

Program



SEMINAR FOR FEDERATION PROFESSIONALS

August 10 -12, 2015 • Atlanta, GA • JW Marriot Atlanta Buckhead

Monday, August 10

5:00pm — 6:00pm <i>Charlotte</i>	FEREP Alumni Program
6:00pm — 8:00pm <i>Foyer Salon IV</i>	REGISTRATION
6:30pm — 8:00pm <i>Atlanta</i>	New Federation Professionals Program: FEDERATION 101 Debra Stein, <i>Senior Director of Community Consulting and Development, JFNA</i>
8:00pm — 9:30pm <i>Salon III-VI</i>	OPENING PROGRAM: <i>Storytelling for Success</i> Deborah Grayson Riegel, <i>Head Coach, MyJewishCoach</i>

Tuesday, August 11

7:30am—8:00am <i>Salon III-VI</i>	BREAKFAST
8:00am — 8:30am <i>Salon III-VI</i>	OPENING & WELCOME Michael Horowitz, <i>President/CEO, Jewish Federation of Greater Atlanta</i>
8:30am—10:45am	COURSE BLOCK 1
<i>Salon I</i>	▶ Campaign 101 – Part 1 Mariam Shpeen Feist, <i>Chief Development Officer, Jewish Federation of Greater Dallas</i> Jessica Brown Smith, <i>Director, Campaign and Financial Resource Development, Jewish Federation of Greater Pittsburgh</i>
<i>Salon II</i>	▶ Constructive Candor: A Framework for Effective Communication Drew Kugler, <i>Founder, The Kugler Company</i>
<i>Columbia</i>	▶ Creating a Planning Professional’s Toolkit: Skills & Perspectives – Part 1 Amanda Abrams, <i>Sr. V.P. of Strategy, Planning and Impact, Jewish Federation of Greater Atlanta</i> Dale Glasser, <i>Planning Consultant</i>
<i>Richmond</i>	▶ MOVES Management Michael Balaban, <i>Chief Development Officer, Jewish Federation of Greater Atlanta</i> Lindsay Borenstein, <i>Community Volunteer, Jewish Federation of Greater Atlanta</i> Caroline Swan, <i>Director of CRM, Jewish Federation of Greater Atlanta</i>
<i>Nashville</i>	▶ New Endowment Professionals Institute – Part 1 Kathryn Miree, <i>President, Kathryn W. Miree & Associates, Inc.</i>
<i>Tallahassee</i>	▶ Supervisor as Coach – Part 1 Deborah Grayson Riegel, <i>Head Coach, MyJewishCoach</i>

Tuesday, August 11**11:00am—1:15pm****COURSE BLOCK 2***Salon I*▶ **Campaign 101 – Part 2**

Mariam Shpeen Feist, *Chief Development Officer, Jewish Federation of Greater Dallas*
 Jessica Brown Smith, *Director, Campaign and Financial Resource Development, Jewish Federation of Greater Pittsburgh*

Richmond▶ **Community Campaign: A Targeted Approach to Reaching Donors Giving Under \$1,000**

Lesley Cole, *Community Campaign, Jewish Federation of San Diego County*

Atlanta▶ **Creating a Federation Presence on LinkedIn: Tools, Resources & Strategies**

Carolina Velasco, *Senior Nonprofit Relationship Manager, LinkedIn*

Columbia▶ **Creating a Planning Professional's Toolkit: Strategies & Partnerships – Part 2**

Amanda Abrams, *Sr. V.P. of Strategy, Planning and Impact, Jewish Federation of Greater Atlanta*
 Dale Glasser, *Planning Consultant*

Salon II▶ **Effective Facilitation: Setting Yourself Up for Success**

Drew Kugler, *Founder, The Kugler Company*

Nashville▶ **New Endowment Professionals Institute – Part 2**

Kathryn Miree, *President, Kathryn W. Miree & Associates, Inc.*

Tallahassee▶ **Supervisor as Coach – Part 2**

Deborah Grayson Riegel, *Head Coach, MyJewishCoach*

1:30pm—2:30pm*Salon III-VI***LUNCH PROGRAM****2:45pm—5:00pm****COURSE BLOCK 3***Salon I*▶ **Become a Fundraising Casanova: Advanced Solicitation Skills Bootcamp**

Jonah Halper, *Managing Director, ALTRUICITY*

Atlanta▶ **Digital Details: Making an Impact Online**

Andy Crestodina, *Co-Founder/Strategic Director, Orbit Media Studios*

Nashville▶ **New Endowment Professionals Institute – Part 3**

Kathryn Miree, *President, Kathryn W. Miree & Associates, Inc.*

Tallahassee▶ **Supervisor as Coach –Part 3**

Deborah Grayson Riegel, *Head Coach, MyJewishCoach*

Salon II▶ **There IS an “I” in Team: Individual Dynamics in Effective Teamwork**

Drew Kugler, *Founder, The Kugler Company*

Columbia▶ **Turning Data into Action**

Amanda Abrams, *Sr. V.P. of Strategy, Planning and Impact, Jewish Federation of Greater Atlanta*
 Laurence Kotler-Berkowitz, *Director, Research and Analysis, JFNA*

Tuesday, August 11

5:15pm—6:30pm
Salon III-VI

OPEN SPACE

6:30pm – on...

FREE EVENING

Wednesday, August 12

7:30am—8:00am
Salon III-VI

BREAKFAST

8:00am—9:00am
Salon III-VI

BREAKFAST PROGRAM**Mentoring Millennials**

Richard Friedman, *Executive Director, Birmingham Jewish Federation*

Samantha Dubrinsky, *Staff Associate, Birmingham Jewish Federation*

Daniel Odrezin, *Assistant Executive Director, Birmingham Jewish Federation*

9:15am —12:15pm
Salon I

DALE CARNEGIE LEADERSHIP INSTITUTE

› **Handling Difficult Conversations**

Caryn Vincent, *Corporate Master Trainer, Dale Carnegie Training*

Salon II

› **Influencing Others to Action**

Fil Ionata, *Certified Instructor, Dale Carnegie Training*

Atlanta

› **Step Up to Leadership**

David Anderson, *Corporate Senior Trainer, Dale Carnegie Training*

12:30pm —2:00-pm

LUNCH & LEARN ELECTIVES

Salon II

› **Campaign for Non-Campaign Professionals**

Debra Stein, *Senior Director of Community Consulting and Development, JFNA*

Richmond

› **Israel & Overseas in Your Federation Toolbox**

Dahlia Bendavid, *Director of Israel and Overseas, Greater Miami Jewish Federation*

Tallahassee

› **Managing Your Career**

Carin Maher, *Talent Acquisition Executive, Mandel Center for Leadership Excellence, JFNA*

Atlanta

› **Overcoming Obstacles to Time Management**

Elissa Maier, *Vice President, Mandel Center for Leadership Excellence, JFNA*

Salon I

› **Planned Giving & Endowment for Non-Endowment Professionals**

Itai D. Tsur, JD, MBA, *Senior Endowment Counsel, Jewish Federation of Greater Atlanta*

Columbia

› **Professional Judaism 101**

Rabbi Neil Sandler, *Senior Rabbi of Ahavath Achim Synagogue*

2:00pm – 3:00pm
Salon III-VI

Meet Your JFNA Professionals