

2011 MOWAA ANNUAL CONFERENCE & EXPO





for the Common Good

AGENDA AT A GLANCE

MONDAY, AUGUST 29, 2011

TIME	EVENT	LOCATION
12:00 p.m. – 7:00 p.m.	Registration and We Are Meals On Wheels Hub	Wellington Foyer
12:30 p.m. – 5:00 p.m.	 Emergency Preparedness: Is Your Program Ready?	Governor's
5:15 p.m. – 6:00 p.m.	Pennsylvania State Association Meeting (MOWAPA)	Windsor
5:30 p.m. – 6:30 p.m.	Georgia State Association Meeting (MOWAG)	Ontario

TUESDAY, AUGUST 30, 2011

7:00 a.m. – 5:00 p.m.	Registration and We Are Meals On Wheels Hub	Wellington Foyer
8:15 a.m. – 10:00 a.m.	Breakfast and Opening Session Keynote Speaker: Ted Fishman, veteran journalist and author of <i>Shock of Gray</i>	Wellington Ballroom
10:00 a.m. – 10:15 a.m.	Break	Wellington Foyer
10:15 a.m. – 11:45 a.m.	Concurrent Sessions	
	 Developing, Cultivating and Maintaining Relationships with Foundations	Buckingham
<i>Advanced Financial Management Institute</i>	 Non-Profit Organizations—Yes, They Are Different	Consort (16th Floor)
	 Intro to Food Safety on the Go	Governor's
	 Sharing the Impact of Your Volunteer Program with Your Community	Mayfair
10:15 a.m. – 11:45 a.m.	Break	Wellington Foyer
12:00 p.m. – 1:30 p.m.	Lunch with Keynote Speaker Jo Ann Jenkins, President of the AARP Foundation	Wellington Ballroom
1:30 p.m. – 1:45 p.m.	Break	Wellington Foyer

KEY



Communication Track



Development Track



Leadership Track



Management Track



Nutrition Track



Volunteer Management Track

TUESDAY, AUGUST 30, 2011

TIME	EVENT	LOCATION
1:45 p.m. – 3:15 p.m.	Concurrent Sessions	
	 Maximizing Media Relations—Part 1	Mayfair
	 What is Planned Giving? Why Should We Start a Program Now (and How?)	Buckingham
<i>Advanced Financial Management Institute</i>	 Budgeting and Cash Management for the Non-Profit Organization—Part 1	Consort (16th Floor)
<i>Senior Nutrition Institute-Basic Skills</i>	 Screening and Prioritizing Clients for Nutrition Risk	Governor's
	 Measuring the Effectiveness of Your Volunteer Program	Consulate 1&2
1:45 p.m. – 3:15 p.m.	What's Ahead for the Older Americans Act? Challenges and Opportunities during Reauthorization	Regent 1
3:15 p.m. – 3:30 p.m.	Refreshment Break	Wellington Foyer
3:30 p.m. – 5:00 p.m.	Concurrent Sessions	
	 Maximizing Media Relations—Part 2	Mayfair
	 Best Practices in Gift Planning and How to Integrate Them into All of Your Asks	Buckingham
<i>Advanced Financial Management Institute</i>	 Budgeting and Cash Management for the Non-Profit Organization—Part 2	Consort (16th Floor)
<i>Senior Nutrition Institute-Basic Skills</i>	 Evolving Food Trends: Research and Industry Responses	Governor's
	 Volunteer Engagement	Consulate 1&2
5:45 p.m. – 6:30 p.m.	We Are Meals On Wheels (<i>Please be sure to wear your We Are Meals On Wheels T-Shirt to this event!</i>) Doors open at 5:30 p.m.	Cotillion Ballroom
6:30 p.m. – 7:45 p.m.	Opening Reception	Cotillion Ballroom & Buckingham/Windsor
8:00 p.m. – 9:00 p.m.	Florida State Meeting	Regent 1
8:00 p.m. – 9:00 p.m.	New York State Meeting	Ontario
8:00 p.m. – 9:00 p.m.	Kansas State Association Meeting (MOWAK)	Huron
8:00 p.m. – 9:00 p.m.	Ohio State Meeting	Michigan

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Volunteer Management Track

WEDNESDAY, AUGUST 31, 2011

TIME	EVENT	LOCATION
7:15 a.m. – 5:15 p.m.	Registration and We Are Meals On Wheels Hub	Wellington Foyer
7:45 a.m. – 8:45 a.m.	Member-to-Member Networking Breakfast	Cotillion Ballroom
7:45 a.m. – 8:45 a.m.	State-to-State Networking Breakfast (For State Association Members)	Governor's
8:45 a.m. – 9:00 a.m.	Break	Wellington Foyer
9:00 a.m. – 10:30 a.m.	Concurrent Sessions	
	 Marketing 101. How to Grow: Lessons from the Apple Tree	Mayfair
<i>Advanced Financial Management Institute</i>	 Budgeting and Cash Management for the Non-Profit Organization—Part 3	Consort (16th Floor)
<i>Senior Nutrition Institute-Basic Skills</i>	 Dietary Guidelines 2010—Translating Research to Application	Governor's
<i>Board/Executive Directors Institute</i>	 Board CPR: Restoring Health and Vitality to Your Board	Cotillion Ballroom
	 Positioning Your Agency for the Volunteers of Tomorrow	Buckingham
10:30 a.m. – 10:45 a.m.	Break	Wellington Foyer
10:45 a.m. – 1:45 p.m.	Common Goods Expo	Wellington Ballroom
11:00 a.m. – 12:00 p.m.	Canadian Meeting	Consulate 1
12:45 p.m. – 1:45 p.m.	Texas State Association Meeting (MOWAT)	Michigan
1:45 p.m. – 2:00 p.m.	Break	Wellington Foyer
2:00 p.m. – 5:15 p.m.	Concurrent Sessions	
	 Marketing 102. Build Your Base of Support: Marketing that Works	Mayfair
	 Three Dimensions of Sustainability Planning to Remain Viable in Today's Economy	Consulate 1&2
<i>Advanced Financial Management Institute</i>	 Monitoring the Effectiveness of Your Non-Profit Organization and Fraud Prevention	Consort (16th Floor)
	 Put Some Appeal into Your Menus: Making Food Fun	Governor's
<i>Board/Executive Directors Institute</i>	 Leading Strategic Change in Your Organization	Cotillion Ballroom
	 Changes in Volunteering Means Changes in Volunteer Management	Buckingham

TIME	EVENT	LOCATION
5:45 p.m. – 6:30 p.m.	Bus Transportation to the Special Event <i>(Please check your ticket for your designated boarding time, and bring your ticket to the buses)</i>	Hotel Lobby
6:30 p.m. – 10:30 p.m.	Special Event at the Museum of Science & Industry <i>(Return transportation to the hotel will be available beginning at 8:45 p.m.)</i>	Museum of Science & Industry

THURSDAY SEPTEMBER 1, 2011

8:00 a.m. – 12:00 p.m.	Registration and We Are Meals On Wheels Hub	Wellington Foyer
8:30 a.m. – 9:45 a.m.	Breakfast and Keynote Session Keynote Speaker: H. Melvin Ming, Chief Operating Officer, Sesame Workshop	Wellington Ballroom
9:45 a.m. – 10:30 a.m.	MOWAA Business Meeting and Installation of Officers	Wellington Ballroom
10:30 a.m. – 10:45 a.m.	Break	Wellington Foyer
10:45 a.m. – 12:15 p.m.	Concurrent Sessions	
	 Creative Marketing at the Local Level	Mayfair
	 Copywriting: How to Write an Appeal that Gets Results!	Buckingham
	Good Questions for Good Health: How to Implement Health Literacy Coaching into Your MOW and Senior Center Programs	Consulate 1 & 2
<i>Senior Nutrition Institute—Basic Skills</i>	 Breathing New Life into the Congregate Program	Governor's
	 Legal Risk Management for Non-Profits	Cotillion Ballroom
12:15 p.m. – 12:30 p.m.	Break	Wellington Foyer
12:30 p.m. – 1:15 p.m.	Box Lunch and “Ask the Non-Profit Lawyer”	Cotillion Ballroom
1:15 p.m. – 2:30 p.m.	Community Fair for the Common Good	Wellington Ballroom
2:30 p.m. – 3:00 p.m.	Closing and American Volunteer Award	Wellington Ballroom
2:45 p.m. – 3:00 p.m.	Ice Cream Social	Wellington Foyer
3:15 p.m. – 4:45 p.m.	MetLife Grantees Meeting	Buckingham

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