

NNAAC National Conference Schedule

Thursday, October 1, 2009

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| 9:00 – 10:30 am | ARC Financial Management (NNAAC member representatives only) |
| 10:45 – 11:45 am | The Future of National Service (NNAAC member representatives only) |
| 11:45 am – Noon | ACCESS National and International Health Research Initiative, Adnan Hammad, Ph.D. |
| Noon – 2:00 pm | Lunch and travel time <ul style="list-style-type: none"> • ACE Committee meeting |
| 2:00 – 4:30 pm | Meetings with ACCESS department staff around program areas as requested by conference participants, at ACCESS departments (NNAAC members and ACCESS staff) <ul style="list-style-type: none"> • Cultural programming • Health <ul style="list-style-type: none"> ○ Health education ○ Mental health ○ Domestic violence ○ HIV/AIDS education • Employment and training • Youth programming, including building relations with school districts |
| Optional Activities: | |
| 5:30 – 6:30 pm | Arab American National Museum exhibit opening reception <i>Connecting Communities</i> a multimedia exhibit in which immigrants tell their own stories. |
| 6:30 – 7:30 pm | Global Thursday musical concert with virtuoso oud musician and composer Rahim Alhij |
| 6:00 pm | American-Arab Anti-Discrimination Committee (ADC) Judges Night Reception, Bint Jebail Cultural Center (RSVP required) |

Friday, October 2, 2009

8:30 am – 4:00 pm Conference Registration

8:30 – 9:45 am Arabic Breakfast, NNAAC Annual Meeting with presentation of NNAAC strategic plan (NNAAC members only)

10:00 – 11:45 am **NNAAC Policy Forum**

New Administration, New Congress: Policy Issues in the Era of Change - Come hear from experts on immigration reform, Iraqi refugees, civil liberties, and health care reform. Make your voice heard by discussing how these issues impact the Arab American community and strategizing on action plans to make an impact on these issues within the new Administration and Congress.

Presenters:

- John Freeman, Director of Health Care for America Now-Michigan
- Dr. Adnan Hammad, Director, ACCESS Community Health and Research Center
- Mehrdad Azemun, National Field Director of Reform Immigration for America
- Rashida Tlaib, Michigan State Representative
- Kary Moss, Executive Director of the ACLU-Michigan
- Kareem Shora, Executive Director of the American-Arab Anti-Discrimination Committee (ADC)

Noon – 1:30 pm Lunch - Keynoter: Robert S. Collier, President and CEO, Council of Michigan Foundations, on meeting today's challenges and taking full advantage of today's opportunities

1:45 – 3:15 pm Breakouts (choose one)

- **Web 2.0: Social Media for Nonprofits** (intermediate) - Has your nonprofit attracted new donors through FaceBook or MySpace? Have you connected with supporters through LinkedIn? Do you Twitter? This session illustrates how your nonprofit should use these and many other social media tools to build awareness, raise funds, spawn viral marketing, communicate effectively, build online communities, interact with constituents, and drive traffic to your website. Learn how to create an effective social media presence and website, how the two should interact, and how to generate lots of traffic and support. Presenter: Alan Pressel, CEO/Founder, CharityFinders
- **The Value of Alliances and Partnerships** (beginner/intermediate) - Learn the value of building and sustaining successful relationships with local and national partners to enhance the work of your organization. Listen and learn as national

coalition leaders discuss best practices, coalition building strategies and enhancing your work through effective partnerships. Presenter: Mou Khan, Programs & Communications Associate of South Asian Americans Leading Together (SAALT)

- **Building Relationships with Community Foundations** (intermediate) - Learn how community foundations operate; how to identify funding opportunities through general and special funds; how to build working relationships without becoming a “pest”; how to create funds that benefit your donors; and more. Presenters:
 - Robert S. Collier, President and CEO, Council of Michigan Foundations
 - Cheryl W. Elliot, President and CEO, Ann Arbor Area Community Foundation
 - Elizabeth Sullivan, Vice President, Community Investment, Community Foundation for Southeastern Michigan
 - Lynn Borg, Vice President, Community Foundation of St. Clair County
 - Ann Marie Van Duyne, Vice President of Philanthropic Services, Community Foundation of Greater Flint

3:30 – 4:45 pm Breakouts (choose one)

- **Myths and Facts about the 2010 Census** (intermediate) - This workshop will help participants get beyond the rumors about the 2010 Census and learn messaging strategies on why the Census is important and safe for Arab Americans, hear about the partnership program, get answers to questions on racial classification, and receive updated demographic profiles on Arab Americans in your state. Presenters: Helen Samhan, Executive Director, Arab American Institute Foundation and Valerie Smith, Partnership Specialist for Arab American Outreach, Detroit Regional Census Center
- **Generation Y: Y Our Organizations Need Youth Leaders.** (beginner/intermediate) - Who is Generation Y and how can they make a significant impact in your organization? Come learn from the experts on how to successfully develop new youth leaders. Discover best practices and successful models for engaging with youth from leaders of prominent national youth programs
- **Introduction to Stress Management** (beginners) – Stress has been identified as a major contributing factor to depression, fear, anxiety and a host of other chronic conditions. There is a growing demand for alternative methods of managing stress using readily available natural resources, such as proper breathing and meditation, which are effective and lack undesirable side effects that medical treatments can produce. This presentation is educational, fun and easy to do! Presenters: White Rabbit Resources

6:30 – 9:00 pm *Safety Now*, domestic violence community dinner, Bint Jebail Cultural Center, Dearborn (included in full conference registration)

Saturday, October 3, 2009

8:15 – 3:30 am Conference Registration

8:15 – 9:15 am Arabic Breakfast with Networking Table Topics

- CAAP grant making
- Board-staff relations
- Strategic planning sharing
- Capital campaign planning
- Community needs assessment
- Member recruitment and retention

[Subject to reactions and additional suggestions from registrants]

9:30 – 11:30 am Breakouts (choose one)

- **Building a More Effective Organization – Director Duties, Accountability, Transparency and the New 990 Rules** (beginners) – Gain an understanding of what legal duties directors or trustees owe to their organizations and practical advice on improving your organizations’ transparency and internal accountability. Learn the significant changes required by the new IRS Form 990. Presenter: Mazen Asbahi, Esq. and a local CPA experienced in working with nonprofits
- **How Video and other Innovative Media can Support Your Grassroots Campaigns** (advanced) – Learn how your organization can use innovative approaches to media as tools to reach your goals in advocacy, program outreach, volunteer recruitment, community education, fund development and other objectives. Presenter: Devorah Hill, Media Mentor, AWAAM (Arab Women Active in Arts and Media)
- **Planning Programs that Use AmeriCorps Members as Staff** (intermediate) – Learn how to use needs assessments and other information to plan community service programs that are designed to be predominantly staffed by AmeriCorps members. How is this different from planning programs intended to be staffed by long-term employees or by volunteers? Presenter: Tahani Hammad, Director of Case Management Services, Arab-American Family Services

11:45 am – 1:30 pm Lunch - Keynote Speaker: Julie Fisher Cummings, Board of Directors, Corporation for National and Community Service, and Managing Trustee, Max M. and Marjorie S. Fisher Family Foundation on the role of community service in moving our country forward

1:45 – 3:15 pm Breakouts (choose one)

- **How to get the Board to Raise Money** (intermediate) – Join a seasoned board member and nonprofit governance expert in a fast-paced session about ways to get your board to be better ambassadors and fundraisers. Learn about best practices for board involvement in fund development. Take away easy things the board and staff can do tomorrow to jumpstart fundraising. Presenter: Diana Kern, Vice President of Programs, NEW
- **Recession Survival Resources** (intermediate) - Learn about tools you can use today to track cash flow and other critical financials. Hear strategies that you can use with vendors, landlords and others to decrease pressures on your bottom line. On-line and other resources to help you survive today so you can serve your community tomorrow. Presenter: Dione Alexander, Vice President, Midwest Region, Nonprofit Finance Fund
- **Strengthening Human Services, Cultural and Community-Based Organizations through Civic Engagement** (beginner/intermediate) - Civic Engagement is a critical part to the development of any non-profit organization. Hear from representatives from leading national organizations who will share practices of successfully implementing civic engagement projects into your day-to-day work. Then, join in on the discussion by sharing your own stories, get tips from the experts and brainstorm new ideas. Presenter: Anan Ameri, Director of the Arab American National Museum

3:30 – 4:45 pm Breakouts (choose one)

- **Opportunities Abound: The Choice is Yours** (intermediate) - The key to success is to change your creative approach to problem-solving. Dissect major challenges in today's nonprofit environment to identify opportunities and create strategies for maximizing the strengths of your organization, both internally and externally. It's not always easy, but it is possible. Presenter: Robin Lynn Grinnell, Principle, MissionFIRST
- **Grooming Leaders for the Future of Your Organization** (advanced) - Leadership, like other skills, is a learned art. Nonprofit organizational leaders are especially needed in this time of crisis and challenge. Explore what sorts of skills are needed for nonprofit organizational leadership and how current leaders can nurture future leadership. Presenter: John Burl Artis, Ph.D., Chief Operating Officer, Arab Community Center for Economic and Social Services (ACCESS)

6:30 pm Networking Dinner at local restaurants

Sunday, October 4, 2009

9:00 am Arabic Breakfast

9:30 – 11:30 am Interest Group Meetings to Move National Programming Forward

- Cultural Programming
- Domestic Violence Programming
- Youth Leadership Development

11:30 am – Noon Conference Close