

Preliminary Statewide Conference Schedule

(as of August 11, 2008)

SUNDAY, September 7

- 11:30 AM - 1:00 PM** **Arrival and Registration Check In**
- 11:30 AM - 1:00 PM** **Pre-Conference League Member Business Meeting**
- 12:30 - 1:00** Break
- 1:00 - 2:30** **Welcome Luncheon and Keynote Speaker**
Shelley Hoss, President, Orange County Community Foundation and Chair, League of California Community Foundations
Kay Marquet, President and CEO, Community Foundation Sonoma County and Chair, 2008 Statewide Conference Planning Committee
- Karen Baker, Secretary of Service and Volunteering California Volunteers, Office of the Governor***
“Engaging California’s Diversity Through Volunteering”
- 2:30 - 3:00** Break
- 3:00 - 4:45**

- **Board-Only Session**

Each year, the League of California Community Foundations holds a special meeting for community foundation Board Members. This year, this informal interactive discussion will focus on a range of governance and strategic issues, including: board recruitment and engagement strategies, the role of the board in asset development, constructive CEO evaluations, community foundation board structures, how diversity affects governance and fiduciary responsibilities, and other topics of interest to community foundation Board Members. This special session, held by the League at its annual CEO-Board Chair Retreat for the past ten years, will generate additional topics on-site. To encourage frank dialog, this session, to be facilitated by League staff, is open to Board Members only.

Patricia Bresee, Board Chair, Silicon Valley Community Foundation

James Gianelli, Board Member, Sonora Area Foundation
Facilitators: Patricia Jones, Senior Associate and Alan Pardini, Senior Advisor, LCCF

SUNDAY, September 7

SESSIONS
3:00 - 4:45

- **Workplace Equity: How Hidden Biases are Becoming Hidden Barriers for Your Employees and You**

The Level Playing Field Institute's Corporate Leavers Survey measures the cost of workplace unfairness, in voluntary employee turnover. Survey findings and video stories will reflect the impact of unfairness in recruiting, developing, and retaining professionals of color, women and gays/lesbians. Participants will learn the role of hidden bias in undermining meritocracies, behaviors driving professionals out the door, and steps we can take to ensure biases don't become barriers to your overall success.

*Dr. Freada Kapor Klein, Ph.D., Founder and Board Chair
Nike Irvin, Executive Director, Level Playing Field Institute*

- **Professional Advisors: Growing Win/Win Relationships**

Explore the world of professional advisors and learn more about ways community foundations are engaging with this audience to facilitate planned giving strategies and generate funds. This session will include an overview of research on this audience, a summary of tools and resources available to community foundations seeking to deepen their outreach to this audience, and examples of approaches being employed by California community foundations active with the professional advisor audience.

*Fred Silverman, Vice President, Marketing and Communications, Marin Community Foundation
Celia Bolam, Planned Giving Officer, Community Foundation Sonoma County
Tim Smallsreed, Partner, Fitzgerald Abbott & Beardsley LLP
Deberah Kelley, CFP®, Vice President and Wealth Management Specialist, Private Client Services, Wells Fargo Private Bank
Facilitator: Bob Tobin, Senior Consultant and President, Williams Group*

SUNDAY, September 7

SESSIONS
3:00 - 4:45

- **Orchestrating Grantmaking and Service to Donors**

“We never have enough resources to meet the needs,” and “donors want access to our philanthropic expertise.” These are two longstanding truisms in community foundations. But how do we marry the two? This session will illustrate how three very different California community foundations have approached connecting grantmaking with their work to serve donors, for the dual outcomes of greater community impact and increased donor satisfaction. The session will be both aspirational (How can we capture information efficiently and make it accessible to the donor?) and practical (What systems and procedures do we need to support this work, and what does it take in terms of staff and other costs?).

Abbey Banks, Director of Donor Engagement, East Bay Community Foundation

Todd Hanson, Vice President of Donor Relations and Programs, Orange County Community Foundation

Eleanor Clement Glass, Chief of Donor Engagement and Giving, Silicon Valley Community Foundation

Leigh Stilwell, Vice President of Donor Engagement, Silicon Valley Community Foundation

Facilitator: Christina Sutherland, Principal, Sutherland~Edwards, Consultants to Philanthropy

- **Models of Strategic Grantmaking**

Initiative-based grantmaking can help community foundations truly embrace their roles as community leaders. This session will examine various models used by three different foundations in their attempts to address local issues through a focused grantmaking program. Participants will come away with a better understanding of both the inputs (What does it take to run an initiative-based program?) and the outputs (What changes actually occurred in the community?) of such a program as well as the impact on the internal operations of the foundation.

Christina Cuevas, Program Director, Community Foundation of Santa Cruz County

Judy Sulsona, Executive Vice President and COO, Community Foundation for Monterey County

Erica Wood, Vice President, Community Initiatives, Convening and Research, Silicon Valley Community Foundation

Facilitator: Dave Edwards, Principal, Sutherland~Edwards, Consultants to Philanthropy

SUNDAY, September 7

SESSIONS

3:00 - 4:00

- **Community Investing in Your Portfolio**

What are the common types of community investment? How should community foundations prudently evaluate and monitor these investments? Major issues to consider include valuation, liquidity, concentration of risk, and whether to integrate these investments into a diversified investment pool. This session will concentrate on investments with at least near-market rates risk/return with community investing components, rather than the use of program-related investments made at rates well below market.

*Michael Miller, CFA, Managing Director,
Colonial Consulting, LLC*

- **Creative Use of Supporting Foundations**

Jill Dodd will share her extensive experience in helping form supporting organizations that go beyond the usual role of helping a particular donor or family to affiliate with a community foundation. Although a supporting organization is most typically used as an alternative to a private foundation, it can also be used, for example, to create the structure for a joint venture among nonprofits, or to create an operating charity that will not have to meet the public support test.

Jill S. Dodd, Attorney, Manatt, Phelps & Phillips, LLP

4:10 - 5:00

- **Managing Inflation Risk in Your Investment Portfolio**

Inflation is the number one enemy to the spending power of endowment. Mike will look at historic effects of inflation upon investment, examine inflation in the current economy, discuss the measures of inflation, and consider ways to protect an investment portfolio from inflation.

*Michael Miller, CFA, Managing Director,
Colonial Consulting, LLC*

SUNDAY, September 7

SESSIONS

4:10 - 5:00 PM

- **UPMIFA Update**

Explore the current law governing endowments and the new proposed model act, the Uniform Prudent Management of Institutional Funds Act (UPMIFA) which the California Legislature is soon expected to pass into law. Among the topics to be discussed are: donor-restricted vs. board-restricted gifts; new rules on endowment spending; removal of "historic dollar value" floor; and new regulations regarding cy pres.

Jill S. Dodd, Attorney, Manatt, Phelps & Phillips, LLP

3:00 - 4:00

Roundtable Discussions

- **Charitable Gift Annuities in California**

Staff experienced with CGAs at their foundations will lead a discussion of various approaches to managing CGAs including issues around: reinsurance of annuity contracts, California investment issues, fees, contracts with annuitant, third-party administrators, handling CGAs for other CFs, policies on deferred annuities, compliance with California Department of Insurance, how to market your program to individuals or NPOs, unfunded risk and accounting issues.

- **Administering Health and Retirement Benefit Plans**

Participants will share their current practices and discuss relevant issues including: Medical, dental & vision plans: cost containment; plan providers; alternative treatments; domestic partner benefits; Health Savings Accounts and Health Reimbursement Accounts; Retirement plans: type of plan; administrators; investment advisors; funds offered; life insurance and disability plans and other benefits.

4:10 - 5:00

- **Payroll Administration**

A discussion of flexible spending plan administration, including medical, child care, and public transportation flexible plans; payroll services, payroll administration software; paid time off vs. separate sick and vacation accruals; tracking benefit accruals. Participants can share the names of good service providers in these areas.

SUNDAY, September 7

Roundtable Discussions

4:10 - 5:00

- **Program Related Investments**

Program-related investments are loans, loan guarantees or other investments made by a foundation to another organization for a project related to the foundation's philanthropic purposes and interests. Levels of investment return are secondary, if considered at all. This session will focus on the financial and administrative sides of program-related investments. Share with your colleagues your own challenges and practices of making and administering program-related investments.

**SESSION
5:00 - 5:45**

- **What Can We Do Together? Building the League Network**

In its 2007 strategic plan, the League placed a high priority on deepening its engagement and service to community foundation Board members and staff in all functional areas and at all staff levels. These special, facilitated networking sessions are designed to elicit input from community foundation Boards and staff in each functional area about ways the League can best serve their needs and what level of connection with colleagues is best. The League believes that cross-foundation and statewide collaborations hold considerable promise for learning, collaborative action and deeper impact. These sessions will inform the League's ongoing development of member services content and colleague-to-colleague networking.

(Note: This session will begin for FAOG participants at 5:15 pm)

SUNDAY, September 7

5:45 - 6:30

Break

6:30 - 9:00

Dinner and Plenary Speaker

Antonia Hernández, President and CEO

California Community Foundation

“Building Stronger Communities: Strategies for Promoting Immigrant and Refugee Integration”

MONDAY, September 8

7:30 - 8:30 AM

Breakfast and Plenary Speaker

Dr. Clifford L. Stanley, Major General, USMC (Retired)

President & CEO, Scholarship America®

A Refreshing Look at Scholarships: Yardsticks for Success for Community Foundations

8:30 - 8:45

Transition

SESSION I

8:45 - 10:00

- **If We Lead, Will They Follow? Community Leadership and Community Foundations**

As community foundations grow in size, impact and influence, staff and Board members are recognizing the potential that can come from a visible leadership position, as well as the inherent risks. This session will profile several leadership activities undertaken by community foundations of varying sizes, focusing on how each assessed its leadership potential and the results on both the upside and downside. Leadership takes many forms and this interactive session aims to provide a frame of reference as community foundation staff and Boards assess their leadership potential and opportunities.

Barbara Graves, Board Chair, Community Foundation Sonoma County

James Head, Director of Programs, The San Francisco Foundation

Dr. Thomas Peters, President and CEO, Marin Community Foundation

Facilitators: Dave Edwards, Principal and Christina Sutherland, Principal, Sutherland~Edwards, Consultants to Philanthropy

MONDAY, September 8

**SESSION I
8:45 - 10:00**

- **And When They Got There, The Cupboard Was (Still) Bare...The State Budget Crisis and Implications for California's Communities**

Recent California budgets are based on shaky assumptions, massive borrowing and political unwillingness to face the state's growing structural deficit. The consequences for communities and their residents are significant and growing. What is the real state of the State budget and how does it affect our communities and our work as community-based philanthropies? Jean Ross, Executive Director of the highly-respected, nonpartisan California Budget Project (and one of the people most knowledgeable about the intricacies and implications of the State budget) will offer her thoughts about the current fiscal situation in our state and what we can expect from Sacramento in the coming years.

Jean Ross, Executive Director, California Budget Project

- **Effective Online Engagement**

In this session we'll define online engagement/fundraising and describe the building blocks of a successful nonprofit online presence. Topics include traditional fundraising paradigms as they relate to the Internet, habits and needs of the online nonprofit supporter, and profiles of successful online nonprofits. We will discuss what organizational pieces need to be in place to successfully engage donors online and define needs in order to choose technology tools appropriate to your organization. We will wrap up with a discussion of how participants can apply what they have learned to their community foundation. There will be an opportunity for further discussion with the presenter during an afternoon roundtable.

John Kenyon, Principal, John Kenyon Consulting

MONDAY, September 8

**SESSION I
8:45 - 10:00**

- **The Safety Net Isn't Working: Foster Care in California and How Community Foundations Can be Part of a Solution**

With over 80,000 youth in a frayed and fragmented foster care system in California, the state is not meeting its obligations to the most vulnerable of our young people. In 2006, the Chief Justice of the California Supreme Court created a Blue Ribbon Commission on Foster Care with the mandate to identify program and policy improvements, including many focused on community-level changes. Join Hon. Leonard Edwards, recently retired as the presiding judge of the dependency courts in Santa Clara County, and a tireless advocate for foster youth, to learn more about the Commission's findings and recommendations and the new community foundation initiative on Foster Care.

Dan DeSantis, CEO, Fresno Regional Foundation

Steve Healy, Executive Director, El Dorado Community Foundation

Leonard Edwards, Judge-in-Residence, Center for Families, Children and the Courts

Facilitator: Alan Pardini, Senior Advisor, LCCF

- **Walking the Walk: Let's Have a Frank Discussion About Diversity in Our Organizations and Our Communities**

The issues of diversity and inclusiveness are prominent in the values of community foundations. But what does this mean from an operational point of view? Addressing diversity issues within and outside of our organizations is important, complex and promising. This interactive session will build on the work of a number of community foundations as they have engaged with diversity and inclusiveness issues. The emphasis of this session will be on practical approaches on diversity and inclusiveness. This session is part of a thematic series at the statewide conference that focuses on the evolving demographics of our state and our communities and the ways in which

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**SESSION I
8:45 - 10:00**

**Walking the Walk: Let's Have a Frank Discussion
About Diversity in Our Organizations and Our
Communities (continued)**

community foundations can be exemplary leaders on this issue which is so fundamental to our missions as community foundations.

Nicole Taylor, President and CEO, East Bay Community Foundation; Tatwina Lee, Board Chair, The San Francisco Foundation

Facilitator: Vincent Robinson, Managing Partner, The 360 Group

- **Sustainable Development**

Learn how three community foundations have changed their business models by implementing development strategies to acquire endowment assets, field of interest gifts, and contributions to their grantmaking programs and civic leadership projects. As the donor advised fund landscape becomes increasingly competitive, community foundations are beginning to explore alternate ways to secure gifts to sustain their operations and execute upon their mission. Listen to three CEOs discuss the successes and challenges they have faced, and the lessons they have learned, as they moved their organizations beyond charitable banking.

*Bob Kelly, President and CEO, The San Diego Foundation
Terence Mulligan, President, Napa Valley
Community Foundation*

*Chuck Slosser, President and CEO, Santa Barbara
Foundation*

*Facilitator: Michael Bush, Board Vice Chair, East Bay
Community Foundation*

MONDAY, September 8

**SESSION 1
8:45 - 10:00**

- **Donor Restrictions: What Will They Think of Next?**

This session will address the issues created when donors place restrictions on their gifts. We will first review the various types of restrictions donors desire, including purpose, spending and investment. We will analyze the tax issues caused by donor restrictions, and learn why some restrictions can render a gift non-deductible. We will discuss the impact of restrictive purpose clauses, with plenty of “real life” examples, and review a charity’s options with an unworkable gift. Finally, the presentation will focus on spending restrictions or endowments: how to create an endowment, what spending limitations apply, and how charities and advisors can build a “better” endowment.
Erik Dryburgh, Principal, Adler & Colvin

- **The Ten Best Ways for Managers to Stay Out of Trouble**

Managers in California face a myriad of complex and sometimes conflicting employment laws. This session will address ten key areas where managers often run afoul of employment laws and will suggest ways for managers to stay out of trouble. Topics include interviewing candidates, complying with leave laws and California meal and rest break requirements, recognizing and responding to requests for reasonable accommodation and documenting and addressing performance problems.
*Susan Ansberry, Partner, Folger, Levin & Kahn, LLP
Robert Bassine, Vice President of Human Resources,
Silicon Valley Community Foundation*

10:00 - 10:30

Break

SESSION II

10:30 - 11:45

- **Leadership Transitions**

This informal, interactive session for board members and senior staff will help your foundation plan for and navigate through senior leadership changes. Whether the CEO plans to retire soon, or other senior staff announces a

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SESSION II
10:30 - 11:45

- **Leadership Transitions** (continued)

departure date, there are many lessons learned from these kinds of leadership transitions. We will explore all the best practices that have emerged in recent years, and also look at some of the deferred compensation, ongoing consulting, and other retirement packages that have been used by boards and senior staff in California and elsewhere.
Dwayne M. Horii, Partner, Rodriguez, Horii, Choi & Cafferata, LLP

Jude Kaye, Principal, Intention to Action

Facilitators: Kay Marquet, President and CEO, Community Foundation Sonoma County and Todd Lueders, President and CEO, Community Foundation for Monterey County

- **The Changing Faces of Philanthropy: Cultivating Donors of Color and Diversity-- Challenges for Community Foundations**

Who are the new donors among diverse populations in California and how do they view philanthropy? Do community foundations understand the culture(s) of giving among these groups? What efforts have been undertaken to cultivate these new donors? Explore these questions with colleagues and hear how others have reached out to cultivate and engage these new donor populations.

Hank Lacayo, Chair, Destino: The Hispanic Legacy Fund, Ventura County Community Foundation

Diana Ip, Director of Programs, Changemakers

Dien Yuen, Director of Philanthropy, Give2Asia

Jose Marquez, Director of Development, The Community Foundation Serving Riverside and San Bernardino Counties

Facilitator: Robert Martin, Senior Consultant, Community Planning & Research LLC

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SESSION II
10:30 - 11:45

- **What Do You Have To Do To Complete The Gift?**

This session will review the numerous rules that surround the completion of a charitable gift. We address the appraisal requirements (they apply more often than we think), the pre-arranged sale issue, and review the never-ending year-end question: When is my gift deductible? We will also review the substantiation rules applicable to charities and donors.

Erik Dryburgh, Principal, Adler & Colvin

- **Evaluating Risk Management and Portfolio Construction**

Globalization, volatile credit markets and the introduction of alternative investments have increased the complexity of investment management for foundations and endowments. Some highlights of the topics that will be covered are: Evaluating Modern Portfolio Theory (MVO) and the input assumptions used in optimization analysis for portfolio construction and risk management; raising the efficient frontier through diversification with alternative investments; evaluating portfolio construction methods to keep endowment fund corpus up with inflation after spending and management cost.

Scott Thayer, Director of Investments and Senior Vice President, Citi Institutional Consulting

- **Bringing Your Organization to Life Through Digital Media and Web 2.0**

Digital Media and Web 2.0 tools are bringing organizations to life in unique ways. From sharing stories about your work to engaging stakeholders in your mission, digital storytelling brings people closer to your organization while erasing boundaries of time and geography. We'll review exciting new Web 2.0 tools that engage people in your mission in ways never before possible. In this session you'll learn online engagement tips and techniques including real-life examples of what nonprofits are currently doing in this area. There will be an opportunity for further discussion with the presenter during an afternoon roundtable.

John Kenyon, Principal, John Kenyon Consulting

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**SESSION II
10:30 - 11:45**

- **From Community Input to Community Impact**

Join your colleagues in a scintillating conversation about identifying pressing community needs and transformative solutions as part of a meaningful community input process. Share your own experience with community outreach, how to get the word out and how transparent to be about findings. Discuss how you can set clear expectations and use the process to educate the community about the various roles a community foundation can play in creating social change. Learn how needs assessments, strategic conversations, award-winning issue briefs, and an on-line community survey were developed and shared with the Board to determine Silicon Valley Community Foundation's grantmaking strategies.

*Eleanor Clement Glass, Chief of Donor Engagement and Giving, and Erica Wood, Vice President, Community Initiatives, Convening and Research
Silicon Valley Community Foundation*

- **How Do We Know We're Making a Difference?
Measuring the Impact and Effectiveness of
Grantmaking**

The goal of any good grantmaking program is the hope that the grants you make actually make a difference in the community. However, collecting data takes time and resources and getting that information from grantees is often not their highest priority. This session will explore how three different foundations use unique approaches to measuring and evaluating the impact and effectiveness of their grants.

*Marsha Bonner, Vice President of Programs,
Marin Community Foundation
Alvertha Penny, Vice President of Programs, California
Community Foundation
Janice Fong Wolf, Director of Grants and Programs, San
Luis Obispo County Community Foundation
Facilitators: Christina Sutherland & Dave Edwards,
Principals, Sutherland~Edwards, Consultants to
Philanthropy*

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**SESSION II
10:30 - 11:45**

Roundtable Discussions

- **Community Foundation ‘Dashboard’ Metrics: A Tool for Accountability**

Increasingly, community foundations are making use of performance indicators to provide a reliable, timely and focused view of their progress in key functional areas. These “dashboards” are helping community foundation Boards better fulfill their fiduciary responsibilities and foundation staff manage their workloads and resource allocation decision making. This roundtable session will gather Board members and staff who are making use of dashboards as well as those interested in this management and governance tool in an informal exchange of learnings from, and approaches to, the dashboard model.

Discussion Leader: Judy Frost, Vice Chair, Santa Barbara Foundation

- **Making the Most of Your Community Foundation Database**

Learn about the various tools to keep your contact database accurate and up to date for the purpose of ensuring targeted outreach through print and electronic communications. Discuss helpful reports, protocols for data entry, and training of staff.

Discussion Leader: Lori Scharf, Contact Database Manager, Marin Community Foundation

- **Publications Roundtable: Show and Tell**

Come “show and tell” marketing and communications peers about your most inventive and effective print publications or electronic productions. Attendees are encouraged to bring a stash of samples and stories to share about all types of collateral material — whether it’s a newsletter, annual report, invitation, or ad -- and audio and video productions. Also bring your ideas on celebratory events to honor volunteers, donors or milestones. We’ll compare notes on what’s worked and what hasn’t worked. This is a great roundtable for seasoned professionals as well as those who are new to the community foundation network.

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**SESSION II
10:30 - 11:45**

Roundtable Discussions

- **Attracting and Servicing Large Funds**

Learn how four community foundations have acquired and are administering large funds (e.g., DAFs or SOs between \$1 and \$150 million). Speakers will address:

1) circumstances which led to the creation of the funds; 2) how the funds are priced; 3) how the funds are staffed; 4) what challenges these funds pose; 5) what lessons have been learned by working with these funds; and 6) how the community foundations have benefited.

Carolyn Doelling, Director of Philanthropic Services, East Bay Community Foundation; Amy Fackelmann, Director of Donor Relations, California Community Foundation; Todd Hanson, Vice President of Donor Relations and Programs, Orange County Community Foundation; and Leigh Stilwell, Vice President, Donor Engagement, Silicon Valley Community Foundation

Discussion Leader: Chris Nicholson, Director of Business Development, The San Francisco Foundation

- **Business Continuity Resources**

Participants will share proven resources on disaster planning and recovery; data backup and systems recovery; business resumption; emergency staff succession and other issues related to business continuity in cases of local or regional disasters or other business interruptions. Participants should be prepared to share their knowledge of resources including: consultant names, books and publications, online data storage sites, policies & procedures and other resources.

- **Establishing Salaries and Administering Personnel Policies**

A discussion of methodologies for establishing salary ranges; sources of salary data; compensation in bad economic times; employee handbooks, including the impact of new Form 990; flex time in California;

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SESSION II
10:30 - 11:45

Roundtable Discussions

- **Establishing Salaries and Administering Personnel Policies** (continued)

telecommuting issues including workers comp, data security issues, legal issues; employee review and evaluation systems; succession plans; and vacation benefits.

11:45 AM - 12:00 PM

Transition

12:00 - 1:30

Luncheon and Keynote Speaker

Joe Lumarda, Senior Vice President and Investment Counsel, Capital Guardian Trust Company—Personal Investment Management Division
Donor Demography and Our Destiny: Reflections on Donors and Their Needs

1:30 - 1:45

Transition

SESSION III
1:45 - 3:00

- **Redefining Growth for Community Foundations**

For many, the drive to grow is defined by asset size, but community foundations are increasingly looking beyond this narrow definition, discovering models for smarter growth that align strategy with operations and financial sustainability. FSG Social Impact Advisors will share learnings for strategic approaches to growth from their work with emerging and established community foundations in California and nationally. The session will address practices for defining success beyond asset size, explore multiple paths toward growth and share examples of how community foundations are aligning their operations and finances with their strategy and the unique characteristics of the communities they serve. The session will also engage community foundation leaders who speak with experience on the opportunities and challenges for re-defining the meaning of growth at their foundations.
Eva Nico, Director and Jeff Kutash, Managing Director, FSG Social Impact Advisors

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**SESSION III
1:45 - 3:00**

- **Making Tough Choices: Grantmaking Priorities, Decisions and Tradeoffs from the Board Perspective**

Unlimited needs and limited resources. This is the situation faced by community foundations and their Boards in every California community. This interactive session will focus on the ways that community foundation Boards develop and implement their grantmaking priorities and the tradeoffs necessary to maintain a broad-based grantmaking program that is responsive to the wide array of deepening community needs. Examples from Board deliberations in a diverse group of community foundations will offer practical examples of how we approach grantmaking; new thinking about community impacts; and the continuous balancing of broad versus deep grantmaking.

Patricia Bresee, Chair, Silicon Valley Community Foundation

Celeste Boyd, President, Sonora Area Foundation

Facilitator: Alan Pardini, Senior Advisor, LCCF

- **Measuring Communications Investments**

This session will examine needs and opportunities related to measuring return on community foundation investment in communications. Attendees will discuss the key questions leading to increased interest in measuring communications impact, delve into the barriers to measuring communications effectiveness, compare current community foundation practices with regard to measurement, and consider a set of principles that might guide future measurement strategies.

Bob Tobin, Senior Consultant and President, Williams Group

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SESSION III
1:45 - 3:00

- **The New Form 990**

The session highlights the changes to the new Form 990 relevant to community foundations and what community foundations need to do to comply with the new reporting requirements.

Patricia Mayer, Senior Tax Manager, Moss Adams LLP

- **Top Ten Insurance and Risk Management Issues**

The session will cover topics such as “how much insurance is enough?,” Directors and Officers liability trends, telecommuter insurance, workers’ compensation updates and other current directions in insurance and insurance litigation.

Darren Cartwright, Vice President, Woodruff-Sawyer & Company

Michael Ferraro, Vice President, Woodruff-Sawyer & Company

Linda Van Fossen, CPCU, Vice President, Woodruff-Sawyer & Company

- **Redefining and Streamlining Community Foundation Scholarship Programs: A Partnership in Productivity**

For close to four decades Scholarship America® has been assisting selected community foundations with the operation and management of scholarship programs. In this session, hear how the nation’s largest scholarship service organization plans to unveil a comprehensive array of innovative services designed to assist community foundations with related policy making, stress and volume reduction, and donor and recipient relations. Much of what will be presented are products of a year-long beta site activity with Community Foundation Sonoma County and on conversations with other California-based community foundations. Emphasis is placed on efficiency, economy, and accountability in the post HR4 era.

Dr. Clifford L. Stanley, Major General, USMC (Retired) President & CEO, Scholarship America®

Joseph Phelan, Former Trustee and Interim Director, Scholarship America® Community Foundation Initiative

Facilitator: Kay Marquet, President and CEO, Community Foundation Sonoma County

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**SESSION III
1:45 - 3:00**

- **Greening the Foundation**

This session explores some of the opportunities and strategies involved in becoming a "green business." Learn sustainable practices and green building methods that can lead to certification as a green business as well as help to conserve resources and prevent pollution, improve workplace morale and establish your community foundation as a leader in environmental issues. Participants will learn to understand the importance of incorporating environmentally sound practices into the goals and priorities of their organizations.

Further, they will become aware of several approaches and numerous resources to addressing environmental issues and implementing sound practices in existing buildings, either single or multi-tenanted.

Brian Van Weele, Property Manager, Marin Community Foundation

- **Scaled Solutions for Planned Giving Programs**

Proposed description: Community foundations, in their rush to serve donors and seize opportunities, often feel pressure to take on gift planning that exceeds their capacities. Being of service is important, but where do we draw the line? How do we know what's right for our foundation today, and how do we prepare strategically for expanded expectations five years from now? This session will explore the developmental stages of planned giving programs, offering smaller community foundations (< \$100 million in assets) a roadmap for tackling planned giving in a way that is manageable and scaleable.

*Carol Bradford, Director of Gift Planning,
California Community Foundation*

Phil Murphy, Planned Giving Specialist

*Barry VanderKelen, Executive Director, San Luis Obispo
County Community Foundation*

*Facilitator: Robert Martin, Senior Consultant,
Community Planning & Research LLC*

MONDAY, September 8

**SESSION III
1:45 - 3:00**

Roundtable Discussions

- **Online Engagement**

Following up on the Online Engagement and Web 2.0 sessions, this discussion is an opportunity to delve further into effective strategies, tactics and techniques for reaching your online goals. Participants will discuss ideas specific to their organization based on what they have learned about basic and cutting edge online techniques. As needed, we will go online and look at some live examples or bring up websites for critique. You'll have the opportunity to get feedback/advice from an expert - and from your peers - to help focus resources and make the most of your online efforts.

*Discussion Leader: John Kenyon, Principal,
John Kenyon Consulting*

- **Tech Savvy Advised Fund Holders---or are they?**

This roundtable session will explore how to advance your community foundation from paper-driven fund-holder services to online, interactive services. Representatives will share challenges and opportunities inherent in creating online systems that really work and those encountered when working with the less technologically savvy fund holders. Learn what software programs are utilized, communication strategies employed during the launch and techniques for educating donors on how to use the systems.

Lisa Rose, Donor Relations Officer, The San Francisco Foundation

Jim McCallum, Chief Financial Officer, Sacramento Regional Community Foundation

Kristen Turek, Philanthropic Services Coordinator, Marin Community Foundation

Discussion Leader: Tanya Gonzales, Vice President of Development, Santa Barbara Foundation

MONDAY, September 8

SESSION III

1:45 - 3:00

Roundtable Discussions

- **Strategic Planning: What We're Learning About our Foundations and the Future of our Field**

Most community foundations organize their work and resources around a strategic plan. In the past several years, most of California's community foundations have undertaken strategic planning processes and this roundtable will provide an opportunity for participants to compare the results of their work. What are we discovering with respect to the external ("business") environment for community foundations? How do needs and community foundation responses vary across our diverse communities? How have colleague community foundations established strategic priorities? These and related questions regarding external drivers and internal priorities will guide this roundtable discussion about the future of our communities and our foundations.

Discussion Leaders: Robert Carlson, Board Chair, Pasadena Community Foundation and Deidre Hamilton, Board President, Community Foundation of Santa Cruz County

- **Supporting Organizations for Financial Advisors – the Marin Model**

Marin Community Foundation (MCF) has developed a unique program to partner with investment advisors. The program establishes a separate supporting organization related to each firm. These partnerships are established with investment firms with which MCF has had a longstanding and successful relationship. Sid will explain how the program works, covering topics including IRS approval, technical support and internal administration.

Discussion Leader: Sid Hartman, Chief Financial and Operating Officer, Marin Community Foundation

MONDAY, September 8

SESSION III

1:45 - 3:00

Roundtable Discussions

- **Charitable Remainder Trust Management & Investment**

Participants will share their current practices and problems around CRT administration and investment issues. Admin issues include: fee schedule; minimum starting balance; revocable charitable beneficiaries; and accounting issues. Investment issues include: balancing the interests of the income and remainder beneficiaries; written investment policies; changes to asset allocations over time; taxable or non-taxable investment instruments; who oversees investment policy and performance; reporting to donors; rebalancing in a portfolio with tax consequences; role of outside administrators; and contracting out investment oversight.

*Discussion Leader: Paul DeMarco, Vice President,
Finance and Administration
Community Foundation Sonoma County*

3:15 - 4:00 PM

Taking It Home

*Shelley Hoss, President, Orange County Community
Foundation and Chair, League of California
Community Foundations
Kay Marquet, President and CEO, Community Foundation
Sonoma County and Chair, 2008 Statewide
Conference Planning Committee*