



Essentials of a Healthy Nonprofit

August 25, 2016

Who should attend?

Nonprofit and association decision makers of all levels

Nonprofit and association board members

Those responsible for nonprofit compliance

8:00 a.m. Registration

8:30 a.m. **Welcome and Introductions**

Bernie Deem, President

AlignHR, LLC

Lisa Lopinsky, CAE, President

The LiLo Group

8:45 a.m. **Best Practices of a Healthy Nonprofit**

Lisa Lopinsky, CAE, President

The LiLo Group, LLC

While there is no single definition of a “best practice” for each and every nonprofit organization, there are well-recognized legal, ethical, and accountability practices that are expected of well-run charitable nonprofits and associations. This session will highlight some of those best practices and measures of success and will set the stage for the other “Essentials of a Healthy Nonprofit” sessions.

9:30 a.m. **Top Legal Issues Facing Nonprofits Today**

Amy King Condaras, Esquire

Spilman Thomas & Battle, PLLC

This session will identify key legal and regulatory issues that are unique to nonprofits and associations, including today’s legal trends. Topics will include issues such as fiduciary responsibility of board members, tax exemption, conflict of interest, copyright and trademark issues.

10:30 a.m. **Using Social Media to Strengthen Your Nonprofit**

Social media is a valuable resource for nonprofits if utilized effectively. Not only can social media increase fundraising, it can also enhance the overall perception and awareness of your nonprofit or association. This panel discussion will feature successful social media programs and provide tips for using social media to strengthen your nonprofit.

(Possible panelists: Chelsea Staley/Humane Association, HealthNet, Social Media Techie/CRA? Moderator?)

11:30 a.m. **Challenges of Recruiting and Retaining Quality Employees and LUNCH**

This "lunch and learn" session will feature a panel discussion with nonprofit and association Executive Directors on the challenges they experience trying to recruit and retain good employees in today's environment. Nonprofits traditionally offer lower salaries and more limited benefits than for-profit employers. What can nonprofit leaders do to make their organizations more attractive to potential employees, as well as retain those currently on staff?

Moderator: Bernie Deem
(Panel Discussion: 1 Association ED, 2-3 Nonprofit EDs)

*WVNPA/Laura Lee Haddad – 5 minute introduction to WVNPA

12:45 p.m. **Assessing Your Risk**

Marilyn Blake, AU, CRM, Chief Operating Officer & Corporate Secretary
Telcom Insurance Group

Risk management may not sound like the most exciting part of a nonprofit organization's work, but it is as crucial as any other task a nonprofit undertakes. Nonprofit organizations without risk management plans leave themselves vulnerable to events or circumstances that could impose staggering costs upon or entirely shut down their operations. This session will explore how to assess the risk to your organization; mitigate those risks and obtain the insurance to ensure that your nonprofit or association is covered.

1:45 p.m. **What Makes Nonprofit Accounting Different?**

Katie Cobb, Small Business Client Advisor
Gibbons & Kawash, Certified Public Accountants

Do you know what makes nonprofit accounting different than for-profit accounting? Do you understand how to read a Form 990? Learn about the differing concepts and terminology used in nonprofit accounting including the Form 990; non-dues revenue

versus dues revenue; UBIT (unrelated business income tax) and restricted versus unrestricted funds.

2:45 p.m. **Preparing for the New Overtime Changes**

Regina Dayfield, HR Advisor

AlignHR

In this session, you will learn the four things you and everyone else HAVE to know about the new overtime changes; the Good, the Bad, and the Ugly about implementing these changes and how to manage the Bad and Ugly. Our expert will cover all the burning questions you may have on the new guidelines.

3:45 p.m. **Workshop Adjourns**

4:00 p.m. **Bonus Session! “What’s on Your Mind?” (up to one hour)**

Essentials of a Healthy Nonprofit Conference

Please join us for AlignHR's **Essentials of a Healthy Nonprofit** conference to be held August 25, 2016 at the Charleston Area Alliance, 1116 Smith Street, Charleston, WV. AlignHR is pleased to be partnering with The LiLo group to present this one-day conference for nonprofit organizations and associations in West Virginia.

Topics will include:

- **Best Practices of a Healthy Nonprofit** *While there is no single definition of a "best practice" for each and every nonprofit organization, there are well-recognized legal, ethical, and accountability practices that are expected of well-run charitable nonprofits and associations. This session will highlight some of those best practices and measures of success and will set the stage for the other "Essentials of a Healthy Nonprofit" sessions.*
- **Legal Issues Facing Nonprofits Today**: *This session will identify key legal and regulatory issues that are unique to nonprofits and associations, including today's legal trends. Topics will include issues such as fiduciary responsibility of board members, tax exemption, conflict of interest, copyright and trademark issues.*
- **Using Social Media to Strengthen Your Nonprofit**: *Social media is a valuable resource for nonprofits if utilized effectively. Not only can social media increase fundraising, it can also enhance the overall perception and awareness of your nonprofit or association. This panel discussion will feature successful social media programs and provide tips for using social media to strengthen your nonprofit.*
- **Assessing Your Risk**: *Risk management may not sound like the most exciting part of a nonprofit organization's work, but it is as crucial as any other task a nonprofit undertakes. Nonprofit organizations without risk management plans leave themselves vulnerable to events or circumstances that could impose staggering costs upon or entirely shut down their operations. This session will explore how to assess the risk to your organization; mitigate those risks and obtain the insurance to ensure that your nonprofit or association is covered.*
- **Challenges of Recruiting and Retaining Quality Employees**: *This "lunch and learn" session will feature a panel discussion with nonprofit and association Executive Directors on the challenges they experience trying to recruit and retain good employees in today's environment. Nonprofits traditionally offer lower salaries and more limited benefits than for-profit employers. What can nonprofit leaders do to make their organizations more attractive to potential employees, as well as retain those currently on staff?*
- **What Makes Nonprofit Accounting Different**: *Do you know what makes nonprofit accounting different than for-profit accounting? Do you understand how to read a Form 990?*



Learn about the differing concepts and terminology used in nonprofit accounting including the Form 990; non-dues revenue versus dues revenue; UBIT (unrelated business income tax) and restricted versus unrestricted funds.

- **Preparing for the New Overtime Changes:** *In this session, you will learn the four things you and everyone else HAVE to know about the new overtime changes; the Good, the Bad, and the Ugly about implementing these changes and how to manage the Bad and Ugly. Our expert will cover all the burning questions you may have on the new guidelines.*
- What's on Your Mind? (Bonus Session)

Cost is only \$40 and space is limited – register today! For additional information and to register: <http://www.cvent.com/d/1vqn61>

We encourage nonprofit leaders, staff and Board members to attend!

We hope to see you there!



Charleston Area Alliance Small Business Incubator

1116 Smith Street, Charleston, West Virginia

The Charleston Area Alliance is a multi-faceted economic, business and community development organization as well as the largest regional Chamber of Commerce in West Virginia.

The operation of our small business incubator is just one of its many efforts in promoting entrepreneurship and creating jobs in the Kanawha Valley region of West Virginia. Our goal is simple... to assist entrepreneurs and new businesses to the area with the support they need to grow healthy and become successful.

The Charleston Area Alliance Small Business Incubator is located off Exit 100 of I-64/ I-77 (Leon Sullivan Way) and at the gateway to downtown Charleston. The facility, a 70,000 square foot converted warehouse, sets in the midst of and walking distance to several entities, such as the Capitol Market (a restored railroad station as an open air and indoor farmers market), Clay Center for the Arts and Science, Appalachian Power Park and Charleston's newest downtown project - Gateway Greenspace.

www.CharlestonAreaAlliance.org