

# WYOMING NONPROFIT CONFERENCE

AUGUST 2nd & 3rd, 2016 LITTLE AMERICA HOTEL, CHEYENNE



Dear Friends,

Welcome to the 2016 Wyoming Nonprofit Conference! I am delighted to have you with us as we tackle the issues important to the nonprofit community.

Our goal for this conference is to provide Wyoming nonprofit leaders, board members and staff with quality speakers who have “real world” experience. All of the presenters have been asked to deliver presentations with useful, hands-on information and resources to make it easier for you to actually do your job and fulfill your organization’s mission.

I encourage you to reach out to our speakers with any questions you might have along the way. I also encourage you to take advantage of the additional resource here at the conference: your fellow attendees. Discuss roadblocks, share successes and look for opportunities for collaboration.

I hope you enjoy an incredible two days that will strengthen your nonprofit and give you “Tools for Success.” Thank you for joining us as we work together for Wyoming’s nonprofit community.

Kind Regards,

A handwritten signature in black ink, reading 'Craig Showalter'.

Craig Showalter, President  
Wyoming Community Foundation



# AGENDA



TUESDAY, AUGUST 2	COMMUNICATION (Wyoming A)	GOVERNANCE (Wyoming B)	FUNDRAISING (Wyoming C)	ADVOCACY/RESULTS (Wyoming D)	VOLUNTEERISM/SERVICE (TBD)
10:00-11:45AM	<b>Digital &amp; Targeted Marketing for the Nonprofit Organization</b> Joanna and Jared Kail, Wyoming Inc.	<b>Investment Policy: The Board's Fiduciary Duty</b> Will Thorpe, The Mason Company	<b>The Art and Science of Successful Giving</b> Nick Tedesco + Melanie Ormos, JP Morgan Philanthropy Centre	<b>Nonprofit Finance 101</b> Misty Gehle, Wyoming Community Foundation	<b>Strategic Sustainability</b> Jessamyn Luiz, Dialogues in Action, LLC & Nuriéh Glasgow, ServeWyoming
11:45AM-12:00PM	<b>BREAK</b>				
12:00-12:30PM	<b>LUNCH</b> – sponsored by Cameco & Sweetwater River Conservancy				
12:30-1:30PM	<b>LUNCH PLENARY</b> – <i>Ty Bennett</i> , The Power of Storytelling				
1:45-3:15PM	<b>Partnership is the New Leadership</b> Ty Bennett	<b>Critical Policies for Nonprofits</b> Billie Addleman, Hirst Applegate & Affie Ellis, Ellis Public Affairs	<b>Making Fundraising Events Work for Your Organization</b> Rebecca Taggart, Buffalo Bill Center of the West	<b>Overlooked &amp; Undercounted: Struggling to Make Ends Meet in Wyoming</b> Lisa Manzer, Center for Women's Welfare	<b>The Art &amp; Practice of Evaluation</b> Jessamyn Luiz, Dialogues in Action, LLC & Nuriéh Glasgow, ServeWyoming
3:15-3:30PM	<b>BREAK</b>				
3:30-5:00PM	<b>Who the Heck are You? Creating Consistency in Your Nonprofit's Brand</b> Micah Richardson, Wyoming Community Foundation	<b>Secrets to Getting Funded from Those Who Write the Checks</b> Proctor, Judi Smith Panelists, Diane Harrop, Kim Love & Kelly Bruggeman	<b>Google in the Workplace: Workflow, Documents, Adwords and More!</b> Snehal Thakkar, Google	<b>The State of the State of Children &amp; Families in WY KIDS COUNT Data Book</b> Jessica Schillinger, Wyoming Survey & Analysis Center	<b>National Service and You: Resources for Wyoming</b> Shelly McAlpin & Nuriéh Glasgow, ServeWyoming; Jessamyn Luiz, Dialogues in Action
5:00-6:30 PM	<b>COCKTAIL RECEPTION</b>				
6:30PM	<b>DINNER/AWARDS PRESENTATION</b> – <i>Andrea Pactor, Women's Philanthropy Institute</i> – Dinner/Awards Presentation sponsored by First Interstate Bank				
WEDNESDAY, AUGUST 3					
8:00-8:30AM	<b>BREAKFAST</b> – sponsored by First Interstate Bank				
8:30-9:30AM	<b>WHAT! ME FUNDRAISE? BOARDS AND THE "F" WORD</b> – Judi Smith, AZ Community Foundation				
9:30-9:45AM	<b>BREAK</b>				
9:45-11:00AM	<b>Google Analytics and Search Engine Optimization</b> Snehal Thakkar, Google	<b>Good Governance vs Good Management – Who is responsible?</b> Craig Showalter, Wyoming Community Foundation	<b>In Our Own Voices: Women's Perspectives on Philanthropy Panel Discussion</b> Proctor, Andrea Pactor Panelists, Mickey Babcock, Mary Kay Love and Julie Stone Sponsored by the Equipoise Fund	<b>Building Communities Where Children &amp; Families Thrive: Strategies</b> Michelle Sullivan, Sullivan & Associates; Center for Inspired Learning Environments	<b>Higher Skilled Volunteer Recruitment and Programming</b> Jessica Stanbury, ServeWyoming
11:00AM-12:00PM	<b>Nonprofit Sector Report</b> – Jody Shields, Wyoming Nonprofit Network				

## TUESDAY, AUGUST 2nd

10:00-11:45AM

### **Digital & Targeted Marketing for the Nonprofit Organization**

Joanna and Jared Kail, Wyoming Inc.

With more avenues than ever to market your organization, it's essential to isolate your audience and develop the most effective way to communicate to them.

In this course organizations will learn the difference between marketing for an organization as a whole versus reserving marketing funds for targeted fundraisers. Are there advantages or disadvantages of choosing one over the other? What are best practices to integrate marketing strategies into both? We will also focus on digital/social media marketing and tools to reduce time spent on creating and sharing posts, as well as focus on what's important to the reader and why less is more.

### **Investment Policy: The Board's Fiduciary Duty**

Will Thorpe, The Mason Company

Nonprofit board members act as fiduciaries for their organization's investments. What should board members consider when reviewing or redrafting their investment policy statements? Is your current policy appropriate and does it include enough information? This session will cover the key items to include in your investment policy and why each section is important.

### **The Art and Science of Successful Giving**

Nick Tedesco + Melanie Ormos, JP Morgan Philanthropy Centre

The philanthropic landscape is ever-changing. Individuals and families continue to struggle with how to maximize the impact of their giving. Join Nick Tedesco and Melanie Ormos of the J.P. Morgan Private Bank Philanthropy Centre to discuss the latest giving trends and explore how high net worth individuals build an effective giving strategy. The conversation will be interactive and designed to evoke a dialogue around the role of philanthropy in our society.

### **Nonprofit Finance 101**

Misty Gehle, Wyoming Community Foundation

Learn the basics of creating financial statements and budgets that will help present your organization successfully before donors and the community. Also, discuss internal controls & fiduciary responsibility and what they mean to an organization and its board.

### **Strategic Sustainability**

Jessamyn Luiz, Dialogues in Action, LLC &

Nuriéh Glasgow, ServeWyoming

Strategy is a powerful tool to guide your team or organization to a more effective and sustainable future. But for strategy to successfully get you where you want to go you must engage in the "why" before the "what." You must set your sights on the impact you intend in order to illuminate the path forward. This workshop will introduce tools to help you clarify the "why" behind your strategy and establish a framework to guide your strategic choices to promote sustainability.

12:30-1:30PM

### **Lunch Plenary**

Ty Bennett

In this program, Ty teaches the art of storytelling as a key communication and sales strategy. He provides attendees with the mindset, skill set and toolset to fundraise effectively through storytelling.

People love stories. More importantly, stories engage emotion which prompts people to respond, take action or give to your organization. We are all in the people business. We are all communicators. We are all involved in selling products, services, ideas. Storytelling is the most influential form of communication because we're all emotional creatures.

1:45-3:15PM

### **Partnership is the New Leadership**

Ty Bennett

Over the last five years a survey of more than 5000 leaders asked one question... what do you want from your people? The answer was consistently... commitment. What builds commitment is the leader's approach to building relationships, providing value, creating buy-in and communicating with influence. Using case studies of leaders and organizations whose culture and growth is built through partnership-based leadership, Ty will share proven strategies and techniques to increase the commitment of your people.

### **Critical Policies for Nonprofits**

Billie Adleman, Hirst Applegate & Affie Ellis, Ellis Public Affairs

Participate in a dialogue about essential policies for nonprofits. This presentation will include an open discussion on common governance and policy issues facing nonprofits.

### **Making Fundraising Events Work for Your Organization**

Rebecca Taggart, Buffalo Bill Center of the West

This workshop will help you determine whether you are holding a "fundraising" or "friendraising" event. Learn what to do (and what not to do) in planning an event for non-profits of all sizes. Figure out where to start, how to market your event, and ways to make your event a success.

### **Overlooked & Undercounted:**

#### **Struggling to Make Ends Meet in Wyoming**

Lisa Manzer, Center for Women's Welfare

One out of five households in Wyoming have incomes below the Self-Sufficiency Standard. This session will explore recently released data that reveals how much it costs to make ends meet in Wyoming and the demographic and employment characteristics of households that lack adequate income.

#### **The Art & Practice of Evaluation**

Jessamyn Luiz, Dialogues in Action, LLC

& Nuriéh Glasgow, ServeWyoming

Anyone tasked with the responsibility of making a difference in the lives of others needs a way to evaluate progress. Too often, our evaluations fail to give us a crisp and clear picture of what is happening as a result of our work. Our evaluations are often burdensome, perfunctory, and unwieldy—a chore to perform, not an exciting discovery of the keys to causing human impact. We tend to measure the wrong things in the wrong ways. This session will provide an orientation to the ideas of effective evaluation and explore simple and elegant ways of proving and improving your impact through evaluation.

3:30-5:00PM

### **Who the Heck are You?**

#### **Creating Consistency in Your Nonprofit's Brand**

Micah Richardson, Wyoming Community Foundation

Do you ever avoid creating marketing materials because you don't know where to start, you don't know design or because marketing takes too much time? Or, perhaps, your marketing materials look as though they were created by 100 different people (or even two) with a few differing ideas?

In this session you'll walk away with tools, rules and strategies to help you create a consistent look that will resonate with your donors and supporters. Please bring your marketing materials (and not just the pretty ones) and your computer if you've got one, to this session.

### **Secrets to Getting Funded from Those Who Write the Checks**

Proctor Judi Smith; Panelists, Diane Harrop & Kelly Bruggeman  
From the mouths of a funder and a philanthropist, gain insights into what it really takes to gain approval for your project. Is it collaboration? A track record? ROI? Impact? Quality of staff? All or none of the above? Attend and listen for the answers to move your organization forward.

### **Google in the Workplace:**

#### **Workflow, Documents, Adwords and More!**

Snehal Thakkar, Google

This session will describe Google for Nonprofits, an initiative that provides nonprofits access to a wide variety of Google apps to help their organization. We will dig into how to use Gmail, Google Drive, YouTube and even discuss Google grants for nonprofits. The focus of the discussions will be at the beginner level with attention on helping nonprofits get started on using Google for nonprofits.

### **The State of the State of Children & Families in WY KIDS COUNT Data Book**

Jessica Schillinger, Wyoming Survey & Analysis Center  
Jessica will introduce the online version of Wyoming KIDS COUNT 2016. She will explore some of the county profiles and introduce the Kids Count Data Center, showing participants how easy it is to obtain the most current data on Wyoming children and families.

### **National Service and You: Resources for Wyoming**

Shelly McAlpin & Nuriéh Glasgow, ServeWyoming;

EJessamyn Luiz, Dialogues in Action

Wyoming's National Service Partners, ServeWyoming and the Corporation for National and Wyoming's National Service Partners, ServeWyoming and the Corporation for National and Community Service will provide a session related to National Service grants and discuss the different streams of service, how these options can help your nonprofit grow, the various applications and what kind of programs each is seeking to fund.

## **WEDNESDAY, AUGUST 3rd**

### **8:30-9:30AM**

#### **What! Me Fundraise? Boards and the "F" Word**

Judi Smith, AZ Community Foundation

Asking for money is hard for most people. Yet, responsibility for the fiscal health of a nonprofit rests squarely with the board. "Fundraising" is one of those F words that makes up fiscal health. Board members can learn about how to ask and staff should take away some ideas on how your board members can help you fundraise without turning anything into a four-letter word.

### **9:45-11:00AM**

#### **Google Analytics and Search Engine Optimization**

Snehal Thakkar, Google

In this talk we will dive into three specific tools that Google offers for nonprofits namely Google Analytics, Google Grants, and brief overview of optimizing your websites for search engines. While the discussion will start at beginner level, some knowledge of websites and interest in making your nonprofit known to rest of the world will make this session more helpful.

#### **Good Governance vs Good Management – Who is responsible?**

Craig Showalter, Wyoming Community Foundation

How do you differentiate the roles and expectations of governing board members vs. an organization's chief executive? How do you define the appropriate approach by board members, relative to the organizations leadership and the "Life Cycle Stage" of the nonprofit organization? This session will address these and other "board vs. organization" topics of the nonprofit world. Craig will share with attendees the seven guiding questions that help boards evaluate and guide how they govern an organization without micro-managing leadership and staff. Nonprofit executives and board members are encouraged to attend this session. Q&A will be encouraged during the session, so come with your specific challenges and questions.

#### **In Our Own Voices: Women's Perspectives on Philanthropy Panel Discussion**

Andrea Pactor; Panelists, Mickey Babcock,

Mary Kay Love and Julie Stone

According to Inside Philanthropy, there are two trends for women in philanthropy: the growing financial muscle of women and women's growing leadership. Join us to hear perspectives from leaders in the philanthropic community.

### **Building Communities Where Children & Families Thrive: Strategies**

Michelle Sullivan

Wyoming's current narrative of a small town with long streets where we take care of our own, is not a storyline that applies to all. The working poor, and in particular their children, pay the price for inequality in Wyoming. In this session we'll look at the specific challenges in early childhood education in your community. We'll ask where we need to raise the bar and help mothers and families that are most vulnerable, and examine how community advocates think beyond school readiness to build and foster the capacity of everyone who has a relationship with expecting mothers, their partners and young children, particularly ages 0-3.

### **Higher Skilled Volunteer Recruitment and Programming**

Jessica Stanbury, ServeWyoming

The resources of nonprofits across the nation are being stretched like never before. To maintain current levels of service, and increase capacity to meet growing challenges, nonprofits must access a variety of skills and expertise that may not be available within the organizations themselves. In this session, we will discuss an innovative approach that takes advantage of individuals' skills and experience to help organizations build and sustain their capacity.

### **11:00AM-12:00PM**

#### **Nonprofit Sector Report**

Jody Shields, Wyoming Nonprofit Network

The recently released Wyoming Nonprofit Sector Report outlines the breadth and scope of Wyoming's nonprofits and highlights the sector's combined economic impact. Jody Shields, Wyoming Nonprofit Network, will provide an overview of the report as well as additional information about the current state of the sector.

## KEYNOTE SPEAKER: TY BENNETT



When Ty was 21 years old, he and his brother Scott started a business in direct sales, which they built to over \$20 million in annual revenue while still in their twenties. As a young entrepreneur, Ty continues to engage his team's focus to grow sales. He has developed over 500 sales managers globally

with sales and leadership in 37 countries. In his talks, Ty uses the power of influence and storytelling to provide audiences with tangible techniques that will increase their influence and their impact as leaders and as salespeople.

With a natural ability to engage and empower others, Ty draws on his experience in the trenches to share real and tangible techniques about the principles of leadership that continue to create his success. The founder of Leadership Inc., who has been featured as one of the Top 40 Under 40, Ty is a young fresh voice providing interactive presentations that are engaging, dynamic and inspiring.

His clients include some of the most recognizable brands in the world such as: Coca-Cola, Subway, Wounded Warrior Project, Blue Cross Blue Shield and Remax. Ty has shared the stage with celebrities, Olympians and world-renowned thought leaders such as President Bush and President Clinton. Ty's best-selling books – *The Power of Influence: Increase Your Income and Personal Impact* and *The Power of Storytelling: The Art of Influential Communication* - are used in graduate courses at multiple universities including MIT, as today's version of "How to Win Friends and Influence People." Ty lives in Utah with his wife Sarah, daughters Andie and Lizzy and sons Tanner and Drew.

## BILLIE ADDLEMAN



Billie Addleman is a partner at the Cheyenne law firm of Hirst Applegate, LLP, where he practices civil litigation with a focus on professional liability, medical malpractice and licensing matters.

Billie has served on numerous local and statewide organizations and boards, including the Wyoming Community Foundation, the Laramie County Community College Foundation, the Cheyenne Meals on Wheels Foundation and the Friends of the Cheyenne Botanic Gardens Foundation. He also currently serves on the University of Wyoming, College of Law Advisory Board.

## MICKEY BABCOCK



Mickey lives in Jackson, Wyoming, and is the founder of The Equipoise Fund, a private charitable foundation whose mission is to energize, enrich and encourage the vision, voice and visibility of the women and girls of Wyoming.

Prior to establishing the Equipoise Fund, Mickey helped set up the Women's Foundation for a Greater Memphis, where she saw the power of gender specific funding and focus. Mickey completed her B.A. in anthropology/sociology from Rhodes College in TN, and used the knowledge to inform her view of philanthropy for Equipoise.

Mickey is an Honorary Trustee of the Wyoming Women's Foundation, a board member and secretary of the Teton Science School, and a board member of the Grand Teton Association. She lives with her golden retriever, Zeke, and Cyrus (aka, psycho cy) her yellow lab.

## KELLY BRUGGEMAN



Kelly Bruggeman is the Executive Director of First Interstate BancSystem Foundation, the charitable affiliate of First Interstate Bank which is an \$8.6 billion community banking organization, with online and mobile banking services, throughout Montana, Wyoming and South Dakota.

Kelly has been with First Interstate BancSystem since 1980 and First Interstate Foundation since it was formed in 1990. AS a senior manager and the Foundation's executive director, Kelly works with the branches in carrying out their Commitment to Community and is responsible for First Interstate's philanthropic activities such as donations, grants, employee gift and volunteer matching, and several financial literacy projects including student run savings banks.

Kelly was a founding board member of NeighborWorks Montana and the Montana Financial Education Coalition. She also served on the boards of the Montana Nonprofit Association and Philanthropy Northwest. Kelly currently serves on the boards of COR Enterprises in Billings, Montana, the Montana Community Foundation, and the Women's Foundation of Montana. She is also a member of Boston College Center for Corporate Citizenship, Council on Foundation and Philanthropy Northwest.

## AFFIE ELLIS



Affie Ellis is the president of Ellis Public Affairs, a Cheyenne-based government and public relations firm.

Prior to joining Ellis Public Affairs, Affie litigated as an Assistant Attorney General for the State of Wyoming focusing on natural resource law.

Affie also serves as an adjunct professor at the University of Wyoming for the American Indian Studies Department teaching Federal Indian Law. She is an active volunteer, serving on the Wyoming Community Foundation board as well as Cheyenne Frontier Days, the University of Wyoming Literacy Research Center and as the co-chair of the American Bar Association's Criminal Justice Section Tribal Lands Subcommittee.

## MISTY GEHLE



Misty is the Chief Financial Officer of the Wyoming Community Foundation. She joined the Wyoming Community Foundation in September 2013 and shares responsibility for day-to-day management of the Foundation. Misty has over 20 years of accounting experience. Prior to joining

the team at WYCF Misty worked at McGee, Hearne & Paiz, LLP (Previously McGladrey & Pullen) in Cheyenne, as a Tax Manager, and as a consultant with a variety of clients and industries assisting with fiscal and organizational issues. Misty has served as the President of the Cheyenne Kiwanis Club 2012/2013, and has spent time volunteering with many nonprofit and community organizations in Cheyenne. She is a graduate of the 2006-2007 Leadership Cheyenne program sponsored by the Cheyenne Chamber of Commerce. In addition to her Nebraska CPA certification, Misty currently holds a CPA certification with the State of Wyoming and is a member of the American Institute of CPAs and the Wyoming Society of CPAs, and has an MBA from the University of Wyoming.

## NURIEH GLASGOW

Nuriéh is a Program Officer with ServeWyoming, monitoring and assisting the development of various AmeriCorps programs in Wyoming. She has a Master's Degree in Public Administration from the University of Wyoming. Nuriéh has been involved with



AmeriCorps since 1997 as a member, a VISTA, a Commissioner and now an employee! Although, originally from California, AmeriCorps brought her to Wyoming which is now her second home. Service is her passion and she loves encouraging others to find ways to volunteer.

**DIANE HARROP**



Diane Harrop is owner and principal consultant of What's Next? Consulting based in Douglas. For over 20 years, her business has specialized in strategic action planning, board training, leadership mentoring, grant program management, and transitions facilitation with foundations,

nonprofit organizations, boards and small businesses. She was the founding Executive Director of the Wyoming Healthcare Commission, a statewide agency created in 2003, and has served as the grants consultant to the Tate Foundation in Casper since 2005. As a former Mayor and Council Member of Douglas, Wyoming, Diane helped create projects that resulted in the town twice being named one of the 100 Best Small Towns in America. She has served as a board member of the Wyoming Community Foundation, Wyoming Women's Foundation, the Wyoming Wildlife Foundation, the Nicolaysen Art Museum, and the Memorial Hospital of Converse County.

**JOANNA & JARED KAIL**



Joanna and Jared Kail, both graduates of the University of Wyoming, acquired Wyoming Inc. in 2011. Together they operate a full-service marketing, and custom development firm in Lander, WY. Joanna began her marketing career in 2000 at St. John's Hospital in Jackson, WY as a marketing manager. Jared

started his development career at a private accounting software firm in Jackson, WY in 1993. Since then they have worked in communications, custom development and marketing in the healthcare, mining, government, private, nonprofit, education, and outdoor recreation industries.

The Kail's passion is educating clients about the importance of consistent and professional marketing. Defined differently by almost all business professionals, we feel effective marketing displays your reputation and how beneficial your services and/or product is to your consumers.

**KIM LOVE**



Kim Love is both a business person and philanthropist in the Sheridan community. In 1974 Kim opened Lovcom which owns and operates the Sheridan Media radio stations, newspaper and website. He is the general partner, with his wife Mary Kay, of Phoenix Limited Partnerships and the

managing partner, with Mary Kay, of Frackelton's Restaurant in Sheridan. Together, the Love's pride themselves on making their community a better place.

Kim has served on numerous boards and led a variety of organizations including his role as chair of the Sheridan Public Arts Committee; a trustee of Whitney Benefits, a board member of the Wyoming Community Foundation's Sheridan-Johnson Local Board, and president of the Wyoming Association of Broadcasters, to name a few.

**MARY KAY LOVE**



Mary Kay has called Sheridan home for the past 18 years. She and her husband, Kim, own Sheridan Media and Frackelton's Restaurant and are dedicated to giving back to the community they love.

Dining for a Cause, an event hosted by Frackelton's restaurant, was started by the

Loves three years ago to support local nonprofits. The Loves committed to donating all profits earned from Dining for a Cause days to an organization doing outstanding work in the community.

Mary Kay believes that if you want to live in a great place, you have to help make that place great. She and Kim have set up the Kim and Mary Kay Love Fund at the Wyoming Community Foundation, which makes grants to nonprofits in the Sheridan-Johnson Communities, to do just that.

**JESSAMYN LUIZ**



Jessamyn is passionate about creating high-impact organizations where people can thrive. She believes that strong organizations are essential to strong individuals, families and communities and that authentic, meaningful evaluation and strategy are two of the most effective tools

to build strong organizations. Jessamyn joined Dialogues in Action in 2015 where she currently guides over 60 nonprofits and national service programs in evaluating their impact.

Previously, Jessamyn served as the AmeriCorps Program Officer with Oregon Volunteers, the Oregon state service commission; as Director of Education for the Pueblo of Tesuque tribal government in Santa Fe, NM; and as Regional Executive Director for the national AmeriCorps program Jumpstart.

**LISA MANZER**



Lisa manages the operations of the Self-Sufficiency Standard project and the Center for Women's Welfare at the University of Washington. She has contributed to the research and development of the Self-Sufficiency Standard in various capacities since 2001. Previously she managed

data collection efforts on a national longitudinal study of youth with the Social Development Research Group and analyzed performance measures with the Washington State Department of Transportation for the Government Management Accountability and Performance program. Lisa received a Master of Public Administration from The Evergreen State College in 2006 with a concentration in poverty policy.

**SHELLY MCALPIN**



Shelly was appointed Executive Director for ServeWyoming in 2012, and has been with the organization for 10+ years. Her resume includes over 15 years experience in nonprofit management including grant administration, program coordination, emergency volunteer coordination,

fund development, policy administration and new program development. She holds a Master's Degree in Political Science and Foreign Policy from the University of Wyoming and is certified in volunteer management. Prior to this appointment, Shelly was the program director for ServeWyoming, coordinating and developing the VolunteerWyoming component of ServeWyoming while supervising the AmeriCorps\*VISTA program. Shelly was originally introduced to ServeWyoming as a volunteer. Shortly after that, she joined the ServeWyoming team.

**MELANIE ORMOS**

Melanie Ormos is an Associate with The Philanthropy Centre which provides clients with insights and services to help meet their philanthropic goals through innovative advice, thought leadership, and collaborative opportunities.

Prior to joining The Philanthropy Centre, Melanie served as Senior Manager of Corporate Partnerships at Bright Funds where she drove new business development and partnerships

with global companies to encourage thoughtful employee giving programs. She cultivated channel partnerships and referral networks and helped create Bright Funds' first strategic philanthropy toolkit.

As a Development Officer at SVCF, Melanie worked with individual, corporate and nonprofit donors to further their diverse philanthropic interests. Based full time in San Francisco, she worked closely with professional advisors and clients in the city and led SVCF efforts in Chicago and New York.

Before moving to the Bay Area, Melanie spent four and a half years at PSI, a global health organization headquartered in Washington, D.C. As Manager of Corporate Partnerships and Philanthropy there, she helped lead the development of Maverick Collective, a high-engagement philanthropic initiative dedicated to improving the lives of girls and women around the world.

Melanie holds a B.A. in English from the University of San Diego. Aside from her love of books and languages, Melanie enjoys teaching yoga, photography and traveling.

#### ANDREA FACTOR



Andrea is the Associate Director of the Women's Philanthropy Institute. She has organized four national symposia on women and philanthropy, each to a sold-out audience. She co-developed the first-ever online course about women and philanthropy, Women and Philanthropy – The

Time is Now, for The New York Times Knowledge Network; the online conference, SHEMAKESCHANGE, about the intersection of women, money, and philanthropy; and the first three-credit graduate level academic course on gender and philanthropy. Andrea is co-author with Dr. Dwight Burlingame on a chapter on the history of donor education and with Dr. Debra Mesch on research and women's philanthropy for From Donor to Philanthropist: The Value of Donor Education in Creating Confident, Joyful Donors, published in 2013 by the Council for Advancement and Support of Education. She is also co-author of chapters on women and philanthropy, notably in Fundraising Principles and Practices, Leadership in Nonprofit Organizations, and Achieving Excellence in Fundraising.

Andrea has served arts, education, and faith-based organizations as a professional and volunteer. She has a BA from The American University; an MA from the University of Michigan; and an MA in Philanthropic Studies from Indiana University.

#### MICAH RICHARDSON



Micah has worked in a variety of capacities with the Wyoming Community Foundation since 2010, and came on full-time as the organizations communications associate in 2014. She recently led the charge in the redesign of the Wyoming Community Foundation's family of funds. Working hand-

in-hand with designers, staff and four boards of directors the task was successfully accomplished in three months.

While not working Micah loves getting outside, creating art, and enjoying all Laramie has to offer with her family.

#### JESSICA SCHILLINGER



Jessica is a user interface web designer at the Wyoming Survey & Analysis Center at the University of Wyoming and a board member of AIGA Colorado. She specializes in data and information design for survey and evaluation data and immersive data storytelling. Prior to the University of Wyoming, Jessica was

the information graphics designer at Pew Research Center in Washington D.C., working primarily in political survey data and interactive web design, and the Manager of Publications and Web Services at the Center for Business and Economic Research at Ball State University. With more than a decade of nonprofit design experience, Jessica has worked with a variety of organizations, including the states of Wyoming and New Mexico, The Washington Post, USA Today, PBS News Hour, the Center for Digital Democracy, and Children's Hospital Association to develop creative, interactive data-driven web experiences, branding systems, and research publications. A graduate of Evangel University, she lives in Laramie with her husband, David.

#### JODY SHIELDS



Jody is the managing Director for the Wyoming Nonprofit Network and Vice President at Align, and has 25 years of experience in the nonprofit sector. She has led the process of revitalizing the Wyoming Nonprofit Network and its role in representing and supporting Wyoming's charitable nonprofit sector. Jody has worked with a diverse array of nonprofits providing training, program management and facilitation services. She holds a Bachelor of Science Degree from Arizona State University and a Master's Degree in Strategic Leadership from Black Hills State University.

#### CRAIG SHOWALTER



As president and CEO of the Wyoming Community Foundation (WYCF), Craig works toward the mission of connecting people who care to the charitable causes they care most about. Since taking his position in 2011, the Foundation has nearly doubled its assets, from \$57 million to over \$112 million in

December of 2015.

Prior to WYCF, Showalter served as president and CEO of the Wyoming Wildlife Foundation. He also worked as vice president of Advancement at Wesley Retirement Services in Iowa, and served as director of development at Iowa Methodist Medical Center. Previous to that, Showalter served as director of the Dunn County Office on Aging in Wisconsin. A native of North Dakota, Showalter earned a BS in Social Work and an MA in Sociology from the University of North Dakota.

Showalter enjoys spending his free time outdoors hunting, fishing and camping. He has been married to his high school sweetheart, Carmen, for 31 years. They have two daughters, Danelle and Jessica, and two grandchildren, Jordan and Logan. A Springer Spaniel named Bailey rounds out the Showalter family.

#### JUDI SMITH



As Director of Planned Giving for the Arizona Community Foundation (ACF), Judi Smith brings to the position decades of experience in the not-for-profit arena with an extensive background in education, the arts, and nonprofit management. She has been an executive director, a director of planned giving, and an independent consultant to nonprofits. As part of her duties with ACF, she is directing Class 8 of the Arizona Endowment Building Institute.

Judi has served on the Board of Directors of the St. Louis Chapter of the Association of Fundraising Professionals and as President of the St. Louis Planned Giving Council. Currently she is on the Board of Directors for the Northern Arizona Chapter of the Association of Fundraising Professionals.

A frequent speaker and trainer Judi has presented workshops for Bloomerang (webinar), the Colorado Planned Giving Roundtable; St. Louis Planned Giving Council; the AFP Chapters in mid-Missouri, Central Illinois, Dallas-Fort Worth, and St. Louis; the Arizona Rural Policy Forum. She conducted strategic planning board retreats/training-sessions/workshops for NextStep for Life, Assistance League of St. Louis, The Victim Center, Drury University



and the Foundry Art Centre. She has made numerous national/international presentations and was invited to give the keynote address for National Philanthropy Day in mid-Missouri in 2014.

Judi Smith offers professional expertise in fund development and nonprofit management honed by years of experience with a variety of nonprofit organizations.

#### JESSICA STANBURY



Jessica Stanbury is currently serving as the Program Coordinator for VolunteerWyoming, monitoring and developing the volunteer referral/match component of ServeWyoming. Within the three years she's been with ServeWyoming, Jessica has helped match volunteers with nonprofits via

ServeWyoming's state-wide call center and online matching database ([www.volunteerwyoming.org](http://www.volunteerwyoming.org)), as well as through the Pro Bono Volunteer Network and the Volunteer Guides. She also assists nonprofits through Volunteer Management and Recruitment Trainings that cover issues such as volunteer opportunity descriptions, procedures, recognition and retention, evaluation, and how to keep volunteers motivated and well trained. Born and raised in Riverton, Wyoming, she earned both her bachelors and masters degree in Communication from the University of Wyoming.

#### JULIE (SAPP) STONE



Julie is a nonprofit advisor in the Denver area. She is a Cheyenne native who graduated from UW with degrees in both Economics and Environmental Policy in 2002. She has served as a Social Policy Analyst for Governor Dave Freudenthal, coordinating strategic efforts among the Departments

of Health, Family Services, Corrections, and Employment. After seven years consulting large employers in healthcare benefit design, human capital policy, and labor negotiations, she joined the leadership team at Denver Kids, Inc. on their mission to end the drop-out crisis in Denver Public Schools. Stone also served as Chairwoman of Social Venture Partners Denver, a fund of the Denver Foundation committed to engaging young professionals in the work of nonprofits to strengthen communities. Stone is a Co-Founder of the Wyoming Family Home Ownership Project, a Cheyenne Chamber of Commerce Athena Protégé, an Up With People alumna, and (most importantly) a wife and mother of two young children.

#### MICHELLE SULLIVAN



Most of Michelle Sullivan's professional and voluntary life has been focused on the development of dynamic and connected communities. Currently, she is principal of Sullivan & Associates, consulting with not-for-profit organizations and private foundations to more intentionally achieve their goals. She is also developing The Center for Inspired Learning Environments. CenterILE will connect the most recent scientific research about how children and adults learn and develop. When she can, she helps to teach a course at Harvard on the use of cognitive science research to design effective approaches to teaching and learning. This has helped to support the development of that bridge between research and practice.

Sullivan holds a masters degree in Mind, Brain & Education from Harvard University. From 1995 through 1998, Michelle was a Kellogg National Fellow and was a Loeb Fellow at the Graduate School of Design at Harvard University in 1994. She is a graduate of the Colorado College where she also received an honorary doctorate in 1994 for her creation of the Snake River Institute. Michelle lives in Sheridan, WY with her husband Brian and their three children, Patrick, Maggie and Catie.

#### REBECCA TAGGART



Rebecca Taggart is the Special Events Coordinator for the Buffalo Bill Center of the West in Cody, Wyoming. In that capacity, she plans one of Wyoming's premier fundraising events, the Patrons Ball, a gala held every September at the Center of the West. She also plans other fundraising and friend-

raising events for the Center throughout the country. In addition, Rebecca uses her fundraising talents to help the Cody Medical Foundation and the Yellowstone Recreation Foundation (the fundraising arm of the Sleeping Giant Ski Area and Zipline). She attended the University of Utah.

#### NICHOLAS TEDESCO



Nicholas Tedesco serves as a Senior Philanthropic Advisor in the J.P. Morgan Philanthropy Centre. Based in San Francisco, Nicholas provides clients in the Western Region with insights and services to help meet their philanthropic goals.

Prior to joining J.P. Morgan, Nicholas served as a Relationship Manager and Program Officer at the Bill &

Melinda Gates Foundation, where he helped launch the Giving Pledge – an effort led by Bill and Melinda Gates and Warren Buffett to encourage the world's wealthiest individuals and families to commit the majority of their wealth to philanthropy. In this role, Nicholas managed relationships with current and prospective members of the pledge, as well as their staff and advisors.

Previously, Nicholas served as the Deputy Director of the Children's Health Forum. He also worked as a Client Relationship Manager at John Hancock Financial Services.

Nicholas was named to the inaugural Chronicle of Philanthropy 40 Under 40 ranking in 2016. He has been quoted in the New York Times, Wall Street Journal MarketWatch, San Francisco Business Times and other notable publications.

Nicholas received a B.A. from Villanova University and resides in San Francisco. He enjoys traveling and photography; and as a native of Connecticut, he also enjoys the laidback lifestyle of the West Coast.

#### SNEHAL THAKKAR



Snehal is a Software Engineer working on Google Analytics. He leads frontend teams responsible for the entire Google Analytics product. He holds Masters and Doctoral degrees from the University of Southern California.

In his free time, Snehal enjoys playing many sports, including Cricket and Ultimate Frisbee, without being very good at any one of them :).

#### WILL THORPE



Mr. Thorpe joined Mason Investment Advisory Services (MIAS) in October of 2003 and he leads the business development activities of MIAS's independent investment consulting practice. Mr. Thorpe has helped to raise over \$2.5B of MIAS's nearly \$5B in assets under management.

Mason works with over 65 institutional clients nationwide including 37 Community Foundations which comprise approximately \$1.2B in assets. Mr. Thorpe is a member of MIAS's internal Investment Committee. He received both his Bachelor of Business Administration in Finance in 1993 and his MBA, with a concentration in Finance in 2002 from The University of Maryland.

Mr. Thorpe lives in Maryland with his wife and two children.

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