

UNITED WAY OF FLORIDA

23

and

WE

TWENTY TWENTY-THREE ANNUAL STATEWIDE LEADERS CONFERENCE

The strength of United Way  
is that locally **WE** are all different  
but related **WE** share the same **DNA**  
and our **DNA** in Florida has always  
been **AMAZING!**

PROGRAM



United Way of Florida

Orlando, Florida • June 20-22, 2023 • DoubleTree by Hilton Hotel Orlando Airport

23 and WE 23 and WE 23 and WE



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TUESDAY • JUNE 20, 2023 • DAY 1

2:00 pm - 5:00 pm Check-In

3:00 pm - 4:30 pm Salon III & IV

## OPENING CEO SESSION

CEOs, as a small group, will enjoy talking with Alexia Savage, Vice President of Network Engagement, for UWW updates; Winston Faircloth, CEO & Founder of For the Love of Team (and UW alum) on creating an organizational baseline & setting a vision; and Greta Dupuy, Manager of Associate Services, with Publix Super Markets.



**Alexia Savage**  
Vice President  
of Network  
Engagement, UWW



**Winston Faircloth**  
CEO For the  
Love of Team



**Greta Dupuy**  
Manager of Associate  
Services Publix  
Super Markets

6:00pm

Meet & Greet

Salon I & II

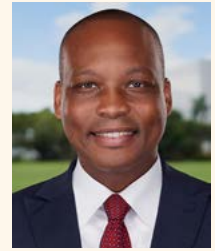


8:00 am - 9:00 am **Networking & Breakfast** Salon I, II, III, & IV

9:00 am - 10:00 am **Keynote 1** Salon I, II, III, & IV

# The Power of Philanthropy, An ALICE Conversation

The conference will open with a motivational keynote discussing how the work we do opens doors for those most vulnerable in our respective communities. This session will also introduce the conference theme **23 & We**, challenging us to access, understand and benefit from endlessly interesting and diverse practices that make us each relevant in our communities. Our goal is to capitalize on the intersection between the **We** in each community and the **We** in our network.



**Gregory Adam Haile**  
*President of Broward College*

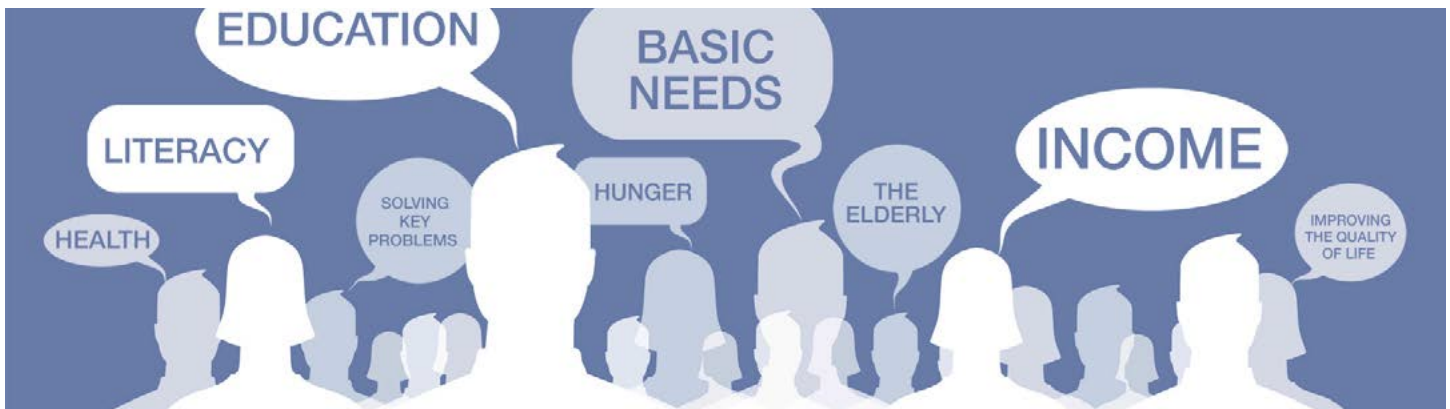
10:00 am - 10:15 am

**BREAK**

10:15 am - 11:45 am

**Breakout Session 1**

Salon I & II



## CI | LET'S TALK ABOUT IT - How to be a Part of Community Conversations That Weave Us Closer Together

There is tremendous impact when we join together with community partners for important conversations. This knowledge sharing session will explore ways to engage with our communities in bold conversations and draw on current resources to bolster impact. Learn to leverage existing conversations to further support our impact.



**Moderator:**  
**Tara Auclair**  
*United Way Miami*



**Christy Myers**  
*United Way of West Florida,*



**Sarah Henderson**  
*United Way Northeast Florida*



**Aisha McDonald**  
*United Way of Broward Director of Trainings and Community Initiatives*



**Dr. Rudy F. Jamison, Jr.**  
*Board Member, United Way of Northeast Florida, Director, Institute for the Study of Race and Ethnic Relations, University of North Florida*

Salon V&VI

# MKT | SOCIAL MEDIA MYTH BUSTING: Using Data to Drive Content Strategy



We won't let algorithms rain on our social media parade! In this session, we will discuss ways to work around limitations to meet our social media engagement goals, outside of paid ads. Hear from an expert on techniques to increase reach, engagement, followers, and build community on Facebook, Instagram, and LinkedIn.



**Pam Moore**  
*Marketing Nutz*

Salon VII

# OPS | DON'T LET YOUR STRATEGIC PLAN COLLECT DUST... KEEP IT MOVING!

We all know strategic planning is a best practice, but let's have some fun doing it! This engaging session will showcase how to activate a strategic plan that incorporates employee performance goals - effective and efficient! This living document is a multi-year, roll-forward plan that adjusts to meet the current needs of the organization.

**Bonus: Everyone will receive several virtual references for future use.**



**Jim Moody**  
*Edyth Bush Institute  
for Philanthropy &  
Nonprofit Leadership,  
Rollins College*

Salon VIII

# RD | THE DNA OF DIVERSIFICATION | INNOVATION IN AFFINITY

Diversifying our donors is as complex as DNA itself. How we approach affinity is key to the engagement of long-term donors and committed volunteers. This panel is a mix of volunteer leaders and United Way staff who have innovated their affinity programs with a focus on DEI.



**Gary Hartfield**  
*CEO,  
Serenity Village  
Insurance*



**Ashley Bell Barnett**  
*Board Chair,  
United Way of Central  
Florida*



**Rossana Woodford**  
*Director of Donor  
Engagement, Heart of  
Florida United Way*



**Moderator:**  
**Tatum Kelley**  
*Corporate Engagement  
Manager, Heart of  
Florida United Way*

11:45 am - 12:00 pm

BREAK

12:00 pm - 1:15 pm

Plenary Lunch

Salon I, II, III, & IV

# UNITING AROUND A CLEAR STORY: *A Framework for Growth*

In a world that's noisier than ever, how do we communicate in a way that will get people's attention and compel action? How do we unite our communities toward action that has an impact? During this plenary, Jay Owen, "Chief Visionary" of his company Business Builders, will share insights on how to eclipse other marketing by drawing your audience into your stories. This session will build a specific framework to help organizations of all sizes can get attention and create meaningful action toward sustainable growth. With over 20 years experience in marketing, Jay is an engaging and sought-after speaker with a passion and personal connection to the work of United Way.



**Jay Owen**  
*President & Founder  
Business Builders*



1:15 pm - 1:30 pm

BREAK

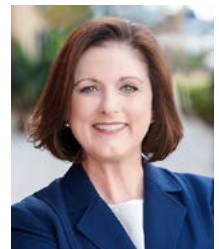
1:30 pm - 3:00 pm

Breakout Session 2

Salon I & II

## CI | INTERTWINING INNOVATION INTO INVESTMENT Collaborative Exchanges About the Grant Impact Process

There are many ways to distribute grant funds into our community. These synchronous conversations will help spur creativity in our investment processes. Participants will consider unique ways to set up their grants, engage volunteers in the process, and report on outcomes and impact.



**Donna Quinlan**  
*VP of Community  
Impact, UW of Palm  
Beach County*

Salon V&VI

## MKT | THE ART & SCIENCE OF STORYTELLING: Communications To Drive Action

Storytelling has the power to educate, influence, engage and inspire readers to action. In this session, we will hear from world-class storytellers on how they artfully craft stories to bring brands to life and the science behind driving consumers to action.



**Melody Vagnini**  
*Senior Manager, Public  
Relations - Adventures  
by Disney & National  
Geographic Expeditions*



Salon VII

# OPS | WHO WANTS MORE UNRESTRICTED REVENUE?

Find the hidden tools in Finance and Operations to add to our toolbox! We will learn some creative ways to diversify and increase our organization's revenue by looking at a variety of internal tactics – stop chasing after grants just to create a new program, charge a fee for services, and other innovative ways to increase unrestricted revenue outside of fundraising.



**Graciela Noriega Jacoby**  
Chief Operating Officer  
Heart of Florida UW



**Courtney Edcomb**  
President & CEO,  
UW of Volusia -  
Flagler Counties



**Maria Hernandez**  
LCSW Community  
Impact-Chief  
Program Officer, UW  
Broward County



**Moderator:**  
**Tom Watson**  
Chief Finance Officer,  
UW Broward County

Salon VIII

# RD | THE POWER OF CONTROL - How to Grow Local Campaigns

Join United Way Suncoast's Resource Development department as they walk attendees through an Account Management Plan that outlines the opportunities that present with locally-controlled campaigns. Join leaders from Corporate and Individual Philanthropy, Impact and Engagement as they demonstrate how to build a multi-faceted plan that deepens work in the community and maximizes investment from campaigns to gifts to volunteering. This interactive program will walk local United Ways, of all sizes, through a comprehensive system that will tear down silos, build meaningful donor connections and increase the capacity for fundraising.



**Kari Goetz**  
Chief Development  
and Marketing Officer,  
UW Suncoast

3:15 pm - 4:30 pm

PLENARY SESSION

Salon I, II, III, & IV

# DISASTER PREPAREDNESS & RECOVERY A MODERATED PANEL

Disasters require planning for the unexpected which is no easy task. Our second day ends with an expert panel in disaster preparedness, recovery, and relief, diving into both natural and man-made disasters. Get key takeaways on planning and how to pivot when needed.



**Kristin Day**  
*Disaster Resiliency Manager, UW Worldwide*



**Meghan Foley**  
*Associate Director of Disaster Recovery, UW of Palm Beach County*



**Angie Matthesse**  
*Executive Director, UW of Charlotte County*



**Moderator: Kathleen Cannon**  
*CEO UW Broward County*

4:30 pm

END OF DAY

7:30 am - 8:30 am **Networking & Breakfast**

8:30 am - 10:00 am **Breakout Sessions**

Salon I & II

# CI | WORKING TOGETHER IN TIMES OF CRISIS - Interactive Discussions on Disaster Funds Impact



In times of disaster, funders turn to United Ways to distribute disaster related funds quickly and ensure the biggest impact to our communities. Table topic discussions around disaster response and recovery will focus on innovative fund distribution processes, effective ways to complete reporting requirements and ensuring impact to our communities.



**Donna Quinlan**  
*Vice President of Community Impact, UW of Palm Beach County*



**Dr. Stephanie Scott**  
*Sr. Director, Research and Program Planning, UW of Broward County*



**Facilitator: Maria Hernandez**  
*LCSW Community Impact - Chief Program Officer, UW Broward County*



8:30 am - 10:00 am Breakout Sessions

Salon V & VI

## MKT | MEDIA RELATIONS: How to Partner with Media for Win-Win-Win Relationships

Nonprofits don't often have the luxury of an advertising budget to broadly share their message. In this session we will hear straight from media representatives on how to effectively partner with their outlets for editorial and in-kind media placements, as well as examples from local United Ways who have done this effectively.



**Sean McCrory**  
*Orlando Business Journals*



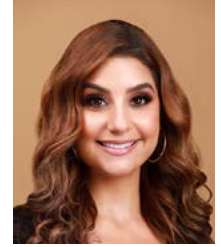
**Michelle Stevens**  
*Community Affairs, WFTV*



**Angela Schlesman**  
*Cox Media Group (Radio)*



**Brendan O'Connor**  
*Social media influencer and blogger*



**Valezka Gil**  
*Telemundo*

Salon VII

## OPS | ETIQUETTE 2.0: Communication in a Hybrid/Remote Work Environment



**Leslie Mizerak**  
*Get Courageous*

In a post-pandemic environment when many workplaces remain remote or hybrid, it can be challenging to communicate effectively and build strong working relationships amongst colleagues and teams. We will learn ways to make our communication more effective, impactful, and engaging.



8:30 am - 10:00 am Breakout Sessions

Salon VIII

# RD | THE DNA OF DISASTER: Fundraising through Disaster

As we look to the devastation of Hurricane Michael and Hurricane Ian, we know as United Ways in Florida that fundraising in a disaster is not a question of if, but when. This panel of fundraisers have lived the worst case scenario and will share their lessons learned, best practices, and provide insight on how to prepare your fundraising strategy when disaster strikes.



**Jeannine Joy**  
*United Way of Lee, Hendry, and Glades*



**Kathleen Cannon**  
*CEO, United Way Broward County*



**Joe Labarbera**  
*VP of Finance and Operations, United Way of Collier County & the Keys*



**Moderator:**  
**Connie Stafford**  
*Heart of Florida UW*

10:00 am - 10:15 am BREAK

10:15 am - 11:45 am Breakout Sessions

Salon I & II

# CI | MAKING ALICE A PART OF YOUR DNA - A Conversation on Integrating ALICE Into Everything We Do



ALICE data is truly impactful, but how can we incorporate ALICE into more of what we do? Hear from a panel about how the data is being put into action in transformative ways including advocacy conversations and decision making.



**Douglas Griesenauer**  
*VP of Community Impact, United Way Suncoast*



**Dr. JahKiya Bell**  
*VP of Strategic Impact, Heart of Florida United Way*



**Lawrence Anderson**  
*Community Partnerships Manager, UW of Volusia-Flagler Counties*



**Facilitator:**  
**Amanda Lasecki**  
*VP of Operations, UW Volusia-Flagler Counties*

10:15 am - 11:45 am Breakout Sessions

Salon V & VI

## MKT | Creating "AHA!" Moments through Meaningful Brand Experiences



The majority of people are aware of United Way but understanding of how we create impact falls flat. Whether a brand touch point comes through social media, storytelling, brand identity, or by creating hands-on "mission moments," we must drive understanding and empathy for our mission. In this session, learn from brand experts from agency Chappell Roberts on ways local United Ways can create meaningful brand engagement moments.



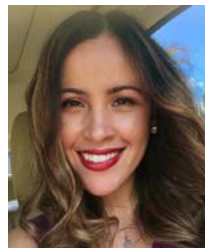
**Scott Gattis**  
ChappellRoberts

Salon VII

## OPS | THE EVER-CHANGING WORKFORCE



In a workforce that represents over five generations and a number of diverse perspectives based on background, experience and culture, the work environment is in a place of constant evolution. How should we institute policies and educate on best practices to support an environment of inclusion for the employee while maintaining the needs of the organization? Join this session to hear from a panel of United Way representatives making this a top priority.



**Maria Ruiz**  
VP of Human Resources at UW of Broward County



**Berniece Cox**  
President/CEO UW of the Big Bend



**Paola Hernandez**  
SVP of People & Engagement, UW Miami



**Moderator: Jonathan Adler**  
SVP of Human Resources, Heart of Florida UW



10:15 am - 11:45 am Breakout Sessions

Salon VIII

## RD | THE DNA OF CRM | AUTOMATING TEAMWORK: Finding a CRM that Works for You

Our work has changed dramatically since March 2020. In response, we've turned to tech to help. Over time we've added more stand-alone tools, ultimately creating more data silos within our organization. Not to mention, multiple logins for donors to navigate to give or volunteer. Ultimately, technology needs to work for us -- not the other way around. It begins with our team being clear about the processes, journeys, reporting, and workflows needed to automate internal teamwork -- so that our CRM platform supports true relationship building. In this session, we will share our Playbook of recent LUW experiences with aligning technology to mission, by focusing on the inner work required to have technology work for us.



**Winston Faircloth**  
CEO For the Love of Team

11:45 am - 12:30 pm



**GRAB 'N GO LUNCH**

1:00 pm - 2:00 pm

**INNOVATION STATION • UWOF 23 AND WE POSTER**

Salon I, II, III, & IV

During the Conference, we are putting a microscope on the similarities within our network (shared DNA) but also the uniqueness that allows us to address our diverse communities. To do so, We are sharing innovative ideas that are easy to implement and scalable. To up the ante, we have made this a competition, where voting, recognition and prizes are absolutely involved.

- Entries will be displayed throughout the Conference for attendee viewing, discussion and voting.
- During the Thursday afternoon "Innovation Stations" time block, local UWs that submitted posters are asked to staff or be available to informally discuss poster content with attendees.

### JUDGING GUIDELINES

In this friendly competition, we remind all of what IS required: creative solutions to challenges, and what IS NOT required: artistic or graphic design skills.

- Throughout the Conference and no later than 2PM, Thursday, June 22, attendees can cast their vote for favorites in three categories:
- "Why Didn't I Think of That?!" (Most scalable; easiest to implement)
- "Who Would'a Thought?!" (Most creative)
- "It's in Our Genes!" (Best promotion of UW mission; most uniquely UW)
- Votes will be tallied by UWOF. Results will be announced, and prizes awarded in each of the three categories during the closing session.



2:00pm - 3:30pm

**FINAL PLENARY SESSION**

Salon I, II, III, & IV

# THE PUBLIX STORY

Todd Jones, CEO of Publix Super Markets, known for energy and vision, is dedicated to cultivating a climate in every store where each associate understands how they contribute to the company's success, and are both inspired and engaged not only with the company, but also the community they serve. At United Way, we as a network understand the value of this leadership and partnership. No one will want to miss this session. Our Conference closes with the incredible opportunity to learn more about the history and unique culture of United Way's leading corporate sponsor.



**Todd Jones**  
CEO of Publix Super Markets

3:30 pm

**END OF CONFERENCE**

9:30 am - 12 pm

**United Way of Florida Board of Governors Meeting**

Salon I, II

# THANK YOU TO ALL OUR SPEAKERS!



**Jonathon Adler**  
SHRM-SCP  
*Heart of Florida UW*

Jonathon serves as the Senior Vice President of Human Resources for Heart of Florida United Way. He leads all aspects of the Human Resource function and drives strategy for organizational culture and people-centric initiatives. In addition, Jonathon serves as the executive champion of HFUW's Diversity, Equity and Inclusion Action Committee – ensuring the organization is inclusive and fully represents the community it serves.

Prior to joining HFUW, Jonathon led HR strategy for the launch of the world's first Peppa Pig Theme Park with Merlin Entertainments/LEGOLAND Florida Resort.

Jonathon earned both his Executive Master and Bachelor of Science in Human Resource Management and holds multiple professional certifications, including a Senior Certified Professional certification from the Society for Human Resource Management (SHRM-SCP) and is a certified Lean Six Sigma Green Belt.



**Lawrence Anderson**  
*UW Volusia-Flagler Counties*

Lawrence Anderson is the Community Partnerships Manager at United Way of Volusia-Flagler Counties. As a Volusia County native, Lawrence is passionate about making a difference in the community he calls home. He enters the role with experience as a case manager and staff supervisor for a local government entity. He has successfully implemented COVID-19 CARES programs, and oversaw the distribution of more than 2.3 million dollars to Volusia County residents in need of Emergency relief. As the Community Partnerships Manager with United Way of Volusia Flagler Counties, Lawrence is responsible for grant management, community need assessments for A.L.I.C.E communities

and the organizations relationships with non-profit entities in Volusia & Flagler Counties. His professional interest include law and political advocacy, in addition to program & budget management. On any given weekend you may find Lawrence kayaking through the Florida springs, competing in tennis matches or studying for his MBA!



**Tara Auclair**  
*United Way Miami*

Tara Auclair joined United Way Miami in August 2022 as the Director, Health & Community Initiatives, and her professional and volunteer backgrounds – with extensive healthcare industry experience – prepared her well. She feels fortunate to have led or participated in community relations, public relations, communications, and marketing, including physician relations, in a variety of healthcare organizations, including a hospital, medical society, health IT company, and multi-stakeholder healthcare collaborative focused on improving the quality of care. She genuinely enjoys speaking with community stakeholders to develop useful solutions to guide health improvement efforts.

Tara earned her BA from Tulane University and her MBA from Boston University. She donates her time to the Alzheimer's Association of Southeast Florida, and as a volunteer advocate, she speaks with Florida's elected leaders locally, in Tallahassee, and Washington, D.C. She previously served as the organization's Vice Chair of the Board of Directors, Advocacy Chair for the Walk to End Alzheimer's – Miami and Chair of The Longest Day.



**JahKiya Bell**  
*Heart of Florida UW*

JahKiya Bell is a stalwart supporter of the nonprofit sector and a firm believer in nonprofits' role in supporting and lifting the community. She began her work in the nonprofit sector as an INROADS intern with the Heart of Florida United Way in May 1995 and joined the team as a staff member in 1998. Jah-Kiya currently serves as the Vice President of Strategic Impact for Heart of Florida United Way, a role that allows her to work with the senior leadership team to develop long-term strategies in the areas of community impact, investment planning, outcome measurement, innovation, and public education.

Her support of nonprofit organizations also extends to her work to provide consultation and coaching services in governance, administration, operations, program management, and fundraising through the Edyth Bush Institute for Philanthropy & Nonprofit Leadership at Rollins College. She has also been an adjunct instructor for the University of Central Florida's School of Public Administration in the College of Community Innovation and Education since 2010.



**Ashley Bell Barnett**  
*UW of Central Florida*

Lawrence Anderson is the Community Partnerships Manager Ashley Bell Barnett is a community advocate who has worked as a public educator, workforce development analyst, and nonprofit leader. She has a lifetime of service to United Way of Central Florida and has served in various capacities, including Board Chair, Community Impact Chair, Campaign Chair, Tocqueville Society, Women United, and Young Leaders in addition to her leadership and advocacy for United Way, Barnett serves as Past President of the Polk State College Foundation.

She also serves the Lakeland Regional Hospital Foundation Board, GiveVisual Board, Talbot House Fundraising Committee, Polk Academies Board, and as Central Florida Speech and Hearing Fundraiser and Letter Campaign Chair. Barnett holds a Master of Public Administration from the University of South Florida and received a bachelor's degree from Florida Southern College.



**Kathleen Cannon**  
*UW of Broward County*

A social worker by trade, Kathleen Cannon understands firsthand the impact non-profits have in the community. As President and CEO of United Way of Broward County, she utilizes her talents, passion and undeniable ability to recognize unmet needs, then seeks out partners to create long-lasting, positive solutions. Her work impacts individuals, families and communities.

An executive for over 25 years, Kathleen leads with intention and strategy. She believes motivating and inspiring others begins with profound integrity and high regard for all stakeholders. Her experience as a direct service provider and administrator are invaluable in running a well-rounded community organization. These attributes, combined with her exceptional vision and sharp business acumen, make her a motivating leader.

In recognition of her commitment to excellence, Kathleen was appointed to the Florida Commission on Access to Civil Justice and serves on the Greater Fort Lauderdale Alliance Prosperity Partnership Leadership Team, along with membership in many organizations. She also has received numerous awards and accolades for her leadership, fortitude and dedication ensuring all lives are changed for the better.



# THANK YOU TO ALL OUR SPEAKERS!



**Kristin Day**  
United Way Worldwide

Kristen Day is the Disaster Resiliency Manager at United Way Worldwide. In this position, Kristen seeks to strengthen the resiliency of the United Way Network in face of environmental and man-made disasters. Through a combination of real-time support, best-practice-sharing and forward-looking resource development, Kristen encourages local United Ways to leverage their adaptability to meet community needs after a disaster. Prior to UWW, Kristen conducted research under Dr. Siders at the University of Delaware's Disaster Research Center.

Through her research on climate refugees, climate migration, federal adaptation law and municipal wetland regulation, Kristen learned about the interconnectedness between disasters, climate change and civil and political society. As part of a global organization, Kristen leverages her experience as a United States Department of State Critical Language Scholar (2021, Turkish), a University of Delaware World Scholar (2018-2022) and a U.S. Department of State Congress-Bundestag Youth Exchange Scholar (2016-2017). Kristen Day has an Honors B.A. with Distinction from the University of Delaware in International Relations and German Studies.



**Courtney Edgcomb**  
UW of Volusia-Flagler Counties

Courtney Edgcomb's passion for community service began as a Girl Scout in kindergarten and has grown into a vision for system-wide change in the nonprofit industry focused on strategy and impact. As the President & CEO of the Community Foundation and United Way of Volusia-Flagler Counties, she enjoys working with the community to support lifelong advocates, donors, and volunteers. She used her expertise to develop the Community Impact model for the United Way and expanded the role of the Community Foundation to promote long-term financial support for the community's nonprofit sector.

Courtney is a graduate of Stetson University with a Bachelor of Science in Outreach Management and a Master of Management from Troy University. She was recognized as the 40 Under Forty Nonprofit Professional of the Year in 2020, the Stetson University Outstanding Young Alumni in 2020, and as an honoree for the Volusia & Flagler Counties Women in Business. Her crowning achievement was being named "Mom of the Year", awarded by her sons in 2021.



**Winston Faircloth**  
For Love of Team

Winston Faircloth's 40 year career covers executive roles in 3 local United Ways, founding CEO of UPIC Solutions, and as an officer in the competitive world of Third Party Processors. At For Love of Team, he advocates for a People > Process focus first prior to implementing technology platforms.

Winston Faircloth, CEO and Leader of For Love of Team. I help visionary founders and nonprofit CEOs multiply their impact by developing teams they love. For nearly four decades, I led multi-million dollar teams in the non-profit, social enterprise, and technology sectors. I have seen first-hand the power of prioritizing YOUR people over products to grow an organization you love. At For Love of Team, we offer workshops, consulting, and one-on-one coaching to help you unlock your strategic vision and get clarity on your next steps. Let's work together to grow your team and increase your impact.



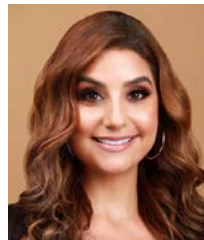
**Meghan Foley**  
UW of Palm Beach County

Meghan oversees the agency's preparedness, response, and recovery roles in Palm Beach County. Meghan's previous disaster experience includes teaching at a post-Katrina charter school in New Orleans, coordinating daily logistics for the Natural Resource Damage Assessments conducted in response to the Deepwater Horizon Oil Spill, and leading a team of disaster case managers prioritizing recovery in the wake of the 2016 Louisiana Floods. Meghan has been with United Way of PBC since August 2018 where she has focused on local recovery efforts, managed volunteers and donations in response to Hurricane Dorian and the COVID-19 pandemic, provided technical support to United Ways impacted by Hurricane Ian and by floods and tornadoes in Kentucky.



**Scott Gattis**  
ChappellRoberts

Scott is a partner and Chief Strategy Officer at the Tampa-based ad agency, ChappellRoberts. He is an analytical thinker by trade and an imaginative right-brainer by nature. He possesses an extensive understanding of how market research, business strategy and behavioral psychology form an unstoppable trifecta for transformative branding. Scott's special brand of leadership – think extroverted ideator – has earned him the trust of clients from diverse industries, including healthcare, technology, finance, retail, telecommunications, major-league sports, and nonprofits.



**Valezka Gil**  
Telemundo 31

Valezka Gil is an EMMY® & SPJ® and The Communicator Award® Winning Journalist who works as a Consumer Investigative Reporter and Producer for Telemundo 31, the local station that serves the Spanish-speaking community in the Central Florida area. Since helping launch the *Telemundo 31 Responde* Unit in April 2019, Gil has aided in recovering more than \$471,221.03 for Telemundo 31 viewers who felt their consumer issue had remained unsolved for far too long. Gil, a native of Venezuela, graduated from the University of Central Florida in 2013, where she helped launch the very first Spanish newscast, *Noticias UCF Knightly*. She received numerous journalism scholarships while in college. That same year, in 2013, after graduating from UCF she joined the Telemundo 31 news team as an anchor, reporter and producer. In 2017-2018 Gil served as president of the National Association of Hispanic Journalists of Central Florida, where she helped raise thousands of dollars in scholarship funding that was awarded to UCF journalism students.



**Kari Goetz**  
UW of Suncoast

Kari Goetz is the Chief Development and Marketing Officer for United Way Suncoast. She oversees a dynamic team of marketing and communication professionals, and fundraising and community engagement leaders. Sharing the United Way Suncoast story and harnessing the power of the community to provide support and solutions, Goetz develops and builds the regional network of individual philanthropists, family and community foundations and corporate partnerships. With a volunteer base of over 3,000, she ensures that community engagement reflects the communities themselves with a focus on diversity and inclusion.

# THANK YOU TO ALL OUR SPEAKERS!



**Douglas Griesenauer**  
*UW of Suncoast*

Douglas Griesenauer is the Vice President of Community Impact at United Way Suncoast. Serving his community at United Ways for the past decade and working in three different anti-poverty research centers before that, Doug is committed to ensuring that communities have the best tools at their disposal to help families receive what they need to be successful in whatever they do. With a Masters in Social Work from Washington University in St. Louis, Doug works to connect national best practices with a local understanding of the community so that our communities can do the smartest work for their families.



**Gary T. Hartfield**  
*Serenity Village Insurance*

Gary T. Hartfield is an award-winning serial entrepreneur, leader, author, and philanthropist. His leadership experience and business acumen have allowed him to impact multiple industries, including education, health care, real estate, and insurance. He is the president and CEO of six Residential Group Homes throughout Florida, delivering personalized and therapeutic health care services for the elderly and developmentally disabled. Gary is also the founder and CEO of Serenity Village Insurance & Consulting, a full-service agency providing insurance solutions to clients throughout Florida and Georgia.

Gary's leadership acuity and career efforts have served as an engine for job creation, with his businesses which have employed more than 100 Floridians across the state. Serenity Village Insurance has grown to serve more than 1,000 clients in Florida and Georgia since its founding in 2012.

Gary's key business roles and accomplishments extend to the nonprofit realm, where he serves as the CEO and Chairman of Empower Florida, Inc., an association representing the needs of more than 20,000 business owners who serve the intellectually and developmentally disabled throughout Florida. He also serves on multiple boards and councils, including the Tampa Bay Chamber, Career Source Tampa Bay, the CEO Council, the Nonprofit Leadership Center, The Skills Center, Live Tampa Bay, and the Tampa Organization of Black Affairs.

In 2019, Gary was recognized by *Onyx Magazine's* "Black Men Honors 'Florida's Most Impactful and Influential Men.'" A member of the Forbes Business Council, Gary has been featured in the Wall Street Journal, ABC News, Fox News, and the Tampa Bay Times.



**Gregory Adam Haile, J.D.**  
*Broward College*

Gregory Adam Haile is the seventh president of Broward College. Broward College serves more than 55,000 students with approximately 4,500 colleagues. Since assuming leadership of Broward College, the institution has been repeatedly recognized as one of the top ten (from more than 1000 colleges) community colleges in America by the Aspen Institute, has been recognized by U.S. News and World Report as the #1 college in the Southeastern United States for minimizing student loan debt, and the College has been nationally recognized for Broward UP™, a service model expansion that has significantly improved access to post-secondary education and economic

mobility for Broward County residents in zip codes with disproportionately high unemployment rates and low education attainment rates. With the Broward UP model, the College has added more than two dozen new education locations (via no-cost facilities partnerships) into the heart of its Broward UP communities. Also under his leadership, Broward College has received largest gift and the largest grant in its history.

In January 2023, Haile became the first education leader to serve as deputy Chair of the Atlanta Federal Reserve Bank in approximately 70 years and he is the first public college president to ever serve as deputy chair of the Atlanta Fed. In addition, in April 2023, he was named to the newly created U.S.-EU Trade and Technology's (TTC) Talent for Growth Taskforce. President Haile is one of seven Americans named to serve on the Task Force, and the only one to head a public college or university. He also serves as chair of the Greater Fort Lauderdale Alliance, and on the boards of numerous other statewide and national organizations. He is also a member of the Orange Bowl Committee and the Council on Foreign Relations.

As an educator, Mr. Haile takes time annually to teach a self-designed 4-credit course in Higher Education Law and Policy at Harvard (Summer School). He has received dozens of recognitions, and he routinely serves as a keynote speaker, often speaking on the transformational power of higher education and the role of post-secondary education in our nation's economy and in driving economic mobility.

As an educator, Mr. Haile takes time annually to teach a self-designed 4-credit Mr. Haile was educated at the Columbia University School of Law, where he was a Harlan Fiske Stone Scholar and served as the Editor-in-Chief of the National Black Law Journal and as an Editor of the Journal on Gender and Law. He received his bachelor's degree from Arizona State University, where he graduated magna cum laude and received the Most Outstanding Graduate award in his college. He received an Honorary Doctorate of Humane Letters from Nova Southeastern University.



# THANK YOU TO ALL OUR SPEAKERS!



**Sarah Henderson**  
*UW of Northeast Florida*

Sarah Henderson is director of marketing and communications at United Way of Northeast Florida in Jacksonville, having joined the organization nearly eight years ago. In this role, she leads media relations and ad campaigns; inter-departmental project management; event planning and consultation; and print and digital copywriting and editing; to name a few responsibilities. Sarah has nearly 12 years of experience working in nonprofit marketing and communications, and she's been a published writer and editor since 2008. Sarah is a proud University of Florida journalism school graduate and will soon be a "double Gator" when she graduates with a master's degree specializing in public interest communications in August.



**Maria Hernandez**  
*UW of Broward County*

evidence-based interventions.

Maria joined United Way of Broward County in June of 2013 as the Vice President of Program Operations. In 2017, she took on the role of Chief Program Officer with primary accountability for the operations of the Community Impact Department, Commission on Substance Abuse, and Mission United. Ms. Hernandez is involved in the development of strategies to educate, engage and cultivate individuals in order to retain and grow the agency donor base and has cultivated several new funding relationships generating over \$10MM in new funding. Maria oversees United Way Community Impact emergency response efforts for natural disasters, as well as the current COVID-19 pandemic.



**Paola Hernandez**  
*MS, SHRM-SCP*  
*United Way Miami*

leadership team, Paola spent 12 years in the profit sector at South Florida's foremost luxury automobile dealership.

Paola has a Master of Science degree in human resources management from Nova Southeastern University and a Bachelor's degree in both business management and human resources management from Florida International University.



**Dr. Rudy F. Jamison Jr.**  
*University of North Florida*

Dr. Rudy F. Jamison Jr. is a native of Jacksonville, FL and proud graduate of Jean Ribault Sr. High School, Florida A&M University, and University of North Florida. Dr. Jamison currently serves as Faculty, Director of the Institute for the Study of Race & Ethnic Relations, and Director of the Urban Education Scholars Program at the University of North Florida. Dr. Jamison is also the Executive Director of Leadership is for Everyone, Inc. (LIFE) – a leadership development utility for community and academic advocates. He is a national award-winning author and is committed to education, community, leadership development, and advancing a collective critical consciousness that moves humanity forward.



**Todd Jones**  
*Publix Super Markets*

Todd Jones is a native Floridian and has worked with Publix Super Markets, Inc. his entire career. Todd and his wife Suzette reside in Lakeland, Florida, and have two adult children. He is a graduate of Harvard's Advanced Management Program.

Todd began his career with Publix in 1980 in New Smyrna Beach, Florida, working part-time as a front service associate while attending high school. He progressed through the ranks of retail management, spending nearly 10 years as a store manager. He then held the operational leadership roles of District Manager, Regional Director, and Vice President of the Jacksonville Division. Todd was promoted to Senior Vice President of Product Business Development in 2005, President in 2008, and CEO & President in 2016. He currently serves as CEO.

Todd currently serves on the board of FMI (The Food Industry Association) and is a member of the Florida Council of 100. Todd also enjoys volunteering with organizations supported by United Way and organizations that focus on alleviating hunger.

Publix, the largest employee-owned supermarket chain in the United States, operates over 1,290 stores in Florida, Georgia, Alabama, Tennessee, South Carolina, North Carolina, and Virginia.



**Tatum Kelley**  
*Heart of Florida UW*

Tatum Kelley is originally from the Finger Lakes area of Upstate New York. Tatum has always had a desire to help people and began her career path with aspirations of becoming a teacher. As a member of the Heart of Florida United Way team, she brings a contagious energy to any event, and is constantly trailblazing new and innovative ways to make a positive impact. She is also highly experienced in building and cultivating meaningful relationships, and has a demonstrated track record of developing collaborative partnerships that enhance the impact of nonprofit initiatives.

Tatum is recognized for her exceptional leadership and stewardship skills, as well as her ability to motivate and inspire others. She is dedicated to creating a positive and sustainable impact in the community, and is motivated by the opportunity to create real change in the lives of those in need.

# THANK YOU TO ALL OUR SPEAKERS!



**Sean McCrory**  
*Orlando Business Journal*

Sean McCrory has been the Editor-in-Chief for the Orlando Business Journal since Jan. 23, 2023. Before arriving in Orlando, he was the executive editor of the Denton Record-Chronicle, in the Dallas-Fort Worth metroplex in Texas. He has over 30 years' experience as a news journalist, with stints at newsrooms throughout Texas, Louisiana, New York and Florida - with almost 20 years total spent at The Gainesville Sun and Florida Times-Union. Sean is a graduate of the University of Florida College of Journalism and Communications, where he also taught as an adjunct lecturer for several years. Sean is married to his childhood sweetheart, Cat, whom

he met when they were 12 and their families were stationed in the Azores, Portugal. They have five adult children and a 10-year-old grandson. Outside the office, Sean is a big sports fan, particularly of the Gators and St. Louis Cardinals. He also plays golf when he can, enjoys the outdoors, traveling, reading, history, astronomy and music.



**Amanda Lasecki**  
*UW of Volusia-Flagler Counties*

Amanda Lasecki is the Vice President of Operations at United Way of Volusia-Flagler Counties. She oversees Community Impact, Community Partnerships and Marketing.

She fell into grant work as many people do as "other duties as assigned". Now she has over 15 years' experience writing, managing and distributing grant funds. She has submitted over 50 grant applications and received over \$5 Million in grant awards. Her advocacy has secured funding for museums, scholarships for homeless students, bulletproof vests, playgrounds, assistance for victims of crime, flood mitigation projects and everything in between for Volusia and Flagler Counties.



**Angie Matthiessen**  
*UW of Charlotte County*

Angie Matthiessen joined United Way of Charlotte County (UWCC) in 2014. Matthiessen obtained her Masters of Social Work from the University of Georgia in 1994, and her Bachelor's in Psychology from Georgia State University in 1990. Prior to joining UWCC, she worked at Children's Healthcare of Atlanta for over 15 years, leading the Immunize Georgia program, as well as several statewide school health initiatives. In 2012, she edited the statewide school health resource manual - a 600 page resource for every school in Georgia. Prior to that, she worked as a pediatric oncology social worker at AFLAC Cancer Center for five years. Before that, she worked in inner city Atlanta at Grady Hospital with adolescent mothers through the Healthy Families program.

Matthiessen has been actively involved in Charlotte County, including participating in the Leadership Charlotte class of 2014, where she served as Vice-President of the class. A Florida native, Angie resides in Punta Gorda with her husband, Britt and daughter, Leah.



**Aisha T. McDonald**  
*Mental Health Counselor*

Aisha T. McDonald is a Licensed Mental Health Counselor and Certified Trauma Expert who has worked in the social services field for over 12 years. She is also a Diversity, Equity, Inclusion, and Belonging expert who aims to address the systemic barriers to equity in our community. She has worked with marginalized populations within South Florida specifically those with severe and persistent mental illness, forensic population, individuals with co-occurring mental health and substance use disorders, youth in the welfare system, and individuals who are involuntarily hospitalized.

She regularly facilitates community trainings and professional development workshops focused on mental health awareness and education, racial and cultural trauma, substance use issues, as well as diversity and inclusion and social equity. She also serves as an expert on panels and discussions to help promote community awareness and professional development on these topics.



**Leslie Mizerak**  
*Get Courageous Coaching & Consulting*

Leslie Mizerak is an Executive & Business Coach with Get Courageous Coaching & Consulting where she specializes in executive, leadership, Emotional Intelligence, and business coaching. She works with individuals and teams to strengthen leadership capabilities. She is especially skilled in helping clients to understand and build their leadership competency in the areas of influence, emotional intelligence, team dynamics, and communication.

Leslie is a certified Dare to Lead facilitator using the program to both facilitate programs and coach individuals. Other certifications include Fierce Communications, Crucial Conversations, DiSC/MBTI/EQ/360/Hogan Assessments, & The Leadership Challenge.



**James Moody**  
*Nonprofit Business Consultant*

James (Jim) Moody, MA, CNBC serves as an accomplished Nonprofit Business Consultant, collaborating with organizations throughout the Southeast since 2016. With extensive expertise in strategy, governance and operational excellence, Jim excels as an instructor, facilitator and coach for organizations dedicated to maximizing mission impact.

Jim began a successful management career with the Mobil Oil Corporation. After assignments in finance, contract management and executive leadership, Jim transitioned to serve the public sector in 1997 to begin NY Connects in Orleans County, New York, a system of information and referral for the elderly and individuals with disabilities.

Since then, Jim has served at an executive level for ten years. With an authentic history leading nonprofit organizations while also productively managing all aspects of business, Jim is now compelled to make a difference through planning, education, and training.



# THANK YOU TO ALL OUR SPEAKERS!



**Pam Moore**  
Marketing and Branding

Pam has 25+ years of digital marketing and branding experience helping brands inspire and connect with their audiences! Pam is a Forbes Top 10 Social Media Influencer, international keynote speaker, best-selling author and host of Social Zoom Factor podcast. Before founding her first digital marketing agency, Pam spent 15+ leading corporate marketing teams for world leading brands. She left corporate 10 years ago to build a more agile, affordable agency to empower businesses of all sizes humanize their brands and achieve their goals.



**Brendan O'Connor**  
Bungalower Media

Brendan O'Connor is a transplanted Canadian who grew up in Sault Ste Marie, Ontario, and graduated from Rollins College with a degree in Environmental and Growth Management Studies. He came to Orlando via Le Cellier Steakhouse, the Canadian restaurant in EPCOT, and then never found his way back North. During the day, O'Connor sits at the helm of Bungalower Media as editor-in-chief, an award-winning hyper-local media company that focuses on Orlando's downtown "bungalow" neighborhoods. You can hear him on Real Radio's "Bungalower and the Bus," as a regular guest on "The Jim Colbert Show," "A Mediocre Time with Tom and Dan," and on FOX 35's "Good Day Orlando." He is also a contributor to the Orlando Sentinel's weekly "Central Florida 100" column, author of "100 Things to do in Orlando Before You Die," host of "Restaurants on the Radar" on Hearst's Very Local channel, and a food columnist for *Orlando Magazine*.



**Christy Myers**  
UW of West Florida

Christy Myers is an Air Force Veteran and currently holds the title of Care Coordinator for the Florida Veteran Support Line at United Way of West Florida. Christy began her United Way journey in August 2019 as a social work intern. She transitioned to resource specialist with the Florida Veteran Support Line July 2021, where she found and added veteran specific resources to the 211 database and coordinated resource updates to ensure information was accurate. Christy has focused on outreach to learn more about veteran community needs. The Coffee with a Vet Program was started in July 2022 in Pensacola

and has now expanded to six locations to encompass United Way of West Florida's ten county service area. This program allows veterans to have a safe place to share their stories. November 2022 Christy took on the role of Care Coordinator and earned Board Certification for Peer Recovery Specialist with veteran endorsement February 2023.



**Jay Owen**  
Business Builders

Jay Owen, a visionary entrepreneur and seasoned business growth expert, serves as the CEO of Business Builders. As a leading digital agency, Business Builders empowers organizations and businesses of all sizes to excel and surpass their goals.

Fueled by the conviction that every business leader deserves the opportunity to grow their venture and enjoy the freedom they initially sought, Jay transformed his own aspirations into reality. Under his leadership, Business Builders has experienced consistent growth for over two decades, and Jay has made it his life's mission to help fellow business owners achieve similar success.

As a prolific author and engaging podcast host, Jay has shared his insights in his book, "Building a Business that Lasts," and through his podcast of the same name. As a StoryBrand Certified Guide and a two-time honoree on the prestigious Inc. 5000 List, Jay's expertise in messaging, storytelling, organizational growth, and work-life balance has made him a sought-after speaker on the global stage.

Jay's commitment to giving back is evident through his service on multiple non-profit boards, including Foundation Mondelus in Haiti and United Way St. Johns. As the campaign chair at United Way St. Johns, Jay played an instrumental role in achieving record-breaking fundraising years consecutively.

Away from the business world, Jay treasures quality time with his wife, Claire, and their five children. They can often be found enjoying the sunshine and warmth of their beautiful hometown, St. Augustine, Florida.



**Graciela Noriega Jacoby**  
Heart of Florida UW

Graciela Noriega Jacoby is the Chief Operating Officer for Heart of Florida United Way (HFUW). In her role as COO, Graciela is responsible for oversight of the organization's program administration, communications, public relations, partnerships, fundraising, volunteer and advocacy efforts. She assists the President/CEO in administration, planning, and organizational change efforts. Additionally, Graciela works closely with donors, investors, community partners and key stakeholders to serve and support individuals and families in Central Florida.

Graciela has volunteered and served in leadership positions with a variety of community organizations. She currently serves on the University of Central Florida's Center for Innovation in Arts and Entertainment Advisory Committee and the board for the East Orlando Chamber of Commerce.

Born and raised in Sarasota, Florida, Graciela moved to Orlando to attend the University of Central Florida (UCF), where she received both a Bachelors of Arts in Political Science and a Masters of Public Administration with a certificate in Urban and Regional Planning. Before joining HFUW, Graciela served as Chief of Staff to Orange County Mayor Teresa Jacobs from 2011 to 2018 where she serves as the Mayor's top advisor, managing the executive office and taking the lead in implementing all Mayoral initiatives.



# THANK YOU TO ALL OUR SPEAKERS!



**Donna Quinlan**  
*UW Palm Beach County*

Donna Quinlan is the Vice President of Community Impact at United Way of Palm Beach County. She joined United Way in 2013 and is responsible for the strategic direction and oversight of the organization's investments in community-based initiatives and agencies focused on improving outcomes for every resident.

Donna graduated from Florida Atlantic University with a bachelor's degree in business administration and a focus on market research. Her years of experience include the planning, implementation, and evaluation of public policies, programs, products and services for government, non-profit and for-profit companies.

Donna previously worked as the Program Director for the Colon Cancer Alliance, a national patient advocacy organization, where she developed, managed, and evaluated new and existing programs, events, and services to provide colorectal cancer survivors and caregivers with information and support. Prior to that Donna served as the Planning and Policy Analyst for the Children's Services Council of Palm Beach County where she conducted research, analyzed data, and wrote several publications that informed and advised the Council, staff, and community so they can plan, implement policies, and align resources to benefit children and families in Palm Beach County.

Donna also worked for several years as a market research analyst helping businesses, government agencies and nonprofit organizations make strategic decisions by measuring customer satisfaction, retention, and loyalty, branding strategies, market segmentation, as well as need and impact assessments.

Donna has worked extensively with local, state, and national organizations, companies, and government agencies to better understand the challenges individuals and families face and create solutions. She has also volunteered her time with local and national nonprofit organizations to improve the lives of others.



**Angela Schlesman**  
*CMG Orlando*

Angela Schlesman has been working in the radio industry in the Orlando market for over 25 years. She is currently the Promotions & Activations Manager for CMG Orlando. She has been in this role since September of 2020. CMG Orlando has five robust and diverse radio stations that deliver results for clients and community partners. CMG Orlando has a culture of celebrating the Central Florida community, giving back and lending a helping hand in times of need. Angela feels grateful that in her role, she has the liberty to create partnerships with non-profit organizations to help raise funds and awareness.

The level and type of support will vary but can include public service announcements, air talent engagement, social media support and donation of proceeds from station events.



**Dr. Stephanie Scott**  
*UW of Broward County*

Dr. Stephanie Scott currently serves as the Sr. Director, Research and Program Planning for United Way of Broward County. She has over 25 years of program administration, operations, and evaluation experience in human services. Previously, Dr. Scott served as an Assistant Research Professor at the University of Miami's Miller School of Medicine, Mailman Center for Child Development where she served as the research coordinator on evaluation efforts funded by the U.S. Department of Education, U.S. Department of Health and Human Services, and the U.S. Department of Agriculture.

Prior to relocating to the South Florida area, Stephanie was a Senior Consultant with Booz Allen Hamilton serving as a subject matter expert on health and human services programs. Dr. Scott graduated from The Catholic University of America with a Doctorate of Philosophy in Social Work with a specialization in policy and research and a Masters of Science in Social Work from the University of Louisville with a specialization in social work administration.



**Michelle Stevens**  
*WFTV-Channel 9 and WRDQ-TV27*

Michelle Stevens is the Community Relations Director at WFTV-Channel 9 and WRDQ-TV27 in Orlando. She's been in the role for the past 13 years and manages 9 Family Connection and 27 Community Connection, the stations' outreach initiative which helps dozens of non-profit partners throughout Central Florida to help spread awareness of their mission and to help them fundraise through promotion of events and campaigns. Michelle is a University Central Florida graduate and started her television career as an intern at WFTV in 1993.



**Melody Vagnini**  
*The Walt Disney Co.*

Melody Vagnini is a 10-year cast member at The Walt Disney Company and currently serves as Senior Manager of Public Relations for Adventures by Disney and National Geographic Expeditions. Her work takes her beyond the berm of the Disney parks

and out into the real world, where her stories focus on a different kind of magic: the magic of the destination. Previous to this role, Melody was a publicist for Disney Cruise Line. Throughout her career in communications, she has also supported internal, executive and external communications at Disney – and she is always eager to talk about the power of storytelling. Her roles have taken her from coast to coast, from Corporate Communications to Parks & Resorts, and now she calls Central Florida home.





## CONFERENCE SPEAKERS

# THANK YOU TO ALL OUR SPEAKERS!



**Tom Watson**  
*UW of Broward County*

operations for businesses located in the US, Canada, Belgium, Germany and South Africa.

In March of 2014, Tom accepted the position of VP of Finance with United Way. In this new position, he has again streamlined the accounting and financial reporting processes. Tom has become an important member of the senior management team and in 2018, he was promoted to Chief Financial Officer.

Tom Watson, CPA, is the Chief Financial Officer for United Way of Broward County. After graduating from Florida State University with a degree in accounting, he began his career as an auditor for a large international accounting firm. He left public accounting and joined a small privately-owned structural engineering and building components manufacturer as their controller. Tom helped grow the company by managing the financing, tax planning and integration of 15 domestic and foreign acquisitions. He eventually became the CFO and was responsible for overseeing the financial op-



**Rossana Woodford**  
*Heart of Florida UW*

Prior to Heart of Florida United Way, she worked for the University of Central Florida Foundation, where she supported annual giving and accounting efforts over the course of three years. Rossana was inspired to pursue a Master of Nonprofit Management and Public Administration degree at UCF, go knights! This led her to begin her time at Heart of Florida United Way. Over the past four years, Rossana has served the organization in multiple departments. Now, in her role as Director of Development with the Resource Development team, she leads efforts to cultivate relationships with donors and volunteers to connect them with United Way's mission through business development initiatives and engagement activities.

Rossana Woodford is originally from Broward County, Florida born and raised in a Peruvian family. She first moved to Orlando to attend the University of Central Florida to study psychology. During this time, she discovered her love for volunteerism and fundraising by participating in Knight-Thon, a dance marathon program supporting Children's Miracle Network. Locally, she volunteered at Arnold Palmer Hospital for Children and participated with the executive board for the local dance marathon.

## 2023 UWOF CONFERENCE PLANNING COMMITTEE

Melissa Nelson United Way of Florida

Berneice Cox Planning Committee *Chair* United Way of the Big Bend

### COMMUNITY IMPACT SUBCOMMITTEE

<b>Courtney Edgcomb</b> <i>Chair</i>	<b>United Way of Volusia-Flagler Counties</b>
Amanda Lasecki	United Way of Volusia-Flagler Counties
Donna Quinlan	United Way of Palm Beach County
Mary Donworth	United Way Miami
Maria Hernandez	United Way of Broward
Aubrey Robbie	United Way Emerald Coast
Sara Aviles	United Way of Martin County
Seth Bernstein	United Way of Palm Beach County

### OPERATIONS SUBCOMMITTEE

<b>Graciela Noriega Jacoby</b> <i>Chair</i>	<b>Heart of Florida United Way</b>
Jonathan Adler	Heart of Florida United Way
Sherri Edmonston	United Way of the Big Bend

### MARKETING SUBCOMMITTEE

<b>Ashley Blasewitz</b> <i>Chair</i>	<b>Heart of Florida United Way</b>
Sarah Henderson	United Way of Northeast Florida
Ernest Hooper	United Way Suncoast
Nancy McCarthy	United Way of Martin County

### RESOURCE DEVELOPMENT SUBCOMMITTEE

<b>Kari Goetz</b> <i>Co-Chair</i>	<b>United Way Suncoast</b>
<b>Christina Criser</b> <i>Co-Chair</i>	<b>United Way of Central Florida Jackson</b>
Carol Houwaart-Diez	United Way of Martin County
Tatum Kelley	Heart of Florida United Way
Connie Stafford	Heart of Florida United Way

Angela Gibbs, Alaina Gilpin United Way of the Big Bend • Beth Meredith, Julie Crump United Way of Florida



UNITED WAY OF FLORIDA



TWENTY TWENTY-THREE ANNUAL STATEWIDE LEADERS CONFERENCE

06.20-22.2023

**TUESDAY • JUNE 20, 2023 • DAY 1**

TIME	ACTIVITY	TYPE	TOPICS
2:00 PM - 5:00 PM	Check-In		
3:00 PM	Session	CEO	Opening CEO Session
6:00 PM - 8:00 PM	Meet & Greet		Welcome Reception (all attendees)

**WEDNESDAY • JUNE 21, 2023 • DAY 2**

8:00 AM - 9:00 AM	Networking & Breakfast		
9:00 AM - 10:00 AM	Keynote Session		The Power of Philanthropy, An ALICE Conversation   Greg Haile, President of Broward College
10:00 AM - 10:15 AM			<b>BREAK</b>
10:15 AM - 11:45 AM	Breakout Session 1	CI MKTG OPS RD	Let's Talk About it - How to be a Part of Community Conversations That Weave Us Closer Together Social Media Myth Busting: Using Data to Drive Content Strategy Don't Let Your Strategic Plan Collect Dust... Keep it Moving! The DNA of Diversification   Innovation in Affinity
11:45 AM - 12:00 PM			<b>BREAK</b>
12:00 PM - 1:15 PM	Plenary Lunch Session		Uniting Around a Clear Story: A Framework for Growth   Jay Owen, Business Builders
1:15 PM - 1:30 PM			<b>BREAK</b>
1:30 PM - 3:00 PM	Breakout Session 2	CI MKTG OPS RD	Intertwining Innovation into Investment - Collaborative Exchanges About the Grant Impact Process The Art & Science of Storytelling: Communications Drive Action Who Wants More Unrestricted Revenue? The DNA of Donor Desires   Benchmarking Methods to Track Donor and Community Interests
3:00 PM - 3:15 PM			<b>BREAK</b>
3:15 PM - 4:30 PM	Plenary Session		Disaster Preparedness & Recovery   A Moderated Panel
4:30 PM			End of Day

**THURSDAY • JUNE 22, 2023 • DAY 3**

7:30 AM - 8:30 AM	Networking & Breakfast		
8:30 AM - 10:00 AM	Breakout Session 3	CI MKTG OPS RD	Working Together in Times of Crisis - Interactive Discussions on Disaster Funds Impact Media Relations   How to Partner with Media for Win-Win-Win Relationships Etiquette 2.0: Communication in a Hybrid/Remote Work Environment The DNA of Disaster: Fundraising Through Disaster
10:00 AM - 10:15 AM			<b>BREAK</b>
10:15 AM - 11:45 AM	Breakout Session 4	CI MKTG OPS RD	Making ALICE a Part of Your DNA - A Conversation on Integrating ALICE into Everything We Do Creating "Aha!" Moments through Meaningful Brand Experiences The Ever-Changing Workforce The DNA of CRM   Automating Teamwork: Finding a CRM that Works for You
11:45 AM - 12:30 PM			<b>Grab 'n Go Lunch</b>
1:00 PM - 2:00 PM	Innovation Stations		Innovative Ideas Poster Contest
2:00 PM - 3:30 PM	Final Plenary Session		The Story of PUBLIX
3:30 PM			<b>END OF CONFERENCE</b>

**FRIDAY • JUNE 23, 2023 • DAY 3**

9:30 AM - 2:30 PM	UWOF Board Meeting		UWOF Board Meeting & CEO Meeting
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