



Wisconsin Volunteer Coordinators Association 2022 Conference

Room to Grow:
Skills for Volunteer Program Success
May 5 - 6, 2022



Featured Speakers:



**Deborah
Biddle**



**Andy
Wallman**



**Kelly
Bubolz**



**Jacy
Imilkowski**

Welcome!

The 2022 Wisconsin Volunteer Coordinators Association (WVCA) Board is delighted to welcome you to the WVCA Conference at the Ingleside Hotel in Pewaukee, WI.

This year, we welcome some incredible keynote speakers and workshops led by leaders in volunteer management and related fields. The workshops cover a variety of topics from practical matters such as measuring volunteer impact and recruitment strategies to social justice issues, such as poverty and prejudice and how it could impact your work.

We're so happy to have such a diverse and wonderful group of volunteer coordinators with us. It's been a crazy two years, and we have missed you all very much. Enjoy the conference!



2022 Board Members

Barb Evans - President, WISCA Affiliate Representative

Emily Lewis - Vice President

Lisa Jones - Treasurer

Alli Oravec - Secretary, VAC Affiliate Representative

Brad Creighton - Concerns & Actions

Bryce Lord - AVM Affiliate Representative

Melissa Jagodinsky - BAMVS Affiliate Representative

Laural Harder - CWVC Affiliate Representative

Kristine Biesenthal - GO Vol (formerly AVA) Affiliate Representative

Nick Musson - WAMM Affiliate Representative

Julie Christensen - CRVC Affiliate Representative

Penny Jane Strauss - Conference Liaison

Kristin Cates - Online Administrator

Sharon Jordan - Member At Large

Open Position - Membership Chair



Registration Information

Early Bird Registration

\$150

(through March 31, 2022)

Standard Registration

\$200

(ends April 25, 2022)

Registration Includes:

4 Keynote Presentations

Materials and Handouts

Choice of Workshops

Breakfast and Lunch
Served Each Day

Hospitality Room Access
Wed. 4-10PM | Thurs. 5-10PM

Valuable Networking with Other
Volunteer Coordinators

Click Here to Register!

****Please Note: No Refunds Granted | Substitutions Are Permitted****

Hotel Accommodations



THE
INGLESIDE
HOTEL

2810 Golf Rd.
Pewaukee, WI 53072

To Reserve Your Room:

Call the Front Desk: 262.547.0201
Email: info@theinglesidehotel.com

When making your reservation, make sure to mention you're part of the WVCA Conference to receive a special rate!

If you are part of a tax-exempt organization and need the tax removed, you will need to mention that when you make your reservation. The hotel will let you know what is needed and will work with you from there.

Hotel Reservations must be made by Sunday, April 17, 2022
Reservations received after this date will be provided on a space-available basis at prevailing rates.

COVID-19 Protocols

As we gather together again, we want to do this in the safest manner possible. COVID protocols will be followed and emailed to the participants the week prior to the conference as they are forever changing.



Schedule

Thursday

7:15 - 8:00AM	Breakfast & Registration
8:00 - 8:15AM	Welcome
8:15 - 9:15AM	Keynote Speaker: Leading with an Inclusive Mindset - Deborah Biddle
9:15 - 9:30AM	Break
9:30 - 10:30AM	Workshop 1
10:30 - 10:45AM	Break
10:45 - 11:45AM	Workshop 2
11:45 - 12:45PM	Lunch & WVCA Meeting
12:45 - 1:00PM	Break
1:00 - 2:00PM	Keynote Speaker: Creativity & Culture: Energizing the Workplace - Andy Wallman
2:00 - 2:30PM	Affiliate Networking
2:30 - 3:30PM	Workshop 3
3:30 - 3:45PM	Break
3:45 - 4:45PM	Keynote Speaker: Leading with Intent: Create Habits that Empower Your Team & Bring Passion Back Into Your Role - Kelly Bubolz



Friday

7:15 - 8:00AM	Breakfast
8:00 - 8:15AM	Closing Remarks
8:15 - 9:15AM	Keynote Speaker: Jacy Imilkowski - The Brilliance of Resilience - Beating Burnout in Volunteer Services
9:15 - 9:30AM	Break
9:30 - 10:30AM	Workshop 4
10:30 - 10:45AM	Break
10:45 - 11:45AM	Workshop 5
11:45 - 12:45PM	Lunch

Keynote Sessions

Leading with an Inclusive Mindset - Deborah Biddle

An inclusive work culture promotes innovation and productivity. But it takes intention and skill to create inclusion on a diverse team. How well does your team embrace differences? In this session, we will discuss your role in leading with an inclusion mindset. We'll explore traits of highly inclusive leaders and examine how they make decisions and build trust.



Creativity & Culture: Energizing the Workplace - Andy Wallman

How can organizations that rely on volunteers create a healthy, happy, and productive workplace culture? Despite challenges of tight budgets, time constraints, workload volume, and stretched resources, there are proven ways to incorporate better workplace habits into your organization. Since buying KW2 in 2008, Andy had built a culture around the idea of the "The Common Cup" which symbolizes collaboration morning, noon, and night. Does it work? In an industry that averages three years of employee retention, KW2 averages eight years.



Leading with Intent - Kelly Bubolz

Create habits that empower your team and bring passion back into your role! In this session, you will learn how to work smarter, not harder, with everyday actions you're already doing. Find clarity and sense of direction in the fast-paced, chaotic, and changing world that we work in every day.



The Brilliance of Resilience: Beating Burnout in Volunteer Services - Jacy Imilkowski

Volunteering is a great source of fulfillment, but it's possible to give too much and get burned out. As volunteer coordinators, it is critical to support volunteers that are overwhelmed and prevent burnout before it happens.

Thursday Breakout Sessions



Workshop 1 (Thursday 9:30 - 10:30AM)

A. Inclusive on Purpose - Deborah Biddle

We've heard how diversity, equality, and inclusion benefit productivity, problem solving, free flow of ideas, and the bottom line. But how can we personally see the impact on our teams and across our organizations? In this session, we share approaches to heighten personal inclusion awareness and strategies to improve how we make connections, build belonging, and enhance relationships. We explore intentionally inclusive practices that positively impact workplace culture and climate.

B. Growing Interns: From Germination to Budding Professionals - Denise Lorenz

How do you develop a quality internship program? How do you cultivate professionalism within college students? This session will plant seeds on how to create and grow a quality perennial internship program. The presenter will share Aptiv's Intern Academy Model.

C. Advancing Organizational Impact Capacity for Equity, Diversity, & Inclusion - Jerica Broekling

This session helps attendees understand how equity, diversity, and inclusion (EDI) are incorporated into social sector organizations and volunteer programs. Beginning with an exploration of the national and local data that highlight the need for advancing equity, this session will cover some of the challenges and benefits of creating inclusive cultures, effective practices, and practical strategies for getting started.

D. Six Hallmarks of a Strong Volunteer Program - Leah Thibodeau

This session will explore six hallmarks of a strong volunteer program as identified by volunteers themselves. Whether you're new to the profession, building a program from the ground up, or just want to get back to the basics, this session will provide a sense of direction, connection, and assurance.

Workshop 2 (Thursday 10:45 - 11:45AM)

A. Creativity, Faster: How to Quickly Generate Ideas - Andy Wallman

Getting to a great idea for any organization hinges on having a lot of ideas to choose from. Andy will show a simple, powerful, and time-tested ideation process that's led to powerful new campaign ideas, names, services, and products.

B. Building a Culture of Collaboration - Deborah Biddle

In this session, participants will explore key concepts to develop the ability to work collaboratively. The session will also equip participants with several strategies and techniques for creating synergy in building and maintaining instrumental relationships for working with and supporting team members. Emphasis will be placed on strategies for inclusive collaboration with individuals, groups, and key decision-makers to effectively align team building initiatives to goal achievement.

C. Volunteer On-Ramp - Catherine (Draeger) Pederson

Volunteers are at the core of our mission, not a means to an end. Through the volunteer on-ramping model, we have found that the only way to empower our volunteers to stay invested is by encouraging them to learn about the heart behind our mission. In this session, you will learn how to create a culture that encourages and supports continuous volunteer learning, critical thinking, and risk-taking with new ideas. You will learn what it takes to build a volunteer on-ramp, which will allow you to engage more people, raise more money, and fulfill your mission.

D. Personality Puzzle: Natural Tendencies - Kelly Bubolz

Explore the brain's response styles. This interactive session will explore four personality profiles not commonly known and transform actions toward how you approach your team.

Thursday Breakout Sessions (cont'd)

A. Workshop 3 (Thursday 2:30 - 3:30PM)

A. The Roadmap to Creating Your Mission, Vision, & Values - Andy Wallman

Identifying the core of your organization can help guide it through thick and thin. But how do you get there? Andy will talk attendees through the process of defining truths that are at the heart and soul of your organization.

B. Questions to Empower - Kelly Bubolz

Dive into questions that empower your team! Move toward coaching instead of micromanagement. Learn the steps of solution-oriented conversations as well as how to actively listen. "Sometimes questions are more important than answers." - Nancy Willard

C. Finding Volunteers in a Digital World - Melissa Jagodinsky & Brad Creighton

Many potential volunteers are finding their fits through online postings. This session will look at ways to make sure your online need gets noticed! Since it is widely available throughout the state, we will focus primarily on Galaxy Digital's Get Connected platform. We will also have tips for everyone no matter where you recruit online!

"The best way to find yourself is to lose yourself in the service of others."

- Mahatma Gandhi



Are you knowledgeable or a pro in a particular skill or topic related to the professional and/or volunteer coordinator field?

We are always looking for breakout session leaders for the next conference! If you are interested in leading a breakout session (or two!), you can let us know by sending an email to wvcaconference@gmail.com.



Friday Breakout Sessions

A. Workshop 4 (Friday 9:30 - 10:30AM)

A. Fair is Fair Until It Isn't: Core Values-Based Team Leadership - Jacy Imilkowski

Does "fair" mean everyone is treated the same or that everyone is treated as an individual? The answer is yes. Core values are the guiding principles that dictate human behaviors and actions. Recognition of people's core values is one of the fastest ways to create a foundation of connection (or conflict) for an entire team. Honoring values contributes to engaged, productive teams. Missed values lead to disconnection, disengagement, and burnout. Learn to identify core values through listening, observation, and respectful inquiry.

B. We Are Family! Engaging the Next Generation of Volunteers - Brad Creighton

During the Covid pandemic, many families realized that they really do like spending time together, because of this there has become an increased need for valuable family activities. In this session, we will explore how to create valuable family opportunities that are a benefit to you, and help instill the love of volunteering in all - without having to reinvent your entire program!

C. Successfully Launching a Corporate Volunteer Sponsorship - Leah Thibodeau

Drawing from experience with both successful and unsuccessful attempts, we propose 6 key steps to launching a corporate volunteer sponsorship program. If you're looking for mutually beneficial ways to engage local businesses in an efficient and consistent manner, this session is for you!



A. Workshop 5 (Friday 10:45 - 11:45AM)

A. What Did Our Brains Just Say? The Neuroscience of Effective Leadership Conversations - Jacy Imilkowski

Have you ever said something to someone that unintentionally upset (or even offended) them? Even with the best intentions, our words sometimes have unintended impacts. How do you recover from the disconnection and rebuild trust? This session provides one solution to that problem: Conversational Intelligence®(C-IQ®). C-IQ® is a neuroscience framework for recovering from unintentional impacts and building trust in communication. During a conversation, there's a neurochemical cocktail that's influencing all involved. These influences are unconscious, but we can learn to recognize the signs of neurochemical impacts, which is key to building relationships with intention and having effective conversations around challenging topics.

B. Social Media 101 - Alli Oravec

This session will discuss the many ways to use social media as an effective tool for volunteer engagement and recruitment. This includes how to create recruitment posts, job postings, pros and cons of paid advertising, and overall engagement with your audience. We will also discuss what platforms are the best for recruitment based on age demographic.

C. What Do You Want to Know? Ask a Volunteer Leader! - Kristine Biesenthal

Are you new to the field of Volunteer Management? Do you need advice on how to handle certain situations with a volunteer? Discuss best practices? This is an opportunity to learn from seasoned volunteer leaders in a facilitated Q&A. No question is off limits!

Keynote Speaker Bios

Deborah Biddle



With a calm, level-headed approach, keen listening, insightful questioning, and a passion for individual and organizational belonging and thriving, Deborah Biddle influences individuals and teams to successfully rethink and redo the ways they engage with people and make decisions.

Deborah is a certified diversity professional and runs the diversity and inclusion consulting, coaching, and training firm The People Company, LLC. She works with organizations that want to leverage the power of change to heighten development and performance for their people. Deborah designs and delivers thought-provoking and challenging experiences that help people think better, do better, and be better at what matters most.

Jacy Imilkowski

Jacy Imilkowski (just think “I-Milk-Cows-on-Skis) is a born storyteller, self-admitted communication nerd, and champion of cultivating resilience in the workplace.

During her 20+ years of coaching, speaking, training, and managing projects, she has developed and delivered hundreds of learning sessions across North America.

Jacy is a certified project manager, coach, and laughter reader, as well as an adjunct instructor at the University of Wisconsin - Madison and Co-Dean of the Speakers Academy for the National Speakers Association - Wisconsin Chapter. She also holds a Patient Experience Leadership Certificate from the Beryl Institute. She loves her dog and probably loves your dog, too!



Andy Wallman



Andy is the President and Executive Creative Director of KW2, a 33 year old advertising and digital firm in Madison, Wisconsin that specializes in public health, higher education, and business services. He brings a lifetime of creativity to work every day, having been a US and North American Improv Champion, million-view YouTube video director, active arts promoter and member of the world's greatest live band karaoke experience with Madison's legendary band The Gomers. He has appeared on the cover of a satirical newspaper, The Onion, twice. He received the 2017 Madison Advertising Federation's Silver Medal Award for creative contributions to his company and community.

Kelly Bubolz

Kelly, a 15 year human resources professional now specializing in training and development, empowers and transforms a company's biggest asset - employees!

Learn to trust the process and embrace what life is teaching us. Kelly delivers unique training topics including “burnout” with experiences from her own journey so that she may train others to prevent it happening in their lives.



Session Speaker Bios



Kristine Biesenthal

Kristine has served in many roles the last 15 years including Dept. of Health & Human Services Volunteer Coordinator, Health Program Coordinator and Dementia Outreach Specialist. Currently she is the Volunteer Coordinator at Evergreen Retirement Community in Oshkosh as well as the WVCA Representative for the Greater Oshkosh Volunteer Leaders Affiliate. She is married with three wonderful daughters and seven energetic grandkids! Kristine & her husband enjoy motorcycling throughout the state and attending Packer games.



Jerica Broeckling

Jerica is a social sector leader with 15 years experience working in community development and capacity building for nonprofits. She works with organizations to advance their missions using human-centered design, systems-thinking and results-based strategies, and by centering their efforts on equity, diversity, and inclusion. She spent the last decade working with community-based and human-serving organizations around the country through her work with Alliance for Strong Families and Communities, a network of thousands of social sector leaders working to drive systems change in equity, education, population health and well-being, and child safety. She holds a Master's Degree in Public Service with a Nonprofit Specialization from Marquette University, where she is a graduate instructor on social innovation and trends in the nonprofit sector.



Brad Creighton

Brad has been involved in the nonprofit world for over 20 years. From running a large religious education program, to education in school settings, and running events – Brad has done a little bit of everything. Currently, Brad serves as the Community Engagement and Events coordinator for Volunteer Fox Cities in Appleton, where he works to support the volunteer programs of their member nonprofits, as well as keep up on trends and hot topics in the volunteer world. When he is not at work, Brad is usually wrangling his three kiddos or enjoying some quiet time geocaching, boardgaming or reading – with a little axe throwing thrown in for good measure!



Melissa Jagodinsky

Melissa is the Community Development and Special Events Director for the Volunteer Center of Brown County, an organization that builds a stronger community through volunteerism in greater Green Bay and beyond. Her work is focused on helping organizations raise awareness about their mission and filling their volunteer needs, connecting individuals and groups to the needs of the community, and planning unique events. Some of the greatest joys in her work have come from the successful volunteer matches she has made or seeing leaders of volunteers collaborate and grow professionally.

Session Speaker Bios

Denise Lorenz

Denise has been the Volunteer Coordinator at Aptiv in La Crosse for over 5 years and recently took on a new position as the Community Outreach Specialist. She has grown a strong internship program to engage and grow young professionals. Denise also facilitates new employee orientation for Aptiv. She has nearly 25 years of experience working with college students as she was the Program Head and Instructor at Western Technical College in La Crosse for over 17 years, as well as the Community Engagement Coordinator at Viterbro University for several years. She is passionate about educating people about the gifts that people with disabilities have to offer. When she isn't working, Denise enjoys spending time with her husband, 6 young adult children, and 2 grandsons.

Alli Oravec

Alli Oravec is a volunteer coordinator and graphic designer from Appleton, WI at the Salvation Army - Fox Cities. She has been working with volunteers, social media, and marketing for over 6 years throughout her career both in a church and nonprofit setting. She has a passion for connecting with others, helping out in her community, and is always looking for new things to learn or improve. When Alli is not working, she enjoys playing video games, reading a book on the couch with her cats, or playing Dungeon and Dragons with her husband and friends.



Catherine (Draeger) Pederson

Catherine (Draeger) Pederson, Ph.D is a relational leader, strategic thinker, and strength-based consultant with over 17 years of experience empowering people to make a difference in their community. She is the CEO of Loving Venti, LLC. and a Nonprofit Consultant. She has experience with various small to medium-sized nonprofits committed to our community from being the Executive Director of Wisconsin Inmate Education Association, whose mission is to transform our prison system from the inside out by educating inmates to become peer counselors, and the Executive Director of Friedens Community Ministries, the largest food pantry network in Milwaukee, WI. She is the recipient of numerous awards, including the Ten Outstanding Young America's (TOYA) Award in 2015 from the United States Junior Chamber (Jaycees) and the Philanthropic 5 recipient in 2016 from United Way of Greater Milwaukee and Waukesha County. She earned her PhD in Leadership, Learning, and Service from Cardinal Stritch University and MA in Christian Studies with an emphasis in leadership from Trinity International University. She lives in Washington Heights in Milwaukee, WI.

Leah Thibodeau

For more than a decade, Leah has enjoyed weaving her desire to build more compassionate communities with her strengths as a non-profit leader. As a volunteer engagement professional, Leah builds programs with high participation and retention rates. In her current role as an advocate coordinator for CASA of the Fox Cities, Leah incorporates her skills as a coach to influence high performance in remote volunteers. She thinks that leaders of volunteers are some of the greatest people around and can't wait to be together again.





Would you like to get more involved?

We're always looking for people to join our board or serve on committees (marketing, conference, membership, and education).

Affiliates & Representatives



If your group is not listed above, email wvcaleadership@gmail.com

CONNECT WITH US!



wvcaleadership@gmail.com



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www.wvca.org

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