

Innovative Voices: crafting a new agenda for leadership

REGISTRATION

\$70 for the first organizational attendee

\$60 for each additional organizational attendee, early bird registrants, students with I.D., or members of Women in Philanthropy

Registration deadline is March 2, 2009; early bird registration must be received by February 13, 2009.

Please duplicate one form per attendee.

Number of attendees _____ Amount enclosed _____

NAME _____

TITLE _____

EMAIL _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ ALTERNATE PHONE _____

Morning workshops: Session One _____ Session Two _____

Afternoon roundtable: Choice _____

PAYMENT METHOD

Check enclosed (payable to the Women's Fund)

or

Visa Mastercard Amex

NAME OF CARDHOLDER _____

CARDHOLDER SIGNATURE _____

CREDIT CARD NUMBER _____ EXP. DATE _____

An email confirmation will be sent once processing is complete. Registrations must be sent via fax 413-527-8401 or mailed to: Women's Fund of Western Massachusetts, 116 Pleasant Street, Suite 358, Easthampton, MA 01027.

Credit card registration accepted at 413-529-0087 x10.

Keynote speaker Sara Laschever is applicable for 1.5 contact hours/CFRE Continuing Education points. Check here if you are requesting points. _____

For questions or if you require any special accommodations at the conference please email julieh@womensfund.net by February 28, 2009.

Cancellation policy: All requests for a full refund must be received by Tuesday, February 24, 2009.

March 10, 2009

MassMutual Center, 1277 Main Street
Springfield, Massachusetts

KEYNOTE SPEAKER

Sara Laschever

Nationally recognized author of *Ask For It: How Women Can Use the Power of Negotiation to Get What They Really Want*, guiding women to refine their goals, polish their skills, and prepare for every kind of negotiation—large or small.

Keynote speaker sponsored by Women in
Philanthropy of Western Massachusetts



LUNCHEON SPEAKER

Comedienne René Hicks

Former Stanford M.B.A. turned "Comedy Central" regular who says "Laughter brings people together. We need a lot more laughter in this world and a lot less of the dumb stuff that divides us."

Luncheon speaker sponsored by Kathy LeMay

The Women's Fund of Western Massachusetts—advancing social change philanthropy to create economic and social equality for women and girls in western Massachusetts through strategic advocacy, grant making and community collaborations.

DIRECTIONS

Traveling North on I-91: Take Exit 6 (Springfield Center), onto East Columbus Avenue. Continue about 1/4 mile to Court Street. Take a right onto Court Street and proceed past Symphony Hall, City Hall and Sovereign Bank. The MassMutual Center is at the corner of Court and Main Street, across from Court Square.

Traveling South on I-91: Take Exit 7 (Springfield Center/Columbus Avenue). Turn left at the light at the end of the ramp. Go under the highway and straight through one light. Take a right at the second light onto Main Street. The MassMutual Center is located at 1277 Main Street across from Court Square.

Traveling West on Rt. 90: Take Exit 6 off the Mass. Turnpike to Rt. 291. From Rt. 291 take Dwight Street exit. Turn left at the end of the ramp and follow Dwight Street to the MassMutual Center.

Traveling East on Rt. 90: Take Exit 4 onto I-91 South and follow the directions for "Traveling South on I-91."



116 Pleasant Street, Suite 358, Easthampton, Massachusetts 01027
413-529-0087 • info@womensfund.net

www.womensfund.net

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Women's Fund of
Western Massachusetts
Capacity Building Conference

Co-presented by
Bay Path College

Bay Path
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The Women's Fund of Western Massachusetts
and Bay Path College

THE
W O M E N ' S F U N D
of western massachusetts

Bay Path
College



Women's Fund Capacity Building Conference

March 10, 2009



7:30-8:15 Registration
8:30-9:30 Breakfast & Keynote Speaker Sara Laschever

SESSION ONE 9:45-11:00

LEADERSHIP

L1 New Faces in Leadership I: Generations & Cultures

How do cultural differences between Gen Xers and Boomers affect their relationships at work? How do these differences affect opportunities for leadership? Workshop attendees will learn to identify when generational and cultural differences are at play, how changes in the last 30 years have influenced generation gaps, and how to increase their understanding of other generations, their assumptions and practices.

Jodi DeLibertis, principal of Greater Good Consulting
Lydia Watts, Esq., principal of Greater Good Consulting and executive director of the Victim Rights Law Center in Boston

L2 New Faces in Leadership II: Strategies for Change

The "graying" of the nonprofit sector presents challenges and opportunities. Rather than groom new leaders to "take over" for older colleagues, we will explore how current leaders can learn to make room for unique perspectives, while younger generations can learn to make their contributions more visible and to negotiate leadership opportunities, thus injecting new "lifeblood" into organizations.

Jodi DeLibertis, principal of Greater Good Consulting
Lydia Watts, Esq., principal of Greater Good Consulting and executive director of the Victim Rights Law Center in Boston

12:30-1:45 Luncheon Speaker René Hicks

RT1 Wikis, Twitter and Blogs—Oh My!

Cell phones and Blackberries are just the beginning. In this friendly discussion that puts the "knowledge" in "tech-knowledgey" learn what you need to stay current and maximize your ability to engage the widest network possible for your good work.

Jerri Lynn Hogg, assistant professor of Communications Management and Media Psychology at Bay Path College

SESSION TWO 11:15-12:30

ROUNDTABLES 2:00-3:15

ENGAGEMENT

E1 Learning to Ask: Negotiation Basics

Convinced that negotiation requires bluffing, steamrolling, and hardball tactics, many women avoid negotiating whenever possible, and pay for this decision in every aspect of their lives—in lost income, delayed career advancement, under-utilization of their skills at work, and strained relationships and health problems at home. In this interactive workshop, keynote speaker Sara Laschever will introduce you to "best practice" negotiation strategy and teach ways to maximize your bargaining power, set the right target for your negotiation, and remain unfazed by the emotional dimensions of the interaction.

Sara Laschever, conference keynote speaker and author

E2 The Art of Politics: Navigating the Political Waters

Having sat on both sides of the table (the side of the elected official and the side of the organization), The Art of Politics brings an interactive approach to this workshop about issue advocacy, appropriations, and government affairs. Participants will learn how to determine whether they should spend their valuable time interacting with elected officials, how to get the most out of those interactions, and how to avoid some "rookie" mistakes.

Maggie Bergin, founder of The Art of Politics and former economic development specialist for Congressman John W. Olver

RT2 Making Yourself Memorable: Personal Branding from the First Handshake

Going beyond the Do's and Don'ts, this interactive discussion helps job seekers and employers understand workplace dynamics between generations and cultures from attire and attitudes, to punctuality and performance, and more.

Michele Harris, founder of Michele Harris Consulting, a personal and professional development firm
Susan Jaye Kaplan, founder of Go Fit, an exercise program for inner city children, and co-founder of Links to Libraries

BALANCE

B1 Expanding Our Capacity, Energizing Our Spirit

In social change work, it's typical to frame our efforts in terms of what we're working against. Using the Spiritual Leadership model developed at the Women's Theological Center in Boston, participants will explore the power of grounding in what we're working to create. We will examine a framework for understanding the connection between spirituality, work and leadership and will learn about transformation within four dimensions—internal, interpersonal, institutional and cultural.

Donna Bivens, diversity, inclusion and equity consultant, and former co-director of Women's Theological Center in Boston

B2 Balancing Mission and Money: How Nonprofits Can Do Both

Is there a healthy balance among your organizational mission, values and bottom line or do you end up sacrificing one for the other? Learn creative and diverse ways to make values and financial strength reinforce each other even when times are tough.

Carolyn Ford, executive director of Human Service Forum
John Majercak, associate director of Center for Ecological Technology and director of ReStore
Mary McEneaney, CFO of Community Action
David Simpson, executive director of Commonwealth Center for Change

RT3 Finding Your Voice and Changing the World: Passion, Emotion and Leadership

Say what you mean and mean what you say: it is an important balance for effective leaders, especially when gender enters the equation. Discuss strategies for powerful, effective communication in boardrooms, lunchrooms and beyond.

Cindy L. White, professor of Communication and Women's, Gender and Sexuality Studies at Central Connecticut State University



Sara Laschever is a writer whose work has appeared in *The New York Times*, *The Harvard Business Review*, *The Boston Globe*, *Vogue*, *Glamour*, and many others. Her new book, *Ask For It: How Women Can Use the Power of Negotiation to Get What They Really Want*, guides women through the process of refining their goals, polishing their skills, and thoroughly preparing for every kind of negotiation—large or small. Her

first book, *Women Don't Ask: The High Cost of Avoiding Negotiation—and Positive Strategies for Change*, explored a newly recognized phenomenon: that women are much less likely than men to use negotiation to improve their circumstances. *Fortune* magazine, in its 75th anniversary issue, included *Women Don't Ask* in a list of "The 75 Smartest Books We Know." She speaks internationally on this critical issue.

Keynote speaker sponsored by Women in Philanthropy of Western Massachusetts



René Hicks has creatively interwoven her comedy and her convictions into establishing herself as an internationally known comedienne and in-demand speaker, determined to use her talents to make a difference. She has often been described as "a comic with a social conscious." Instead of having a comedy "act," René has comedy "activism." Whether she is making audiences laugh about the experiences that they have in common or even the differences, her goal is the same: breaking down barriers and isolation, and creating human solidarity, one chuckle at a time.

Luncheon speaker sponsored by Kathy LeMay

Biographies of conference speakers are available at www.womensfund.net/news/uEvents.php