

# ARE YOU IN THE RIGHT LANE?



Vitalize, the Government of Alberta's premier training and development conference for nonprofit and voluntary sector organizations is Shifting Gears and Changing Lanes in 2011.

Is your organization ready to move beyond first gear and into the fast lane? If so, get on the Vitalize fast track to opportunity! Vitalize has had a tune-up for 2011, and will deliver high-octane educational sessions on a wide choice of topics. Vitalize 2011 takes place **Tuesday, June 14 and Wednesday, June 15 at the Shaw Conference Centre in Edmonton.**

Start your engines at registration, beginning Tuesday, June 14 at 10:00 a.m. Then, it's all green for the first lap, with an opening luncheon followed by an opening debate. This is your opportunity to rev it up and make yourself heard as sector leaders pilot debates on sector-related issues – what's working, what's not, and how it may be affecting you and your organization. Merge from this dynamic discussion into the discovery lane: a fast-moving pack of afternoon sessions that will ramp up discussion from the debates and explore other crucial topics for the sector.

After a busy day, it's time to throttle back and relax with Rapid Fire Theatre. Proud to be Edmonton's own premier purveyors of improvised comedy, Rapid Fire Theatre is running stronger than ever in its third decade. You won't want to miss this evening of inspired laughs!

On Wednesday you'll be off and running with high-performance educational and motivational sessions, everything from *Get Out of My Face – Conflict Resolution* to *Learn Fraud Early Warning Signs* and everything in between.

**We recommend you choose the sessions that are most suitable to your personal and professional developmental requirements.**

Our closing keynote address will lower the checkered flag on Vitalize 2011 by recapping and reflecting on our two-day journey.

Don't miss this incredible, one-of-a-kind conference for the low cost of \$185. The road ahead is smooth and ready: it's time for Shifting Gears and Changing Lanes. See you at the starting line at Vitalize 2011!

## MESSAGE FROM THE HONOURABLE ED STELMACH, PREMIER OF ALBERTA



On behalf of the Government of Alberta, it is my pleasure to extend warm greetings to attendees of the Vitalize 2011 Provincial Voluntary Sector Conference.

Alberta is one of the best places to live, work and raise a family. A key reason for this is the high level of Albertans' involvement in their communities. This commitment to civic engagement is matched by the hard work, time and dedication by staff and volunteers of Alberta's nonprofit and voluntary organizations.

The Vitalize conference remains the best voluntary sector training and development opportunity in Canada. Once again, Albertans from all parts of the province make the difference by investing their energy and enthusiasm into this conference and by taking the lessons learned here back to your communities, ensuring that the links that unite Albertans remain strong.

Whether Alberta's nonprofit and voluntary sector is your life's work or a way of enriching your life through a volunteer commitment, you play a vital role in the goal of building an even better Alberta.

Best wishes for an enjoyable conference!

A handwritten signature in blue ink that reads "Ed".

Ed Stelmach

June 14 – 15, 2011

## MESSAGE FROM THE HONOURABLE LINDSAY BLACKETT, MINISTER OF CULTURE AND COMMUNITY SPIRIT

As Minister responsible for Alberta's nonprofit and voluntary sector, it is an honour to invite you to take part in Vitalize 2011.

An honour, because I know the value of Alberta's nonprofit and voluntary sector, especially in times of change and challenge. The impact of your work is felt across the province, every day of the year, by all Albertans.

Vitalize 2011 with its theme of *Shifting Gears and Changing Lanes*, offers strategic sessions that will help you navigate the changing pathways of our journey together. As always, there will be a wealth of opportunities for skill development and networking, the chance to reconnect with professional colleagues and the chance to enjoy top-notch Alberta entertainment.

I encourage you to join me at the Shaw Conference Centre in Edmonton on June 14 and 15, 2011, to take part in this extraordinary event. See you at Vitalize 2011!



A handwritten signature in blue ink that reads "Lindsay Blackett".

Lindsay Blackett

Minister of Culture and Community Spirit  
MLA, Calgary – North West

# INFORMATION CHECK STOP

- **NEW!** Be sure to come and visit the Resource Centre Display area located by the Registration area. You will discover the latest voluntary sector information that will benefit you and your organization;
- **FULL PAYMENT** must be made prior to the start of the conference;
- **ALL SESSIONS** will be 90 minute sessions in length this year;
- **MORE INFORMATION** is available at the conference website – [www.vitalizeconference.ca](http://www.vitalizeconference.ca); and
- **ROOM TEMPERATURES** in the breakout sessions are unfortunately beyond our control. Please dress for variable conditions when you attend the conference.

## A GREAT RIDE AT A GREAT PRICE:

# CONFERENCE FEES

We are pleased to present Vitalize 2011 to you for the extremely low cost of \$185. This price includes conference meals, conference kit bag, all sessions and plenary gatherings. **ALL attendees must make full payment prior to attending the conference.** Registration is provided by Buksa Associates Inc. and is available online, by fax or by mail. Please see pages 19 – 20 for registration details.

## ALBERTA YOUTH/MENTOR PROGRAM:

# GEAR UP FOR SERVICE

As the future leaders of the voluntary sector and a vital component for moving volunteerism forward in our province, youth volunteers from across Alberta are welcome to attend Vitalize 2011.

**The Youth/Mentor Program**, through a partnership of Alberta Culture and Community Spirit and Alberta's YouthVOLUNTEER! Society, provides complimentary Vitalize 2011 registration to one adult mentor and an eligible youth volunteer. Through engaging and informative sessions, youth attendees will develop skills and strategies to take back to their organizations and communities. This is a great way to recognize youth volunteers and introduce them to a potential career in the voluntary sector! See pages 23 – 26 of the program guide for additional information.



**For more information on the Youth/Mentor Program, please contact** Lori Campbell at 780-427-0387 or [Lori.Campbell@gov.ab.ca](mailto:Lori.Campbell@gov.ab.ca)

**Vitalize 2011 will be held at the**  
9797 Jasper Avenue, Edmonton, Alberta

**SHAW** ) Conference Centre

### CONFERENCE CONTACT

Leah Paton, Conference Coordinator at [vitalize@gov.ab.ca](mailto:vitalize@gov.ab.ca)

# VITALIZE AT A GLANCE

TUESDAY, JUNE 14

## REGISTRATION

10 a.m. – Noon

## OPENING KEYNOTE AND LUNCHEON

Noon – 1:15 p.m.

## SHIFTING INTO OVERDRIVE

Sector Panel Discussion

1:30 – 3:00 p.m.

## RE VITALIZE BREAK

3:15 – 3:30 p.m.

## SESSIONS

3:30 – 5:00 p.m.

## BANQUET AND ENTERTAINMENT

**Doors Open** 5:30 p.m.

**Dinner** 6:00 p.m.

**Rapid Fire Theatre** 7:00 p.m.

Hall A

WEDNESDAY, JUNE 15

## FUEL UP FOR THE DAY

Breakfast

7:00 – 8:15 a.m.

Hall A

## SESSIONS

8:30 – 10:00 a.m.

## RE VITALIZE BREAK

10:00 – 10:30 a.m.

## SESSIONS

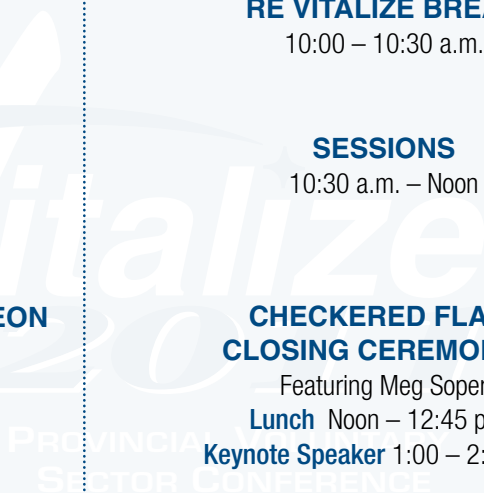
10:30 a.m. – Noon

## CHECKERED FLAG: CLOSING CEREMONIES

– Featuring Meg Soper

**Lunch** Noon – 12:45 p.m.

**Keynote Speaker** 1:00 – 2:00 p.m.



TUESDAY, JUNE 14, 2011

## OPENING KEYNOTE AND LUNCHEON

NOON – 1:15 p.m.

## SHIFTING INTO OVERDRIVE: SECTOR PANEL DISCUSSION

1:30 – 3:00 p.m.

**FEATURING: MARTHA PARKER, COLLEEN KELLY, AND GEORGE ROTER**  
**SHAW CONFERENCE CENTRE – HALL A**

Shift into overdrive with the opening ceremonies at Vitalize 2011. Join some of our nonprofit, voluntary sector experts who will discuss and challenge the status quo in this hard-hitting discussion. The topic, **the challenge of engaging 21st century volunteers**, will have everyone on the edge of their seats. Learn how we can draw from Alberta's large talent pool, keep volunteers engaged, and inspire more involvement in the future landscape of our province. How can nonprofits achieve better results when reaching out to Alberta's youth? How can we continue to lead the nation with passion and enthusiasm, setting trends for the rest of the provinces to follow? Let's ask the questions and demand the tough answers from our sector leaders.

**Today's Canadians tend to be more goal-oriented** and have greater structure in their school, work, family, and social lives. They are mobile, technologically savvy, value autonomy, and have multiple interests and roles within the community. How can Alberta's nonprofit, voluntary sector give targeted volunteers the opportunity to develop their skills, offer their service and mentor others? We are expanding the industry by connecting rural communities virtually, engaging in innovative volunteer positions, and advising leadership of the fast-changing landscape. Watch the debate on how the provincial and federal governments can facilitate a change in the sector and how organizations can work to pull together all Albertans. **Hear success stories** from those who have endured many years working with volunteers and frustrations from those who have come across barriers. **Engage with the speakers** by asking the hard questions and providing your thoughts.



# TUESDAY EVENING: BANQUET AND ENTERTAINMENT

**TUESDAY, JUNE 14 – 5:30 p.m.  
FEATURING RAPID FIRE THEATRE  
SHAW CONFERENCE CENTRE – HALL A**

Rumour has it that laughter is a great stress reliever...

Rapid Fire Theatre was created in 1988 by a talented group of performers who wanted to bring the improvisational comedy of TheatreSports® to Edmonton audiences on a regular basis. Now in its third decade, Rapid Fire Theatre has expanded into semi-scripted performance, sketch comedy, theatre for young audiences and full-length plays.



On the international scene, Rapid Fire Theatre is renowned as an improv champion, having competed and won titles in Canada, the United States and overseas. Since 2000, the company has produced *Improvaganza*, Canada's largest improv comedy festival, now a 10-day event welcoming more than 40 performers and thousands of fans to two Edmonton venues.

Community service, beyond the priceless gift of laughter, has also been part of Rapid Fire Theatre's efforts. *Johnny Drops Out*, a rock musical for high schools commissioned by the Government of Alberta, received an Elizabeth Sterling Haynes Award for Outstanding Production for Theatre for Young Audiences, just one of many awards the company has won. *Johnny* was followed by a production for elementary schools called *Lily Skips School*.

Rapid Fire Theatre is Edmonton's premier destination for improvised comedy. Tuesday evening promises to be a festival of belly laughs. See you there!

**Your conference registration fee includes one entry into the Tuesday Evening event. You may order additional tickets on your registration form; tickets will be mailed to you (maximum two). If you require additional tickets after registering, tickets may be purchased onsite, for \$60 each (GST included).**

# CHECKERED FLAG: CLOSING CEREMONIES

WEDNESDAY, JUNE 15, 2011 – NOON  
FEATURING MEG SOPER  
SHAW CONFERENCE CENTRE – HALL A

Professional speaker and comedienne Meg Soper is recognized as one of the premier motivators in Canada. She combines her remarkable sense of humour with her unique perspective of life to captivate her audience and provide them with a presentation filled with inspiration and entertainment.

Meg has appeared as a keynote speaker and feature performer at universities, conventions and corporate functions across North America and internationally. She has shared the stage with such celebrities as **Ray Romano** and **Ellen Degeneres**.

Meg is co-author of the book, *Expert Women Who Speak-Speak Out*. She has appeared on CBC Television, Women's Television Network and Prime TV, as well as being featured in many radio programs and comedy festivals.



# TUESDAY SESSIONS

A variety of informative sessions will help your organization achieve its goals in day-to-day operations. These sessions meet pressing issues in the nonprofit, voluntary sector head on, with an invigorating boost of motivational and humorous themes. Make sure you choose the sessions that are best suited to you and your organization.

**3:30 – 5:00 p.m.**

CODE	SESSION TITLE	SPEAKER
1A	Top 20 Legal and Ethical Issues for Canadian Registered Charities and Nonprofit Organizations	Mark Blumberg
1B	Bridging the Gap	Ruth McKenzie
1C	Top 10 Lessons Learned from 30 Years of Fund Development	Guy Mallabone
1D	Thriving in a Changing Workplace	Barbara Fry
1E	Are You Ready for the NEXT Volunteer?	Colleen Kelly
1F	Cultural Competence: Inclusion by Design	Hieu Ngo
1G	Ensuring the Efforts of Your Volunteers Are Mission Driven	Tony Goodrow
1H	Leadership and Advocacy	Martha Parker
1I	Mobilizing Canadian Youth for Lasting Social Change	George Roter
1J	Define your competencies. Define your future.	Toby Rabinovitz

## **1A TOP 20 LEGAL AND ETHICAL ISSUES FOR CANADIAN REGISTERED CHARITIES AND NONPROFIT ORGANIZATIONS**

**SPEAKER: MARK BLUMBERG**

Canadian charities and nonprofit organizations are inundated with legal and risk management information. Join charity lawyer Mark Blumberg, editor of [www.CanadianCharitylaw.ca](http://www.CanadianCharitylaw.ca), as he helps you tackle top legal compliance and ethical issues in plain language. Topics include the new T3010, issuing proper receipts, Canadian Revenue Agency's Fundraising Guidance, changes to the disbursement quota, avoiding abusive charity tax schemes, conflicts of interest, payment of directors, books and records, business activities, and more. Mark will also provide a checklist of TOP 20 COMPLIANCE CONCERNS with links to resources that provide further resources.

## **1B BRIDGING THE GAP**

**SPEAKER: RUTH MCKENZIE**

While Canada boasts one of the strongest voluntary sectors in the world, there are growing gaps between the opportunities volunteers are seeking and what organizations can offer. To gauge this evolving landscape of needs and expectations, Volunteer Canada undertook a major research effort culminating in a report release in December, 2010: *Bridging the Gap: Enriching the Volunteer Experience to Build Better Communities for Our Future*. The report provides an overview of the motivations, characteristics, barriers and aspirations of four groups – young people; families; baby boomers volunteering; and employer-supported volunteers. *Bridging the Gap* provides direct advice to organizations on how to better engage today's volunteers. Join Ruth to find out more about this vital research.

## **1C TOP 10 LESSONS LEARNED FROM 30 YEARS OF FUND DEVELOPMENT**

**SPEAKER: E.H. GUY MALLABONE**

Fund Development is a major activity of Alberta's voluntary sector. Join Guy Mallabone, one of Canada's foremost fundraising professionals, as he reviews his Top Ten Lessons Learned List, gathered from the time when "Dear Friend" letters used to actually raise money, to today when sophisticated major gift moves management operations are now considered best practice. Guy doesn't hold back when it comes to sharing what he's learned from three decades in fund development. This session will cover everything from the practical to the philosophical and from the urgent to the essential.

## **1D THRIVING IN A CHANGING WORKPLACE**

**SPEAKER: BARBARA FRY**

Chronic negativity, incivility, and bullying at the hands of workplace kings and queens take an enormous toll on the quality of relationships among staff and volunteers. They can spell disaster for volunteer recruitment and retention, employee morale – and the bottom line. Thriving in a Changing Workplace is a humorous, reflective, and inspirational session that challenges delegates to examine their own attitudes and behaviours and those of their colleagues, with a view to improving their quality of work life. Discover the personal and professional power that comes from choosing the right attitude, inspiring collaboration, and demonstrating respect. Learn strategies to address unhealthy co-worker behaviours and Ten Top Tips for Thriving.

## **1E ARE YOU READY FOR THE NEXT VOLUNTEER?**

**SPEAKER: COLLEEN KELLY**

The business of volunteer engagement is changing – and changing fast. Today's volunteers look, act and spend their time and talent in community quite differently than the traditional way many of us think of a volunteer. How can we anticipate the future when we can hardly understand the present? Who or what is behind all of these shifts in volunteering, and is our organization headed in the right direction? Colleen will outline how we could incorporate talent differently, and adopt a people-first philosophy in order to focus on effectively recruiting and engaging ALL the people who are passionate about our cause.

## **1F CULTURAL COMPETENCE: INCLUSION BY DESIGN**

**SPEAKER: HIEU NGO**

Today's Albertans come from a variety of cultural backgrounds. Enriched diversity has transformed our communities into tapestries of colours, customs, languages, beliefs, values and talents. This session will focus on cultural competence in voluntary organizations. Delegates will:

- Examine the demographic, social, political, economic and legislative realities that are relevant to cultural diversity in Canada;
- Enhance conceptual understanding about culture, cultural competence and cultural competence process; and
- Explore practical ways to thoughtfully integrate and promote diversity and inclusiveness in their work.

## **1G ENSURING THE EFFORTS OF YOUR VOLUNTEERS ARE MISSION DRIVEN**

**SPEAKER: TONY GOODROW**

There is so much to do and so much that could be done. There is so much expected of managers of volunteers from volunteers themselves and from other staff and the board. With all of this, how do we ensure that we are running a volunteer program that is aligned as close as possible with the mission of your organization? This session will look at the key indicators of whether an activity is something that should or could be carried out within a volunteer program; and it will offer strategies for gaining support for doing right activities and the wrong ones.

## 1H LEADERSHIP AND ADVOCACY

SPEAKER: MARTHA PARKER

The Council for Certification in Volunteer Administration identifies leadership and advocacy – **“the ability to advance individual and community goals through effective volunteer involvement”** – as core competencies for the administration of volunteers. Leadership and advocacy:

- To accomplish what?
- To influence what?
- Stronger organizations?
- Better support for volunteer programming?
- A strong professional association of administrators/managers of volunteers?
- A strong understanding of the trends and issues impacting volunteerism and how you can apply that knowledge?
- A proactive voice for citizen engagement?
- What do you think?

Let's talk about leadership and advocacy to determine if these are skills you need to develop to advance and support the importance of volunteerism.

## 1I MOBILIZING CANADIAN YOUTH FOR LASTING SOCIAL CHANGE

SPEAKER: GEORGE ROTER

Engineers Without Borders Canada (EWB) CEO, George Roter, will talk about EWB's experiences engaging young Canadians in various efforts. Through successes and failures in activities, EWB has learned the importance and potential Canadian youth have in shaping and shifting Canada's position in the world. The right people are out there and we need strategic, engaging ways to connect people to a movement.

## 1J DEFINE YOUR COMPETENCIES. DEFINE YOUR FUTURE.

SPEAKER: TOBY RABINOVITZ

Problem: there are no current, universally accepted standards to which leadership competencies can be holistically evaluated. Residents of rural communities often have limited access to training and professional development opportunities. Myriad training and professional development initiatives for the nonprofit/voluntary sector – both urban and rural – have been random, uncoordinated, ad hoc and scattered. Many organizations do not know where to access *quality professional* development. Those that do, typically encounter a patchwork of “one-off” courses from different providers. It is not clear for individuals and organizations how these learning opportunities work together, if they work together at all. Organizations cannot tell if the resources they expend on training and professional development are buying them anything meaningful or lasting. In far too many cases, it is not. The goal of the *KnowledgeConnector* Initiative is to create a coherent framework to support the leadership and capacity building of organizations across Alberta. Learn how to use it, find it and benefit from *KnowledgeConnector* Initiative.

# WEDNESDAY SESSIONS

8:30 – 10 a.m.

CODE	SESSION TITLE	SPEAKER
2A	Wasps in the Workplace – Managing Conflict Without Being Stung	Val Carter
2B	Out with Schmooze!® Rituals of Authentic Networking	Rhonda Victoor
2C	Riding the Wave of Change	Drew Price
2D	Data Wranglin’	Shawn Gramiak
2E	Memory Techniques and Tips	Bruce Lee
2F	Take the Bully by the Horns	Joan Craven
2G	Start. Stop. Start Over Again. How to Manage Multiple Priorities	Ann Max
2H	Your Body Talks...Do You Know What It is Saying?	Marion Grobb Finkelstein
2I	RESPECT: Got None? Want Some?	Barbara Fry
2J	Nine Basic Facilitation Tools: Take your group from “Ho-Hum” to “Get ‘R’ Done”!	Heather Nickel and Angelo Murphy
2K	Collaboration, Cooperation and Merger in the Canadian Nonprofit and Charitable Sector	Mark Blumberg
2L	Calculating the Return on Investment (ROI) of Your Volunteer Program	Tony Goodrow
2M	Fraud Early Warning Signs: Is Someone Profiting from Your Organization?	Lorn Stanners

## 2A WASPS IN THE WORKPLACE – MANAGING CONFLICT WITHOUT BEING STUNG

SPEAKER: VAL CARTER

Workplace wasps – you know, those difficult people can bring a negative buzz to even the best organization. When conflict isn’t addressed promptly and effectively, it grows and festers, draining energy, affecting team spirit and productivity, and causes even good staff and volunteers to quit. This interactive session we will examine common triggers for workplace conflict and discuss resolution tools and strategies. Leave with more confidence for approaching workplace wasps without being stung!

## 2B OUT WITH SCHMOOZE!® RITUALS OF AUTHENTIC NETWORKING

SPEAKER: RHONDA VICTOOR

For years we have heard about the value of network, yet we grumble at the thought of it. Rooms full of stuffy suits and not a familiar face in sight...rubbing elbows...schmoozing! Say goodbye to that schmoozy style of networking. Coach Rhonda will show that it IS possible to network authentically. This highly interactive session will help you to:

- Break into networking clusters with class and confidence;
- Introduce yourself in a way that leaves them curious to know more;
- Create engaging conversation that has nothing to do with the weather;
- Take the pressure off by making it all about them;
- Transition from small talk to connection so you actually have something to follow up on;
- Avoid becoming a business card thruster;
- End a networking conversation without having to use the “must use the washroom” excuse; and
- Mentor others using temporary abandonment.

Join thousands who have increased their confidence and networking results! Make the move from schmoose to authentic connection!

## **2C RIDING THE WAVE OF CHANGE**

**SPEAKER: DREW PRICE**

Change is a fact of life. In business, change is essential for nurturing an innovative, successful and thriving organization. It can also be highly disruptive and to many people; downright threatening. But try to ignore change and you will get slammed: wishful thinking about the good old days is a waste of time, and getting angry often makes things worse. Join Drew in this dynamic session and learn to ride the wave.

## **2D DATA WRANGLIN'**

**SPEAKER: SHAWN GRAMIAK**

You can't escape it. If you work in an office, much of what you do involves client data: contact information, client notes, and a myriad of other "bits and bobs." This session deals with using databases, from Excel to Access, to get that data under control, and use it for projects such as mail merges, report writing and other beneficial applications.

## **2E MEMORY TECHNIQUES AND TIPS**

**SPEAKERS: BRUCE LEE**

This fun, interactive session will show you how to remember everything, anytime, anywhere – forever! Many of us deal with a mountain of information daily, trying to digest it all while we struggle with our current workload. This leaves little time for brushing up on timely and appropriate articles and books. Learn how to dramatically improve your short-term and long-term memory to stay on top of it all.

- Understanding what memory is and how it is created;
- Identify the 11 major barriers that prevent full comprehension of your everyday reading;
- Learn how to read a book or magazine in half the time and remember twice as much;
- Understand 'Association' – going back and forth in time to recall information;
- Learn how to remember names and lists of items; and
- Discover accelerated learning.

## **2F TAKE THE BULLY BY THE HORNS**

**SPEAKER: JOAN CRAVEN**

Are you dealing with someone who delights in making your life miserable? Would you like to know what to say to critics, control freaks and verbal bullies? Joan will give you concrete ways to stop the cruel behaviour without sacrificing your integrity. Her specific strategies will banish the bully in your life, or at least minimize their potential for damage. You will learn how to convince any bully, whether it's co-worker, volunteer, customer, your mother-in-law, spouse, child, neighbour, or stranger, to cease and desist.

## **2G START. STOP. START OVER AGAIN. HOW TO MANAGE MULTIPLE PRIORITIES**

**SPEAKER: ANN MAX**

Are you constantly stressed and feeling out-of-control by the demands on your time and energy? Are too many projects, interruptions, urgent requests and changes in technology preventing you from meeting your deadlines? Wouldn't it be nice to leave at the end of the day with a feeling of completion and accomplishment? This very practical session will deliver skills you can incorporate into your everyday work schedule so you can complete your tasks and accomplish your goals. Key concepts include:

- Meeting goals and deadlines;
- Establishing and recognizing priorities;
- Eliminating unproductive habits;
- Keeping track of, and effectively handling, multiple projects; and
- Managing and controlling your workload and conflicting demands.

## **2H YOUR BODY TALKS...DO YOU KNOW WHAT IT'S SAYING?**

**SPEAKER: MARION GROBB FINKELSTEIN**

Whether connecting with volunteers, bosses, colleagues or clients, your body language speaks volumes!

Join Marion and find out how Your Body Talks:

- Spotting clues that a person is disengaged ... and strategies to win them back;
- Detecting signs of imminent verbal or physical attack;
- The pace of speech never to have with clients;
- The four Cs of interpreting body language;
- The four ways smiling connects you to others;
- Projecting confidence even when you don't have it; and
- How mirroring and matching can bridge a gap.

Add body language to your repertoire of communication skills and increase your chance to connect with others.

## **2I RESPECT: GOT NONE? WANT SOME?**

**SPEAKER: BARBARA FRY**

As human beings we have a universal need for respect. Research tells us that while we can handle the bulk of our workplace woes, how we are treated by our co-workers and bosses is a make-or-break source of stress. While organizations may proudly display respect as a core value, few take the time to talk about how respect is lived or what happens when respect is lacking. This interactive session will explore the nature of respect in the workplace and show how to breathe life into the organization's value of respect from an individual, workgroup, customer-client service, organizational and community perspective.

## **2J NINE BASIC FACILITATION TOOLS: TAKE YOUR GROUP FROM "HO-HUM" TO "GET 'R DONE!"**

**SPEAKER: HEATHER NICKEL AND ANGELO MURPHY**

Have you ever wanted to take a group through a process, but felt you did not have the know-how to tackle it?

Join master facilitators Heather and Angelo and learn key facilitation tools by exploring nine useful techniques, including affinity process, t-charting, brainstorming and more. You will build a solid facilitation foundation and be ready to lead your next group function.

## **2K COLLABORATION, COOPERATION AND MERGER IN THE CANADIAN NONPROFIT AND CHARITABLE SECTOR**

**SPEAKER: MARK BLUMBERG**

Canadian charities and nonprofit organizations are looking for ways to be more efficient and effective. While working harder may work for some, working smarter may be a better approach. There are many possibilities in terms of sharing resources, outsourcing certain functions, co-locating premises, joint projects or programs and even amalgamation and merger. Join charity lawyer Mark Blumberg, editor of [www.globalphilanthropy.ca](http://www.globalphilanthropy.ca), as he discusses many possible ways for charities and nonprofits can work together or partner with non-charitable organizations. Mark will cover practical, legal and ethical challenges.

## **2L CALCULATING THE RETURN ON INVESTMENT (ROI) OF YOUR VOLUNTEER PROGRAM**

**SPEAKER: TONY GOODROW**

Well-run organizations know what they get for the dollars they spend on volunteer program, an understanding that's crucial in times of economic uncertainty. Learning to measure ROI in monetary and non-monetary terms can help you to monitor the effectiveness of your area on a year-to-year basis, demonstrate the financial benefits of the organization's nonprofit investment and provide your board and CEO with a better understanding of the true value of your program.

## **2M FRAUD EARLY WARNING SIGNS: IS SOMEONE PROFITING FROM YOUR ORGANIZATION?**

**SPEAKER: LORN STANNERS**

“Fraud? Embezzlement? It would never happen to us, we are just a small nonprofit.” So thought one society before their volunteer treasurer embezzled \$17,000 – every dollar the organization had. They were the third nonprofit victim of this same person in five years. Fraud not only affects your ability to fund your projects, it damages your reputation, corrodes your credibility and undermines the morale of members and staff. No organization is safe: nonprofit, government and business organizations have all been victimized. Isn’t it time YOU learned some Fraud Early Warning Signs?

- Are your assets being misappropriated?
- Are there conflicts of interest?
- Are credit cards and expense accounts being misused?
- Are you paying someone for playing computer games or surfing the internet instead of working?

Lorn will share with you common warning signs of fraud and provide strategies to reduce real or potential threats to your organization. You will receive a Fraud Prevention Checklist and get tips from your fellow delegates through a Lessons Learned discussion.



# WEDNESDAY SESSIONS

10:30 a.m. – NOON

CODE	SESSION TITLE	SPEAKER
3A	“NO” is not a Four-Letter Word – Setting Positive Personal Boundaries, Then Upholding Them Under Pressure	Val Carter
3B	Stop Trying & Start Doing! <sup>®</sup> <i>Rituals of High Performance for the Voluntary Sector</i>	Rhonda Victoor
3C	Accepting Personal Accountability	Drew Price
3D	Keeping Your Computer in Shape	Shawn Gramiak
3E	Get Out of My Face – Conflict Resolution	Bruce Lee
3F	Nourishing Your Team	Joan Craven
3G	What do You do With Your 86,400 Seconds per Day? How To Control Your Time and Get “ME” Time Too	Ann Max
3H	Facing the Chicken Within	Marion Grobb Finkelstein
3I	Alberta Lottery Grant Programs	Cheryl Dalwood, Winston McConnell, and Jackie Switzer
3J	Find What’s Working – Then Do More of That: Four Tools for Leveraging the Successes of Innovators and Early Adaptors	Heather Nickel and Richard Larsen (Video Conference)
3K	Removing Barriers – A Social Justice Approach	Hieu Ngo
3L	Marketing in the New Millennium: Integrating Social Media Marketing Into Your Nonprofit Organization’s Marketing Plan	David Saxby
3M	Board Governance Basics	Brent Collingwood

## 3A “NO” IS NOT A FOUR-LETTER WORD – SETTING POSITIVE PERSONAL BOUNDARIES, THEN UPHOLDING THEM UNDER PRESSURE

SPEAKER: VAL CARTER

We never stop. We are the ones people rely on. We do our utmost – for everyone else! The little voice in our head is screaming, “No!” as we hear ourselves saying, “Yes, I’d be delighted...” Being overloaded can lead to feelings of resentment, frustration, or even anger. These are signals that we need to set some boundaries to protect ourselves from burn-out. Val, a reformed ‘Yes person’ who cured herself just in time, explores practical tools and strategies to set and stick to positive personal boundaries without feeling guilty while still maintaining strong relationships. Leave with a fresh perspective, revitalized thinking, and the confidence to say “No”. If Val can do it, so can you!

## 3B STOP TRYING AND START DOING!<sup>®</sup> RITUALS OF HIGH PERFORMANCE FOR THE VOLUNTARY SECTOR

SPEAKER: RHONDA VICTOOR

What do you really want? Greater success in your work? Satisfaction in life? We’ve all heard great advice on how to achieve these goals, but we do not act on it. We *try* and then shrug our shoulders and continue down the same path. We *try* in work. And *try* in life. But we don’t *do* it. For the last decade Coach Rhonda has been helping people to start doing the things that can make them incredibly effective and deeply satisfied. Now she’s going to share those rituals of high performance with you!

- Rituals of vision – stop “should”-ing and get clear on what you really want in work and in life;
- Rituals of energy – examine where your energy for action lies and discover exactly how to boost it; and
- Rituals of focus – stop “tiny-tasking”, a.k.a. multi-tasking.

You’ll laugh and be inspired by compelling stories of three individuals who juggle a lot. And, you’ll commit to two new rituals that will move you quickly toward what you really want! Are you ready to stop trying and start doing?

### **3C ACCEPTING PERSONAL ACCOUNTABILITY**

**SPEAKER: DREW PRICE**

There are two possible reasons for things not to go well. Either the universe is conspiring against you or it is your own doing. The reason most people blame the universe is because they cannot accept the other choice.

Sadly we are living in a time of blame culture. Fear of being blamed has a major negative impact on the service people provide and the results they get. Self-protection becomes the focus instead of serving individuals, which hampers improvement.

A person's present situation is not the result of your genes, parents, education, job, luck, timing, health, or environment as it is a result of the choices they have made. This session is about looking for ways to improve our current situation by accepting personal accountability and taking responsibility for your own actions. Drew will help you to discover:

- How to begin asking better questions in order to get better results;
- How attitude is a choice and how your choice of attitude affects your accountability;
- The importance of congruence or living, speaking and behaving according to your beliefs and values; and
- Why many people choose not to be accountable and how things are different for those who are.

### **3D KEEPING YOUR COMPUTER IN SHAPE**

**SPEAKER: SHAWN GRAMIAK**

Although it is great to get your computer regular tune-ups by a certified technician, there are a variety of things you can do to keep your computer running well in between. This session will take you through a series of steps you can take to maintain your computer, keep your data safe and your system secure.

### **3E GET OUT OF MY FACE – CONFLICT RESOLUTION**

**SPEAKER: BRUCE LEE**

Understand why people become difficult, the root cause of situations, and how to effectively calm them down while solving the problem. We all have difficult people in our lives – they may be clients or people we work for, they may be people we live with or gave birth to! This session will provide you with clear, simple and effective techniques for reducing and eliminating the causes and effects of those very difficult people you face occasionally, or on a daily basis.

- Identify the real causes of difficult behavior and why it is so important to address;
- Understand the surprising paradox of difficult people and learn the six choices you have in dealing with them;
- Learn the difference between difficult people and chronic behavior;
- Learn how to effectively and quickly calm down angry and upset people to get the results you need; and
- Get quick tips on how to handle a variety of stressed out people – bullies, insulters, know-it-alls, quiet people, negative people, whiners, and manipulators.

### **3F NOURISHING YOUR TEAM**

**SPEAKER: JOAN CRAVEN**

Everyone wants to be appreciated. Studies show that teams are more productive when they achieve high levels of participation, cooperation and collaboration among members. How can you foster excellent morale in the workplace? As a leader your most valuable resource is your ability to connect with your staff and volunteers. How authentic are you? Evaluate your listening skills and develop your communication skills. Delegates will learn practical tips they can immediately apply.

### **3G WHAT DO YOU DO WITH YOUR 86,400 SECONDS PER DAY? HOW TO CONTROL YOUR TIME AND GET “ME” TIME TOO**

**SPEAKER: ANN MAX**

There are 365 days in a year. This translates into 8,760 hours, 525,600 minutes and 31,536,000 seconds, which amounts to 86,400 seconds per day. The business climate and constantly evolving technology means that it is imperative that we use each and every one of those precious seconds for the best. To be successful, we must identify goals, clarify priorities and establish realistic schedules. We must formulate effective and efficient plans. You can learn to take control of your time and your environment to reduce the stresses of everyday life. Combine these skills with practical systems and processes that will allow you to live efficiently and productively.

In the session:

- Discover the reasons behind your disorganization and lack of time;
- Learn behaviour modification techniques;
- Apply principles that work;
- Streamline your processes and systems; and
- Deal with timewasters.

### **3H FACING THE CHICKEN WITHIN**

**SPEAKER: MARION GROBB FINKELSTEIN**

We are all afraid of something. Learn how to face, embrace and use your fears to move forward. In this interactive session, Marion will share strategies to define and deal with fear. She will stretch you to imagine what you could do if fear didn't hold you back. You will learn:

- Why fear is a gift;
- What your fears tell about you;
- What fears *you* have about the voluntary sector;
- Coping strategies to deal with *your* fears;
- How to befriend your “chicken within;”
- What fear triggers are (What's yours?); and
- How to use fear as a tool.

We are all unique and what scares one person excites and energizes another. Come explore what triggers *your* fear and develop strategies to push forward. You will never think of “fear” the same way.

### **3I ALBERTA LOTTERY GRANT PROGRAMS**

**SPEAKER: CHERYL DALWOOD, WINSTON MCCONNELL AND JACKIE SWITZER**

Registered community nonprofit groups can apply for lottery funding support through two major grant programs: Community Facility Enhancement Program and the Community Initiatives Program. Thousands of volunteer and community-based initiatives receive funding every year. Review the groups, communities and projects that have received funding through Alberta Lottery Fund's searchable database [www.albertalotteryfund.ca](http://www.albertalotteryfund.ca), and learn how you can access lottery fund grants to support your community projects and initiatives.

### **3J FIND WHAT'S WORKING – THEN DO MORE OF THAT: FOUR TOOLS FOR LEVERAGING THE SUCCESSES OF INNOVATORS AND EARLY ADAPTORS (VIA VIDEO CONFERENCE)**

**SPEAKER: HEATHER NICKEL AND RICHARD LARSEN**

Successful solutions for the issues we face today are constantly being developed. If you are having trouble identifying and adopting them in your life or organization, this session is for you. Many have recognized this state of affairs and have developed tools to address it. Learn how to use worksheets and checklists to frame the precise behaviours necessary for adopting these successful strategies in our own lives and organizations.

### **3K REMOVING BARRIERS – A SOCIAL JUSTICE APPROACH**

**SPEAKER: HIEU NGO**

Various provincial, national and international legislative frameworks recognize the rights of individuals to enjoy economic, social, cultural, civil and political rights. In reality, many Albertans struggle to have equitable access to opportunities and services due to their race, religious belief, skin colour, gender, disability, marital status, ancestry, and age, source of income or sexual orientation. Grounded in the social justice approach, this session will provide delegates with opportunities to:

- Gain understanding about the challenging realities facing the various populations;
- Critically examine incongruence between policies and practices;
- Develop conceptual understanding about social justice; and
- Explore effective social justice focused strategies to remove barriers and promote access to opportunities and services for all Albertans.

### **3L MARKETING IN THE NEW MILLENNIUM: INTEGRATING SOCIAL MEDIA INTO YOUR NONPROFIT ORGANIZATION'S MARKETING PLAN**

**SPEAKER: DAVID SAXBY**

How do successful nonprofit marketers create brand recognition in our over-communicated marketplace? What actionable strategies do you need to ignite powerful responses with your donors, members and volunteers? Powerful communication begins with a strategy that incorporates the goals of your nonprofit organization. It clearly articulates your organization's values in every connection you make, whether through direct marketing, sales, advertising, public relations and social marketing. Web 2.0 and the new wave marketing have enticed many nonprofit organizations to abandon promotional methods in favour of the new social media. As a result, many failed to promote themselves effectively. Learn how you can leverage the viral power of the internet and social media integrating social media with your current marketing and public relations to build deeper relationships with your donors, members, and volunteers. Find out more about: strategies for success combining traditional and social media; position your idea in the customer's mind using traditional and new media; advertising, public relations, promotion and new media resources; using your time, money and people effectively keeping your nonprofit organization in the minds of your donors, members, and volunteers.

### **3M BOARD GOVERNANCE BASICS**

**SPEAKER: BRENT COLLINGWOOD**

Boards function most effectively when everyone on the board knows what their responsibilities are and what is expected of them. Join us for an interactive session where we identify ways to make board members' lives easier and boards more productive! This session will be of special interest to new board members who wish to better understand their role.

# ACCOMMODATION

## **COURTYARD BY MARRIOTT 99 STREET AND JASPER AVE**

**Rate:** \$119 single/double, \$10 for additional person

**Parking:** \$22 per day

**Phone:** 1-866-441-7591 or 780-423-9999

**Group Name:** Vitalize 2011

See conference website for pass key links

## **CROWNE PLAZA – CHATEAU LACOMBE 10111 BELLAMY HILL**

**Rate:** \$121 King/Double – Standard,  
\$131 King/Double – River View

**Phone:** 780-428-6611 or 1-800-661-8801

**Reference:** Vitalize Conference

**Passkey:** <https://resweb.passkey.com/go/VCO>

## **THE COAST EDMONTON HOUSE 10205 – 100 AVENUE**

**Rate:** \$109 Comfort Suite, \$134 Superior Suite  
\$15 for additional person

**Parking:** \$15 per day

**Phone:** 1-800-663-1144 or 780-420-4000

**Group Name:** Vitalize 2011

## **UNION BANK INN 10053 JASPER AVENUE**

**Rate:** \$149 single/double

many complimentary services included

**Phone:** 1-888-423-3601 or 780-423-3600

**Passkey Option:** [www.unionbankinn.com](http://www.unionbankinn.com)

## **THE WESTIN EDMONTON 10135 – 100 STREET**

**Rate:** \$159 Traditional King/Double

**Parking:** \$26 self park or \$28 valet per day

**Phone:** 1-800-WESTIN1 (937-8461)

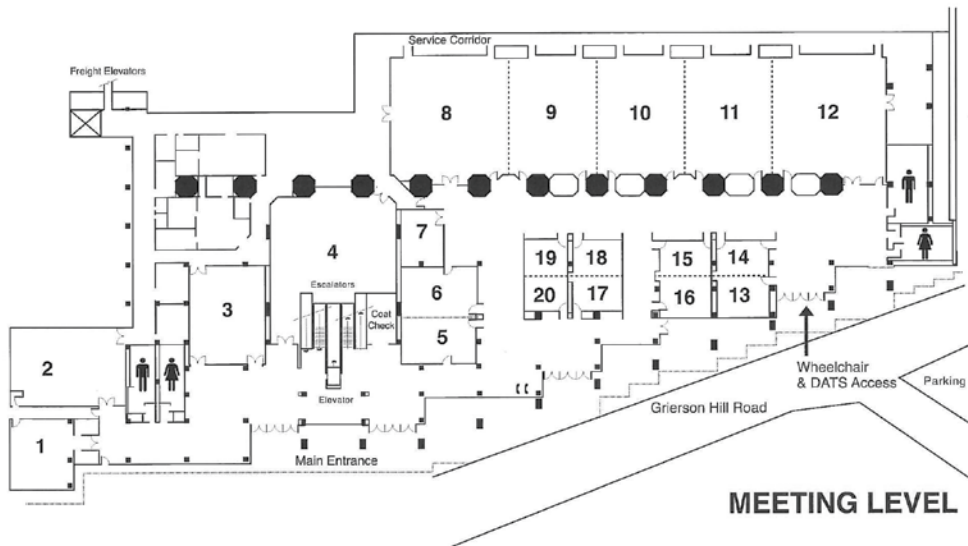
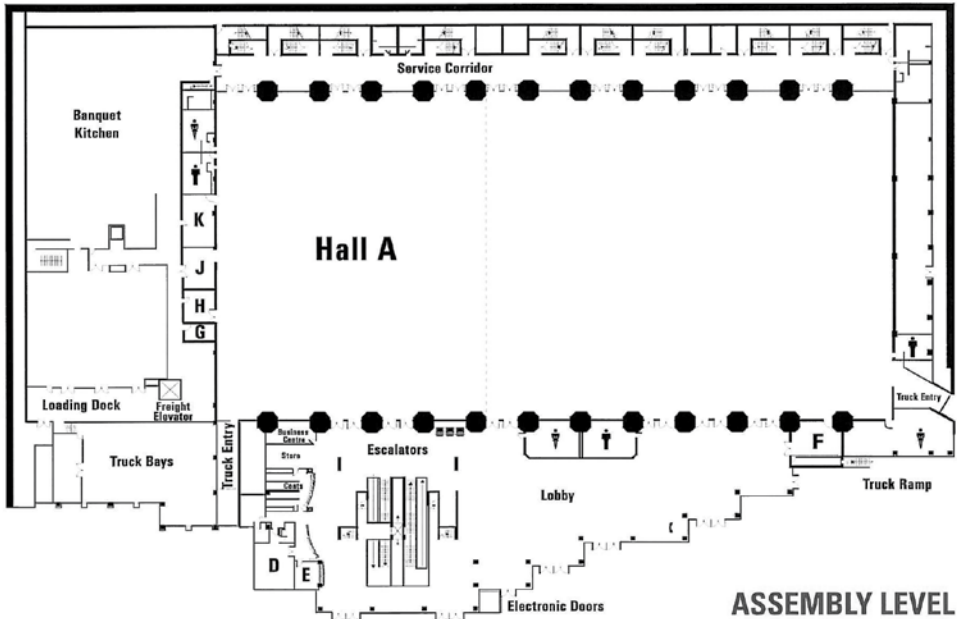
**Group Name:** Vitalize 2011

**NOTE: Please make sure that you book early, as rooms are available on a first come first serve basis. When contacting the hotel to make reservations please be sure to quote the group name provided above. You are responsible for the cost of your accommodation and travel to and from the conference. The noted hotel rates ARE NEGOTIATED FOR Vitalize 2011 and DO NOT INCLUDE APPLICABLE TAXES.**

As in previous years, a shuttle service will be available from conference hotels to the SHAW Conference Centre.

# CONFERENCE MAPS

**Hall A** will be used for the following events: Opening Luncheon, Tuesday Evening Event, Meals, and Closing Ceremonies.



**The meeting level of the SHAW Conference Centre** will be used for all sessions throughout the conference. Additional maps will be made available at the Information Desk.

# GEAR UP FOR SERVICE...

## PROGRAM PURPOSE

Active youth make it their business to identify and act on local and global issues. In addition to being valued community members, youth volunteers are a vital part of moving volunteerism forward in Alberta and in creating healthy and thriving communities. Alberta Culture and Community Spirit, in partnership with Alberta's YouthVOLUNTEER! Society (AYV), is proud to offer the Youth/Mentor Program at Vitalize 2011. The Youth/Mentor Program provides a complimentary Vitalize registration to one adult mentor and an eligible youth volunteer. Youth will have the opportunity to network with Vitalize conference delegates from across the province in entertaining, fast-paced sessions, energizing them with skills and strategies to improve their organizations and communities. This is a great way to recognize and engage youth volunteers and set them on the road to a potential career in the voluntary sector!

**Register online today at [www.buksa.com](http://www.buksa.com) or fax your registration to 780-437-5984.**

- Youth aged 18 – 20 who have contributed a minimum of 50 volunteer hours in the last year are encouraged to attend.
- Youth aged 14 – 17 must be accompanied by a mentor. Registration costs for Vitalize will be provided for the mentor and youth through the Youth/Mentor program.

**Alberta Youth Mentors!** Vitalize conference registration is provided to one adult mentor and their youth volunteer(s) to accompany and encourage them to take advantage of the learning opportunities and skill development of Vitalize 2011. For more information on the Youth/Mentor Program, please contact:

**Lori Campbell**

**Call: 780-427-0387 or e-mail: [Lori.Campbell@gov.ab.ca](mailto:Lori.Campbell@gov.ab.ca)**

## ELIGIBILITY FOR VITALIZE YOUTH/MENTOR PROGRAM FUNDING:

Each candidate must meet the following criteria to qualify for and to receive Vitalize Youth/Mentor Program funding:

- Candidates must be residents of Alberta.
- Youth must currently be volunteering, or have been active in their community recently.
- Organizations endorsing candidates must be a community group, school, church, Municipality or Family and Community Support Services agency.
- Youth and Mentors must **EACH** select and **register individually** into the **Youth/Mentor Program** with BUKSA on-line at [www.buksa.com](http://www.buksa.com) or fax your registration to 780-437-5984.
- Mentors must accompany youth aged 14 – 17 and be responsible for the youth's transportation, accommodation and conduct at the conference.
- Youth aged 18 – 20 who have contributed a minimum of 50 volunteer hours in the year preceding the event and provide written confirmation of organization endorsement are encouraged to attend.
- **Complete a waiver of Liability/Release of All Claims/Minor Release Form for youth aged 14 – 17.**
- **Complete a Volunteer Endorsement for youth aged 18 – 20.**
- **Waivers and endorsements must be faxed directly to Lori Campbell at Alberta Culture and Community Spirit at 780-427-4155 no later than May 28, 2011.**
- Links for the forms are available at [www.vitalizeconference.ca](http://www.vitalizeconference.ca) or [www.buksa.com](http://www.buksa.com).
- Notification will be made to successful applicants by e-mail or phone.

# YOUTH SESSION INFORMATION

**JUNE 14 TO 15**

## **GEAR UP FOR SERVICE**

Alberta's YouthVOLUNTEER! Society wants all youth to have the knowledge and skills to actively promote and participate in service at all levels. Our "gear up for service training event" will impart the needed background information and hands on experiences that youth will need to volunteer with local charities and community organizations, and to develop their own long-term service projects to make better the lives of those around us who are in less fortunate social or economic situations. In addition, delegates will come away inspired to think socially and entrepreneurially with a strong understanding of how to begin to serve, whether locally or internationally.



**TUESDAY, JUNE 14**

## **START IT UP!**

Youth delegates find out why volunteering and service are such positive forces for change in the world and how service can make the individual volunteer's future a much brighter place too. In addition, youth will be given a snapshot of the province's nonprofit community. Then they will engage in a Q&A session with a local charitable agency where the ins and outs of volunteering at the local community level will be explored. At the end of the session, youth delegates will come away with a strong understanding of how to seamlessly engage in service within their own communities.

**WEDNESDAY, JUNE 15**

## **DEV AUJLA - SOCIAL ENTREPRENEUR & FOUNDER OF DREAMNOW**

Dev Aujla is the founder of DreamNow, a charitable organization that produces ideas that do good for the world. The ideas which Aujla has played a role in producing reach over fifty thousand people annually and have collectively raised over 1.5 million dollars. Aujla has spent the last two years researching how today's generation is finding ways to both make money and change the world and is currently working on his first book, co-authored with Billy Parish, on the stories, strategies and tangible steps one can take in order to find a career that does good. Delegates will leave Dev's Presentation with a new understanding of social entrepreneurship and how they can engage in deeper, long term service for the good of all.



## **GET YOUR MOTOR RUNNING**

Youth Delegates will run through an individualized service initiative from idea to implementation and beyond. Many youth want to step beyond simple volunteering and get into the action of service on their own terms. This session will engage small teams of youth in the process of developing, planning and implementing a service project of their own design. What better way to serve the broader community than by creating your own project to make your world a better place. Alberta's YouthVOLUNTEER! Society is also in the enviable position of offering delegates the possibility of starting one of our Youth Action! Crews in their local community. Youth Delegates will be given a brief description of these crews, how they work and how AYY! can help to create and maintain ongoing youth service in the delegate's local communities – anywhere throughout the province of Alberta.