

2013 AJFCA Annual Conference Sessions & Speakers

Sessions

Saltzman New Executives' Institute

Leadership as We Weather Disruptive Forces

A Conversation on Diversity & Inclusion

[Innovation and Creating: Engaging the Next Generation in Philanthropy](#)

Shikker is..Us! Busting a Myth: Meeting a Need

[Ometz Mini-MBA](#)

[Thriving in the new Healthcare Environment](#)

[Nonprofit Storytelling: 3Time-Honored Plots](#)

Inside the Beltway: A Jewish Insider's Perspective on Israel, Aging and Disability Policy and the Fiscal Crisis

Know Abuse: From Program to Social Enterprise

Effectiveness and Sensitivity in Targeting and Reaching the Orthodox Community

Bridge Funding: Taking Funding to the Next Level

[Preparing your Staff to Work with Volunteers](#)

[How to be a Great Ambassador for your Agency](#)

A CEO Looks Back on 38 Years: the Good, the Bad, the Ugly

Annual Meeting & Awards Breakfast ~ Guest Speaker Rabbi David Wolpe - How Do We Raise Children to Care About the World Beyond Themselves

[Scope of Services: A Methodology for Setting Current and Future Service Offerings](#)

Creating the Perfect Marriage Between your Agency and your Donors

[What's Civic Engagement Got to Do with It?](#)

Engaging the Birthright Israel Generation: Case Studies in Successful Models

[Getting the Right People on the Bus](#)

Plenary Luncheon ~ Guest Speakers: Bill Strauss and Daniel Ortega - Immigration Reform: If Not Now, When?

Setting Your Fund Raising Goals High Through the Care Maintenance and Development of High Worth Donors

[Turning JFS Agencies into Service Enterprises](#)

[Goodman Award Winner: Turn off the Violence](#)

To Be or Not to Be: That is the Question

Strangers in our Midst: Leadership Values in a Diverse Society

[ACA 101 for the Behavioral Healthcare Provider](#)

Top Issues Facing Agency Board Leadership

[When Girlfriends Turn Mean: A JFCS Workshop Series for Jewish Mothers to Understand Girl Bullying](#)

Unraveling the Mystery of Planned Giving and its Connection to Endowment Building

In Search of the Holy Grail..Geriatric Care Management

[Come Together: Building Partnerships that Create Fee for Service Sustainability, Tucson presentation](#)

Addressing the Issues of Diversity in our Agencies

Sustaining Holocaust Survivor Services

Nonprofit Website Secrets - 8 Things You Can Do To Your Website To Improve Donations & Volunteers ([video](#))

Closing Plenary ~ Guest Speaker David Eisner - Staying Relevant in Challenging Times

[CEO Council of AJFCA Institute ~ Guest Speaker: Dr. Paulette Gabriel - Collaborative Leadership: Advancing Your Organization Through Strategic Approaches](#)

Filmed Sessions

[Leadership as We Weather Disruptive Forces](#)

[How to be a Great Ambassador for your Agency](#)

[Social Anxiety: A Hidden Disorder](#)

[Scope of Service: A Methodology for Setting Current and Future Service Offerings](#)

[On the Hill and at Home: How Human Services Speaks](#)

[Setting Your Fund Raising Goals High Through the Care Maintenance and Development of High Worth Donors](#)

Speakers

Sunday Opening Plenary Speaker - Alan van Capelle

Alan van Capelle is a nationally recognized leader in the field of civil rights and social justice. As CEO of Bend the Arc, Mr. van Capelle leads a national organization working to fulfill the promise that everyone can share in social and economic opportunity, and enjoy equal rights and liberties.



Selected by the New York Observer as one of New York's top "power gays," Mr. van Capelle won major victories for LGBT rights as Executive Director of the Empire State Pride Agenda. In forming partnerships with labor unions and faith communities, he paved the way for marriage equality in New York, while more than tripling Pride Agenda's budget.

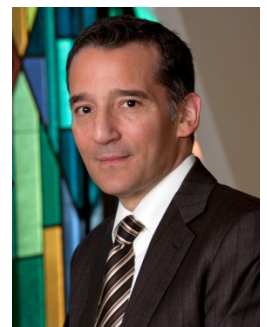
Mr. van Capelle began his career as an organizer and contract negotiator in the labor movement, working with house staff physicians and nursing home workers, eventually running the day to day political operations of the Service Employees International Union (SEIU) Local 32BJ, the largest and most powerful building service union in the country. Before joining Bend the Arc, Mr. van Capelle served as Deputy Comptroller for the City of New York, where he advised the agency on all matters involving public policy, media, and community relations. He has also served as a member of the New York City Banking Commission and was appointed as a representative to the Museum of the City of New York.

Mr. van Capelle has been named to the National Leadership Council's "40 under 40" list, and has been quoted by The New York Times, CNN, New York 1, Newsweek and New York Magazine. Acknowledged as a national civil rights leader with special ties to his home state of New York, he served on the transition committees for Governor Eliot Spitzer and Attorney General Andrew Cuomo. He was also selected as an elector of the 2008 New York Electoral College.

Mr. van Capelle lives with his partner, Matthew Morningstar, on the Lower East Side, blocks from where his great-grandmother lived on Rivington Street. Together they are raising their young son, Ethan, who reminds them to find the humor and joy in each and every day.

Monday Plenary Breakfast Speaker - Rabbi David Wolpe

Named the most influential Rabbi in America by Newsweek Magazine and one of the 50 most influential Jews in the world by the Jerusalem Post, **David Wolpe** is the Rabbi of Sinai Temple in Los Angeles, California. He previously taught at the Jewish Theological Seminary of America in New York, the American Jewish University in Los Angeles, Hunter College, and UCLA. Rabbi Wolpe's work has been profiled in the New York Times, and he regularly writes for many publications, including The LA Times, the Washington Post's On Faith website, The Huffington Post, New York Jewish Week, and many others. He has been on television numerous times, including the Today Show, Face the Nation, ABC this Morning, and CBS This Morning. In addition Rabbi Wolpe has been featured in series on PBS, A&E, the History channel, and the Discovery channel. Rabbi Wolpe is the author of seven books, including the national bestseller Making Loss Matter: Creating Meaning in Difficult Times. Rabbi Wolpe's new book is titled, Why Faith Matters.



Named one of the fifty most influential Jews in the world (Jerusalem Post, 2012) Named the number one Rabbi in America (Newsweek 2012) Named one of the 33 most influential Jews in the world by MAKO Israeli TV Offered the benediction at the 2012 Democratic Convention Winner of a Human Spirit award from the Wellness Community Winner of a Rockower award for Jewish Journalism (2009) Named one of the fifty most important Rabbis in America (Newsweek, 2007, 2008, 2009) Named one of the hundred most influential Angelinos (Los Angeles Magazine, 2006) Named one of hundred most influential Jews in America (Forward, 2003)

Monday Plenary Lunch Speaker - Daniel Ortega

The Support Our Law Enforcement and Safe Neighborhoods Act (introduced as Arizona Senate Bill 1070 and thus often referred to simply as Arizona SB 1070) is a legislative Act in the U.S. state of Arizona that at the time of passage was the broadest and strictest anti-illegal immigration measure in recent U.S. history. In June 2012, the U.S. Supreme Court ruled on the case *Arizona v. United States*, upholding the provision requiring immigration status checks during law enforcement stops but striking down three other provisions as violations of the Supremacy Clause of the United States Constitution.[26] U.S. District Judge Susan Bolton has since denied a request for a further injunction against a provision of Arizona's immigration law, SB 1070, that requires law-enforcement officers to check the legal status of people stopped during the investigation of possible crimes.



Daniel Ortega, Phoenix attorney and chief advocate for the Hispanic community has been leading the ongoing challenge to immigration rights in Arizona as embodied in SB 1070. He calls Arizona's immigration laws un-American and a revival of racism. It has taken a more socially acceptable form, he said, because it is tied to a broken immigration system that does not provide a way for Mexicans to work in this country without years of wading through red tape. (Phoenix Business Journal 9/28/12) He will address the community's approach to Arizona's attack on human rights as well as the current status of the legal challenges regarding "papers please", immigration status checks during law enforcement stops, the remaining provision of the law attacking minorities in the state.

Mr. Ortega currently is the immediate past Chairman of the Board of Directors of the National Council of La Raza. He also currently serves on the Board of Directors of the Cesar Chavez Foundation. He has served on the Board of Directors of the Mexican American Legal Defense and Education Fund, Los Abogados Hispanic Bar Association and Chicanos Por La Causa, Inc. As a part of his pro bono practice, Danny has had the opportunity to participate and litigate a host of civil rights cases, voting rights cases and employment law cases. He is active in the Phoenix business and civics community with a special focus on educational reform, political empowerment, and the protection of human rights. He is currently Arizona counsel with the Mexican American Legal Defense and Education Fund in two federal cases which challenge Arizona's Proposition 200 and SB 1070.

Monday Plenary Lunch Speaker - Bill Straus

Bill Straus is that rarest of breeds, a native Phoenician. After graduating from the University of Iowa in 1971 with a B.A. in political science, he spent the rest of the '70s in the horseracing industry, where he got his first taste of radio, hosting several racing programs and serving as a liaison between the tracks and the media. In 1980, Bill entered the field of radio fulltime. He served as a salesman at KTAR radio in Phoenix, then sales manager at K-LITE radio in San Diego, and back to KTAR in 1989.

In October of 1992, on the cusp of the talk-radio boom, Bill was invited to try his hand at hosting an overnight talk show on KTAR. "Straus' Place" was born, and continued on the air, first at KTAR and then at KXAM, both in Phoenix, until March, 2001 when he assumed the position of Regional Director of the Anti-Defamation League. Bill calls his job at ADL, "the most meaningful work he's ever pursued."



Bill is a past member of the Board of Directors of the Easter Seal Society of Arizona, Boys & Girls Clubs of Metropolitan Phoenix, 100 Club of Arizona, the Phoenix Human Relations Commission, the Phoenix Community Outreach and Engagement Task Force, Hugh O'Brian Youth Leadership Foundation, the Attorney General's Victims Rights Advisory Committee, the Board of his synagogue, Congregation Beth Israel and the Interfaith Action Coalition of Arizona. He currently serves as the Co-Chair of the Phoenix Police Department's Jewish Community Advisory Board.

Guest Speaker - Kivi Leroux Miller

Kivi Leroux Miller is president of Nonprofit Marketing Guide.com and author of “The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause” (Jossey-Bass, 2010). She is currently working on her second book, this one specifically on content marketing for nonprofits, due out in mid-2013.



Through training, coaching and consulting, Kivi helps small nonprofits and communications departments of one make a big impression with smart, savvy marketing and communications. She teaches a weekly webinar series and writes the top-ranked blog on nonprofit communications at Nonprofit Marketing Guide.com. Thousands of nonprofits in all 50 U.S. states, across Canada, and in more than 30 countries have participated in Kivi’s webinars.

After many years in the San Francisco Bay Area and Washington, DC, she now lives in rural North Carolina with her husband, two young daughters, three cats, a dog, and countless backyard wildlife. She enjoys writing, volunteering, hiking, vegetarian cooking, and teaching her kids how to bake.

Tuesday Plenary Breakfast Speaker - David Eisner

A national leader in volunteering and service, **David Eisner**, Repair the World's new President and CEO brings vast experience in the nonprofit, for-profit, government and grant-making sectors to Repair the World. Most recently, he was appointed by former President Bill Clinton in 2009 to serve as the President and CEO of the National Constitution Center, a museum, education hub and civic venue that engages all Americans in smart conversations about freedom and civic responsibility. In 2003, President George W. Bush appointed Eisner CEO of the Corporation for National and Community Service (CNCS) where he helped drive America’s national service programs, including AmeriCorps, VISTA, Senior Corps, and Learn and Serve America. As a senior executive at AOL Time Warner and America Online, Inc., Eisner established and led the AOL Foundation, a charitable organization dedicated to using the power of media and information technology to serve the public interest, with a focus on leveraging technology to spur volunteering and nonprofit effectiveness. Early in his career, Eisner held senior communications positions at Fleishman-Hillard Communications, Legal Services Corporation in Washington, D.C., and worked on Capitol Hill for several members of Congress. Eisner has served on many national nonprofit boards including Independent Sector, the National 4-H Council, Public Allies, Points of Light and Network for Good. He received his B.A. degree from Stanford University and his J.D. from Georgetown Law.



Tuesday CEO Council of AJFCA Institute Guest Speaker - Dr. Paulette Gabriel

Dr. Paulette Gabriel is an expert in executive, team and organizational leadership and development with successful executive coaching, executive development and leadership team development practice. She has helped organizations and individuals accelerate their capacity for strategic alignment, development, self renewal and continuous learning. With experience across the board, Paulette’s work has been characterized as helping to solve complex problems while not getting caught up in complex processes. The capability for leaders to develop a performance oriented culture and engage employees in healthy commitment to business goals is a hallmark of her work. Entrepreneurial roots have contributed to Paulette’s practical and value conscious approach to

achieving results.