



# Leading Together

TNOYS' 2nd Annual Leadership Conference  
for Nonprofit Executives



St. David's Episcopal Church | Austin, TX  
August 7-8, 2019

**TNOYS**  
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## Agenda

### Wednesday, August 7 - Opening Reception

Parkside Restaurant, 301 East 6th Street 78701

**5:00 p.m. - 7:00 p.m.** Networking Reception + Appetizers and Drinks

### Thursday, August 8 - Full Conference

St. David's Episcopal Church, 301 East 8th Street 78701

**8:00 a.m. - 9:00 a.m.** Breakfast + Networking

**9:00 a.m. - 10:30 a.m.** Opening Keynotes with Pamela Benson Owens and Dr. Michael Hole (Bethell Hall)

**10:45 a.m. - 12:00 p.m. Workshop #1 (choose one)**

**Organizational Development Track  
(Crail A)**

*Living Your Brand: Creating a  
Company Culture From Inside Out*

**Operational Management Track  
(Crail B)**

*Catalytic Investments/Strategic Response  
to Community Disaster*

**Leadership Development Track  
(Crail C)**

*Cultivating Mindful  
Relationships as a Leader*

**12:15 p.m. - 1:30 p.m.** Lunch with Keynote: Dr. Colleen Bridger (Bethell Hall)

**1:45 p.m. - 3:00 p.m. Workshop #2 (choose one)**

*Creating Raving Fans and  
Brand Ambassadors*

*Fundraising for Your  
Organization*

*How Many Generations?  
Managing Multi-Gen Teams*

**3:15 p.m. - 4:00 p.m.** Closing Keynote: Mary Flanagan (Bethell Hall)

**4:00 p.m. - 5:00 p.m.** Interactive Closing Session with Lynda Frost and Anna Jackson (Bethell Hall)

# Keynote Presentations

(Located in Bethell Hall)

## Opening Keynote - Whatever You Think It is, That Isn't It: Engaging Your Team with Pamela Benson Owens, CEO, Edge of Your Seat Consulting



Pamela Benson Owens has been an entrepreneur for 20+ years and serves as President and CEO of Edge of Your Seat Consulting and Vice President for Business Development for Fayruz Benyousef Consulting. Pam tours the U.S. delivering customized presentations and interactive trainings on the importance of nonprofit best practices, intentional leadership, proactive HR practices and culture building, teaming, board governance, fund development, curriculum design, conflict resolution and strategic planning.

## Opening Keynote - Going Beyond Your Lane: Collaborative Innovation Between Medicine, Social Services, and Business

with Dr. Michael Hole, Dell Medical School, LBJ School of Public Affairs



Dr. Michael Hole is an Assistant Professor of Pediatrics, Population Health, and Public Policy at the University of Texas at Austin, where he is the Founding Director of Opportunity Ventures, as well as faculty at Dell Medical School and the LBJ School of Public Affairs. Dr. Hole is also a "street pediatrician" with a mobile clinic serving children experiencing homelessness. He started his career as a social worker fighting child trafficking in the U.S. before leading several international development campaigns.

## Lunch Keynote - Leading City-Wide, Cross-Sector Culture Change: The Story of Creating a Trauma-Informed San Antonio

with Dr. Colleen Bridger, Interim Assistant City Manager, City of San Antonio



As Interim Assistant City Manager for the City of San Antonio, Colleen Bridger, MPH, PhD. has oversight of the Metropolitan Health District, Parks and Recreation, Office of Equity and Department of Human Services. A nationally recognized speaker, trainer and innovations expert, Dr. Bridger has over 20 years of experience in community development and improvement.

## Keeping Your Passion Alive in Nonprofit Leadership

with Mary Flanagan, President & CEO, HERdacity



Mary Flanagan, president and CEO of HERdacity, is a passionate advocate for women's leadership with a strong track record in business and nonprofit leadership. Mary was previously Director of Business Planning & Analytics in Dell's multi-billion-dollar Retail segment. At Dell, she was a leader in the Legacy of Good initiative, driving volunteer engagement for 1,000+ employees. In 2015, Mary was also selected to lead Dell's PRIDE community global pillar to drive LGBT diversity and inclusion.

## Interactive Session - Sparking Discovery and Action as an Everyday Practice

with Dr. Lynda Frost and Anna Jackson



In this interactive closing session, participants will have an opportunity to reflect on experiences at the conference and generate new possibilities for the future. Using Liberating Structures, versatile methods designed to help us meaningfully include everyone, participants will get a taste of what is possible not only on special occasions but also every day with their teams. The session will be led by Lynda Frost, J.D., Ph.D., of Lynfro Consulting, who spent 14 years with the Hogg Foundation for Mental Health, and Anna Jackson, MSSW, the founder of Alpinista Consulting, previously Deputy Director of Via Hope.

# Workshops

## Organizational Development Track (Located in Crail A)

### Living Your Brand: Creating a Company Culture from the Inside Out - Allison Watkins



In this workshop, attendees will better understand the link between brand and culture. We'll discuss how these factors are key to not only creating a successful organization but how leaders should use them to build, lead and motivate their employees, creating a more effective and happier workplace. Presenter Allison Watkins is the Chief Strategy Officer for Austin Parks Foundation (APF), where she oversees marketing/communications and works to implement the organization's strategic plan and key initiatives.

### Creating Raving Fans and Brand Ambassadors - Jessica Scanlon



Forget about increasing your advertising budget. In today's world, the most important focus for your marketing plan should be word-of-mouth. But how do you begin to put a plan together that empowers others to do the marketing for you? In this presentation, Jessica's going to walk the group through putting together an actionable marketing strategy that grows raving fans and brand ambassadors to do the hard for you. Presenter Jessica Scanlon is the founder of Hot Dog Marketing and has helped hundreds of businesses develop their brands and establish a reputation online.

## Operational Management Track (Located in Crail B)

### Catalytic Investments/Strategic Response To A Community Disaster - Neeraj Aggarwal



A strategic response that truly makes an impact in a community disaster should be data-driven and involve cross-sector collaboration. Learn how to overcome the challenges of finding the data you need and understanding intentions of various stakeholders to truly take a strategic approach. Finally, learn about the important role philanthropy plays in bringing in other funders to address the crisis – especially corporates and government agencies. Presenter Neeraj Aggarwal is Program Director of the Rebuild Texas Fund, a \$100M fund setup in the aftermath of Hurricane Harvey as a collaborative between the Michael & Susan Dell Foundation (MSDF) and OneStar Foundation.

## Leadership Development Track (Located in Crail C)

### Cultivating Mindful Relationships as a Leader: A Strengths Paradigm - Alise Cortez



Good leadership starts with a strong foundation of ongoing, ever-evolving self-awareness - who we are our core, what motivates us, and how we communicate. But great leadership is possible when we learn to "see," celebrate, and further develop the unique talents of others, while flexing our own behavior and communication preferences to connect meaningfully and respectfully. People serve mightily to leaders who see them for the unique creatures they are while inspiring them to grow into their highest potential. Presenter Dr. Alise Cortez is a management consultant, purpose/engagement catalyst, speaker, author, and radio host based in Dallas. (Pre-session strengths assessment required)

### How Many Generations?:The Good, Gooder And Best To Managing Multigenerational Teams - Errika Moultrie



How many generations are in the workforce now? There's this millennial narrative going on and you are not sure exactly what the means for your organization or maybe you do and you are still at a loss, this session is going to cover all the generations, their needs, the research and then real life "can we all just get the work done." Presenter Errika Flood Moultrie is the founder of ConnectThree and an experienced consultant and coach with extensive knowledge in nonprofit management, program and fund development, capacity building, and leadership development.

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