

**Wisconsin Volunteer  
Coordinators Association**  
presents the 53rd Annual Conference:



# **Leadership & Management for Volunteer Programs:** *Strategies for Achieving Success*

**May 8-10, 2024**  
**Hotel Mead &  
Conference Center**  
**Wisconsin Rapids**

NEW in 2024:  
Wednesday PM session  
Volunteer Management 101

**Keynote  
Speakers for 2024  
Conference:**



**Tobi Johnson**  
Tobi Johnson & Associates  
Internationally sought after  
expert and master trainer in  
volunteer engagement



**Neil Ihde**  
Life IQ  
Motivational speaker,  
lecturer, and consultant



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Attending this training, webinar, or conference workshop can be applied to the education requirement for initial CVA Certification or CVA Renewal. CVA certification is the only internationally recognized credential in the field of Volunteer Administration. If you require proof of your participation, contact WVCA at [wvcaleadership@gmail.com](mailto:wvcaleadership@gmail.com). CCVA will not have proof of your attendance at events that they haven't organized. To learn more: [www.cvacert.org](http://www.cvacert.org).



# Sponsors



## Introducing the Board of Directors

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Deb Johnson.....	WISCA & BAMVS Affiliate Rep
Lori Chown.....	WIFIAN Affiliate Rep

# Message from the Conference Chair



On behalf of the “2024 Conference Committee”, we welcome you to register for the 2024 WVCA Leadership and Management for Volunteer Programs: Strategies for Achieving Success conference, being held in Wisconsin Rapids. The committee has worked hard to identify topics and speakers that will bring the most valuable information directly to you!

We have some exciting things in store this year! First and foremost, we have expanded. We will now be offering a Volunteer Management 101 panel discussion, open to all, but geared towards those newer to volunteer management, on Wednesday afternoon. The panel will be made up of individuals, just like you, who have been in the professional for several years and have been right where you are today.

We can't wait for the opportunity that each of you will have, to hear from this year's keynote, Tobi Johnson, of Tobi Johnson & Associates. Tobi is a well-known, professional speaker, author, and master trainer of volunteer engagement.

Tobi won't be the only professional bringing us the tools needed to achieve success within our roles and organizations. You will hear from industry leaders who have worked with non-profit and government agencies on risk management, fundraising, organizational development, artificial intelligence in the workplace, data visualization, and more!

And...don't we all know how stressful meeting new people can be and/or how valuable catching up with fellow coworkers is? That's why we are once again planning socials on both Wednesday and Thursday evenings. More information will be coming soon, but be prepared to engage in some social networking and chances to WIN BIG!

The WVCA Conference Committee is excited to bring everyone together in Wisconsin Rapids in May, 2024. We hope you take this opportunity to use the strategies you learn to achieve even greater success, both at work and at home!

~ Kathy Snell  
WVCA Conference Chair



# President's Letter



I want to thank the Conference Chair, Kathy Snell, and the committee for all their hard work to make this wonderful conference happen! This year's planning has a lot of ups and downs. We are lucky to have raised enough money at last year's social Thursday night to accommodate three scholarships!

I am so excited for this year's conference to hear the variety of speakers and topics this year! Huge thank you to Tobi Johnson for coming to Wisconsin to speak with us. What a great time to connect and network with other volunteer managers from across the state. We hope to see you at the socials, both Wednesday night at the hotel and Thursday offsite. We will be having raffles and fun things again like last year at the Thursday social!

We've had much change in the board of directors in the last two years, and I am grateful to have a flexible team that helped through all these tough transitions.

I want to thank our wonderful members who have stepped up to help in many ways for the conference and on the board. Expect to see some changes in the organization coming up.

If you have feedback please share that with us at [wvcaleadership@gmail.com](mailto:wvcaleadership@gmail.com).

Best,  
Allie Acridge, WVCA Interim President

# About



## Hours of Registration

Wednesday 1:00 p.m. – 4:00 p.m.

Thursday 7:00 a.m. – 9:00 a.m.

## Cancellation & Refund Policy

Cancellations received in writing prior to February 29, 2024 will receive a refund, minus a 25% administrative fee. No refunds will be issued after February 29, 2024.

There is a \$35 service charge on ALL returned checks.

\*All sessions and information provided in this conference registration booklet are tentative and subject to change.

## Check-In & Information Headquarters

The check-in and general information headquarters for all conference activities will be in the hotel lobby outside of the Ballroom.

## What to Bring

- Casual business attire
- Business cards and information to share
- Comfortable casual attire for socials
  - Thursday Social Theme – Roaring Rapids (a play of the roaring 20's theme – attendees are encouraged to embrace the theme and dress accordingly)
- Cash, credit and/or debit card for raffle & cash bar

## Name Badges

All attendees will receive a name badge when checking in for the conference. Badges are required for admittance to education sessions, meals, and socials. Name badges will contain all your meal tickets and social event admission tickets.

# Hotel Accommodations

## **Hotel Mead & Conference Center (Conference Location)**

715-423-1500

451 East Grand Avenue

Wisconsin Rapids, WI 54494

Room Rate: \$90/night standard queen (WVCA Group Block)

Reservation Deadline: Fri., April 12, 2024

## **Sleep Inn & Suites (7 minutes away)**

715-424-6800

4221 8th Street South

Wisconsin Rapids, WI 54494

Room Rate: \$90/night standard queen (WVCA Group Block)

Reservation Deadline: Tuesday, April 16, 2024

## **Lodges of the Lakes (23 minutes away)**

309-444-0777

389 Cog Hill Court

Condo Accommodations – fully furnished with full kitchen, bath, laundry, and more.

\$320/night (accommodates 4); \$480/night (accommodates 6); \$640/night (accommodates 8)

## **Cobblestone Hotel & Suites**

715-424-3444

3010 8th Street S

Wisconsin Rapids, WI 54494

\*Currently no group block for this hotel

\*Reservations must be made by calling the hotels directly. Be sure to mention Wisconsin Volunteer Coordinators Association (WVCA) when making your reservation to secure our group rate.



# Registration Information



**Early Bird for members: \$175**

**Early Bird for non-members: \$225**

**Early Bird registration ends March 1st**

\*register to become a member for only \$25 before registering for the conference at [www.wvca.org](http://www.wvca.org)

**After March 1st the fee goes up \$50**

**Registration ends April 5th**

Email [wvcaconference@gmail.com](mailto:wvcaconference@gmail.com) with any questions



JustServe is a free service that links local community volunteer needs with local volunteers. Used by faith, nonprofit, community and government organizations to provide service.



Learn more about JustServe or how how your organization might benefit by partnering with us. We will invite the nearest JustServe volunteer specialist to contact you

Visit [Justserve.org](http://Justserve.org) to get involved!



**Wisconsin Volunteer Association (WVCA)  
2024 Annual Conference Schedule At a Glance**

<b>WEDNESDAY, MAY 8 - PRE-CONFERENCE</b>				
1:00 PM - 4:00 PM	Registration/Check-In Open - Hotel Lobby			
2:00 - 4:00 PM	Volunteer Management 101 - Grand Ballroom A & B			
6:00 - 8:00 PM	Welcome Social - Everyone Welcome - Back Bar (onsite)			
<b>THURSDAY, MAY 9</b>				
	Timberland (A&B - 40)	Centralia (30)	Riverside A (30)	Riverside B (50)
7:00 - 8:00 AM	Registration/Check-In Open - Hotel Lobby			
7:00 - 8:00 AM	Small Breakfast Option - Grand Ballroom A, B, & C			
8:15 - 9:00 AM	Volunteer Recruitment That Works: How to Design a Cohesive Plan of Action - Grand Ballroom <i>Tobi Johnson, Tobi Johnson &amp; Associates</i>			
9:00 AM	Break			
9:10 - 10:00 AM	Volunteer Recruitment That Works: How to Design a Cohesive Plan of Action Continued <i>Tobi Johnson, Tobi Johnson &amp; Associates</i>			
10:15 - 11:15 AM	The Power of High Impact Philanthropy <i>Jim Radford, Baker Street Consulting</i>	Volunteer Risk Management <i>Matt Becker, CEO League Mutual Insurance</i>	Care for the Caregiver <i>Sandra Holmes, LPC, Aspirus EAP Counselor</i>	Data Visualization Techniques for Program Management & Advocacy <i>Michelle Grochocinski, WI Dept. of Health Services</i>
11:30 AM - 12:00 PM	Sponsor Presentation - Grand Ballroom			
12:00 PM	Lunch & WVCA Annual Meeting - Grand Ballroom			
1:30 - 2:30 PM	Creating a Culture of Excellence <i>Jim Radford, Baker Street Consulting</i>	Volunteers Are Your Customers: A Customer-centric Approach to Volunteer Engagement <i>Jill Grambow, Big Brothers Big Sisters of East Central Wisconsin</i>	Volunteer Impact on Social Isolation & Loneliness <i>Sam Margelofsky, WI Dept. of Health Services</i>	Criminal History Repository: An Overview of the WI Online Record Check System (WORCS) <i>Brandon Smith &amp; Sarah Steindorf, WI State DOJ</i>
2:30 PM	Afternoon Jump Start (drinks & snacks) - Lobby			
2:45 - 3:45 PM	How to Deal with Difficult People - Grand Ballroom <i>Neil Ihde, Life IQ</i>			
4:00 - 5:00 PM	Roundtable - Rural Recruitment <i>Kristy Judd, retired CEO Spark the Change Colorado</i>	Roundtable - Understanding Organizational Budgets <i>Beth Paul, NW WI Community Services Agency</i>	Roundtable - Recognition & Retention <i>Allie Acridge, The Women's Community</i>	Roundtable - Data Tracking Software <i>Lori Chown, Executive Director Interfaith Volunteers</i>
6:30 - 8:30 PM	"Roaring Rapids" Networking & Social Event - Rooted in Red			
<b>Friday, May 10</b>				
	Timberland (A&B - 40)	Centralia (30)	Riverside A (30)	Riverside B (50)
7:00 - 8:30 AM	Breakfast Buffet - Grand Ballroom			
8:30 - 9:30 AM	Donors & Partnerships; Turning Volunteers into Donors <i>Jeff Wendorf, BadgerTalks</i>	Answering Those Difficult Questions About Serving the LGBTQ+ Population <i>Dr. Liz Cannon &amp; Amney Harper, Somewhere Over the Moon</i>	Compassion Fatigue <i>Allie Acridge, The Women's Community</i>	Bring Out the Best in Your People with Supportive Environments for Effectiveness <i>Kristy Judd, retired CEO Spark the Change Colorado</i>
9:45 - 10:45 AM	What AI Can Do for Volunteer Management - Grand Ballroom <i>Anderson Cadell, Firebrand Technologies</i>			
11:00 AM - 12:00 PM	Emotional CPR - Grand Ballroom <i>DandAlliance, Lynn McLaughlin &amp; Karen Iverson Riggers</i>			
12:00 PM	Closing			

# Keynote Sessions



## “Volunteer Recruitment: How to Design a Cohesive Plan of Action”

**Tobi Johnson, Tobi Johnson & Associates**

When it comes to attracting committed, enthusiastic volunteers for your volunteer opportunities, it may feel like an impossible task, especially if you have been experiencing a decline in your active volunteers and are having trouble building back support.

Rest assured; all is not lost. You can turn this trend around! With the right frameworks aligning with best practices in digital communication and an organized plan, you can rebuild the momentum you lost and begin to fill your volunteer opportunities again.

The data shows that volunteer are out there looks for organizations to service and mission to support. You just need to meet them where they're at. We'll show you how. Join us in learning a step-by-step process for planning and implementing your next volunteer recruitment campaign and where to focus your effort leveling up your practice.

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## “How to Deal with Difficult People”

**Neil Ihde, Life IQ**

Identifying difficult people...that's the easy part. Dealing with them? Well, that's a different story. Hoping and wishing that things will somehow get better hasn't worked. You need tools and strategies to deal with the stressful, emotional, and difficult interactions that occur. Keep your cool. Take a deep breath. (And maybe even bring a mirror to take a look at yourself.) This presentation will give you practical, everyday skills to deal with those challenging individuals in your circles.





# Wednesday Session



2:00 - 4:00 PM

## Novice Panel

### **Volunteer Management 101**

*Grand Ballroom*

Come join a panel of volunteer coordinators with experience in many area. Topics will include: Overview of How to Read and Decipher Budgets, Creating Job Description, Writing and Reviewing Policies & Procedures, Developing or Re-Evaluating the On-boarding Process, Volunteer and Program Requirements, Understanding Your Role with Committees and Boards.

6:00 - 8:00 PM

### **Welcome Social**

*Back Bar - onsite at the Mead Hotel*

# Thursday Sessions



7:00 - 8:00 AM

## Registration

Lobby

8:15 - 10:00 AM

## Opening Keynote

### Volunteer Recruitment That Works: How to Design a Cohesive Plan of Action

Grand Ballroom

#### Tobi Johnson

When it comes to attracting committed, enthusiastic volunteers for your volunteer opportunities, it may feel like an impossible task, especially if you have been experiencing a decline in your active volunteers and are having trouble building back support.

Rest assured; all is not lost. You can turn this trend around! With the right frameworks aligning with best practices in digital communication and an organized plan, you can rebuild the momentum you lost and begin to fill your volunteer opportunities again.

The data shows that volunteer are out there looks for organizations to service and mission to support. You just need to meet them where they're at. We'll show you how. Join us in learning a step-by-step process for planning and implementing your next volunteer recruitment campaign and where to focus your effort leveling up your practice.



Visit us at: <http://AssistedRides.com>

## Start your journey with Assisted Rides

Transform how you manage your program with a complete scheduling and data management solution. Assisted Rides addresses all of your needs for scheduling rides and other services, managing your data, and extensive reporting.

Revolutionize your business efficiency by managing workflow, tracking statuses, and allow your members to login and do the scheduling work for you, then will have more time to connect with your community.





# Thursday Sessions



10:15 - 11:15 AM

## Break out Sessions

### **The Power of Philanthropy**

*Timberland*

#### **Jim Radford, Baker Street Consulting**

In today's world, knowledge and interest in the power of philanthropy to significantly impact your nonprofit is of vital importance. Studies have proven the vitality of a well-organized effort to build a top-quality fundraising Development Program will reap huge benefits. This is the time, and now is the hour to incorporate, build, expand, or improve your organization's efforts to gain greater charitable revenue.

This seminar will present a compelling case of how High-Impact Philanthropy has the power to truly transform your nonprofit. This session will focus heavily on major gift fundraising, techniques for gaining loyal support, and strategies to position your organization for greater fundraising achievements in the future.

### **Volunteer Risk Management**

*Centralia*

#### **Matt Becker, Wisconsin League of Municipalities**

Volunteer Risk Management: As a volunteer, individuals may wonder whether or not they are covered under the organization's insurance. What if I get injured? Can I use my auto insurance?" Maybe. Maybe not. These are all good questions that should be asked. In this presentation we will discuss these situations as well as best practices surrounding liability and safety.

### **Care for the Caregiver**

*Riverside A*

#### **Sandra Holmes, LPC, Aspirus EAP Counselor**

Care giving can be demanding and rewarding all at the same time. Learn symptoms, misconceptions, treatment and prevention of compassion fatigue and why it is important to take care of yourself as a caregiver.

### **Data Visualization Techniques for Program Management and Advocacy**

*Riverside B*

#### **Michelle Grochocinski, Wisconsin Department of Health Services on Aging**

Effectively graphing data can help Volunteer Coordinators and Program Managers evaluate trends, inform strategies, and demonstrate program impact. This interactive presentation will provide tutorials on 1) how to graph data in Excel and 2) how to use data visualizations to create concise, impactful narratives. Attendees are encouraged to bring their laptops to follow along with the Excel tutorial.

12:00 - 1:30 PM

### **Lunch & WVCA Annual meeting**

*Grand Ballroom*



# Thursday Sessions



1:30 - 2:30 PM

## Break out Sessions

### **Creating a Culture of Excellence**

*Timberland*

#### **Jim Radford, Baker Street Consulting**

Many nonprofit organizations often fall short of operating at their full potential, hindering their ability to create significant and enduring impacts in fulfilling their mission. Learn how to transform your organization by creating a Culture of Excellence. IN this dynamic session, discover the strategies and insights needed to propel your organization towards greater success in fulfilling its mission.

Explore the significance of cultivating a Culture of Excellence tailored to your organization's unique mission and goals. Leach practical techniques to garner support and foster higher standards among staff, volunteer and board members.

### **Volunteers are Your Customers: A Customer-Centric Approach to Volunteer Engagement**

*Centralia*

#### **Jill Grambow, Big Brothers Big Sisters of East Central Wisconsin**

This session introduces customer centricity, a business strategy that places the customer at the core of a business. However, we will explore what customer centricity means in the nonprofit world and how it applies to volunteers, who are indeed our customers. You will leave with a better understanding of customer experience and how it impacts volunteer behaviors. You will also begin to recognize changes your organization may need to make in order to acquire new volunteers while more effectively engaging existing volunteers as well.

### **Volunteer Impact & Social Isolation & Loneliness**

*Riverside A*

#### **Sam Margelofsky, Wisconsin Department of Health Services**

The U.S. Surgeon General has classified social isolation and loneliness as a public health crisis with over half of all Americans experiencing measurable levels of loneliness. The impact volunteers have on social isolation and loneliness can improve the health and wellness of program participants, the volunteers themselves, and have improving on our communities. This presentation will share data surrounding this topic as well as information on the Wisconsin Coalition to End Isolation and Loneliness and the work that they are doing.

# Thursday Sessions



## **Understanding Background Checks and the Information Provided**

*Riverside B*

### **Brandon Smith & Sarah Steindorf, WI State DOJ**

The Crime Information Bureau's Criminal History Unit manages both criminal justice and non-criminal justice access to Wisconsin's Criminal History repository. Brandon and Sarah will present on a variety of topics related to the non-criminal justice functionality of the criminal history repository. Including, but not necessarily limited to, a general overview of the Wisconsin Online Record Check System (WORCS), the different types of background checks available, how to submit a background check, how to view the results, and where to look for certain elements within a Wisconsin criminal history record.

2:30 PM

### **Afternoon Jumpstart Snack**

2:45 - 3:45 PM

### **How to Deal with Difficult People**

*Grand Ballroom*

#### **Neil Ihde**

Identifying difficult people...that's the easy part. Dealing with them? Well, that's a different story. Hoping and wishing that things will somehow get better hasn't worked. You need tools and strategies to deal with the stressful, emotional, and difficult interactions that occur. Keep your cool. Take a deep breath. (And maybe even bring a mirror to take a look at yourself.) This presentation will give you practical, everyday skills to deal with those challenging individuals in your circles.

4:00 - 5:00 PM

### **Roundtable Discussions**

#### **Rural Recruitment**

*Timberland*

#### **Kristy Judd**

With 30% of Wisconsin's population living in rural communities, there is no lack of discussion that exists around the topic of volunteers and "Rural Recruitment". There are many factors including: outmigration, social isolation, poverty, lack of broadband internet, reduced government services and more, that can attribute to this challenge. Join Kristy Judd, retired CEO of Spark the Change Colorado, to discuss not only the barriers organizations face when recruiting volunteers in rural communities but ideas on how to navigate these challenges and find success in their recruitment efforts.

# Thursday Sessions



## **Budgets**

*Centralia*

### **Beth Paul**

Don't be shy! Whether you are seeking to better understand your budget, creating a new budget, revising an existing budget or need ideas on "getting creative" with your upcoming budget, bring your budget questions to this discussion group. Deb Paul, Program Director-RSVP/Program Coordinator/VITA of Northwest Wisconsin Community Services Agency, Inc. has an extensive background on budgeting and accounting and will lead this valuable discussion topics.

## **Recruitment & Retention**

*Riverside A*

### **Allie Acridge**

We've all been there...having a discussion with co-workers and peers or perusing the internet searching for unique ways to engage and show gratitude for your volunteers. It's no secret. Showing appreciation for volunteers not only will make them feel good short term, it will keep them sticking around long term. Come and share ideas and/or gather new ones!

## **Data Tracking Software**

*Riverside B*

### **Lori Chown**

Every organization's needs are different, however, we can all agree that finding a software program to assist in the management and tracking of volunteer data is a tool that no Volunteer Professional should have to live without. Discuss with your colleagues what programs they use, what they like (or don't like), and what features they can't live without! There are several options available to fit a multitude of budgets and needs. Discovering one that is right for you is guaranteed to make a world of difference.

6:30-8:30 PM

**Evening Social**

**Rooted in Red**

1060 Center Street

Wisconsin Rapids, WI 54494

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# Friday Sessions



7:00 - 8:30 AM

## **Breakfast**

*Grand Ballroom*

8:30 - 9:30 AM

## **Break out Sessions**

### **Donors & Partnerships; Turning Volunteers into Donors**

*Timberland*

#### **Jeff Wendorf, BadgerTalks**

In my upcoming talk titled "Donors & Partnerships: Turning Volunteers into Donors," I will delve into the transformative power of successful volunteer engagement in fostering a robust culture of philanthropy within organizations. Volunteers and board members not only set a crucial leadership example for philanthropy but also emerge as advocates for the value of fundraising. Drawing on a three and a half decades of organizational experience, this session will spotlight the effective efforts undertaken to engage volunteer leaders in fundraising, with a special emphasis on the pivotal role played by committee and board members. Attendees can expect insights into specific strategies, tools, and resources that have played a key role in our notable success, providing practical guidance for leveraging volunteer engagement to enhance philanthropic initiatives."

### **Answering Difficult Questions About Serving the LGBTQ+ Population**

*Centralia*

#### **Dr. Liz Cannon & Amney Harper, UW Oshkosh**

In this presentation, the presenters will answer some common difficult questions about working with LGBTQ+ individuals. This will include discussion around understanding your own biases, addressing microaggressions, working with trans and nonbinary individuals, and advocating for LGBTQ+ people. Presenters will open up the dialogue for questions and discussion from the audience to address your most burning questions.

### **Compassion Fatigue & Burnout**

*Riverside A*

#### **Allie Acridge, The Women's Community**

Has something felt off about everything lately? Not sure if you are burned out or if it's something else? Check out this session to learn more about compassion fatigue and burnout versus depression, and how to heal yourself. Learn about what is helpful and what is harmful to us during burnout. We will also talk about how burnout affects leaders, and how we can create a joyful/engaging environment for volunteers. We will explore how to flourish ourselves, as well as helping volunteers flourish in our organizations.



# Friday Sessions



## **Bring Out the Best in Your People with Supportive Environments for Effectiveness**

*Riverside B*

**Kristy Judd**

Imagine the possibilities when volunteers and staff have a strong understanding of your organization's work, feel capable of sharing their best selves, and know that what they do is meaningful. Together we will explore a research-based framework for creating "Supportive Environments for Effectiveness (SEE)," which can be leveraged as a powerful tool to support nonprofits' ability to effectively engage their personnel. When we use this framework and give people what they need to succeed, we can see happier people and more productive organizations, with deeper and longer-lasting relationships between the two.

9:45 - 10:45 AM

## **AI & Volunteer Management**

*Grand Ballroom*

**Anderson Cadell, Firebrand Technologies**

The AI Toolbox: An Overview of How AI Can Work for You

- Dive into the transformative world of AI in volunteer management and discover how it can revolutionize your approach by:
- Streamlining Efforts: Uncover strategies to enhance volunteer recruiting, training, and coordination using AI.
- Tools at Your Fingertips: Explore user-friendly AI tools that streamline task management and improve communication.
- Ethical Considerations: Gain insights on the responsible use of AI in volunteer settings.

Practical Impact: Witness real-world examples showcasing AI's effectiveness in volunteerism.

This session is perfect for those new to AI or seeking to deepen their understanding. Equip yourself with essential knowledge and tools to leverage AI, enhancing the efficiency and impact of your volunteer activities.

# Friday Sessions



11:00 AM - 12PM

## **Emotional CPR**

*Grand Ballroom*

### **DandAlliance, Lynn McLaughlin & Karen Iverson Riggers**

Emotional CPR (eCPR) is a community education program that teaches people how to support another person experiencing emotional crisis. It is a hope-based public health approach to building strong, resilient, cooperative communities.

It's important to recognize that all people experience emotional crisis during their lifetime. It is a universal human experience. The reality is that everyone experienced emotional crisis in 2020 ... how could we not? Our life as we knew it came to an abrupt stop and we were left treading water ... wondering, moment by moment, what we should do next. Much of our time was spent surviving, rather than processing the emotional pieces of what was happening around us.

Whether we were individually or collectively impacted by COVID precautions, unemployment, financial instability, schooling children from home, social isolation or the collective trauma of living in a world that is no longer predictable, increasing the capacity of emotional support to meet this need is urgent.

12:00 PM

## **Closing Session**

*Grand Ballroom*

**THANK YOU**

# Keynote Bios



## Tobi Johnson (she/her)

Tobi Johnson is an internationally sought-after expert, consultant, and expert trainer in volunteer engagement. She is known for her modern thought leadership, highly practical evidence-based strategies, and innovative, “big hat” thinking around engaging, supporting, and acknowledging the work of volunteers.



Tobi has over 30 years boots-on-the-ground experience in nonprofit management, program development and start up, team leadership, training design and delivery and change management across a wide range of cause impact areas from arts and culture, youth development, employment and training, senior services, healthcare advocacy, homelessness, and more.

She has built and led several successful local and state direct service and advocacy programs from the ground up and has worked in - and with - private charities, advocacy organizations, and state and federal agencies. She is familiar with traditional volunteerism, association management, and grassroots organizing strategies. In addition, Tobi is intimately knowledgeable about the needs of today’s leaders of volunteers. She was the Chair for the Certified in Volunteer Administration (CVA) Job Analysis Task Force; responsible for updating the required competencies for the field’s only internationally recognized credential.

A native of the Pacific Northwest, Tobi is a graduate of the University of Washington and has a master’s degree from the School of the Art Institute of Chicago. She now lives in East Tennessee with her husband and feline office assistant, Bailey.

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## Neil Ihde (he/him)



Neil Ihde (Ee-dee) is a professional speaker and founder of Life IQ where he motivates organizations and teams to work, play, relate and live intelligently.

He has over 15 years experience and has worked with over 30 Fortune 500 companies including Nike, Domino's, AT&T, and Transamerica.

Neil recently achieved the goal of speaking in all 50 states. He is a TEDx speaker and his Life IQ YouTube channel is approaching a million views.

Neil and his wife Deb have two children and live in Appleton, Wisconsin.



# Speaker Bios



**Anderson “AJ” Cadell (he/him)** is a forward-thinking software engineer at Firebrand Technologies, where his passion for innovative solutions meets the cutting edge of technological advancement. Anderson built his first computer at the age of thirteen using found computer parts and zero training. His unwavering passion for technology only grew as he moved through his education, from president of the robotics club in high school, to receiving academic accolades in his software engineering program at Arizona State University, to giving company-wide lectures on the impact of Chat-GPT on back-end inventory management technology to hundreds of people.

Anderson has not only honed his technical expertise but has also nurtured a keen interest in the transformative power of artificial intelligence—a journey of curiosity and self-driven education that he began in 2008. Beyond the confines of his formal role, Anderson is a fervent advocate for democratizing technology. He operates under a guiding belief that technology reaches its fullest potential when it serves the many, not the few. This ethos is the cornerstone of his commitment to bringing AI resources into the hands of community leaders who stand to benefit most from its capabilities. Anderson sees AI not as something that is distant and complex, but as an accessible tool poised to alleviate the challenges of issues like non-profit event planning, transforming potential headaches and stress into seamless, well-orchestrated community engagements.

Looking to the horizon, Anderson envisions a future where AI is seamlessly integrated into the fabric of volunteer coordination, serving as an important ally in the pursuit of community service and advocacy. His session promises to be an enlightening exploration of AI's practical applications, offering a pathway to harness this emerging technology for the greater good.

## **DandAlliance**

### **Lynn McLaughlin (she/her)**

Lynn McLaughlin is an entrepreneur, author, peer, trainer, and consultant. Her life experience, education, and training in emotional wellness, trauma, and peer support make her an exceptional leader, consultant and trainer. Lynn has a vibrant passion for life and deep empathy for the stories of others, which shows up in all facets of her work. She is a trainer of Emotional CPR and Emotions Education 101 and co-creator of The Missing Piece: Emotional Health & Wellness curriculum. Lynn is a founding worker/owner of Ebb & Flow Connections Cooperative, a Wisconsin based worker owned cooperative that provides training, consultation, and listening spaces related to emotional health and wellness. Along with Karen Iverson Riggers, she launched the Real Vibes Only podcast which talks about real life and emotions. Lynn received her BA in Communications from Marian University. She is mom to her adult daughter Emma who lives in Salt Lake City, Utah. Lynn lives in Neenah with her two pups—Lennon and Esther.

### **Karen Iverson Riggers (she/her)**

Karen Iverson Riggers is a writer, entrepreneur, activist, advocate, trainer, and Mom. She is a trainer of Emotional CPR and Emotions Education 101 and co-creator of The Missing Piece: Emotional Health & Wellness curriculum. She is a founding worker/owner of Ebb & Flow Connections Cooperative, a Wisconsin based worker owned cooperative that provides training, consultation, and listening spaces related to emotional health and wellness. Along with Lynn McLaughlin, she launched the Real Vibes Only podcast which talks about real life and emotions. She utilizes her own lived experience in the mental health system to advocate for change and create community spaces where people feel seen, heard, and valued, just as they are. Karen lives in Appleton with her partner Eric and their three children Nick, Quinn, and Ari.



# Speaker Bios



## **Baker Street Speaker**

### **Jim Radford**

Jim is the President & Founder of Baker Street Consulting Group of Stevens Point, WI. He has steadily honed his fundraising and management skills for nonprofit organizations in a career that began in the 1970s.

Following an extended tour of combat duty in Vietnam as a member of the 5th Special Forces Group, the Green Berets (Airborne), Jim created an Outward Bound-style program in which returning Vietnam combat veterans worked with juvenile delinquents. He successfully led the Providence Program (working with juvenile delinquents), which ultimately became a U.S. Department of Justice National Exemplary Program.

Jim began his professional career teaching Anthropology and Sociology on the university level. He consulted frequently on issues regarding fundraising organizational development and strategic planning.

He formerly served as the Executive Director of the Juvenile Diabetes Research Foundation (JDRF) in New York, as well as the Southern Illinois University School of Medicine Foundation. For more than 40 years, he has provided fundraising direction for educational institutions, religious organizations, theaters, hospitals, libraries, social service organizations, and many other nonprofit groups. In addition to fundraising, he consults frequently on issues regarding organizational development and strategy planning.

Jim earned his bachelor's and master's degrees in Anthropology and Sociology from Southern Illinois University at Edwardsville. HE and his wife of many years, Sharon, have five children and nine grandchildren. In his free time, Jim enjoys sailing and coached youth soccer for over 20 years.

### **Matt Becker**

Matt is the CEO of the League Mutual Insurance company, which provides liability, workers'compensation, and auto, physical, and damage insurance to Wisconsin municipalities. He earned his CPCU designation in 2011 and has spent over 17 years providing insurance and risk management resources to local governments. Matt really enjoys traveling around the great state of Wisconsin and working with the inspiring people who serve our communities.

### **Sandy Holmes, LPC**

Sandra has been a therapist for 35 years. She began her career as an Alcohol & Other Drug Abuse Counselor and is a Certified Substance Abuse Counselor. Sandra is also a Licensed Professional Counselor, and is able to see people with both addiction and mental health issues. IN 1999 she began doing work as an Employee Assistance Program therapist. Currently her job with Aspirus is a hybrid of doing EAP work, as well as outpatient mental health counseling. Sandra believes that the best way to take care of your clients is to take care of yourself.

### **Michelle Grochocinski (she/her)**

Michelle is the State Health Insurance Assistance Program (SHIP) director, Medicare Improvements for Patients and Providers Act (MIPPA) grant manager, and elder benefit specialist program manager for the state of Wisconsin. She works in the Wisconsin Department of Health Services Office on Aging. Michelle has a Master's Degree in social work from the University of Chicago.

### **Sam Margelofsky (she/her)**

Samantha is the State Volunteer Program Coordinator for the state of Wisconsin. She work in the Wisconsin Department of Health Services Office on Aging. She has a Bachelor's degree in Psychology from the University of Wisconsin - Platteville.

# Speaker Bios



## **Jeff Wendorf (he/him)**

Jeff is the Vice President of Advancement for the Wisconsin Foundation and Alumni Association and is responsible for growing relationships with alumni, donors and organizations that support the achievement of engagement and fundraising goals. He oversees or serves as an advisor for regional and campus-based outreach program to help cultivate and steward high influence/high impact alumni volunteers and potential donors. He is a member of the WFAA advancement leadership team, serves as staff liaison to the Athletic Department and the Office of Enrollment Management and is a primary contact for UW-Madison Advancement Deans. He also directs and manages the WAA's stewardship and development efforts and played a leadership role in the fundraising and development of the transformational Alumni Park project. A UW-Madison graduate of the Business School and a thirty-two-year veteran in advancement with UW-Madison and WFAA, Jeff has cultivated and maintained many valuable connects and developed strong alliances on campus, in the Madison community and around the world. He has been recognized nationally for his leadership and contributions by the Council of Advancement Support of Education and the Council of Alumni Association Executives as a Forman Fellow.

## **Jill Grambow**

Jill works in volunteer engagement for Big Brothers Big Sisters of East Central Wisconsin. Jill has a wide array of work experience in both public and private sectors, self-employment, and nonprofit organizations. Jill has worked for dozens (and dozens) of leaders while being one and has learned plenty of hard lessons about the nuances of human behavior and keys to building lasting relationships in the workplace. Jill has a Bachelor's Degree in Clinical Psychology and is near completion of a Master's in Organizational Change Leadership. Jill also has a business doing what Jill refers to as an "eclectic mix of creative and consulting services".

## **Wisconsin State Department of Justice**

### **Sarah Steindorf**

Sarah Steindorf is currently a manager of the Crime Information Bureau's Criminal History Unit. Sarah started in CIB in 2012 as a member of the Firearms Unit. In 2016, Sarah joined the TIME and Technical Unit as a Program and Policy Analyst where she spent seven years assisting law enforcement with all manner of requests and issues, including criminal history questions and issues. In May 2023, Sarah accepted a new position as a Criminal History Unit Manager, and she has quickly become a subject matter expert in the unit.

### **Brandon Smith**

Brandon Smith is currently a manager of the Crime Information Bureau's Criminal History Unit. Brandon joined the Criminal History Unit in July of 2019. Prior to working with the Criminal History Unit, he spent four years with the TIME System Control Center as an Operator assisting various levels of law enforcement personnel with accessing, monitoring, maintaining records, and troubleshooting. Before working with the Wisconsin Department of Justice, he spent 13 years working with the Wisconsin Department of Corrections in various roles. Brandon is our resident subject matter expert.

### **Kristy Judd (she/her)**

Kristy is known for her intuitive ability to pull together cross sector constituencies in finding common ground and developing relevant, targeted programming to address pressing community concerns using volunteerism as a strategy. Kristy has served on numerous boards including the Directors of Volunteers in Agencies, Scientific and Cultural Collaborative, Colorado Voluntary Organizations Active in Disaster, Denver Office of Strategic Partners, and the Governor's Commission on Service - Serve Colorado.



# Speaker Bios



## **Dr. Liz Cannon (ey/em/eirs)**

Liz Cannon is an emeritus LGBTQ+ Resource Center Director at the University of Wisconsin Oshkosh. Ey founded and served as the Director of the UW Oshkosh LGBTQ+ Resource Center for 13 years and as a senior lecturer in Women’s and Gender Studies for 25 years. Ey also coordinated the LGBTQ Studies certificate program and has been developing curriculum for SAFE and Trans SAFE Ally trainings and other LGBTQ+ and diversity trainings for 25 years. Recently, Liz and Amney have developed a DEI training business, Somewhere Over the Moon Trainings.

## **Amney Harper (she/they)**

Amney Harper is a Full Professor, Graduate Program Coordinator, and Chair of the Department of Counseling and Human Services at the University of Wisconsin Oshkosh. She also teaches for the LGBTQ Certificate in the Women’s and Gender Studies Department. Amney engages in a variety of service and scholarly work related to Social Justice and Multicultural Considerations. She served as a SAFE trainer and a Trans Safe Trainer on campus and is active and involved in a variety of committees. Amney has presented and published widely on LGBTQ+, Multicultural, and Social Justice topics. Recently, Amney and Liz have developed a DEI training business, Somewhere Over the Moon Trainings.

## **Allie Acridge (she/her)**

Allie is the Volunteer Coordinator at The Women’s Community in Wausau. She has been in her role there for four and a half years. She has been in non-profit working with volunteers six years.

She wants to share what she’s learned in her time with others!

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