

CONFERENCE AT A GLANCE

- 7:45 Registration Opens
- 8:30 **KEYNOTE**
- 9:45 Break and Expo
- 10:15 **BREAKOUT SESSIONS**
- 11:45 Lunch and Expo
- 12:45 **WORKSHOP**
- 2:45 Wrap Up

ABOUT THE KEYNOTE SPEAKER



BETH RIDLEY, MA, MBA,
CEO, Ridely Consulting Group

Beth Ridley is a corporate executive turned organizational transformation consultant, speaker, author, and CEO of Ridely Consulting Group. Beth combines 25 years of global leadership and management consulting experience with expertise in diversity and inclusion and positive psychology to help organizations transform their workplace culture. Beth's work is featured in national publications and she frequently delivers keynotes and workshops at events around the world.

Beth holds a BA in English Literature from the University of Virginia, an MA in International Relations from Tufts University and an MBA from Columbia University. Beth has lived in London, Tokyo, Johannesburg and Bangkok and now resides in Milwaukee, Wisconsin with her husband and three children. [Read more at uwp.edu/NPLC](http://uwp.edu/NPLC)

PRESENTER BIOS

This conference brings together experts to explore how creating and promoting an authentic, transparent culture in your nonprofit organization can help attract and retain employees, donors and other supporters.

[Read more about our presenters at uwp.edu/NPLC](http://uwp.edu/NPLC)

UNIVERSITY OF WISCONSIN **PARKSIDE**

MORE INFO AND REGISTRATION
uwp.edu/NPLC | 262-595-3340

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NONPROFIT LEADERSHIP CONFERENCE

Creating a Culture of Belonging

Fri, Nov 17 | 8:00 am-3:00 pm
UW-Parkside Student Center

BREAKOUT | STORYTELLING WITH INTENTION FOR NONPROFITS

Rashidah Butler-Jackson | RBJ Community Consulting

During this interactive session, participants will explore different strategies and best practices nonprofits can use to effectively tell the story of the impact and outcomes of their work. Effective storytelling is essential to engaging donors, volunteers, staff and other supporters. Participants will walk away with a vision for the stories of their nonprofits and plans for how and why they want to tell them.

BREAKOUT | FUNDRAISING ETHICS: FROM HUMAN DIGNITY TO AI

Jordan Debbink-Lesniak | JDL Consulting

Transparency inspires confidence. Beyond what the law requires, nonprofits can demonstrate their commitment to ethical practices by being entirely transparent with financial information and fundraising practices. But what happens when human dignity meets AI? What should and shouldn't the nonprofit sector do in order to preserve the relational nature our work?

BREAKOUT | BRINGING YOUR BRAND TO LIFE

Jennifer Dooley-Hogan and John Hogan | Dooley & Associates

Marketing for nonprofits presents many unique challenges. Getting your message out to a wider audience can be challenging with limited resources. In this session, Jennifer Dooley-Hogan and John Hogan of Dooley & Associates, an award-winning Kenosha-based marketing firm, will explore various tactics that nonprofit organizations can use to amplify their branding, create awareness, engage target audiences, and drive meaningful action.

BREAKOUT | CREATIVITY, CURIOSITY AND INNOVATION

Megan Matthews | UW-Whitewater

Employees thrive in an innovative and inclusive workplace. Learn how to create an environment that fosters curiosity and creativity in organizations of all sizes. Encourage inventive problem solving using parts of the Design Thinking and Design for Delight processes.

Read about our presenters at uwp.edu/NPLC

KEYNOTE | 3 BEHAVIORS TO BUILD A WORKPLACE CULTURE OF BELONGING

Beth Ridley | Ridley Consulting Group

Beth Ridley of Ridley Consulting Group will share her expertise in creating a positive workplace culture where people can show up as their “authentic selves”. Beth’s actionable strategies for creating belonging in the workplace provide valuable insights for leaders who are committed to nurturing their employees, the true heart of their organization, by creating an inclusive and empowering environment. Employees who are engaged and thriving drive innovation and promote long-term organizational success.

WORKSHOP | BUILDING WORKFORCE RESILIENCE: CORE CONCEPTS AND STRATEGIES TO PARTNER WITH STAFF

Kelly Martin | Social Current

This interactive workshop is your chance to explore the cornerstone concepts for building a resilient workforce that can adapt and thrive in times of change and challenge. This session will help leaders in all stages of their careers create positive staff cultures that promote excellence and compassion resilience. Participants will explore foundational concepts and strategies for building a workforce that can stay well and healthy while working in constantly changing environments and partnering with people who are experiencing complex challenges in their lives.

BREAKOUT | LEADERSHIP STRATEGIES TO ACHIEVE SUSTAINABLE RESULTS FROM BELONGING AT WORK

Beth Ridley | Ridley Consulting Group

A supportive and inclusive work environment has an immense impact on employee engagement and organizational success. In this breakout session, Beth Ridley will delve more deeply into leadership strategies that foster sustainable results through cultivating a sense of belonging in the workplace. Attendees will leave with specific, actionable steps they can use to nurture belonging in their workplaces.

REGISTRATION FORM | FRI, NOV 17, 2023

Registration also available online | uwp.edu/NPLC

Name: _____

Agency Name: _____ Email: _____

Phone: _____

Address: _____

City/St/Zip: _____

INVESTMENT

___ INDIVIDUAL | \$79 through Nov 3 \$ _____

___ INDIVIDUAL | \$99 after Nov 3 \$ _____

___ LEADERSHIP PROGRAM PARTICIPANT | \$49 \$ _____

___ PARKSIDE FACULTY/STAFF & STUDENTS | \$49 \$ _____

TOTAL \$ _____

PAYMENT BY CHECK

Check enclosed (Payable to UW-Parkside)

Send form and payment to:

UW-Parkside
Continuing Education
900 Wood Rd
Kenosha, WI 53144

PAYMENT BY CARD

For credit card payments please register online: uwp.edu/NPLC

QUESTIONS? 262-595-3340 or continuing.ed@uwp.edu

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