

# Wisconsin Volunteer Coordinators Association Conference

May  
7 & 8  
2020



Room to Grow:  
Skills for volunteer  
program success.

Featuring:

Deborah Biddle

Andy Wallman

Jacy Imilkowski



# Welcome!

The 2020 WVCA Conference Planning Committee is delighted to welcome you to the Wisconsin Volunteer Coordinators Association Conference at the Radisson Hotel in Madison, Wisconsin. This year we welcome **Deborah Biddle, Andy Wallman, and Jacy Imilkowski** as our keynote speakers. Additionally, this conference provides the opportunity to attend six different 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, to understanding broader challenges like how poverty and prejudice may impact your work. As you explore the workshops available to you, try to reflect on your areas of expertise and contemplate what you could possibly teach your peers in future conferences! We're so happy to have such a diverse and wonderful group of volunteer coordinators with us. Please enjoy your stay in Wisconsin's capitol and take advantage of all of the professional learning and networking opportunities the conference has to offer!

## 2020 Planning Committee Members

**Penny Jane Strauss** - Outagamie County  
Volunteer Services

**Leah Thibodeau** - St. Joseph Food Program  
**Shawn Steen** – Literacy Network of Dane  
County

**Kristin Cates** - PALS

**Nikki Gingras** – Outagamie County  
Mentoring Program

**Amy Molitor** – Neenah Public Library  
**Jeanette Arthur** – NewBridge Madison  
**Dawn Gohlke** – CASA Fox Cities

## Important Deadlines

**February 1, 2020**

Early Registration Opens

**March 15, 2020**

Early Registration Closes

**April 24, 2020**

Hotel Registration Deadline

**April 30, 2020**

Registration Closes

Visit WVCA at our [website](#) or [Facebook](#) page for information & updates!



# Registration

Early Bird - \$150

[through March 15]

Standard - \$200

[March 16 - April 30]

[CLICK HERE  
to  
register](#)

## Registration Includes:

3 Keynote Presentations

Breakfast Each Morning

Materials and Handouts

Lunch Each Day

Choice of Workshops

Hospitality Room Access

NO REFUNDS GRANTED :: SUBSTITUTIONS ARE PERMITTED.

# accommodations



## RADISSON HOTEL MADISON

517 GRAND CANYON DRIVE

MADISON, WI 53719

[DIRECTIONS](#)

### How to Book

Because of multiple events in the area, please contact **Anahi Gallegos** to make sure your reservation is handled appropriately. Phone # **608-833-0100**. Identify yourself as with Wisconsin Volunteer Coordinators Association.

Reservations must be guaranteed by a major credit card.

Tax Exemption Status is available (Form must be submitted at check-in)

Room Rate: \$99/night

*Space at the hotel is particularly limited on Wednesday night. If our hotel is unable to accommodate you on-site, they will make arrangements nearby and handle the details with you. It is especially important to contact Anahi Gallegos if you plan to stay on Wednesday night.*



TAKE ADVANTAGE OF THE  
WVCA CONFERENCE  
HOSPITALITY ROOM FOR  
FOOD, BEVERAGES, AND  
NETWORKING!

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Explore  
Madison!

# Schedule

## Thursday

7:15 – 8:00	Breakfast/Registration
8:00 – 8:15	Welcome
<b>8:15 – 9:15</b>	<b>Keynote Deborah Biddle: Leading with an Inclusive Mindset</b>
9:15 – 9:30	Break
<b>9:30 – 10:30</b>	<b>Workshop 1</b>
10:30 – 10:45	Break
<b>10:45 – 11:45</b>	<b>Workshop 2</b>
11:45 – 12:45	Lunch & WVCA Membership Meeting
12:45 – 1:00	Break
<b>1:00 – 2:00</b>	<b>Keynote Andy Wallman: Creativity &amp; Culture – Energizing the Workplace</b>
2:00 – 2:30	Affiliate Networking [See flier at conference for meeting locations]
2:15 – 2:30	Break
<b>2:30 – 3:30</b>	<b>Workshop 3</b>
3:30 – 3:45	Break
<b>3:45 – 4:45</b>	<b>Workshop 4</b>

## Friday

7:15 – 8:00	Breakfast
8:00 – 8:15	Closing Remarks
<b>8:15 – 9:15</b>	<b>Keynote Jacy Imilkowski: The Brilliance of Resilience – Beating Burnout in Volunteer Services</b>
9:15 – 9:30	Break
<b>9:30 – 10:30</b>	<b>Workshop 5</b>
10:30 – 10:45	Break
<b>10:45 – 11:45</b>	<b>Workshop 6</b>
11:45 – 12:45	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 consistently 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 Common Cup" which symbolizes collaboration morning, noon, and night. Does it work? In an industry that averages three years of employee retention, KW2 average eight.

## **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.

# Workshops At-A-Glance

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## Workshop 1 [9:30 – 10:30]

**1A:** Inclusive On Purpose; Deborah Biddle

**1B:** Six Hallmarks of a Strong Volunteer Program; Leah Thibodeau

**1C:** Advancing Organizational Capacity for Equity, Diversity, & Inclusion; Jerica Broeckling & Undraye P. Howard

**1D:** Self-Care for Servant Leaders; Sarah Crawford

## Workshop 2 [10:45 - 11:45]

**2A:** Measuring and Communicating Impact; Shawn Steen

**2B:** Building a Culture of Collaboration; Deborah Biddle

**2C:** Volunteer On-Ramp; Catherine (Draeger) Pederson

**2D:** Building Volunteer Relationships in the Midst of Change & Challenges; Linda Lyke

## Workshop 3 [2:30 – 3:30]

**3A:** The Roadmap to Creating Your Mission, Vision, & Values; Andy Wallman

**3B:** Virtual Volunteers 101; Shawn Steen

**3C:** Volunteer Panel; Lori Jacobson

**3D:** Tech & Activism – Using Facebook to Mobilize People; Ameera Khan

## Workshop 4 [3:45 – 4:45]

**4A:** Creativity, Faster – How to Quickly Generate Ideas; Andy Wallman

**4B:** Successfully Launching a Corporate Vol. Sponsorship; Leah Thibodeau

**4C:** Design Thinking for Nonprofits – Improving Board Recruitment & Retention; Genia Stevens

**4D:** Do You Know ALICE? An Understanding of Poverty in WI; Sheila VanderWood

## Workshop 5 [9:30 – 10:30]

**5A:** Fair is Fair Until it Isn't. Core Values-Based Team Leadership; Jacy Imilkowski

**5B:** Saying Goodbye to Problem Volunteers; Shawn Steen

**5C:** Authentic, Engaged, and Steps to Run a Brand Ambassador Program; Araceli Esparza

**5D:** Growing Interns – From Germination to Budding Professionals; Denise Lorenz

## Workshop 6 [10:45 – 11:45]

**6A:** What Did Our Brains Just Say? The Neuroscience of Effective Leadership Conversations; Jacy Imilkowski

**6B:** Volunteer Appreciation; Renee Main

**6C:** Beauty in Brokenness: How Combating Our Own Volunteer Prejudices Can Help Us Grow; Bettina Peters

**6D:** Inspiring Volunteer Leadership: Organizing a Vol. Advisory Council; Amy LB Dedow

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# Workshop One

## Thursday 9:30-10:30

### **Inclusive on Purpose with Deborah Biddle**

**A** 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.

### **Six Hallmarks of a Strong Volunteer Program with Leah Thibodeau**

**B** This session will explore 6 hallmarks of a strong volunteer program, as identified by the 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.

### **Advancing Organizational Capacity for Equity, Diversity, and Inclusion with Jerica Broeckling & Undraye P. Howard**

**C** This workshop 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, the session will cover some of the challenges and benefits of creating inclusive cultures, effective practice, and practical strategies for getting started.

### **Self-Care for Servant Leaders with Sarah Crawford**

**D** In this experiential 60 minute workshop, we will touch on the topics of burn out and compassion fatigue, discuss and dispel myths around self-care, identify personal patterns and not-so-obvious barriers to self-care as well as explore simple ways to incorporate more self-care into your daily routine as a direct service worker or servant leader.

# Workshop Two

## Thursday 10:45-11:45

### **Measuring and Communicating Impact with Shawn Steen**

# A

Why do we need to collect volunteer program data? Which data should we collect? How do we collect it and who do we report it to? Strengthening your data management skills can help: increase your funding (or paycheck!), recruit more volunteers, increase donors/event success, improve volunteer retention, and more!

### **Building a Culture of Collaboration with Deborah Biddle**

# B

In this session, participants will explore key concepts to develop the ability to create teams that 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.

### **Volunteer On-Ramp with Catherine (Draeger) Pederson**

# C

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 seminar, 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 fulfil your mission.

### **Building Volunteer Relationships in the Midst of Change & Challenges with Linda Lyke**

# D

Does your volunteer program have a firm foundation despite change & challenges? A strong structure is essential to development of volunteer relationships, retaining current vols., & building community connections. Best practices will be shared along with evaluating vol. challenges in your organization & ideas on how to build relationships inside & outside your organization to benefit the volunteer program.

# Workshop Three

Thursday 2:30-3:30

## **A** The Roadmap to Creating Your Mission, Vision, and Values with Andy Wallman

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

## **B** Virtual Volunteers 101 with Shawn Steen

Explore the benefits and possibilities of using remote or virtual volunteers to increase recruitment, impact, outreach, or administrative efficiency! We will brainstorm possible virtual positions, how to recruit, and delve into management requirements of working with virtual volunteers vs. in-person volunteers.

## **C** Volunteer Perspective with Lori Jacobson

A moderated panel of 5 longtime volunteers with a variety of roles/experience will discuss their experiences as volunteers, from how they were recruited/trained for various positions they've had to how they feel about management and appreciation. Attendees will be able to ask questions of the volunteers as well.

## **D** Tech & Activism: Using Facebook to Mobilize People with Ameera Khan

This workshop will explore the intersections between the ways in which using social media, specifically Facebook, can be a medium for advocacy on behalf of/alongside marginalized communities. We will cover concepts of cultural capital and how Facebook can be a powerful way to build this for your organization, some rules to making consistently good posts that build a following, and how to make a Facebook event so that people are interested in attending and engaging.

# Workshop Four

## Thursday 3:45-4:45

### **Creativity, Faster – How to Quickly Generate Ideas with Andy Wallman**

# A

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.

### **Successfully Launching a Corporate Volunteer Sponsorship with Leah Thibodeau**

# B

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 is the workshop for you.

### **Design Thinking for Nonprofits: Improving Board Recruitment & Retention with Genia Stevens**

# C

Design thinking is a creative, human-centered, and collaborative problem-solving process. In this workshop, participants will use this process to explore how nonprofits might be able to effectively collaborate so they can address many of their common everyday challenges. Learn how using various design thinking techniques will allow nonprofits to effectively collaborate and share resources.

### **Do You Know ALICE? An Understanding of Poverty in WI with Sheila VanderWood**

# D

Have you met ALICE? Odds are, you have, as 38% of Wisconsinites are below the threshold in the state. Learn about the Asset Limited, Income Constrained, Employed. (ALICE) threshold and what it means for real people.

# Workshop Five

Friday 9:30-10:30

## **Fair is Fair Until it Isn't. Core Values-Based Team Leadership with Jacy Imilkowski**

**A** Does "fair" mean that 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 & 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, & burnout. Learn to identify core values through listening, observation, & respectful inquiry.

## **Saying Goodbye to Problem Volunteers with Shawn Steen**

**B** Problem volunteers can run the gamut from being unreliable/unprofessional to being outright toxic to your programs –and when you ignore these issues you can sabotage your programs just as much as the problem volunteer (even if you don't realize it's happening). In this workshop we will cover common problem behaviors, prevention, setting clear boundaries/expectations, and –when it becomes necessary—letting them go!

## **Authentic, Engaged, and Steps to Running a Brand Ambassador Program with Araceli Esparza**

**C** Learn how to voice your brand story and key strategies to start out your brand ambassador program. They are the cheerleaders of your company - the ones who rave about the program to generate more volunteers. Don't over work your current volunteers, identify new volunteers who can help tell your story! Digital organizers, photographers, teachers, social media mavericks, community stakeholders, and others can be your best allies in recruitment and awareness.

## **Growing Interns: From Germination to Budding Professionals with Denise Lorenz**

**D** 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 & grow a quality, perennial internship program. The presenter will share Aptiv's Intern Academy model.

# Workshop Six

## Friday 10:45-11:45

### **What Did Our Brains Just Say? The Neuroscience of Effective Leadership Conversations with Jacy Imilkowski**

**A** 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 & 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 & 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. That knowledge is key to building relationships with intention and having effective conversations around challenging topics.

### **Volunteer Appreciation with Renee Main**

**B** Are you having trouble retaining your seasoned volunteers? Let's talk about small and big ways that will keep them engaged and want them to stay active in your organization.

### **Beauty in Brokenness: How Combating Our Own Volunteer Prejudices Can Help Us Grow with Bettina Peters**

**C** Some of us work in agencies that require careful screening of volunteers to protect the vulnerable populations we serve, but what about those who don't have the same limits on who we are able to accept? How do our prejudices and preconceived notions rob us of potential volunteers & the impact that can be made in their lives & the lives of those they serve? This workshop is designed to help us look at our own roadblocks to harness the talents of challenging volunteers so we can have a better understanding of how to help them find purpose in service & help us grow to see the beauty in brokenness.

### **Inspiring Volunteer Leadership: Organizing a Volunteer Advisory Council with Amy LB Dedow**

**D** Learn how to establish a volunteer advisory council & fill it with participants. Allow your volunteers to share their wisdom, concerns, & ideas for growth in a welcoming environment.

# 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 WHO 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 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 LEADER, AS WELL AS AN ADJUNCT INSTRUCTOR AT THE UNIVERSITY OF WISCONSIN-MADISON AND CO-DEAN OF THE SPEAKERS ACADEMY FOR THE NATIONAL SPEAKERS ASSOCIATION-WI 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 KW<sub>2</sub>, 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 SATIRICAL NEWSPAPER THE ONION TWICE. HE RECEIVED THE 2017 MADISON ADVERTISING FEDERATION'S SILVER MEDAL AWARD FOR CREATIVE CONTRIBUTIONS TO HIS COMPANY AND COMMUNITY.

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# presenter bios

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**Jerica Broeckling** :: Jerica Broeckling 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 the 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.

**Sarah Crawford** :: Sarah Crawford is an Ontological Life Coach and has been coaching in private practice since 2012. Through individual & group life coaching, transformational retreats, and Self-Care workshops for Caregivers, she supports deep feelers, sensitive healers and heart-centered leaders to thrive and live a life of service. Sarah holds a bachelor's degree in Sociology from the University of Wisconsin – La Crosse, is a graduate of Accomplishment Coaching, an ICF accredited coach training company, and prior to coaching, Sarah spent 8 years in crisis based work and program management for youth and families through non-profit organizations. In 2015, she, along with several other holistic practitioners, opened Lawe Street Wellness, a holistic wellness center serving the mind, body and spirit.

**Undraye P. Howard** :: Undraye P. Howard, Ph.D., is senior director of equity, diversity, inclusion and engagement at the Alliance for Strong Families and Communities. He leads the Alliance's efforts in providing strategy, solutions, and support for the development of leaders in the social sector, with an emphasis on equity, diversity, and inclusion. Howard was instrumental in developing the Alliance's current leadership platform model, the rEvolutionary Model, premised on the development of change leaders driving for system and population-level results. Howard also provides strategic leadership and direction for the Alliance's efforts to advance equity including managing a member core equity team in co-creating resources that lift the efforts of best practices related to equity throughout the network.

**Amy LB Dedow** :: Amy Dedow has a background in leading both nonprofit and corporate volunteer groups. She has managed 1000's of volunteers during her career and is currently the volunteer and special events manager at Riveredge Nature Center in Newburg, Wisconsin.

**Araceli Esparza** :: Araceli Esparza's mission to break the isolation of Latina women living in the Midwest. With close to 10 years of being a cultural bridge for many local organizations, she has built a reputation of organizing engaging events that foster community and continue building change. Trained as a storyteller with a unique background in digital organizing, communications, strategic planning provides her clients with advantages to cultivating authentic relationships with their audiences.

**Lori Jacobson** :: Lori graduated with a degree in Early Childhood with an emphasis on Special Education, has a Administrators Credential though UW Platteville and holds Certifications in Mobility Management, Community Transit Supervision, and in Community Leadership. Currently Lori is the Assistant Transportation Director of the LIFT volunteer driver program in Southwest Wisconsin and is on the board of the Wisconsin Association of Mobility Managers and serve as the representative for WAMM on the Wisconsin Volunteer Coordinators Association board. She is a member of the Wisconsin Public Transit Association, and the Southwest Wisconsin Transit Team.

**Ameera Khan** :: Ameera Khan graduated from St. Louis University with a Bachelor's of Science in Bioelectrical Engineering after which she worked for Epic Hosting for 10 months as a Client Systems Engineer. Even though she is no longer a full-time student or working in the nonprofit or activism world, she tries to continue to integrate this work in her capacity as a youth activist on the board of the Muslim Youth Leadership Council with Advocates for Youth. She has presented at many conferences including Advocates for Youth's Urban Retreat and Madison Non-Profit Day, contributed to creating resources and networks for LGBTQ+ Muslim youth and their allies, and in interfaith programming both in St. Louis and in Madison. Alongside her work with Advocates for Youth, she currently works as a DevOps Engineer at Mobile Doorman in Madison.

**Linda Lyke** :: Linda Lyke has been the Volunteer Coordinator at Cedar Crest for 10 years, a faith-based non-profit life plan community of choice for people aged 55 and better in Janesville, WI. Having led volunteers for over 15 years, Linda loves encouraging a variety of ages and stages of volunteers. She also works for her church coordinating volunteers in her role as Outreach / Missions Coordinator. It is her passion to connect people, build relationships and see volunteers using their strengths to add value to others' lives.

**Denise Lorenz** :: Denise Lorenz has been the Volunteer Coordinator at Aptiv in La Crosse for over 3 years. 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 Viterbo University for several years. She is passionate about educating people about the gifts that people with disabilities have to offer. When not working, Denise enjoys spending time with her husband, 6 young adult children and 2 grandsons.

**Renee Main** :: Renee Main coordinates volunteers for The Salvation Army of Greater Green Bay, across three centers and several large annual events. 2019 yielded over 33,000 hours of volunteer time locally, across several different programs. Renee is also responsible for varied special events in the community that include an annual golf outing, bell ringing, and much more!

**Bettina Peters** :: In her role as the Local Project Manager at Good News Project in Wausau, and in other agencies throughout her career, Bettina Peters has worked extensively in volunteer supervision over the past 20 years. An avid volunteer herself, she understands the impact of volunteerism from both sides and is passionate about connecting people with the opportunity to serve. By employing more inclusive practices in her current position, she has more than doubled the number of hours served by volunteers in her program.

**Shawn Steen** :: Ms. Shawn Steen is the Director of Volunteer Services for Literacy Network of Dane County, overseeing recruitment, placement, and management of more than nine hundred volunteers each year. She has almost 20yrs of volunteer program management experience, is obsessed with efficiency, and gets easily nerded out exploring cool new data collection/reporting tactics.

**Genia Stevens** :: Genia Stevens is the owner of Belwah Media, an integrated marketing strategy and strategic communications agency and founder of Belwah Strategy, a strategic planning agency. Genia's also a design thinking practitioner who helps organizations develop strategies that focus on success through collaborative problem-solving. Her agency Belwah Media has been awarded the LGBT Business of the Year Award and is also part of the Forbes Agency Council, an invite-only organization for successful and diverse executives in marketing, PR, media, and advertising. Genia is among the Top 100 Black Women to Watch in Marketing, and she's listed in Who's Who in Social Media.

**Catherine (Draeger) Pederson** :: Catherine (Draeger) Pederson, MA is a nonprofit entrepreneur, speaker, and consultant with over 16 years of executive experience as Executive Director at several nonprofits empowering people to make a difference in their community. She has received 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 is pursuing her PhD in Leadership, Learning, and Service from Cardinal Stritch and has earned her Master's Degree in Christian Studies with an emphasis in leadership from Trinity International University. She lives in Washington Heights, Milwaukee with her husband and three children.

**Leah Thibodeau** :: As the volunteer program manager at St. Joseph Food Program, Leah focuses on engagement practices that keep volunteers connected to the bigger picture of their work. She is the past president of her local WVCA Affiliate, Volunteer Action Council, and is the current president of WVCA. She believes that volunteer engagement professionals are some of the greatest people on earth, and is so happy to be part of this conference.

**Sheila VanderWood** :: Sheila, has been serving local United Ways as Member Services Manager for United Way of Wisconsin since 2016. Prior to that, she served as the Volunteer Engagement Manager for United Way of Greenville County in South Carolina. She is currently pursuing a Master of Business Administration at University of Wisconsin-Madison.

See you in  
May!



WVCA

*Voices For Volunteerism*

WVCA is a professional state-wide organization advocating for volunteerism through support, resources, and educational development.

Visit Us at [www.WVCA.org](http://www.WVCA.org)

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For general WVCA questions, contact: [WVCAleadership@gmail.com](mailto:WVCAleadership@gmail.com)

For conference questions, contact: [WVCAconference@gmail.com](mailto:WVCAconference@gmail.com)