



# TRAVELERS AID INTERNATIONAL



## 2016 Annual Conference

Program, Speaker Biographies and Attendees

*It's Time to Stack the Deck in Your Favor*

MONDAY, JUNE 13

3 - 5 pm ■ Union Square Foyer ■ Registration Opens

3 - 4 pm ■ Midtown ■ Board Meeting

4:30 - 6:30 pm ■ Central Park ■ Welcome and Opening Reception

*Evening free to explore Las Vegas on your own*

TUESDAY, JUNE 14

7:30 - 8:30 am ■ Union Square Foyer ■ Registration and Breakfast

8:45 - 10:30 am ■ Union Square ■ Welcome, Opening Remarks, Member Introductions and Updates

Welcome to Las Vegas! It is time to share your great ideas, learn from others and return home with the knowledge needed to stack the deck in your favor.

Speaker: *Dave Asselin*, President, Travelers Aid International.

10:30 - 10:45 am ■ Union Square Foyer ■ Networking Break

10:45 - Noon ■ Union Square ■ Mastering the Art of Telling Your Story

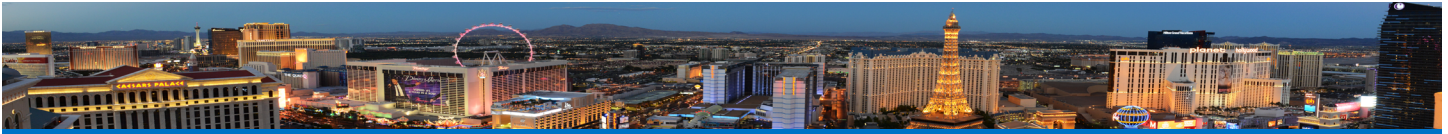
Digital storytelling is now essential for any agency. Learn the lessons of revamping a website, stepping up your social media efforts and using video to get your message out. There are tips in this session a member of any size can use.

Speakers:

- *Jane Walker*, Executive Director, Daystar Life Center.
- *Suzanne Walker*, Deputy Director, Society of St. Vincent de Paul – Marin County.
- *Annie Marcklinger Gordon*, Director of Development; FamilyAid Boston, and
- *Shannon Arnold*, Associate Director of Communications and Development, FamilyAid Boston.

Moderator:

- *Tom Smith*, Communications Manager, Travelers Aid International.



TUESDAY, JUNE | 4

**Noon - 1:30 pm ■ Union Square ■ Lunch and Annual Membership Meeting**

Reports:

- *Dave Asselin*, President, Travelers Aid International.
- *Ed Powers*, Vice Chairman, Travelers Aid International Board; President, Hope Atlanta.
- *Floyd Davis*, Treasurer, Travelers Aid International Board; President, Community Link.

**Afternoon Concurrent Sessions**

**2 - 3:15 pm ■ Bryant Park A ■ Airports: Making Your Program Indispensable**

Contract renewal time can be a stressful event. Learn from a contract administrator and your peers how to step-up your game and become truly an indispensable partner in an airport's operations.

Speaker: *Gretchen Meyer*, Director of Customer Service, Chicago O'Hare International Airport.

**2 - 3:15 pm ■ Union Square ■ Social Service Agencies: New Tools to Combat Domestic Violence**

Travelers Aid members encounter victims of domestic violence on a frequent basis. Learn from one of the leading organizations in the U.S. combating domestic violence about new trends and programs to help our member agencies assist victims and help break the cycle.

Speakers:

- *Gretchen Shaw*, Associate Director, National Coalition Against Domestic Violence, and
- *Natalie Martinez*, Program Manager, National Coalition Against Domestic Violence.

**3:15 - 3:30 pm ■ Union Square Foyer ■ Networking Break**

**3:30 - 4:30 pm ■ Bryant Park A ■ A Closer Look at the Art of Telling Your Story**

Travelers Aid transportation centers exchange tips and ideas on how to more effectively use social media to tell their story.

Moderator: *Therese Andrews*, Executive Director, Travelers Aid of the Inland Empire.

**3:30 - 4:30 pm ■ Union Square ■ Social Service Agencies: A Review of Member Domestic Violence Programs**

Gretchen Shaw and Natalie Martinez, of National Coalition Against Domestic Violence, will build upon their initial presentation and lead a roundtable forum with members discussing their own domestic violence assistance and prevention programs.

**5 - 7 pm ■ Central Park ■ Networking Reception**

Sponsored by Airport Accommodations

*Evening free to explore Las Vegas on your own*



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NEW LOOK, MORE RESOURCES



WEDNESDAY, JUNE 15

**8 - 9 am ■ Union Square Foyer ■ Breakfast**

**Morning Concurrent Sessions**

**9 - 10 am ■ Gramercy Park A ■ Airports: Handling the HR Issues of Volunteers**

While volunteers are indeed wonderful, there are times and situations that may tax your management team. How do you “retire” a volunteer who may no longer be physically or mentally fit to handle their assignments? What is the proper way to dismiss or discipline a “problem” volunteer? Learn the best techniques from your peers.

Moderator: *Dave Asselin*, President, Travelers Aid International.

**9 - 10 am ■ Union Square ■ Social Service Agencies: Fundraising via Social Media I**

The Chronicle of Philanthropy reports that human service organizations, such as our Travelers Aid social service agencies, earn more than any other organization from online donors. Learn from an experienced social media fundraiser just how this works and how to hire an appropriate expert.

Speaker: *Caryn Stein*, Vice President, Network for Good, and editor-in-chief of The Nonprofit Marketing Blog.

**10 - 10:15 am ■ Union Square Foyer ■ Networking Break**

**Morning Concurrent Sessions continued**

**10:15 - 11 am ■ Gramercy Park A ■ Airports: Best Practices Roundtable**

A traditional part of the conference that encourages a free-sharing of ideas and challenges.

Moderator: *John Ishu*, Manager, Travelers Aid Chicago.

**10:15 - 11 am ■ Union Square ■ Social Service Agencies: Fundraising via Social Media II**

Based on the information presented in the first session, Caryn Stein will lead a discussion with Travelers Aid members who have tried social media fundraising. Learn how it worked for them and get some practical tips.

**11 am - Noon ■ Union Square ■ HELP of Southern Nevada**

The mobile crisis intervention team of Help of Southern Nevada several times a week visit the homeless living in the tunnels under Las Vegas.

Speaker: *Louis Lacey*, Manager, HELP of Southern Nevada

**Noon - 1:30 pm ■ Union Square ■ Lunch and Closing Address**

Carol Hollowell last summer embarked on a cross-country bike trip to visit other homeless shelters and to learn about their operations. Her goal was to pick up advice that she could use at her own shelter which opened in August 2014. Hear from Carol how this experience helped shape her views on homelessness in America.

Speaker: *Carol Hollowell*, Executive Director, Switchpoint Community Resource Center, St. George, Utah

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NEW LOOK, MORE RESOURCES



## SPEAKER BIOGRAPHIES

### Organized in Chronological Order

#### TUESDAY

#### 10:45 - Noon ■ Mastering the Art of Telling Your Story

- *Shannon Arnold*, is the Associate Director of Communications and Development, FamilyAid Boston, a 100 year-old organization providing shelter, housing, and hope to homeless parents and children in Boston.



Shannon has worked in the nonprofit field for more than 10 years, and has spent the past 4 years at FamilyAid Boston. She has a BA in English and Political Science from Saint Michael's College in Vermont and an MA in Writing and Publishing from Emerson College. Shannon lives outside of Boston with her husband and two sons.

- *Annie Marcklinger Gordon*, is the Director of Development for FamilyAid Boston. She and her team are responsible for developing and implementing the agency's strategy to increase private fundraising and grow the agency's public profile to further its mission. Prior to joining the FamilyAid Boston team in January 2015, Annie served as fundraiser and advocacy specialist for non-profit organizations and members of Congress. She lives in Newton with her husband and their two young daughters.



- *Jane Trocheck Walker*, the Executive Director for the past 14 years of Daystar Life Center in St. Petersburg, Fla., an agency that provides "basic needs assistance to our neighbors in need." She has more than 38 years experience working in direct service with people in poverty, the unheard and the unserved in Pinellas County. Jane has worked her entire career with agencies that take a grassroots approach to service delivery, flexibility to respond to needs as they arise, volunteer driven client centered. Jane helped to found and maintain support of local coalitions and networking groups.

- *Suzanne Walker*, is the Deputy Director for the St. Vincent de Paul Society of Marin County in San Rafael, Calif. The Society operates a free dining room; provides homeless prevention, rapid rehousing, return home and other emergency services for homeless or low-income residents; hosts a community court diversion program; and partners with over 40 local congregations to administer a seasonal rotating shelter program. Suzanne worked with homeless and low income clients for 14 years, supervising the Society's Homeless Help Desk. She now concentrates on fundraising and program oversight.

#### 2 - 3 pm ■ Airports: Making Your Program Indispensable

- *Gretchen Meyer*, is the Director of Customer Service for the Chicago Department of Aviation. Gretchen has worked at O'Hare International Airport in the Customer Service department since 1998, and has worked with Travelers Aid every day since then. In 2002, Gretchen became the Contract Manager of the agreement between O'Hare and Heartland Human Care Services. In addition to the Travelers Aid contract, Gretchen is responsible for customer service, special events and promotions at Chicago's airports. A graduate of the University of Illinois, Gretchen has been a city employee since 1994.

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SPEAKER PRESENTATIONS WILL BE POSTED IN THE MEMBERS ONLY AREA





## SPEAKER BIOGRAPHIES

### 2 - 3 pm ■ Social Service Agencies: New Tools to Combat Domestic Violence

- *Gretchen Shaw*, the Associate Director, National Coalition Against Domestic Violence, has worked within the domestic violence field for over 20 years. She has an extensive background in communications and project management, writing and marketing, educational materials and grant writing and research. Gretchen joined the National Coalition Against Domestic in 2000. In addition to her senior administrative role, she manages social media and communications and continues to develop and write materials for the organization. Gretchen holds a Bachelor's degree in English from Auburn University.



- *Natalie Martinez*, is the Program Manager at National Coalition Against Domestic Violence. She joined the team last August. Natalie has assembled a national medical advisory council of prominent doctors and practitioners for the Cosmetic & Reconstructive Support Program. Most recently, Natalie was the executive director for the Jefferson County Library Foundation. Her career in the non-profit arena spans over 25 years as she has held positions at such notable organizations as Catholic Charities of Denver and the Colorado Children's Campaign. Natalie holds a Bachelor's degree in Foreign Service from Georgetown University and a Master's degree in Public Administration from the University of Colorado at Denver.



## WEDNESDAY

### 9 - 10 am ■ Social Service Agencies: Fundraising via Social Media I

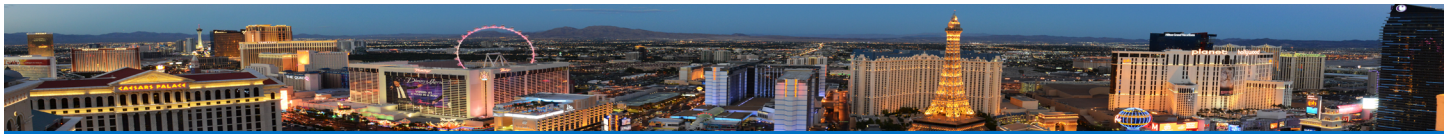
- *Caryn Stein*, is the Vice President for Network for Good and editor-in-chief of The Nonprofit Marketing Blog. As Network for Good's fundraising training expert, Caryn is dedicated to helping nonprofits combine the best practices of the web and social media with compelling fundraising stories to create more effective marketing for their missions. She is a nationally recognized speaker, having helped hundreds of organizations improve their fundraising campaigns and write more effective donor communications. A graduate of Purdue University, she has helped build social outreach strategies for nonprofit clients including American Public Media and Words Without Borders. She also created successful online communities and digital campaigns for Fortune 500 companies such as American Express, Kraft Foods, and Procter & Gamble.



### Noon - 1:30 pm ■ Closing Address

- *Carol Hollowell*, is the Executive Director, Switchpoint Community Resource Center, St. George, Utah. A native of Oregon and a graduate of Oregon State, Carol moved to St. George seven years ago. Her desire to make a difference and change the model of homeless shelters in Utah led her on a course to open Switchpoint Community Resource Center. Over the last two years, Switchpoint has added on a food pantry, a community garden, a thrift store and a rapid rehousing program. Plans for a 55 unit permanent supportive housing project are in the pipeline now. Throughout the last two years, she has received the Social Justice Award and Woman of Achievement in Public Service. Last summer, Carol and her husband, Bob, rode their tandem bicycle across the U.S. visiting homeless shelters and meeting individuals who are chronically homeless. She and Bob have four 4 adult sons.





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