:30pm

LUNCH

2:45pm—5:00pm

COURSE BLOCK 3

- ▶ **Become a Fundraising Casanova: Advanced Solicitation Skills Bootcamp**
 Jonah Halper, *Managing Director, ALTRUICITY*
- ▶ **Digital Details: Making an Impact Online**
 Andy Crestodina, *Co-Founder/Strategic Director, Orbit Media Studios*
- ▶ **New Endowment Professionals Institute – Part 3**
 Kathryn Miree, *President, Kathryn W. Miree & Associates, Inc.*
- ▶ **Supervisor as Coach –Part 3**
 Deborah Grayson Riegel, *Head Coach, MyJewishCoach*
- ▶ **There IS an “I” in Team: Individual Dynamics in Effective Teamwork**
 Drew Kugler, *Founder, The Kugler Company*

Tuesday, August 11

2:45pm—5:00pm	COURSE BLOCK 3 – CONTINUED
	<ul style="list-style-type: none"> ▶ Turning Data into Action Amanda Abrams, <i>Vice President, Community Impact, Jewish Federation of Greater Atlanta</i> Laurence Kotler-Berkowitz, <i>Director, Research and Analysis, JFNA</i>
5:15pm—6:30pm	OPEN SPACE
6:30pm – on	FREE EVENING

Wednesday, August 12

7:30am—9:00am	BREAKFAST PROGRAM
9:15am — 12:15pm	<p>DALE CARNEGIE LEADERSHIP INSTITUTE</p> <ul style="list-style-type: none"> ▶ Handling Difficult Conversations ▶ Influencing Others to Action ▶ Step Up to Leadership
12:30pm — 2:00-pm	<p>LUNCH & LEARN ELECTIVES</p> <ul style="list-style-type: none"> ▶ Campaign for Non-Campaign Professionals Debra Stein, <i>Senior Director of Community Consulting and Development, JFNA</i> ▶ Israel & Overseas in your Federation Toolbox ▶ Managing Your Career Carin Maher, <i>Talent Acquisition Executive, Mandel Center for Leadership Excellence, JFNA</i> ▶ Overcoming Obstacles to Time Management Elissa Maier, <i>Vice President, Mandel Center for Leadership Excellence, JFNA</i> ▶ Planned Giving & Endowment for Non-Endowment Professionals Itai D. Tsur, JD, MBA, <i>Senior Endowment Counsel, Jewish Federation of Greater Atlanta</i> ▶ Professional Judaism 101
2:00pm – 3:00pm	Meet Your JFNA Professionals