



SOUTHWEST LEADERSHIP CONFERENCE

September 10-12, 2019
San Antonio, Texas

Schedule at a Glance - as of 8-21-19

Tue, September 10 - Optional HALF DAY Sessions (Included at No Cost, but Must Register to ensure Minimum # of attendees)			
Time	Session Name / Activity	Session Description	Speaker (s)
12:00p - 5:00p	Destroying the Overhead Myth to Meet Your 2025 Goals (NO Lunch is provided)	Operating support is the most challenging funding to raise, but the most important to secure. This session, designed for RD professionals, CEO's & Board members, will empower you to shatter misconceptions about operating support-by focusing on the donor's needs and passions. The result? Increased greater donor engagement and more of those all-important operating dollars raised. We promise an informative, useful, and interactive session that will arm you with the tools & techniques you need to meet your 2025 funding goals.	Doug Wells, Director, Club Financial Services, BGCA; Danielle Hegedus, Director, Resource Development Consultations, BGCA; & Kathleen Daugherty, Director, Resource Development Consultations, BGCA
1:00p - 5:00p	OJP Mentoring Programs Grants Administration	Learn important financial and programmatic grant requirements as well as best practices that are essential to successful and compliant OJP National Mentoring Programs Grants administration	Perry Cooper, National Vice President, Federal Grants & Marie Gordon, Director, Federal Grants Programs & Performance, BGCA
1:00p - 4:00p	MyClubHub Focus Groups	Join us for a hands-on, interactive session where participants can provide feedback on the functionality in the new common Club Management System, MyClubHub, and help shape the direction of the product	Dana Benjamin-Allen, Director, Product Management, BGCA
1:00p - 5:00p	CEO Development Workshop - Pre-work is required	A CEO would complete their Leadership Assessment in advance of the workshop. We would take them through the steps outlined in the CEO Development Guide with the results of leaving with a meaningful Individual Development Plan (Potentially 1 Board Member per org could attend as well).	Tony McWhorter, National Vice President, Strategic Leadership Development, & Tiffany Reddy, Director, Executive Development, BGCA
1:00p - 4:00p	Crisis Communications Preparedness & Best Practices for an Evolving Safety & Legal Landscape	The safety and protection of children and teens is the number one priority for the Boys & Girls Clubs Movement. However, it is also imperative that local Boys & Girls Club organizations are prepared to respond should a safety or legal issue arise. Plan to engage in an interactive afternoon facilitated by leaders from BGCA's Communications and Legal teams. Participants will get an update on today's safety and legal landscape and learn best practices around effective crisis communication planning, responding to media, safety messaging guidelines and online reputation management.	Liza Mulkowsky, Senior Director, Communications, BGCA
1:00p - 5:00p	Continuous Quality Improvement - Culture of Learning	This session will provide participants with the tools necessary to make Continuous Quality Improvement, or CQI, a regular practice at their Club or Youth Center. Whether you are new to CQI or have been engaging in this practice for years, this session will meet you where you are in your CQI journey and help you enhance the quality of your programs.	Meg Pitman, National Director, Youth Development Program Quality, BGCA
1:00p - 4:00p	Workshop for Rural Clubs	We invite you to participate in an interactive session and offer feedback for Boys & Girls Clubs of America's Rural Club Strategy. In 2019 and 2020 BGCA will pilot the Rural Club Strategy: Scaling Social Impact in Rural America. This initiative is BGCA's thoughtful and aggressive approach to meet the needs of organizations serving youth in rural communities. Participants will have an opportunity to learn from other rural organizations, preview the strategy, and learn about engagement opportunities.	Mark Branch, Lead Director, Emerging Markets, BGCA
5:00p - 5:30p	First Time Attendees Gathering	Briefing for All First Time Conference Attendees	John Miller, Senior VP, Field Services & Jodi Millerbernd, VP, Southwest Region, BGCA
5:30p - 7:00p	Opening Reception	All Are Welcome	Hosted by SWLC Planning Committee
Wed, September 11 - First Full Day of Conference			
Time	Session Name / Activity	Session Description	Speaker (s)
All Day	Exhibit Hall - Open All Day	Exhibits	n/a
7:00a	Breakfast with Exhibitors	Breakfast	n/a
7:00a	Breakfast Meeting - Texas Area Council	Combined Texas Area Council Meeting	Clyde McGuire, BGCA
8:00a-9:30a	GENERAL SESSION	Jim Clark's State of the Movement Address; Presentation of Blue Spirit and other awards	Jim Clark, President & CEO, Boys & Girls Clubs of America
9:30a	BREAK	An opportunity to speak with exhibitors	n/a
9:45a - 6:15p	BOARD TRACK	This is Board Day at the Southwest Leadership Conference - All Board Members stay together throughout the day, see final details in conference program (This day includes a tour of the Alamo for the 1st 60 registrants and an off-site evening reception).	Various speakers/round table discussions throughout the day

Wed, Sept. 11, Cont. - First Full Day of Conference			
Time	Session Name / Activity	Session Description	Speaker (s)
Competency Based Learning Sessions			
10:45a - 12:00p	Secrets of Storytelling	A powerful story makes your case in an unforgettable way that can dramatically grip your donor and engage them in your cause. We'll demonstrate powerful storytelling makeovers, break down the anatomy of a story, offer tips on nurturing a great pipeline of stories from your front lines, and share unique formats for sharing great stories with your donors that fulfill donor's desires to feel appreciated, included and in the know. This highly illustrated workshop includes an interactive activity where attendees draft their own story using a storytelling template. Discover: Powerful storytelling makeovers; The anatomy of a story; How to nurture a pipeline of stories from your front lines; Unique formats for sharing great stories with your donors that fulfill donor's desires to feel appreciated, included and in the know.	Rachel Muir, Founder, Girlstart
10:45a - 12:00p	Implementing the Movement's New Marketing Campaign: Whatever It Takes	"Whatever It Takes" is a multi-year campaign that encapsulates the multitude of experiences and opportunities a young person receives at the Club. Explore how to tell a compelling brand story that addresses the question of who we are and what we do.	Meredith Carter Moore, Senior Director, Brand Management, BGCA
10:45a - 12:00p	Continuous Quality Improvement - Strategies to Optimize your Practices	This session will introduce participants to Continuous Quality Improvement, or CQI, and explore what this looks like in our Clubs and Youth Centers. Participants will discover how to implement CQI and engage others in the process.	Meg Pitman, National Director, Youth Development Program Quality, BGCA
10:45a - 12:00p	Trauma-Informed Practices and Emotional Safety	With studies showing a link between adverse childhood experiences and risky health behaviors, understanding approaches and practices to best facilitate how to support youth in crisis is vital. This session explores the complexity of adverse childhood experiences, how they impact child development, and how to apply trauma-informed practices to support young people's emotional safety	Panel Moderated by Maria Tarajano Rodman, CEO, Boys & Girls Club of Farmington, NM
10:45a - 12:00p	The Changing Nature of Abuse, and What Clubs Can do to Stop It	As seen in the national news media, it's becoming clear that no institution is immune to the threat of child sexual abuse. The Boys & Girls Club Movement is dedicated to establishing and maintaining a zero incident culture in every Club in the country. This presentation will cover how the nature of abuse is changing, and what practical steps Clubs can take to create an environment where abuse has no place to flourish.	Gareth Hedges, President, Redwoods Group
10:45a - 12:00p	Ultimate Journey	Learn about Ultimate Journey, an outdoor education/STEM curriculum and program, and other partnership opportunities with the National Park Services	Timothy Townsend & Vanessa Torres, National Park Service with Sage Learn, National Director of Government Relations, BGCA
12:00p - 1:00p	Lunch with our Exhibitors	This lunch is open to all conference attendees	Hosted by Robin Schmidt, Director Organizational Development, BGCA
1:15p - 5:00p	Metro Forum	Details in the works...	Clifford Grimes, Director, Organizational Development, Metro Services, BGCA
Competency Based Learning Sessions (All Repeat except Secrets of Storytelling & Whatever It Takes)			
1:15p - 2:30p	Cutting Through the Noise: Speak Like An Advocate	With so many different groups fighting for a piece of the pie, it can be difficult to make your voice heard when it matters. Learn how to cut through the static directly from key stakeholders who will provide insights in how to become the go-to partner on issues impacting kids and teens – our "Agenda for America's Youth". Hear from vital partners such as legislators, journalists, youth advocates or thought leaders to learn how to speak their language, connecting them into your local advocacy strategy. Participants will have a guided conversation with stakeholders and leave with practical examples on how to meaningfully engage locally.	Chastity Mitchell, Senior Director Advocacy & Engagement, BGCA facilitates a panel of experts: media, legislator, youth advocate
1:15p - 2:30p	Next Steps in Cause Marketing	Learn in this session the current and future landscape of case marketing, from an industry perspective and from BGCA. Learn best practices about how to springboard those national relationships into local relationships. Additionally, discover the assets and consulting available to you in order to create cause marketing in your local market as this becomes a focus in FY19 and beyond.	Chad Royal-Pascoe, National Vice President, Corporate & Cause Partnerships
1:15p - 2:30p	Continuous Quality Improvement - Strategies to Optimize your Practices (repeat of morning session)	See Above	Meg Pitman, National Director, Youth Development Program Quality, BGCA
1:15p - 2:30p	Trauma-Informed Practices and Emotional Safety (repeat of morning session)	See Above	Maria Tarajano Rodman, CEO, Boys & Girls Club of Farmington, NM
1:15p - 2:30p	The Changing Nature of Abuse, and What Clubs Can do to Stop It (repeat of morning session)	See Above	The Redwoods Group & BGCA Safety Team
1:15p - 2:30p	Ultimate Journey (repeat of morning session)	See Above	Timothy Townsend & Vanessa Torres, National Park Service & Sage Learn, GR Nat'l. Dir. BGCA
2:30p - 2:45p	BREAK	An opportunity to speak with exhibitors	

Wed, Sept. 11, Cont. - First Full Day of Conference			
Time	Session Name / Activity	Session Description	Speaker (s)
2:45p - 4:00p	GENERAL SESSION:	Each of us has the power to impact someone's life. We do it every day. We've all changed someone's life usually without even realizing it. What happens when we decide to expand our impact? Join us for an engaging & inspiring talk celebrating individual impact, with our featured speaker Rachel Muir, winner of Oprah's Use Your Life Award & founder of the nonprofit Girlstart.	Rachel Muir, Founder, Girlstart
5:00p - 6:15p	Reception - Open to All - come enjoy this reception before you head out to the Riverwalk for dinner!	Reception with Exhibitors / Drawing for Prizes (must be present to win)	Hosted by Robin Schmidt, Dir Organizational Dev, BGCA
6:15p	TPA Social	This Social, hosted by the Professional Association, is open to all conference attendees	SW TPA Board
Thu, September 12 - Last Full Day of Conference ** Today is Club Safety Readiness Day! **			
Time	Session Name / Activity	Session Description	Speaker (s)
7:30a	Breakfast	Breakfast	n/a
8:30a - 10:15a	GENERAL SESSION:	Jodi Millerbernd: The State of the SW Region; Thomas Rajan: A Promise to Lead - three questions you need to ask every day to unlock your leadership potential; Markel \$2,500 drawing	Jodi Millerbernd, Vice President, Southwest Region, BGCA; Thomas Rajan, Global Talent Strategy and People Development, American Airlines
10:15a	Break	Break	n/a
10:30 - 11:30a	Leadership Accelerators	The Leadership Accelerator networks are for leaders at all levels. By participating in the group meetings, you will have the opportunity to spend quality time with your peers to discuss challenges, evoke dialogue and spur thoughts in a collaborative and safe environment.	See Program at Conference
11:30a to 1:30p		Lunch On Your Own	
Best Practice Carousels (All Repeat from 3:15p to 4:30p)			
1:45p - 3:00p	Collaborative Approaches to Community Based Youth Wellness	If you work with youth there's a good chance you work with trauma. Multiple traumas or even a single traumatic event can contribute to a slew of difficult, disrespectful or defiant behaviors. This session will explore how two organizations serve youth exposed to Adverse Childhood Experiences (ACEs) through Trauma Informed Care in partnership with mental health professionals and local school district partnerships.	Aaron Miltenburger, CEO, Boys & Girls Clubs of the San Luis Valley, CO and Lee Brandon from Boys & Girls Club of Norman, OK
1:45p - 3:00p	Goal Setting Using Data	He shoots, he scores!! GOAL!!!!!! Reaching youth with the greatest impact in a safe, fun, highly engaging Club experience is the goal of every Club. But how do we take all our data and turn it into actionable goals and implementable strategies? Join us as we discuss our current needs and experiment with proven goal setting resources. You'll walk away with new ideas, renewed hope, and some actual forms and resources created and used by Clubs.	Jessica Baxter, VP of Operations, Boys & Girls Clubs of Central WY
1:45p - 3:00p	Stronger Together: Best Practices from a Collaborative Approach	In the competitive realm of non-profit funding, collaboration can be very challenging, and nearly impossible. Learn from a group of Boys & Girls Clubs who have been able to work past these challenges in order to secure millions of dollars utilizing a shared grant writer approach. Most importantly, learn how you can replicate this model in your own community.	Alfredo Mata, Jr. & Rocio Mata - BGC of Pharr, Adriana Rendon - BGC of Edinburg/RGV, Mary Lopez - BGC of Weslaco and Dalinda Alcantar - BGC of McAllen
1:45p - 3:00p	Engaging Effective Safety Committees	With increasing threats to our children and child safety being the number one priority for Clubs, it is essential that the board-led safety committees are active, diligent and effective. This session will include guidance, information, and proven best practices for building activating your safety committee	Fredreka R. LeVias, Director, Child & Club Safety, BGCA
1:45p - 3:00p	Resource Development Round Table Discussion	If experience is the best teacher, our Movement is a university! Come share and learn from peers. This session will offer small group networking and open discussion led by Club professionals from across the Movement. Topics include best practices, board engagement, giving strategies, strategic special events, RD staffing and more. You will have the opportunity to engage in discussion around the topics of greatest interest to you and your Club. Don't miss the chance to connect and share.	Led by Kathleen Daugherty, Director, RD Club Services, BGCA
1:45p - 3:00p	Best Practices around Staff Retention	A great organizational culture is a critical component in achieving a high level of employee retention and organizational success. But how can you get there? In this session meet two CEOs whose Organizations excel at attracting and retaining top talent.	Tiana Quick, CEO, Boys & Girls Clubs of Central TX and Jasen Kelly, CEO, BGCs of Saline Co, AR
1:45p - 3:00p	Financial Processes & Procedures Roundtable Discussion	In this workshop we'll consider ways to help Club board members, CEOs, and senior leadership understand and identify red flags in key nonprofit financial reports. We'll also talk about fiduciary responsibility, finance governance best practices, and take a closer look at the new "Financial Results Summary" report that presents Boys & Girls Club financial trends, ratios, and mission metrics over a four-year period for each organization.	Led by Doug Wells, Director Club Financial Services, BGCA
All Best Practice Carousels Repeat		See Above	See Above
4:30p - 5:30p	Social/Reception & Silent Auction	An opportunity to view and bid on silent auction items and spend time with other Club Professionals and Board Members	n/a
5:30p - 7:30p	CONFERENCE CELEBRATION DINNER	Silent and Live Auctions; Wetherington Award and TPA's Herman Prescott Award are Presented	See Program at Conference

Fri, September 13 - Military Club Focus Day			
Time	Session Name / Activity	Session Description	Speaker (s)
9:00a - 11:00a	For Military Clubs Only	Military Focused Grant Writing Session	Angela Ware, Lead Director, Organizational Development, Military Services

1:1 Consults	1:1 Consultations with the following BGCA Professionals are available throughout conference. If interested, when registering please provide your email & cell and you will be contacted to set a time/place:		
Doug Wells, Finance	A strong organization includes health financial systems and processes. From a robust budgeting process to financial policies, procedures, and controls to an engaged board that fully understands their role as organizational fiduciaries. Doug Wells, Director Club Financial Services, BGCA will be available for consulting sessions during the conference to help assess and trouble shoot specific ways your organization can benefit.		
Chastity Mitchell, GR	Government Relations will be offering office hours during the Southwest Leadership Conference to support local advocacy planning.		
RD Club Services	Join our RD Club Services team for one on one consultations focused on facilitating success in Resource Development. Whether you need support with your annual campaign, your major gifts program, or your RD plan, we're here to help. Sign up and cash in!		