



# *Grantmakers - Grantseekers '99*

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**C O N F E R E N C E**

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**Powerful Alliances: Partners For Change**

*May 17-18, 1999*

*Novi Hilton, Novi, Michigan*

*Co-Sponsored by the  
Michigan Nonprofit Association and  
the Council of Michigan Foundations*

**Michigan's Premiere Nonprofit Conference**

# Grantmakers - Grantseekers '99

## C O N F E R E N C E

### Powerful Alliances: Partners for Change

We are proud to present the 10th anniversary of **Grantmakers/Grantseekers** - Michigan's premiere nonprofit conference.

This year's conference theme, *Powerful Alliances: Partners for Change*, offers an excellent opportunity to discuss ways to collaborate, work together and continue making a positive impact throughout our state.

There are several exciting features of this year's conference program that address the interests and needs of the nonprofit sector. For the first time, the conference has been extended to a one and a half day format, includes five conference tracks and offers more than 40 workshop sessions. We are also excited to have prominent keynote speakers - and several networking opportunities.

This year's Grantmakers/Grantseekers conference continues our fine tradition of providing an energetic and motivational environment for Michigan's nonprofit professionals. Register today and plan to join us on May 17 & 18, 1999.

We look forward to seeing you there.

  
N. Charles Anderson  
Planning Committee Co-Chair  
President/CEO, Detroit Urban League

  
Kari Schlachtenhaufen  
Planning Committee Co-Chair  
Vice President-Programs, The Skillman Foundation

### Planning Committee

N. Charles Anderson, President/CEO  
Detroit Urban League

Carolyn Bloodworth, Secretary/Treasurer  
Consumers Energy Foundation

R. Sue Dodea, Nonprofit Manager  
Accounting Aid Society

Lisa Hamway, Director of Corporate  
Contributions, Ameritech

Sandra G. Katt, Assistant VP for  
Corporate & Educational Services  
Council of Michigan Foundations

Howard B. Newman, VP for Development  
Detroit Medical Center

Kathryn Rossow, Executive Director  
Southwestern Michigan Volunteer Center

Kari Schlachtenhaufen, Vice President-  
Programs, The Skillman Foundation

Ron White, Program Director  
Charles Stewart Mott Foundation

Maura Dewan, Conference Coordinator  
Michigan Nonprofit Association

Precios Johnson, Conference Assistant  
Michigan Nonprofit Association

Winnie Hendrickson  
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## Michigan Nonprofit Association

On behalf of the Michigan Nonprofit Association (MNA) and the Council of Michigan Foundations (CMF) trustees, board and staff, we hope you will join us for Grantmakers/Grantseekers 1999. This conference is a highlight of the many services MNA is pleased to provide to its membership and the nonprofit sector.

MNA was founded in 1990 to act as a convener, bringing leaders from nonprofits as well as the government and the private sector together, to increase their understanding of the nonprofit sector, and promote collaboration. MNA encourages voluntary giving and service; disseminates information important to defining the sector; takes an active role in public policy; and provides programs and services that allow nonprofits to make a difference in their communities.

MNA is affiliated with Michigan Campus Compact, Volunteer Centers of Michigan, and the Michigan Association of Volunteer Administrators. Together, MNA and its affiliates provide a greater awareness of the importance of nonprofits in Michigan.

**Sam Singh**  
*President and CEO*

## *Grantmakers - Grantseekers '99*

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### CONFERENCE CO-SPONSORS



## Council of Michigan Foundations

As founder of the Grantmakers/Grantseekers Conference, we welcome and encourage your participation in this year's event. Established in 1989, the purpose of the conference is to bring nonprofit organizations and funders together to better understand the working relationship between these two entities.

The Council of Michigan Foundations (CMF) is a regional association of more than 430 foundations and corporations which make grants for charitable purposes. Founded in 1973 as a membership organization, CMF's mission is to enhance, to improve, and to increase philanthropy in Michigan. The Council is governed by a 27-member Board of Trustees that is committed to making a difference in Michigan by creatively finding effective solutions to important social problems. CMF's work is accomplished through the generous time and efforts of more than 600 members, partners, and volunteers.

By joining forces with our co-host, MNA, our goal is to "set the stage" focusing on the benefit of powerful collaborations. We hope you join us as we explore this year's conference theme *Powerful Alliances: Partners for Change*.

**Dorothy A. Johnson**  
*President and CEO*



# Grantmakers - KEYNOTE

## *New Leadership — A Vital Partnership for Michigan's Nonprofits*

### *Jennifer Granholm*

Jennifer Granholm made history when she was elected Michigan's first female attorney general in November, 1998. She is the State's first new attorney general in 37 years, following the retirement of the legendary Frank J. Kelley.



**Jennifer Granholm**

*Attorney General, State of Michigan*

As the state's attorney, Ms. Granholm oversees one of the most vital functions of the nonprofit sector — raising money. The Charitable Trust Section of the Attorney General's office registers charitable trusts, licenses charities to solicit funds, monitors their operations, and oversees any changes that may occur in a charitable trust's form or existence. At the same time, the Attorney General monitors the activities of organizations to help educate the public and assist them in making wise choices about what charities to support.

Jennifer Granholm graduated with honors from the University of California at Berkeley and Harvard Law School. After graduating from Harvard, she clerked on the Federal Court of Appeals. She was a federal prosecutor in the U.S. Attorney's Office, and achieved a 98% conviction rate. She was rated as "outstanding prosecutor" by the U.S. Department of Justice for each year she served as a prosecutor.

In 1994, she became the first woman and the youngest person to be appointed as the Wayne County Corporation Counsel. In 1997, she was recognized for her efforts in Crains's *Detroit Business* as one of the "Top 40 Under 40." That year, she also received the YWCA's Woman of Achievement award. In 1998, she was selected as one of the ten "Lawyers of the Year" by *Michigan Lawyers Weekly*. She also serves as a State Bar Commissioner.

## *Nonprofits in the New Millennium*

### *Sara Meléndez*

Sara Meléndez is president of Independent Sector, a national coalition of nonprofits, foundations, and corporate giving programs working to strengthen giving, volunteering, and not-for-profit initiatives in America.

Under Dr. Meléndez's leadership since 1994, Independent Sector has increased the visibility of the people, organizations, and services of the nonprofit sector; successfully opposed efforts to silence nonprofits' advocacy rights; and promoted collaboration among business, government, and the nonprofit sectors.

Dr. Meléndez has served as a spokesperson on philanthropy and the nonprofit sector for various media, including the New York Times, Washington Post, NPR, NBC News, CNBC, and CNN. She has also testified before Congress on nonprofit issues.

Before assuming the Independent Sector presidency, her experience included positions as president of the Center for Applied Linguistics, vice provost and dean of arts and humanities at the University of Bridgeport in Connecticut, and director of special minority initiatives at the American Council on Education.



**Sara Meléndez**

*President, Independent Sector*

A native of Puerto Rico, she grew up in Brooklyn, New York. She holds a bachelor's degree in English from Brooklyn College and a doctorate from the Graduate School of Education at Harvard University. She has worked and written extensively on multicultural, diversity and language issues and the importance of education and leadership opportunities for women and minorities in America.

# Grantseekers '99

## S P E A K E R S

### Danny Glover

*Acclaimed Actor and Internationally-Renowned Superstar*

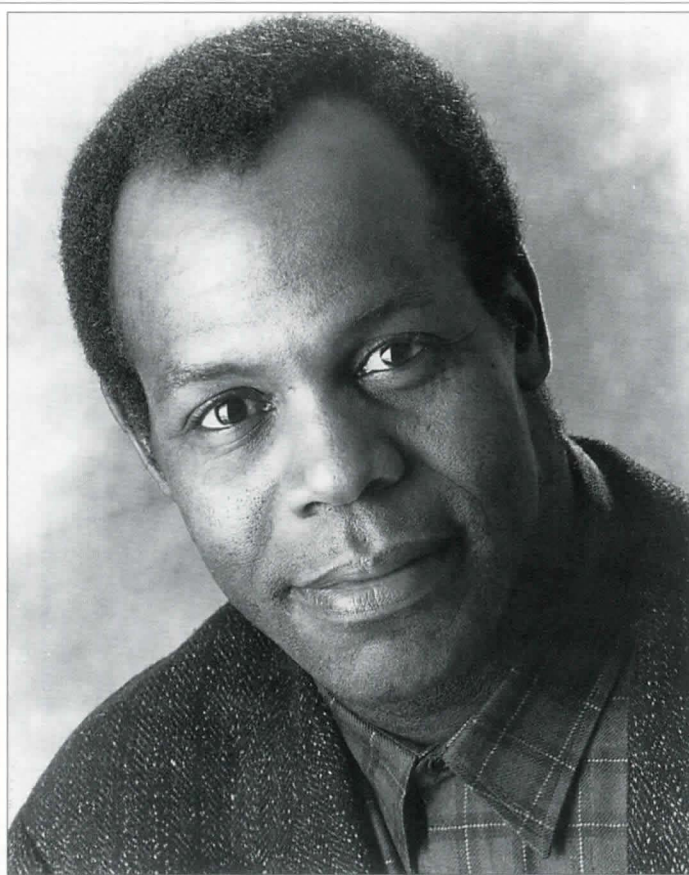
Danny Glover is one of Hollywood's most renowned and respected leading men. An actor, producer, and director, this versatile superstar has impacted stage, screen, and television for over a decade.

Glover's impressive and diverse body of work has earned him a host of awards including the NAACP Image Award, the Cable ACE Award and an Emmy nomination. Off-screen, Glover is a powerful advocate for literacy and has spoken to grammar and high school students around the nation about the joys of reading and education.

He was also appointed the first Goodwill Ambassador to the United Nations Development Programme. As an activist, he received the first annual William Kunstler Racial Justice Award for his work on a variety of social issues including the struggle against apartheid in South Africa.

In addition to his individual presentations focusing on the arts and community involvement, Glover regularly teams with long-time friend and actor Felix Justice in "An Evening with Langston and Martin." A powerful and moving program consisting of dramatic readings from the works of Langston Hughes and Martin Luther King, Jr., "An Evening with Langston and Martin" stands among America's most acclaimed theatrical presentations.

A native of San Francisco, Danny Glover attended San Francisco State College and trained at the Black Actor's Workshop of the American Conservatory Theatre. His impressive film career has included *Places in the Heart* and the *Lethal Weapon* series to the award-winning *To Sleep with Anger* (which he also executive produced). His most recent project united him with Oprah Winfrey (first brought together for the filming of Alice Walker's *The Color Purple*) for the acclaimed film adaptation of Toni Morrison's *Beloved*.



*"Off-screen, Glover is a powerful advocate for literacy and has spoken to grammar and high school students around the nation about the joys of reading and education."*





*Sunday, May 16, 1999*  
4:00 p.m. - 7:00 p.m. Early Registration

*Monday, May 17, 1999*  
7:30 a.m. - 9:00 a.m.  
Registration & Continental Breakfast

9:00 a.m. - 10:15 a.m.  
**WELCOME SESSION**  
by  
*Jennifer Granholm*  
Attorney General, State of Michigan

10:30 a.m. - 11:45 a.m.  
**WORKSHOP I**

12:00 Noon - 1:45 p.m.  
**LUNCHEON**  
**KEYNOTE ADDRESS**  
  
*TBA*

2:00 p.m. - 3:15 p.m.  
**WORKSHOP II**

3:30 p.m. - 4:30 p.m.  
**NETWORKING RECEPTION**

7:00 p.m.  
*Governor's Service Awards Dinner*

9:00 p.m.  
**AFTERGLOW**

# *Grantmakers* - CONFERENCE

## **Fund Raising/ Fund Development**

**Preparing for a Major Gift Campaign**  
Louise Motoligin, Collaborative Management Consultants, Inc.

**A Conversation with Leonard Smith**  
Leonard Smith, The Skillman Foundation

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**Identifying the Right Funder  
for Your Project**  
Diane Gedeon Martin, The Write Source; Ann Serra,  
The Write Source

**It's Lonely at the Top:  
The Lead Donor's Role  
in Community Development**  
Kari Schlachtenhaufen, The Skillman Foundation ;  
Bonnie Marsh, Bay Area Community Foundation ;  
Jay VanDenBerg, Whirlpool Foundation

**The Domino Affect of  
a Creative Partnership**  
Steven M. Horn, IBM; C. David Campbell, McGre-  
gor Fund; Margaret Talburt, Michigan Women's  
Foundation; Joseph Imberman, Jewish Federation

## **Marketing, Media & Technology**

**Working With the Media: Five Ways  
to Get Your Story Told**  
Jeff Holyfield, Consumers Energy; Dave Guilford,  
Crain's Nonprofit News; Walter Kraft, Caponigro  
Public Relations Inc.

**Technology 101:  
Making It Work for You**  
Lisa Hamway, Ameritech; Carl Allison, Detroit  
Science Center; Marilyn Wayland, DMC Reha-  
bilitation Institute of Michigan; Carol Lopucki,  
Michigan Small Business Development Center

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**Michigan Information  
Technology Commission**

**It's Crisis Time:  
How to Manage Bad Publicity**

# Grantseekers '99

## AT - A - GLANCE

### **Public Policy & Common Issues**

#### **Community Based Approaches to State-Wide Social Change**

Ron White, C. S. Mott Foundation; John Musick,  
Michigan Organizing Project; Cheryl Liske,  
M.O.S. E. S.

#### **Regional Funding for the Arts**

Deborah Mikula, Michigan Association of Com-  
munity Arts Agencies; Paul Hillegonds, Detroit  
Renaissance; Steven Hamp, Henry Ford Museum  
and Greenfield Village; Nancy Hayden, Oakland  
County Department of Art, Culture and Film

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#### **The Hidden Industry - Jobs & Economic Impact of the Nonprofit Sector**

Dorothy A. Johnson, Council of Michigan Foun-  
dations; Robert Kleine, Public Sector  
Consultants

#### **Legislators, Laws & Lobbying**

Paul Hillegonds, Detroit Renaissance; Lynn  
Jondahl, Michigan Political Leadership Program

### **Nonprofit Business & Management**

#### **Building the Board for the Future**

Sandra Hughes, National Center for Nonprofit Boards

#### **Capacity Building: Implications for Organizations Survival and Growth**

Linda Campbell, Michigan Public Health Institute

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#### **I Have To Do What??**

MaryAnn Pierce, Attorney; Cynthia Tanner,  
Accounting Aid Society

#### **From Diversity to Unity: Collaborative Planning/Planning for Collaboration**

Shaun Nethercott, El Arte Alliance; Lisa Blackburn,  
Detroit Institute of Arts; Hava Jean Delgado, Project  
Paradigm; Gary Anderson, Art Centered Education;  
Chrystal Griffin, Academy of the Americas

### **Professional Development**

#### **Managing For Success**

#### **Communication with Style**

Judith A. Martin, Comerica Inc.;  
Stephen E. Nedwicki, Comerica Bank

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#### **Exploration: A Powerful Journey**

Mary Grill, Michigan Community Service  
Commission

#### **Effective Strategies for Stress Management**

Conference workshops subject to cancellation or change.



# Grantmakers - CONFERENCE

*Tuesday, May 18, 1999*

7:30 a.m. - 8:30 a.m.

Continental Breakfast

8:30 a.m. - 9:30 a.m.

## WELCOME SESSION

by

*Sara Meléndez*

*President, Independent Sector*

9:45 a.m. - 11:00 a.m.

## WORKSHOP III

11:15 a.m. - 12:30 p.m.

## WORKSHOP IV

12:45 Noon - 2:00 p.m.

## LUNCHEON CLOSING ADDRESS

by

*Danny Glover*

(conference concludes with lunch)

## Fund Raising/ Fund Development

### The ABC's of Grantwriting

Diane Gedeon Martin, The Write Source

### Meet the Grantmakers: A Candid Conversation with Foundation Funders

Susan Kelly, Hudson's; James E. McHale, W. K. Kellogg Foundation; David O. Egner, Hudson-Webber Foundation; Margaret Poole, Berrien Community Foundation; Robert S. Collier, Council of Michigan Foundations

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### What Do Grantmakers Want?

Ron White, C. S. Mott Foundation; Aileen Shaw, National Network of Grantmakers

### Conducting A Comprehensive Program Evaluation

Anthony Roberto, Michigan Public Health Institute; Gary Meyer, Marquette University; Heather Dorey, Michigan Public Health Institute

## Marketing, Media & Technology

### Meet the Press & Other News Makers

Dave Guilford, Crain's Nonprofit News; Ron Tavernit, WOMC; Walter Kraft, Caponigro Public Relations; Karen Sanborn, Ameritech

### Cause-Related Marketing

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### Utilizing the Media & Internet for Advocacy

Michelle Strasz, Catalyst for Action; Wendy Shepherd, Catalyst for Action; Jan Richter, Benton Foundation; Julie Lin, Benton Foundation

### Technology in Grantmaking

Gail Powers-Schaub, Council of Michigan Foundations; Lisa Hamway, Ameritech; Donald G. Williamson, McGregor Fund



# Grantseekers '99

## AT - A - GLANCE

### **Public Policy & Common Issues**

#### **From Welfare To Work: The Impact on Nonprofits**

Pat Babcock, W. K. Kellogg Foundation;  
Jodi Raines, The Skillman Foundation

#### **University & Community Collaborations**

Marguerite Barratt, Institute for Children Youth  
and Families

#### **IRS Rulings**

##### **You Can't Afford To Ignore**

Lester Thompson, Deloitte & Touche; Yvette Van  
Riper, Clark Hill, Lena Agree, Sommers, Schwartz,  
Silver & Schwartz

#### **Rules of Collaborative Engagement: Do Grantmakers & Nonprofits**

##### **See Eye to Eye When Collaborating?**

Hank Rubin, Institute for Collaborative  
Leadership

#### **How Dollars Make Sense**

Earl M. Ryan, Citizens Research Council;  
A. Thomas Clay, Citizens Research Council

### **Nonprofit Business & Management**

#### **Getting Things Done as Collaborative Leaders: Inside Our Nonprofits & in Public Coalitions**

Hank Rubin, Institute for Collaborative Leadership

#### **A Realistic Business Plan = A Future For Your Nonprofit**

David Artley, Kalamazoo County Human Services  
Department

#### **Power Tools!**

##### **Using Financial Statements to Your Management Advantage**

Robert S. Collier, Council of Michigan Foundations;  
Louise Motoligin, Collaborative Management Con-  
sultants; Jean Stenger, Accounting and Financial  
Services

#### **Mix & Match:**

##### **Successful Mergers and Partnerships**

Barbara Kratchman, ArtServe Michigan; Larry Cop-  
pard, Community Foundation for Southeastern  
Michigan; Craig Ruff, Public Sector Consultants;  
Kimberly Adams, ArtServe Michigan

#### **Being & Doing: A Contemporary Model for Board Development**

Judee Lonne, Judee Lonne and Associates

### **Professional Development**

#### **Spirituality of Giving**

R. Paul Nelson, Direction Center

#### **Personal Visioning**

Mary Grill, Michigan Community Service  
Commission; Nancy Ray, Stratagems

#### **Leadership and Change**

#### **The Valued Volunteer**

Robin Lynn Schultheiss, Volunteer Centers of  
Michigan

*Monday, May 17, 1999*

Registration &  
Continental Breakfast  
7:30 a.m. - 9:00 a.m.

**Welcome Session**  
9:00 a.m. - 10:15 a.m.

*Monday, May 17, 1999*

**WORKSHOP I**  
10:30 a.m. - 11:45 a.m.

### **FUND DEVELOPMENT**

#### **Preparing for a Major Gift Campaign**

Learn what needs to occur before your organization embarks on a fundraising campaign...from assessing the market to identifying donors.

*Louise Motoligin, Collaborative Management Consultants, Inc.*

#### **A Conversation with Leonard Smith**

Twenty five years ago Leonard Smith accepted the position of executive director of The Skillman Foundation. Discuss with Mr. Smith his views on school reform, hear of his experiences in working with children and youth organizations and the challenges in helping children today. Mr. Smith will also share his views on what foundations can and should bring to the table.

*Leonard Smith, The Skillman Foundation*

### **MARKETING, MEDIA & TECHNOLOGY**

#### **Working with the Media:**

##### **Five Ways to Get Your Story Told**

Every nonprofit has a story to tell, whether happy news about program accomplishments, news services, special fundraising events — or about problems discovered and resolved. Professionals from the field of journalism and public relations tell how to get the right kind of attention from print and electronic media.

*Jeff Holyfield, Consumers Energy; Dave Guilford, Crain's Nonprofit News; Walter Kraft, Caponigro Public Relations Inc.*

#### **Technology 101: Making It Work for You**

Technology continues to evolve. Learn how to embrace technological advancements to further promote your organization's mission and objectives.

*Lisa Hamway, Ameritech; Carl Allison, Detroit Science Center; Marilyn Wayland, DMC Rehabilitation Institute of Michigan; Carol Lopucki, Michigan Small Business Development Center*

### **PUBLIC POLICY**

#### **Community Based Approaches to State-Wide Social Change**

This workshop will look at statewide organizing through the lenses of a worker organizing a local project and examine their collaborations with grantmakers and community partners. Participants will engage in discussion about best practices and ideas regarding community based approaches to state wide social change utilizing these perspectives. *Ron White, C. S. Mott Foundation; John Musick, Michigan Organizing Project; Cheryl Liske, M.O.S. E. S.*

#### **Regional Funding for the Arts**

Increasing demand for supplemental funding support for arts and cultural organizations throughout Michigan has paved the way for two bills to be signed into law. Five Michigan counties have been given the right to form a regional authority to seek voter support to fund arts and cultural institutions through increased property taxes. This workshop will discuss the issues facing arts support, the history of the regional funding initiative, and campaign strategies that need to be put in place to guarantee success. *Deborah Mikula, Michigan Association of Community Arts Agencies; Paul Hillegonds, Detroit Renaissance; Steven Hamp, Henry Ford Museum and Greenfield Village; Nancy Hayden, Oakland County Department of Art, Culture and Film*

### **NONPROFIT MANAGEMENT**

#### **Building the Board for the Future**

Participants will learn useful ideas about the value of effective boards in order to increase the capacity of their own boards and attract new leadership in the future. *Sandra Hughes, National Center for Nonprofit Boards*

# *Grantmakers* - **CONFERENCE**

#### **Capacity Building: Implications for Organizations Survival & Growth**

Many nonprofits are assessing their future business survival by taking a closer look at what the stakeholder environment is demanding and what they as organizations are realistically able to deliver. This workshop will describe strategies that can assist directors and staff in thinking about charting organizational change.

*Linda Campbell, Michigan Public Health Institute*

### **PROFESSIONAL DEVELOPMENT**

#### **Managing for Success**

Organizational success depends on a team effort of strong committed staff members. Learn how to recruit, reward and retain the right employees for you.

#### **Communication with Style**

Communication is one of the most important ingredients in any relationship. Participants will learn to identify communication styles, communication barriers, and gain a better understanding of how to communicate effectively.

*Judith A. Martin, Comerica Inc.; Stephen Nedwicki, Comerica Bank*

### *Lunch & Program*

Noon - 1:45 p.m.

*Monday, May 17, 1999*

**WORKSHOP II**  
2:00 p.m. - 3:15 p.m.

### **FUND DEVELOPMENT**

#### **Identifying the Right Funder for Your Project**

Finding the right funder can be labor intensive. Learn how to streamline the searching process using a number of resources including the World Wide Web.

*Diane Gedeon Martin, The Write Source; Ann Serra, The Write Source*



# Grantseekers '99

## PROGRAM

### **It's Lonely at the Top: The Lead Donor's Role in Community Development**

Many Michigan cities often depend upon the vision and mission of a single donor source to accomplish civic goals. That donor may be a corporation, a private foundation, a community foundation or an exceptional individual, called upon again and again to leverage additional resources from local/state/federal government, organized philanthropy, or individuals. The panel discusses this fragile leadership balance as seen from their experience as leaders and donors. *Kari Schlachtenhaufen, The Skillman Foundation; Jay VanDenBerg, Whirlpool Foundation, Bonnie Marsh, Bay Area Community Foundation*

### **The Domino Affect of a Creative Partnership**

Identifying ways to create new collaborations is important for organizational success. Hear how the Jewish Federation has earned friends, partnerships and results after hosting a group of funders on an educational friend-raising mission to Israel. Learn short-term results and long term plans for this group. *Steven M. Horn, IBM; C. David Campbell, McGregor Fund; Margaret Talburt, Michigan Women's Foundation; Joseph Imberman, Jewish Federation*

### **MARKETING, MEDIA & TECHNOLOGY**

#### **Michigan Information Technology Commission**

Come learn about an innovative model on how business, government, and nonprofits are working together to change the future of technology.

#### **It's Crisis Time: How to Manage Bad Publicity**

A less than ideal situation hits the media before you have time to respond. Hear real life stories from organizations and learn from their experiences on how to handle crisis and develop positive media relationships.

### **PUBLIC POLICY**

(continued on next column)

### **The Hidden Industry - Jobs & Economic Impact of the Nonprofit Sector**

What does Michigan's nonprofit sector look like? A recent study completed by The Michigan Nonprofit Research Program and The Aspen Institute reviews the many dimensions of Michigan's nonprofit sector. This session will highlight some of the challenges facing leaders working to provide essential community services in a time of changing public policy.

*Dorothy A. Johnson, Council of Michigan Foundations; Robert Kleine, Public Sector Consultants*

#### **Legislators, Laws & Lobbying**

A discussion about how to identify and move your public policy agenda; how to identify your issues; when to write a letter, pick up the telephone or ask for a meeting. This conversation with two former legislative leaders will help participants identify strategies for effectively communicating with legislators.

*Paul Hillegonds, Detroit Renaissance; Lynn Jondahl, Michigan Political Leadership Program*

### **NONPROFIT MANAGEMENT**

#### **I Have to do What??**

Following state and federal laws is a must for long-term survival. Many nonprofit organizations fail to keep legal and financial records current — risking automatic dissolution of incorporation, fines and penalties, and loss of tax-exempt status. Learn from industry experts the tips that will help ensure your organizations' compliance and give you peace of mind.

*MaryAnn Pierce, Attorney; Cynthia Tanner, Accounting Aid Society*

#### **From Diversity to Unity: Collaborative Planning/Planning for Collaboration**

In this hands-on workshop, participants will meet representatives of very different organizations and learn how these organizations built a strong collaboration through a collective process which stresses interactive activities and cooperatively developed strategies for change.

*Shaun Nethercott, El Arte Alliance; Lisa Blackburn, Detroit Institute of Arts; Hava Jean Delgado, Project Paradigm; Gary Anderson, Art Centered Education; Chrystal Griffin, Academy of the Americas*

### **PROFESSIONAL DEVELOPMENT**

#### **Exploration: A Powerful Journey**

Enjoy quiet moments in personal reflection and hands-on activities designed to explore your beliefs, values and behaviors. Learn how they impact all aspects of your life. If you are seeking a path empowering you to make decisions guided by your true self, this workshop is for you.

*Mary Grill, Michigan Community Service Commission*

#### **Effective Strategies for Stress Management**

Stress is rarely caused by one factor - it's a series of items that prohibit us from performing at our best. We'll identify the stumbling blocks that can reduce stress in your life and put you back on the road to productivity.

### *Networking Reception*

3:30 p.m. - 4:30 p.m.

Would you like to create new connections with your nonprofit colleagues? Enjoy this opportunity to talk with each other, and visit the conference exhibits.

### *Governor's Service Awards Dinner*

Registration & Reception  
5:30 p.m. - 7:00 p.m.

Dinner & Awards  
7:00 p.m. - 9:00 p.m.

### *Afterglow*

(following the  
Governor's Service Awards Dinner)

Meet us in the Novi Hilton lounge and enjoy the sounds of live instrumental jazz music.

*Tuesday, May 18, 1999*

Continental Breakfast  
7:30 a.m. - 8:30 a.m.

**Welcome Session**  
8:30 a.m. - 9:30 a.m.

*Tuesday, May 18, 1999*

**WORKSHOP III**  
9:45 a.m. - 11:00 a.m.

### **FUND DEVELOPMENT**

#### **The ABC's of Grantwriting**

Securing grant funds requires a sound proposal. Learn how to write a grant that is clear, concise, and will catch a funder's eye. Get to know what funders need and how to provide them with the right information.

*Diane Gedeon Martin, The Write Source*

**Meet the Grantmakers: A Candid Conversation with Foundation Funders**  
The workings of foundations often appear mysterious to the grantseekers. Join representatives from private, community, corporate and family foundations who will present their grantmaking programs and discuss the do's and don'ts of the fundraising process. A candid questions and answer period will follow.

*Susan Kelly, Hudson's; James E. McHale, W. K. Kellogg Foundation; David O. Egner, Hudson-Webber Foundation; Margaret Poole, Berrien Community Foundation; Robert S. Collier, Council of Michigan Foundations*

### **MARKETING, MEDIA & TECHNOLOGY**

#### **Meet the Press & Other News Makers**

Learn how to effectively communicate with the media and gain publicity for your projects and programs. Panelists will share secrets on how to build and maintain a positive relationship with the media to get the coverage you want. *Dave Guilford, Crain's Nonprofit News; Ron Tavernit, WOMC; Walter Kraft, Caponigro Public Relations; Karen Sanborn, Ameritech*

### **Cause-Related Marketing**

Many businesses are directing their corporate giving programs to specific causes. What's behind this popular new fundraising technique? How does it work and who does it work for? This session will provide a framework for understanding the trend in positioning your organization for the future.

### **PUBLIC POLICY**

#### **From Welfare to Work: The Impact on Nonprofits**

As government services are eliminated at the national and state level - nonprofits are being asked to step forward and play a role in redefining the delivery of services. Hear what insiders have to say on the future of devolution and the impact on foundations and nonprofit organizations.

*Pat Babcock, W. K. Kellogg Foundation; Jodi Raines, The Skillman Foundation*

### **University & Community Collaborations**

The Michigan State University Coalition for Children, Youth, Families and Communities is emerging as a model for facilitating collaboration among the university, the nonprofit sector and government. This presentation will include information about the process of building this coalition as well as the current state of the collaborations that have been engendered.

*Marguerite Barratt, Institute for Children Youth and Families*

### **NONPROFIT MANAGEMENT**

#### **Getting Things Done as Collaborative Leaders: Inside Our Nonprofits and in Public Coalitions**

Collaboration skills are at the heart of effective nonprofit leadership; this workshop will push nonprofit leaders to think about collaboration and their roles as collaborative leaders in new ways. It will introduce them to principles and steps associated with building and managing a successful collaborative relationship with board members and leaders from other nonprofits, corporations, and government agencies. *Hank Rubin, Institute for Collaborative Leadership*

# *Grantmakers* - **CONFERENCE**

### **A Realistic Business Plan = A Future for Your Nonprofit**

Strategic analysis of your nonprofit, a strong board of directors, and a clear vision equals completion of your nonprofit mission in the 21<sup>st</sup> century. This workshop looks at S.W.O.T analysis and whose role it is to plan for tomorrow.

*David Artley, Kalamazoo County Human Services Department*

### **Power Tools! Using Financial Statements to Your Management Advantage**

Financial statements provide bottom-line reports on any corporation's health and progress. Learn how nonprofit managers and foundation staff gain control by understanding the types and formats of financial statements used for annual, quarterly and program-specific reports.

*Robert S. Collier, Council of Michigan Foundations; Louise Motoligin, Collaborative Management Consultants; Jean Stenger, Accounting and Financial Services*

### **PROFESSIONAL DEVELOPMENT**

#### **Spirituality of Giving**

What are the motivations, satisfactions, and joys of giving? What gives purpose and meaning to the giver, the gift, and the recipient. Come explore the dynamics of philanthropy as you prepare for the future of your organization.

*R. Paul Nelson, Direction Center*

#### **Personal Visioning**

"How will you know when you get there, if you don't know where you're going?" We often let our circumstances dictate our life rather than having our heart and mind drive our choices. This workshop will guide you through a series of hands-on activities resulting in a personal mission statement. *Mary Grill, Michigan Community Service Commission; Nancy Ray, Strata-gems*

*Tuesday, May 18, 1999*

**WORKSHOP IV**  
11:15 a.m. - 12:30 p.m.

### **FUND DEVELOPMENT**

(continued on next column)



# Grantseekers '99

## PROGRAM

### What Do Grantmakers Want?

This workshop will provide an introductory dialogue of grantmakers and grantseekers based on the national network of grantmakers' "Exemplary Grantmaking Practices Manual."

*Ron White, C. S. Mott Foundation; Aileen Shaw, National Network of Grantmakers*

### Conducting A Comprehensive Program Evaluation

This workshop introduces the common types and methods of program evaluation, and outlines how to conduct a comprehensive evaluation of programmatic goals, objectives and strategies.

*Anthony Roberto, Michigan Public Health Institute; Gary Meyer, Marquette University; Heather Dorey, Michigan Public Health Institute*

## MARKETING, MEDIA & TECHNOLOGY

### Utilizing the Media & Internet for Advocacy

The Internet and other media technologies provide a wealth of new opportunities for public policy advocates. Learn why and how your organization can use the web to advocate for your issue. *Michelle Strasz, Wendy Shepherd, Catalyst for Action; Jan Richter, Julie Lin, Benton Foundation*

### Technology in Grantmaking

How are nonprofits and foundations making use of technology? Is there a place in your office for voice mail? What about fax on demand? Can grantmakers/grantseekers take advantage of donations via the internet, and e-commerce? This presentation offers many different options for updating your organization's technology.

*Gail Powers-Schaub, Council of Michigan Foundations; Lisa Hamway, Ameritech; Donald G. Williamson, McGregor Fund*

## PUBLIC POLICY

### IRS Rulings You Can't Afford to Ignore

Nonprofits and foundations need to understand new IRS rulings regarding intermediary sanctions and taxable/tax exempt sponsorships. The panel will present three significant rulings issued during the past year and discuss their impact on nonprofit governance and management. *Lester Thompson, Deloitte & Touche; Yvette Van Riper, Clark Hill; Lena Agree, Sommers, Schwartz, Silver & Schwartz*

### Rules of Collaborative Engagement:

#### Do Grantmakers & Nonprofits See Eye-to-Eye When It Comes to Collaboration?

This highly interactive session will generate an honest dialogue between funders and fundees on: what do we really mean by collaboration. What do we hope to accomplish through collaboration? What does it take to build and manage a productive collaboration?

*Hank Rubin, Institute for Collaborative Leadership*

### How Dollars Make Sense

Policy development and the state budget process are closely intertwined. The Citizens Research Council (CRC) will explain the state budget process and how it both influences - and is influenced by - the development of public policy. CRC staff will explain the basic concepts of budgeting and the key points in the budget process that are critical in the shaping of state educational, health and social policies.

*Earl M. Ryan, Citizens Research Council; A. Thomas Clay, Citizens Research Council*

## NONPROFIT MANAGEMENT

### Mix and Match:

#### Successful Mergers & Partnerships

ArtServe Michigan tells the story of the merger that brought four small nonprofit groups together to form a unified, streamlined and re-energized organization poised to make significant impact on Michigan's arts and cultural community, as well as the subsequent partnerships that have fueled its work.

*Barbara Kratchman, ArtServe Michigan; Larry Coppard, Community Foundation for Southeastern Michigan; Craig Ruff, Public Sector Consultants; Kimberly Adams, ArtServe Michigan*

### Being & Doing: A Contemporary Model for Board Development

Nonprofit boards are dependent on volunteers for governance as they seek to fulfill their mission. Board development is a constant process and must be woven into the fabric of all board activities. This presentation will provide information on ways to educate, use an individualized assessment tool, and develop an annual board development plan.

*Judee Lonne, Judee Lonne and Associates*

## PROFESSIONAL DEVELOPMENT

### Leadership & Change

Are you an effective leader? What is your leadership style? Learn how to recognize your leadership style and discover how you can communicate with constituents, inspire employees and strengthen your organization's effectiveness.

### The Valued Volunteer

Volunteerism is largely seen as a hobby in today's society. Many volunteer management programs are often loosely structured. By taking a more professional approach to volunteer management you can improve your volunteer retention to achieve greater volunteer impact.

*Robin Lynn Schultheiss, Volunteer Centers of Michigan*

Lunch

Closing Address

12:45 p.m. - 2:00 p.m.

(Conference concludes with lunch)

Notes

# Grantmakers - Grantseekers '99

## CONFERENCE FEATURES

### Workshops



Grantmakers/Grantseekers 1999 features more than 40 workshops designed to fit the needs of all conference participants. Workshops are available in the following five tracks: 1) fund raising/fund development, 2) marketing, media & technology,

3) public policy, 4) nonprofit business & management, and 5) professional development.

### Governor's Service Awards Dinner



Register to attend the sixth annual Governor's Service Awards Dinner on Monday evening, May 17 at the Novi Hilton Hotel. Hosted by the Michigan Community Service Commission, and sponsored by Ameritech and Blue Cross Blue Shield of Michigan, this magnificent event honors and celebrates Michigan's volunteers.

### Door Prizes

Join the fun and win a prize — it's that easy. Visit all of the conference exhibits, complete a conference exhibit card, and enter our drawing for door prizes. Take a chance on winning some exciting prizes while learning about a variety of services available to your organization.

### Exhibitors



The exhibitor area provides an opportunity for Grantmakers/Grantseekers participants to learn about new products and services available to our profession, as well as a variety of local and statewide organizations. Various nonprofit organizations and for profit companies will provide information. If your company would like to reserve exhibit space please contact the Michigan Nonprofit Association toll free at 888-242-7075.

### Cyber Café

Council of Michigan Foundations (CMF) will sponsor a Cyber Café that will allow participants to "surf the web" and explore the vast array of resources and information related to the non-profit sector. Computer consultants will be on hand to assist conference participants who are looking for specific information or just want to have a bit of fun.

### AfterGlow

Relax and join your friends in the Novi Hilton lounge. Enjoy light conversation and the mellow



sounds of instrumental jazz selections. The Afterglow follows the Governor's Service Awards Dinner on Monday evening, and is open to all conference participants.

### Networking Reception



Would you like to create new connections with your nonprofit colleagues? Here's your chance! Join fellow conference participants and friends for a networking reception on Monday afternoon, May 17. Enjoy this opportunity to talk with each other, and visit the conference exhibits.

### Russell G. Mawby Award

The Michigan Nonprofit Association and Council of Michigan Foundations will proudly present the Russell G. Mawby Award at the sixth annual Governor's Service Awards Dinner on Monday, May 17, 1999. The Mawby Award honors the work and philosophy of Dr. Mawby in encouraging private action for the public good. Register to attend this grand evening and celebrate with this year's winner.

### Bookstore

Visit the conference bookstore to purchase publications on issues relevant to the nonprofit and philanthropic sector. In addition, selected speakers' books and other items of interest will be available.





# Grantmakers - Grantseekers '99

## CONFERENCE ACCOMMODATIONS

### Hotel Information

The Novi Hilton Hotel is located strategically on I-275 at the 8 Mile Road exit, making for easy access to all surrounding communities. The hotel is 20 minutes from Detroit Metropolitan Airport. It is close to shopping at the Twelve Oaks Mall and Laurel Park Mall, as well as several sightseeing attractions.

### Overnight Accommodations

Rooms are available at the Novi Hilton Hotel at the following special rates:



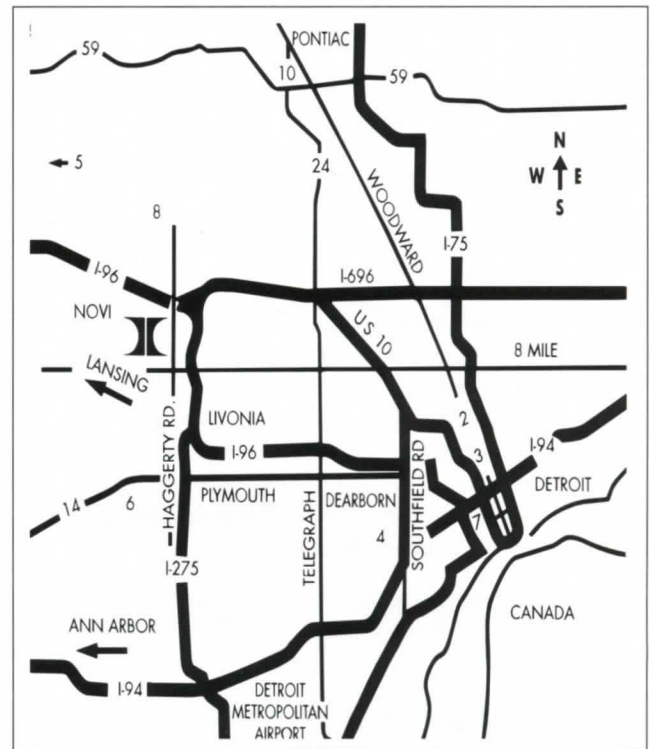
Single: \$89	Double: \$89
Triple: \$89	Quad: \$89

Check-in time is 3:00 p.m.  
Check-out time is Noon.

To obtain the special lodging rates above, please indicate that you are attending the Michigan Nonprofit Association's Grantmakers/Grantseekers Conference. *Reservations after April 30, 1999 are subject to availability.*

### Parking

Available onsite at the Novi Hilton Hotel free of charge.



### Directions

#### Novi Hilton

2111 Haggerty Road, Novi, Michigan, 48372  
Phone: 248-349-4000 or 1-800-Hiltons

#### From Detroit Metropolitan Airport

Take I-94 West to I-275 North and Exit 167 (8 Mile Road). Turn left onto 8 Mile Road. Turn right on Haggerty. Hotel is ahead on the left.

#### From Downtown Detroit

Take US 10 West to I-96 West to I-275 North and Exit 167 (8 Mile Road). Turn left onto 8 Mile Road. Turn right on Haggerty. Hotel is ahead on the left.

#### From the West

Take I-96 East to I-275 South and Exit 167 (8 Mile Road). Turn right onto 8 Mile Road. Turn right on Haggerty. Hotel is ahead on the left.

#### From the North

Take I-75 South to I-696 West to I-275 South and Exit 167 (8 Mile Road). Turn right on 8 Mile Road. Turn right on Haggerty. Hotel is ahead on the left.

#### From the East

Take I-696 West to I-275 South and Exit 167 (8 Mile Road). Turn right on 8 Mile Road. Turn right on Haggerty. Hotel is ahead on the left.

or

Take I-94 East to I-275 North and Exit 167 (8 Mile Road). Turn left onto 8 Mile Road. Turn right on Haggerty. Hotel is ahead on left.



The Sixth Annual

# Governor's Service Awards

7:00 P.M. – Monday, May 17, 1999  
Novi Hilton, Novi, Michigan

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of Michigan

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Blue Cross and Blue Shield Association

The Governor's Service Awards seek to acknowledge the countless Michigan citizens involved in volunteer service and honor those whose commitment to community and service to others is exemplary. The Governor and the Michigan Community Service Commission wish to recognize outstanding volunteer service in the following categories:

- Governor George Romney Lifetime Achievement Volunteer Service Award
- Adult (19-35 years)
- Adult (36-55 years)
- Adult Service Club/Civic Organization
- Arts in Service
- Community Service Program Manager
- Corporation/Business
- Innovative Spirit Volunteer Service Award
- Media/News Organization
- National Service Program
- National Service Program Member
- Senior (56 or older)
- Service-Learning Educator
- Youth (18 and younger)
- Youth Service Club/Civic Organization

## Program Schedule

5:30–		
7:00 p.m.	Registration & Reception Sponsored by Blue Cross Blue Shield of Michigan	7:30 p.m. Dinner Sponsored by Ameritech
7:15 p.m.	Welcome & Introductions: Michelle Engler First Lady of Michigan Chair, Michigan Community Service Commission	8:00 p.m. Award Presentations: Governor John Engler and First Lady Michelle Engler
		9:00 p.m. Closing Remarks: Governor John Engler

## Other Awards Presented in Conjunction with the Governor's Service Awards:

The **Russell G. Mawby Award**, sponsored by the Council of Michigan Foundations and the Michigan Nonprofit Association, was established in 1995 upon the retirement of Dr. Mawby from the Chairmanship and Chief Executive Officer of the W.K. Kellogg Foundation. This award honors the work and philosophy of Dr. Mawby in encouraging private action for the public good.



The **Sapphire Award**, sponsored by Blue Cross Blue Shield of Michigan, recognizes an outstanding individual or organization that has helped to improve the health status and well-being of Michigan's children.

The **Outstanding Community Impact Award**, sponsored by Michigan Campus Compact, honors up to five students in Michigan who have made service an integral part of their college experience through their investment in enhancing community resources.



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# Grantmakers - Grantseekers '99

## REGISTRATION FORM

May 17-18, 1999 - Novi Hilton, Novi, Michigan

(Please copy this form for each participant)

### Registration Notes

- Save on your registration fee! Join MNA and register at the member rate!
- Conference capacity is limited - register today!
- Please *print* or *type*.
- Please copy the registration form for each attendee.
- A confirmation notice will be sent to all registrants.
- Conference registration is nonrefundable, so please send an alternate in your place.
- Vegetarian meals, special needs, and barrier-free information is available at the MNA office.
- The Governor's Service Awards Dinner & the Conference may be attended together or separately.
- Registrations via the fax, phone or email are not accepted.
- Purchase Orders from public & private institutions are accepted.
- Conference updates: Visit MNA's website @ [www.mna.msu.edu](http://www.mna.msu.edu).

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ email: \_\_\_\_\_

- |  |  |                                     |
|--|--|-------------------------------------|
| <input type="checkbox"/> Vegetarian Meal             | <input type="checkbox"/> MNA Member  | <input type="checkbox"/> CMF Member |
| <input type="checkbox"/> Special Needs               | <input type="checkbox"/> New MNA Member (Dues & registration discount below) |                                     |
| <input type="checkbox"/> Barrier-Free Accommodations | <input type="checkbox"/> Nonmember (Please send MNA membership information)  |                                     |

- ☐ MNA Membership Dues \$ \_\_\_\_\_  
(Please complete application and determine membership amount using the dues structure on the reverse side of this form.)

May 17 & 18, 1999

### Grantmakers / Grantseekers Conference

(Does not include Governor's Service Awards Dinner)

- |   |  |       |          |
|---|--|-------|----------|
| <input type="checkbox"/> MNA/CMF Member           | Early Bird Rate - Postmarked by 04-15-99 | \$175 | \$ _____ |
| <input type="checkbox"/> Nonmember                | Early Bird Rate - Postmarked by 04-15-99 | \$225 | \$ _____ |
| <input type="checkbox"/> MNA/CMF Member           | Regular Rate - Postmarked by 04-30-99    | \$200 | \$ _____ |
| <input type="checkbox"/> Nonmember                | Regular Rate - Postmarked by 04-30-99    | \$250 | \$ _____ |
| <input type="checkbox"/> Purchase Order No. _____ |  |       |          |

### REGISTER EARLY!

Make check(s) payable to and mail registration form(s) to:

Michigan Nonprofit Association  
29 Kellogg Center  
East Lansing, MI 48824-1022

(TF) 888-242-7075  
(W) [www.mna.msu.edu](http://www.mna.msu.edu)

May 17, 1999

### Governor's Service Awards Dinner

7:00 p.m. at the Novi Hilton

- ☐ Please reserve my ticket for the Governor's Service Awards Dinner \$ 30 \$ \_\_\_\_\_  
Postmarked by 04-30-99.

**Total Amount Enclosed** \$ \_\_\_\_\_



## Michigan Nonprofit Association

### Membership Application

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ email: \_\_\_\_\_

### Membership Dues Structure

(Effective January 1, 1999)

#### Nonprofit & Tax-Exempt Organizations

Annual Operating Budget	Annual Dues
\$0-100,000	\$ 75
\$100,001-250,000	\$ 150
\$250,001-500,000	\$ 250
\$500,001-750,000	\$ 350
\$750,001-999,999	\$ 450
1 Million - 2 Million	\$ 550
2 Million - 4 Million	\$ 750
4 Million +	\$1,000

#### Friends of MNA

(For-Profit Organizations)

	Annual Dues
Individual Consultant	\$ 250
Consulting Firm/Partnership	\$ 500
Corporations	\$1,000

#### Payment Information

Total Amount Enclosed \$ \_\_\_\_\_

Please make your check payable to MNA and mail to:

Michigan Nonprofit Association  
29 Kellogg Center  
East Lansing, MI 48824-1022

#### Mission:

*"The Michigan Nonprofit Association's (MNA) mission is to promote the awareness and effectiveness of Michigan's nonprofit sector, and to advance the cause of volunteerism and philanthropy in the state."*

#### Affiliates & Programs

MNA is affiliated with Michigan Campus Compact (MCC) and Volunteer Centers of Michigan (VCM). Michigan Association of Volunteer Administrators (MAVA) is a program of MNA. MCC is a coalition of Michigan's university and college presidents whose purpose is to facilitate a commitment to community service on their campuses. VCM is a coalition of volunteer centers throughout the state, and dedicated to mobilizing people and resources to deliver creative solutions to community problems. MAVA is the only statewide association of volunteer administrators representing a full range of agencies, organizations, and programs.

### Highlights of MNA Member Privileges

Blue Cross/Blue Shield Health & Dental Care Coverage:	Offered by MNA in partnership with the Michigan League for Human Services (for MNA 501(c) (3) members).
Mini-Grant Funding:	<i>George W. Romney Fund &amp; Russell G. Mawby Fund.</i>
Consultations/Referrals:	Nonprofit resource and referral information.
Public Policy Alerts:	Up-to-date information on nonprofit public policy issues.
Trainings & Conferences:	Legal, accounting, computer technology, management topics. Grantmakers/Grantseekers and Volunteerism SuperConference.
Member Publications:	Monthly newsletter, nonprofit <i>Classified Connection</i> , manuals.
Discounts:	Conferences, trainings, publications, 1998 Compensation & Benefits Survey, ADP payroll/tax service, Hertz Car Rentals.

#### Michigan Nonprofit Association

29 Kellogg Center  
East Lansing, MI  
48824-1022

(T) 517-353-5038  
(TF) 888-242-7075  
(F) 517-355-3302  
(W) [www.mna.msu.edu](http://www.mna.msu.edu)



# *Grantmakers - Grantseekers '99*

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## CONFERENCE SPONSORS

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*A sincere "thank you" to the 1999 Grantmakers / Grantseekers conference sponsors. With their generous support we are able to bring you Michigan's Premiere Nonprofit Conference. We hope you will join in our 10th anniversary celebration as we explore, Powerful Alliances: Partners for Change.*

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# *Grantmakers - Grantseekers '99*

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*Presenting*

**Danny Glover**

*Featuring*

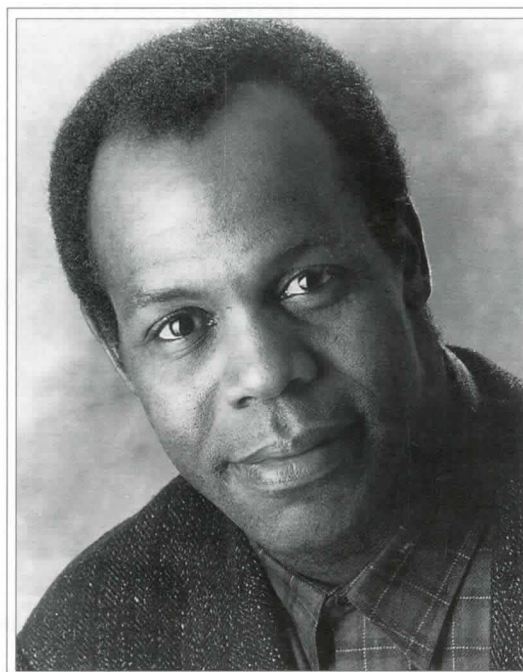
**Jennifer Granholm**

Attorney General, State of Michigan

*and*

**Sara Meléndez**

President, Independent Sector



*May 17 & 18, 1999 - Registration Form Enclosed*