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FULL SPEED AHEAD
CREATING CONNECTIONS IN NEW DIRECTIONS

June 4, 5 and 6, 2009
TELUS Convention Centre, Calgary, Alberta





**On behalf of the Wild Rose Foundation,
thank you for attending Vitalize 2009!**

**Please make sure that you complete
your evaluations provided by**



WILD ROSE FOUNDATION BOARD OF DIRECTORS

The Wild Rose Foundation is governed by a seven member board representing all regions of Alberta. Board members encourage you to attend Vitalize 2009 and hope to see you there!

MAJOR SPONSORS

The logo for ConocoPhillips, featuring a stylized grey arrow pointing upwards and to the right above the company name in a bold, black, sans-serif font.



CONTRIBUTING SPONSORS

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VITALIZE MISSION STATEMENT

Addressing the developmental and educational needs of Alberta's voluntary sector,
by offering a cost effective and value added conference,
for a wide array of volunteer board members, managers of volunteers, committee heads,
elected officials and general volunteers with non-government, non-profit organizations.

MESSAGE FROM HONOURABLE ED STELMACH, PREMIER OF ALBERTA



PREMIER OF ALBERTA



Throughout our province, in every community, there is evidence of exceptional dedication to many worthwhile and necessary causes. Albertans are known for their generous spirit, willingness to give, and unfaltering commitment to improving lives both locally and abroad.

Our province relies on its strong network of non-profit organizations and volunteers. This network is the reason Alberta remains one of the best places to live and raise a family.

Although it is often very rewarding work, I know that the pace of the voluntary sector can sometimes be tiring. I encourage you to use the Vitalize 2009 Provincial Voluntary Sector Conference as an opportunity to rejuvenate yourself, make connections with others in your field and learn something new.

On behalf of the Government of Alberta, thank you for the important work you do everyday.

Ed Stelmach

MESSAGE FROM HONOURABLE LINDSAY BLACKETT MINISTER OF CULTURE AND COMMUNITY SPIRIT

As Minister of Culture and Community Spirit, it is my pleasure to invite you to the Vitalize 2009 Provincial Voluntary Sector Conference.

As the voluntary sector is constantly evolving, this year's conference theme is "Full Speed Ahead: Creating Connections in New Directions." If you have been to Vitalize in the past, you will know all about the amazing sessions, excellent speakers and top-notch entertainment. This one-of-a-kind conference is, by far, the best voluntary sector training and development opportunity in the country.

I encourage everyone who works for or volunteers on behalf of a non-profit organization to join me in Calgary at the TELUS Convention Centre on June 4, 5 and 6 and take part in this world-class event.

When hundreds of dedicated people with similar values gather together, amazing things tend to happen. This is the magic of Vitalize. I look forward to seeing you there!

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



WHAT IS VITALIZE?

This one of a kind conference is a developmental opportunity that offers educational sessions to all members of the voluntary sector in a cost effective, value added event. We anticipate that our audience for Vitalize 2009 will include over 1100 delegates from various organizations from across Alberta. Vitalize 2009 will be delivering high quality sessions on a vast array of topics. Friday sessions will take on hard hitting issues in the voluntary sector, from "Influencing Public Policy" to "Effective Delegation Skills," and everything in between. Saturday offers sessions with humour and health tips for everyone. Delegates will have the opportunity to "Live the Laughter," and "Get Your Passion Out of Your Profession" just to name a few of the many exciting sessions. **We recommend that you choose the sessions that best suit your personal and professional developmental requirements.**

REGISTRATION

\$120 (INCLUDING GST)

This price includes conference meals, conference kit bag, Friday evening gala, all workshops and plenary gatherings. Registration is available online, by fax or mail and is provided by BUKSA Associates Inc. **Please see page 22 of the program guide for registration details.**

LOCATION

Vitalize 2009 will be held at the TELUS Convention Centre



**CALGARY•TELUS
CONVENTION
C • E • N • T • R • E**

120 – Ninth Avenue SE, Calgary, AB T2G 0K6

CONFERENCE CONTACTS

Leah Paton, Conference Coordinator at 780.422.2247 or vitalize@gov.ab.ca or
Mandi Rondeau at 780.422.2325 or mandi.rondeau@gov.ab.ca

CONFERENCE WEBSITE

www.vitalizeconference.ca

VITAL INFORMATION

- » All sessions will be 90 minutes in length
- » Vitalize will offer CART (Communication Access Realtime Technology) at the Opening Ceremonies, Friday Gala, Closing Ceremonies and one session during each time slot, which will be discussed with delegates requesting this service. Please consider this when selecting your sessions.
- » Hotel shuttles will be available between Vitalize 2009 hotels and the TELUS Convention Centre—schedules will be provided in your kit bag and at conference hotels.
- » **The room temperatures in the breakout sessions are beyond our control. Please take this into consideration when attending the conference.**

RIGHT HERE, RIGHT NOW **THINK GLOBALLY, ACT LOCALLY – IT'S OUR BUSINESS!** **ALBERTA YOUTH VOLUNTEERS**



The Youth/Mentor Program provides access for youth volunteers, province-wide to attend the premier voluntary sector conference, Vitalize 2009. Youth are an important asset to the future leadership of the voluntary sector and a vital component for moving volunteerism forward in Alberta. In keeping with this commitment, the Wild Rose Foundation, in partnership with Alberta's YouthVOLUNTEER! Society, is providing conference registration to one adult mentor and their chosen youth(s) to accompany and encourage them to take advantage of the learning opportunities and skill development of Vitalize 2009. Youth will participate in engaging and informative sessions where they will develop skills and strategies for action that they can take back to their organizations and communities. See pages 33 to 36 of the program guide for additional information.

VITAL VILLAGE

Are you looking for some information on an organization? Want to gather some literature for a friend?

Want to network with others from the non-profit sector? **Vital Village is the place for you!**

Vital Village continues to be the "hub" of Vitalize, a place where you can meet and mingle with your friends while gathering information. Displays range from non-profit/voluntary sector organizations, businesses, and government agencies. You can even do some shopping and participate in global fair trade at the same time; as items purchased from some of the displays assist people in developing countries!

Come have a coffee and explore Vital Village. Visit often, there will be lots to see and do.

If you are interested in exhibiting at Vital Village please contact:

Mandi Rondeau at 780.422.2325 or mandi.rondeau@gov.ab.ca

THE CORPORATE VOLUNTEER AWARD OF EXCELLENCE

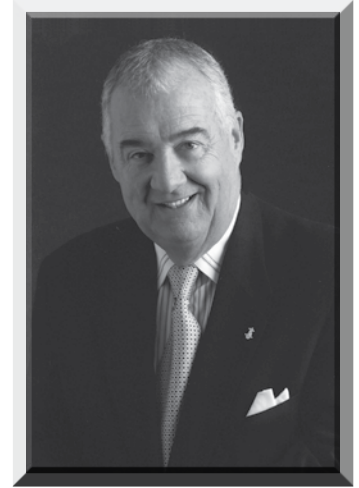
The Corporate Volunteer Award is designed to recognize and celebrate Alberta's leaders in the corporate sector for their outstanding commitment and contribution to the community in which they operate. The Award is open to any local, national or international business that promotes and encourages a culture of giving and volunteering among employees, and is committed to corporate philanthropy and other forms of community support and investment within the province of Alberta. Nominations can be made by any Alberta non-profit/voluntary sector organization. **For nomination forms or additional information please visit the website: www.wildrosefoundation.ca/cvae or contact Amanda Sigaty, 780.415.8139 or amanda.sigaty@gov.ab.ca.** Six awards will be presented on June 5th, 2009 at the Vitalize 2009 Provincial Voluntary Sector Conference during the Friday evening gala at the TELUS Convention Centre in Calgary.

—OPENING CEREMONIES—

MR. PETER LEGGE, CSP, CPAE, HOF, LL.D (HON)

THURSDAY, JUNE 4TH, 2009 — TELUS CONVENTION CENTRE

Peter Legge is an inspiration to anyone who meets him! He lives his life dream as an internationally acclaimed professional speaker, a best selling author, and as president and CEO of the largest, independently owned magazine publishing company in Western Canada—Canada Wide Magazines & Communications Ltd. He is a community leader, tirelessly devoting his time to many worthwhile organizations. His presentations are based on his everyday experiences as a community leader, husband, father and CEO. His seven books have motivated thousands of people toward positive change. Toastmasters International voted Peter “Golden Gavel Award Winner” and “Top Speaker in North America” and both the National Speakers Association and the Canadian Association of Professional Speakers have inducted him into the Speakers Hall of Fame. Peter is also a member of the prestigious Speakers Roundtable, an invitation-only society which includes 20 of North America’s top professional speakers. Simon Fraser University recently honored Peter with an Honorary Doctor of Laws Degree. Earlier this year, Peter was presented with The Nido Qubein Philanthropist of the Year Award in Atlanta, Georgia.

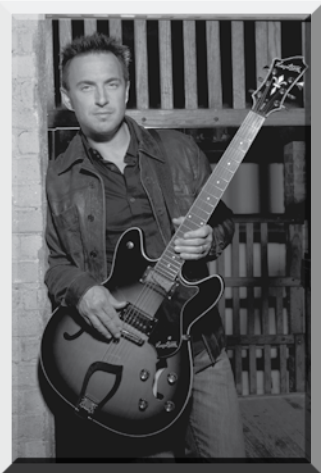


—FRIDAY EVENING GALA—

COLIN JAMES

FRIDAY, JUNE 5TH, 2009 — TELUS CONVENTION CENTRE

Six-time Juno award-winner Colin James has driven his 10-album, 25-year career with his blues influenced guitar mastery and soulful vocals. James was only 18 years old when he captured the attention of guitar legend Stevie Ray Vaughn, who marvelled at the prodigious talent, and decided to take him on the road through the Canadian prairies, and later the United States. It wasn't long after that the young musician began opening for the likes of John Lee Hooker, ZZ Top, Steve Winwood and Keith Richards, James was also the first to be signed to the then fledgling Virgin America label. With the seductive, smash hit “Why'd You Lie?”, “Voodoo Thing” and “5 Long Years,” he managed to break the record for most albums sold on a first release by a Canadian artist and has since maintained the integrity of a truly enduring artist. Today, capturing the authenticity of the R&B sound of the 40's, 50's and 60's, James and his Little Big Band bring audiences back to the jump blues basics. A clever blend of rare covers and originals that mix swinging rhythms and dance floor contagion, LBB has brought with them the spirit of rockin' boogie and smooth, brooding blues. It's been said that Colin James is an artist that takes the time to “go backwards in order to move forward,” paying respects to legends and the sounds that made them legendary.



Your conference registration fee includes one entry into the Friday evening gala. You may order additional tickets on your registration form; tickets will be mailed to you. Approximately 100 extra tickets will be available to be purchased for guests of fully registered delegates. If you require additional tickets after submitting your registration form, tickets may be purchased at the Conference Registration Desk for \$60.00 each (GST included), pending availability.

—CLOSING CEREMONIES—

THE KINDNESS CREW

SATURDAY, JUNE 6TH, 2009 — TELUS CONVENTION CENTRE

Bestselling authors, corporate trainers and internationally acclaimed advocates for social change, the Kindness Crew is sparking a global revolution in kindness. Originally in an effort to counteract grief and fear in the wake of 9/11, Val Litwin, Chris Bratseth, Erik Hanson and Brad Stokes-Bennett—four 28-year old Canadian “goodlums”—embarked upon a three-month non-profit marathon known as **The Extreme Kindness Tour**.

Their adventures in altruism meant spending nights on the street with the homeless, staffing soup kitchens, breaking horses, roofing houses, swabbing decks, delivering flowers, singing songs, visiting hospitals, and staging “kindness protests” as they hugged their way into the hearts of thousands. From audiences at Fortune 500 Companies to entire metropolitan centers, the Crew has inspired and mobilized thousands to commit acts of community service. With an impressive track record in creating and amplifying Corporate Social Responsibility programs, the Crew has been featured on *CNN Headline News*, *Good Morning America*, *Canada AM*, *CBC Newsworld*, England’s *BBC Radio* and profiled in hundreds of leading publications such as *The Globe and Mail*, *Maclean’s* and *The National Post*. Today they continue to inspire countries, classes and corporations to raise funds and increase volunteers for charities and to embrace social responsibility.



Vitalize

2009

PROVINCIAL VOLUNTARY
SECTOR CONFERENCE

www.vitalizeconference.ca

VITALIZE AT A GLANCE

THURSDAY, JUNE 4 TH	FRIDAY, JUNE 5 TH	SATURDAY, JUNE 6 TH
REGISTRATION 2:00 PM - 7:00 PM	VITAL START TO YOUR DAY BREAKFAST 7:00 AM - 8: 15 AM HALL D AND E	VITAL START TO YOUR DAY BREAKFAST 7:00 AM - 8: 15 AM HALL D AND E
VITAL VILLAGE PREVIEW 4:00 PM - 6:00 PM, HALL C	SESSIONS 8:30 AM - 10:00 AM	SESSIONS 8:30 AM - 10:00 AM
OPENING CEREMONIES 7:30 PM - 9:00 PM HALL D AND E	re"VITALIZE" BREAK 10:00 AM - 10:30 AM IN VITAL VILLAGE, HALL C	re"VITALIZE" BREAK 10:00 AM - 10:30 AM
OFFICIAL OPENING OF VITAL VILLAGE 9:00 PM - 11:00 PM, HALL C	SESSIONS 10:30 AM - 12:00 PM	SESSIONS 10:30 AM - 12:00 PM
	LUNCH 12:00 PM - 1 :00 PM HALL D AND E	CLOSING CEREMONIES VITALIZE 2009 LUNCHEON 12:00 PM - 2:00 PM HALL D AND E
	SESSIONS 1:00 PM - 2:30 PM	
	re"VITALIZE" BREAK 2:30 PM - 3:00 PM IN VITAL VILLAGE	
	SESSIONS 3:00 PM - 4:30 PM	
	FRIDAY EVENING GALA COCKTAILS AT 6: 30 PM DINNER BEGINS AT 7:00 PM CORPORATE VOLUNTEER AWARD OF EXCELLENCE ENTERTAINMENT HALL D AND E	

VITAL VILLAGE 9:00 AM - 3:00 PM

—FRIDAY SESSIONS—

The sessions offered on Friday address pressing issues relevant to the non-profit/voluntary sector. There are a variety of informative sessions chosen to assist our delegates with day to day operations in their organizations. Please make sure to choose the sessions that are best suited to you and your organization.

FRIDAY MORNING SESSIONS – 8:30 AM TO 10:00 AM

CODE	SESSION TITLE	SPEAKER
1A	Connect, Connect, Connect – A New Proposal Writing Direction	Winston McConnell
1B	Corporate Volunteering	Wendy Mitchell
1C	Advocating for Systemic Change	Salima Stanley-Bhanji
1D	Enhancing Your Leadership Style	Kathi McAuley
1E	Turning Disabilities into Possibilities	Cory Johnson
1F	Integrating Human Resources: New Thinking Around Involving People in Your Organization	Cheryl Humphrey
1G	The Charities File: On Board How Small and Rural Charities Can Meet Their Obligations	Betty Thompson
1H	Intersections: Supporting Non-profit/Voluntary Organizations to Better Engage Immigrant Volunteers	Rosanne Tollenaar and Sarah Apedaile
1I	Alberta Lottery Funded Grant Programs	Barb Sturdy
1J	Do You Walk the Talk?	Joan Craven
1K	Don't Fear Office 2007	Shawn Gramiak
1L	Engaging a Powerful Social Investment	Karen Lynch

1A – CONNECT, CONNECT, CONNECT – A NEW PROPOSAL WRITING DIRECTION

SPEAKER: WINSTON MCCONNELL

Seeking funding makes sense when your organization requires support. How do you connect with the funder and what direction do you take with the proposal? This session will give you direction as we look at the dynamics involved in writing a successful proposal. No matter whether your skill base is beginner or expert, I will provide you with an overview and new directions as we work through the table of contents, budget and core components of a grant proposal. I will provide delegates with information and practical advice on preparing a proposal, resources, evaluation techniques, an overview of what funders are looking for, what questions need to be answered and what direction you must follow concerning format, processes and content to make your proposal connect with that funder.

1B – CORPORATE VOLUNTEERING

SPEAKER: WENDY MITCHELL

The Win-Win Source of Volunteers: By engaging their employees in volunteer service, socially responsible organizations can play a valuable role in meeting the social needs of our community, while simultaneously strengthening their organizations. Wendy Mitchell from Volunteer Canada will present an enlightening session about the positive impact corporate volunteering can make both to the community and to the company.

1C – ADVOCATING FOR SYSTEMIC CHANGE

SPEAKER: SALIMA STANLEY-BHANJI

Vibrant Communities Calgary has successfully reduced poverty and social isolation through positive changes to public policies. Many organizations advocate against public policy. However, Vibrant Communities Calgary owes its success, in part, to pursuing a collaborative approach to policy advocacy and policy development. Join Vibrant Communities Calgary's Director, Salima Stanley-Bhanji, to learn more about how Vibrant Communities Calgary has been—and how your organization can be—the impetus for positive social change.

1D – ENHANCING YOUR LEADERSHIP STYLE

SPEAKER: KATHI MCAULEY

During this session we will explore ways for developing employees, over time, so that they can reach their highest level of performance on a specific goal or task. We will examine ways for helping people become self motivated and self directed. You will have the opportunity to determine if you are using a leadership style that meets the needs of your employees. **Objectives:** Recognize the significance of your primary leadership style; determine the strengths and areas for development of your style profile; describe ways of matching your leadership style with your employees' ability, confidence and commitment and identify areas for growth and develop your leadership potential.

1E – TURNING DISABILITIES INTO POSSIBILITIES

SPEAKER: CORY JOHNSON

Cory will share how he has been discriminated against because of his disability. Cory will discuss the disabilities we impose on ourselves and each other such as—lying, trying to be perfect, criticizing and blaming, not participating, procrastination, acting angry/starting a fight, thinking “I’m not good enough,” being controlling or manipulative, gossiping and using drugs or alcohol. Cory emphasizes the importance of finding value in all things. He uses a visual strategy to convey the message that we all have value, and by finding this value, we can start to look past disabilities and see the possibilities.

1F – INTEGRATING HUMAN RESOURCES: NEW THINKING AROUND INVOLVING PEOPLE IN YOUR ORGANIZATION

SPEAKER: CHERYL HUMPHREY

Integrated Human Resources (IHR) is a strategically planned approach to identifying the work functions that need to be accomplished in organizations and involving people—both paid and unpaid to perform the work needed to achieve the mission. With the changing demographic trends in the voluntary sector and an understanding of the challenges that organizations face, the need to look at an IHR approach is critical for voluntary sector organizations. This session will explore how to develop a culture in your organization to support this approach and will also look at strategies you can employ to ensure you utilize the skills and talents that people (paid and unpaid) can bring to your organization.

1G – THE CHARITIES FILE: ON BOARD HOW SMALL AND RURAL CHARITIES CAN MEET THEIR OBLIGATIONS

SPEAKER: BETTY THOMPSON

This session will introduce Board Members of small and rural charities to the systems and practices that need to be in place to ensure their organization meets its obligations as a registered charity. Specific tools will be covered and provided, including the Treasurer's Chest, the Fund Raiser's Receipt Book, Agenda Gems and The Shoe Box.

1H – INTERSECTIONS: SUPPORTING NON-PROFIT/VOLUNTARY ORGANIZATIONS TO BETTER ENGAGE IMMIGRANT VOLUNTEERS

SPEAKER: ROSANNE TOLLENAAR AND SARAH APEDAILE

Where have all the volunteers gone? Explore the fascinating conversations of over 100 people across Alberta who were asked, “How open is your organization to immigrants as volunteers?” This feedback has laid the groundwork for Volunteer Alberta’s unique project *Intersections: Supporting Rural Organizations to Better Engage Immigrant Volunteers*. See what has been learned so far and how this exciting work has the potential to change the way we engage volunteers in communities across Alberta. Our volunteers have not all gone...we just need to know where to look for them.

1I – ALBERTA LOTTERY FUNDED PROGRAMS

SPEAKER: BARB STURDY

Alberta Culture and Community Spirit administers three major grant programs: Major Community Facilities Program (MCFP: \$140 million/year), Community Facility Enhancement Program (CFEP: \$38.5 million) and the Community Initiatives Program (CIP: \$30 million/year). Find out how your organization can access lottery grant dollars for your community initiative or project.

1J – DO YOU WALK THE TALK?

SPEAKER: JOAN CRAVEN

An interactive session where participants will examine the consistency of the messages they deliver to their various stakeholders. Do your brochures, bulletin boards, events and your website all say the same thing? How do you achieve consistency and tailor all your messages...even those you give at a local house party? We will look at real life examples and then determine how to apply the information to your organization. We will discuss the importance of a communication audit. This practical session will provide you with information for positively marketing your organization.

1K – DON’T FEAR OFFICE 2007

SPEAKER: SHAWN GRAMIAK

Holding off from adopting Office 2007? Or have you recently had Office 2007 forced upon you? In most non-profits, new technology takes a while to make its presence known, but sooner or later, Office 2007 will come knocking at your door. Have no fear! A little while ago, Microsoft decided to rearrange Microsoft Office commands into “logical and intuitive groups.” Which basically means you won’t be able to find familiar things. This session is a quick hello to get you up to speed with the “new” office system. Sure, Office 2007 has been around for a while, but a lot of people have been resisting it. This session is all about getting you comfortable with the new look and features of Office 2007. By the end of it, we think you’ll find Office 2007 isn’t so bad. Heck, you might even get to like it!

1L – ENGAGING A POWERFUL SOCIAL INVESTMENT

SPEAKER: KAREN LYNCH

Have you ever wondered how you could use statistics to recruit more volunteers? How to provide evidence to your board on the importance of your volunteer programs? How to demonstrate the value of the sector to potential funders? Explore what statistics and trends mean to your organization and you whether you are a paid staff or fabulous volunteer! Volunteer Alberta will profile and discuss the implications of Alberta data.

FRIDAY MORNING SESSIONS CONT. – 10:30 AM TO NOON

CODE	SESSION TITLE	SPEAKER
2A	Rethinking the Volunteer Screening Process	Rosanne Tollenaar
2B	Bully Proofing Your Workplace	Valerie Cade
2C	Thinking Critically about Sustainability	Keith Seel
2D	Branding Identity: Positioning Non-profits for Greater Success	Janay Ferguson
2E	Canadahelps.org	Owen Charters
2F	Human Resources Fundamentals – Practices for Success	Janet Mathieson
2G	Charities and The Law: Tools to Help	Ian Zaharko, San San Sy and Diane Rhyason
2H	Getting It All Done	Drew Price
2I	Influencing Public Policy: Government Relations and Advocacy 101	Kim Mustard
2J	Ignite Innovative Marketing Strategies for Your Voluntary or Non-Profit Organization	David Saxby
2K	Top Tips for Microsoft Word	Shawn Gramiak
2L	Pitch, Pitch, Pitch – a.k.a. Sponsorship 101	Marion Grobb Finkelstein

2A – RETHINKING THE VOLUNTEER SCREENING PROCESS

SPEAKER: ROSANNE TOLLENAAR

Everyone knows that screening volunteers is a necessity; especially those who work with vulnerable clients, but how does one build a process that allows for screening while at the same time makes volunteers feel welcomed and valued? Does it feel that things have gone *too far* with all of the processes that have to be put in place? If you feel that the screening process is daunting and would like to engage in a conversation that explores the kind of culture we are creating for our volunteers within our organizations, then this session is for you. Join Volunteer Alberta staff and explore tools that will help you rethink your approach to screening, understand policies that need to be in place to keep your stakeholders safe, and discuss the importance of creating an environment that attracts and retains volunteers. Screen volunteers in—not out!

2B – BULLY PROOFING YOUR WORKPLACE

SPEAKER: VALERIE CADE

Why do organizations need a session on Workplace Bullying? The reason: Because Workplace Bullying occurs in every country in the world. At least 1 out of 6 people have reported being bullied at work. That's nearly 20%. What happens with this 'silent cyanide' is that volunteers withdraw and lose valuable momentum. Whether the bullying occurs internally or externally, many volunteers are left confused, less productive and worse yet, great volunteers leave. This session will give all delegates (even management), the full awareness, hope and implementation to help stop workplace bullying both personally and organizationally. It restores hope and it will give you the inspiration you need in order to create a respectful workplace with sustainability. Here's what you will learn: what Workplace Bullying is and what motivates the bully; types of bullies, how to recognize the behaviours so you know you are not crazy; the facts you need to know about workplace bullying...especially for volunteers; common bullying tactics used and what to do if you are a target; and what to do if someone is coming to you for advice to stop the bullying (and you're not sure what to do!). Lastly, come and see this highly rated session to help arm you for the experience you deserve: peace, harmony and a spirited morale. Protecting this is well worth your investment!

2C – THINKING CRITICALLY ABOUT SUSTAINABILITY

SPEAKER: KEITH SEEL

This session introduces the basic principles of sustainable development for consideration by non-profit organizations. Widely discussed in the corporate sector and by the United Nations, sustainable development has not been of central concern to the non-profit sector. Yet with increasing demands for services and a limited or diminishing resource base, non-profit organizations should be considering how to ensure that they are sustainable over the long term. The ideas within the sustainable development model have application within the non-profit sector and this session will help participants understand that a vibrant, sustainable future is possible if certain tangible considerations are made along the way.

2D – BRANDING IDENTITY: POSITIONING NON-PROFITS FOR GREATER SUCCESS

SPEAKER: JANAY FERGUSON

Branding: isn't that what they do to cattle? Yes, and in fact everything gets branded—a consumer product, a political party, even non-profits—one way or another. A brand is an expression of an organization's history, mission and vision. It is the stake driven into the ground that tells people who you are, what you do, how you are unique, and what you can and will do over time. This session is an opportunity to learn how branding and positioning is integral to organizational strategic planning. We will review what a brand is and how it provides clarity to compel individuals and organizations to get behind your cause and help you achieve your mission. **Delegates will learn:** why branding is essential for non-profit organizations; where branding fits in organizational strategic planning; who is responsible for branding and how branding will help differentiate organizations to attract staff, volunteers, partners and financial support. Delegates will also explore a model to create and implement a brand and market position.

2E – CANADAHELPS.ORG

SPEAKER: OWEN CHARTERS

The 5 Pillars of Internet Philanthropy—What does it take to successfully fundraise and market online? Why do you have to 'let go' of the brand when you reach out online, and how? You already know and do all kinds of powerful strategies that are transferable to the online world—it's time to build your campaign in the web 2.0 world. CanadaHelps, a public charitable foundation, is Canada's only donation portal that provides online access to all of Canada's 80,000 charities, from national organizations like national cancer charities to smaller groups like local animal shelters and soup kitchens. For donors, it simplifies the donating process; for charities, it provides a cost effective alternative to setting up their own online donations facilities: there is no set up fee, no annual charges and charities receive immediate notification when a donation is received.

2F – HUMAN RESOURCES FUNDAMENTALS – PRACTICES FOR SUCCESS

SPEAKERS: JANET MATHIESON

Since HR has become more of a focus in the voluntary sector, it is important to re-examine *basic* HR practices and processes and how they have been implemented. Share in discovering the keys to effectiveness in this highly competitive and diverse-generational market. Learn strategic and applicable HR practices for your organization.

Delegates will learn: the role of human resource planning; human resource practices throughout the employee life-cycle including recruitment, interviewing, orientation, compensation and benefits, performance management and termination; how to stay competitive through alternative work arrangements and the importance of workplace legislation.

2G – CHARITIES AND THE LAW: TOOLS TO HELP

SPEAKER: IAN ZAHARKO, SAN SAN SY AND DIANE RHYASON

Do you work or volunteer with a Registered Charity? Not sure who or what needs an official tax receipt? Concerned about federal and provincial fundraising rules? Wondering what needs to be recorded in your books? Join us in this session designed to provide answers to the above questions, as well as introduce session delegates to resources that can help. Whether you need a fast facts sheet on Fair Market Value, or a learning module on split receipting, we've got the tools you need for understanding charity tax law. The presentation team is from Charity Central, a project of the Legal Resource Centre of Alberta (LRC), created to help Registered Charities understand their responsibilities under the *Income Tax Act*. This session will also highlight the Charity Central Helpline for Registered Charities in Alberta.

2H – GETTING IT ALL DONE

SPEAKER: DREW PRICE

People to see and places to go, but no time to spare? Time is a nonrenewable resource, often more valuable than money, and trying to manage it can be one of the major stressors for people. You will learn that you cannot manage time, only yourself—easy to do, but even easier not to do. Identify the tools to make better choices, including the critical tools of elimination, prioritization and delegation. Discover how to overcome time wasters and bad habits by changing your behavior. Who should attend? Anyone who is struggling and would like to reorganize their real priorities, establish and meet deadlines and increase their productivity, whilst lowering their stress levels. The challenge: We have never had classes in school or post secondary educational institutions to teach us how to organize ourselves for daily, weekly or monthly effectiveness. For this reason, most of us struggle, watch others who seem to have an innate ability to manage and condemn ourselves to accepting a lifetime of being disorganized and ineffective. The reality: We don't have to get it all done. When we understand that regaining control of our lives is a matter of decision making, setting priorities and deciding which to work on and then scheduling and taking action on the priorities, we can slowly begin managing ourselves. It is a matter of choices and decision making followed by definite action. On completion of this session you should be able to utilize a system to set priorities and follow up for completion, begin to eliminate backlogs and get on top of the situation and understand the fundamentals of consistent priority management. Key Learning Areas / Skills, Tips and Techniques / Benefits of Attending: How to make the clock work for you, not against you; how to run your life more effectively; how to plan for the unexpected and fit it in to current plans; how to prioritize your activities so that you not only *feel* but *are* in control; how to stay calm and focused even in the most chaotic situations; how to take control of multiple tasks and activities; how to handle pressure and stress as they relate to lack of time and how to identify and analyze your activities in relation to urgency and importance. This session concentrates on practical "how-to" information that you can put to work immediately in the workplace. It will also enable participants to finally (re)gain control of their time and activities. You will be able to prioritize without the help of your boss, feel less stressed and be more productive.

2I – INFLUENCING PUBLIC POLICY: GOVERNMENT RELATIONS AND ADVOCACY 101

SPEAKER: KIM MUSTARD

Do you want to better understand how you can participate in the policy process and influence government decisions to better serve the community? Across Alberta, non-profits and charities have a wealth of in-depth knowledge about their community and the people they serve. Sharing this knowledge with all levels of government can lead to the development and implementation of effective public policy that builds healthy and vibrant communities. This session will be of interest to staff, board members and volunteers who are, or want to be involved in advocacy and government relations. Topics will include how to get started, tips and resources for how to develop and implement an action plan, and more. The session will also include information and resources about the Federal Government's Lobbyist Act, and what charities can and can't do under the Canada Revenue Agency's rules for Political Activities.

2J – IGNITE INNOVATIVE MARKETING STRATEGIES FOR YOUR VOLUNTARY OR NON-PROFIT ORGANIZATION

SPEAKER: DAVID SAXBY

Discover the secrets of successful marketers. Learn how you can develop promotions that create brand recognition for your non-profit and/or voluntary organizations and connect with your ideal target market. Create the right promotional mix combining direct marketing, advertising, public relations, e-marketing and learn cost saving techniques that organizations pay advertising agencies and marketing consultants thousands of dollars for. This session will also explore marketing costs. Learn how you can attract volunteers, sponsors, donors and community partners by using limited resources effectively.

2K – TOP TIPS FOR MICROSOFT WORD

SPEAKER: SHAWN GRAMIAK

You know the basics of Microsoft Word already, but you also know you can be faster and more efficient. This session is for those with basic typing and mouse skills, but who know they can be getting a lot more from Word. So if you want to save time with things like Styles, Templates, Hyperlinks, Bookmarks and a whole selection of shortcuts, this session is for you!

2L – PITCH, PITCH, PITCH – a.k.a. SPONSORSHIP 101

SPEAKER: MARION GROBB FINKELSTEIN

In this interactive and lively session, you'll discover what sponsors like and how to give it to them. You'll leave with ideas for possible sponsors you could approach and what deliverables you could offer. Find out what needs to be included in a sponsorship proposal to grab attention. You'll learn why sponsors sponsor; what deliverables sponsors most value; how to make a pitch that sponsors will want to hear; the difference between sponsorship and donations; what types of sponsors to get on-board first, and why; how to organize your offerings into "sponsorship properties"; what your organization has that a sponsor wants; where to find the "right" sponsors, how to protect from "ambush marketing"; how sponsors can "leverage" their sponsorships...and you win!; how to climb the "sponsorship ladder"; tips for keeping your records organized and key sponsorship dos and don'ts. Come to this session prepared to learn, share ideas, network, and leave with action items you can put to use immediately to liven up your sponsorship program. This session is a great overview if you're considering launching a sponsorship initiative. Alternately, if you have sponsorship experience, come share your experience and enjoy this refresher course.

FRIDAY AFTERNOON SESSIONS – 1:00 PM TO 2:30 PM

CODE	SESSION TITLE	SPEAKER
3A	Understanding Financial Statements	Tracey Normand, CGA
3B	Bully Proofing Your Workplace	Valerie Cade
3C	BEING a Governor	Keith Seel
3D	Conflict Management: How to Achieve Peace and Harmony	Gary Gerber
3E	Privacy Checkup: How Charities and Non-Profits Can Protect Personal Information	Kim Mustard
3F	Connect for Effect: Building Stronger Work Relationships	Rhonda Victoor
3G	Partnerships and Power of Synergy	Suzanne Gibson
3H	Building a Culture of Philanthropy to Enhance Your Fundraising Success	Andrea McManus
3I	Introduction to Appreciative Inquiry (This session is a prerequisite for session 4I)	Jim Taylor
3J	Why Does the Lobster Cast off Its Shell?	Merge Gupta Sunderji
3K	Top Tips for Microsoft Excel	Shawn Gramiak
3L	Shifting Gears: The Changing Volunteer Labour Force	Donna Lockhart

3A – UNDERSTANDING FINANCIAL STATEMENTS

SPEAKER: TRACEY NORMAND, CGA

Do you suffer from the fear of financial statements? Many of us do, but being able to monitor the financial health of your non-profit organization is an important part of being a board member or manager. This session will provide information about different kinds of financial statements: the purpose of each, what information is contained in each and things to look for when reading them. The importance of budgets and their application will also be discussed. Throughout the session, accounting terms will be used and explained, with the overall goal of enabling participants to more effectively use the information contained in financial statements in their governance roles.

3B – BULLY PROOFING YOUR WORKPLACE

SPEAKER: VALERIE CADE

Why do organizations need a session on Workplace Bullying? The reason: Because Workplace Bullying occurs in every country in the world. At least 1 out of 6 people have reported being bullied at work. That's nearly 20 percent. What happens with this 'silent cyanide' is that volunteers withdraw and lose valuable momentum. Whether the bullying occurs internally or externally, many volunteers are left confused, less productive and worse yet, great volunteers leave. This session will give all delegates (even management), the full awareness, hope and implementation to help stop workplace bullying both personally and organizationally. It restores hope and it will give you the inspiration you need in order to create a respectful workplace with sustainability. Here's what you will learn: what Workplace Bullying is and what motivates the bully; types of bullies, how to recognize the behaviours so you know you are not crazy; the facts you need to know about workplace bullying...especially for volunteers; common bullying tactics used and what to do if you are a target; and what to do if someone is coming to you for advice to stop the bullying (and you're not sure what to do!) Lastly, come and see this highly rated session to help arm you for the experience you deserve: peace, harmony and a spirited morale. Protecting this is well worth your investment!

3C – BEING A GOVERNOR

SPEAKER: KEITH SEEL

When people join a board of directors or become governors or trustees, they have a notion about what they are expected to be doing. Largely their preconception is oversight of operations and the review and approval of budgets. Being a governor or trustee means much more than this however, it includes both accountabilities as stewards and responsibilities to the wider community. These considerations often go beyond the walls of any single organization and require a new kind of networking and communication between other boards and governors of other organizations. This session will present the “governance continuum” and provide participants with an opportunity to become “generative” in their thinking about governance.

3D – CONFLICT MANAGEMENT: HOW TO ACHIEVE PEACE AND HARMONY

SPEAKER: GARY GERBER

How would you like to have a new way to handle conflict that allows you to tell people what your concerns are in a graceful manner? Learn this proven technique that focuses on ‘Virtues’ as opposed to using old techniques such as being focused on the problem, blame, or avoidance. The Virtues method focuses on helping you get what you want by building the other person up, rather than tearing them down. Isn’t this what you’d rather do?

3E – PRIVACY CHECKUP: HOW CHARITIES AND NON-PROFITS CAN PROTECT PERSONAL INFORMATION

SPEAKER: KIM MUSTARD

Every day, your organization’s staff and volunteers collect and handle personal information from donors, participants, clients, employees and other individuals. Currently, most non-profit organizations are only required to follow the rules under Alberta’s *Personal Information Protection Act* (PIPA) when they collect, use or disclose personal information as part of a commercial activity. However, even if organizations do not fall under the Act, many choose to implement best practices for handling information to meet the expectations of their donors, clients and other key stakeholders. This session will provide an overview of the current requirements under PIPA to protect the personal information your organization collects, and best practices that all organizations can implement whether or not they have to comply with the Act. It will also include an update on a proposal to amend the Act to apply fully to all non-profit organizations.

3F – CONNECT FOR EFFECT...BUILDING STRONGER WORKING RELATIONSHIPS

SPEAKER: RHONDA VICTOOR

In all that we juggle in our roles as staff, volunteers and board members there is one key skill that determines whether we are catapulted forward...or stay stuck: Relationships. How well do you connect in your relationships with your peers, clients and teams? Are you a strong, clear, and respectful communicator? Have you built a supportive network? Do you position yourself for trusting connections? In this fast-paced and highly interactive session Coach Rhonda Victoor will challenge us to:

1. Shift our communication focus from efficient (doing many things quickly) to effective (doing the right things early);
2. Create an environment that values on-the-job friendships;
3. Expand and deepen peer connections with advanced networking strategies so we can build lasting partnerships and a deeper fulfillment in our roles.

You bring tremendous quality and attention to your day-to-day role. Now what if you applied that same focus to how you communicate in all of your relationships. The strong ones and the weaker ones...the ones up/down, left/right, inside/outside the organization. What outstanding new results might you achieve? Prepare to position yourself for success and fulfillment! Prepare to connect for effect!

3G – PARTNERSHIPS AND THE POWER OF SYNERGY

SPEAKER: SUZANNE GIBSON

Studies show that non-profit organizations that develop strategic partnerships and alliances in the community are more sustainable than groups that work in isolation. We also know that successful collaborations create services with a greater reach and impact than any group could provide on its own. This session shows you how to secure and maintain high quality partnerships that will extend your organization's reach. You'll learn the types of possible partnerships, from community-based alliances to private sector collaborations; how to decide when a partnership is right for you; how to research, plan, develop and maintain a partnership and creative networking strategies.

There is plenty of time to share stories, best practices, and anecdotes. Delegates also receive a resource kit with practical tools, sample proposals and resources to guide your work.

3H – BUILDING A CULTURE OF PHILANTHROPY TO ENHANCE YOUR FUNDRAISING SUCCESS

SPEAKER: ANDREA MCMANUS

Does your organizational culture have a philanthropic focus? If not, why not? If organizational culture reflects the way an organization operates, *and* if the unique nature of non-profit organizations is their reliance on philanthropy to fulfill their mission, *and* if fund development is the engine that drives philanthropy – then why do so many organizations fail to understand the value of philanthropy to its bottom line and approach their fundraising in silos? This humorous and interactive session will explore the connection between philanthropic culture and increased fundraising capacity, leaving you with greater understanding and strategies to significantly enhance your fundraising results through broader organizational engagement.

3I – INTRODUCTION TO APPRECIATIVE INQUIRY (This session is a Prerequisite for Session 4I)

SPEAKER: JIM TAYLOR

What do you want more of in your organization? High morale? Better teamwork? Shared Leadership? Better client service? Whatever you want *more of*, you can get using *Appreciative Inquiry*, the positive strength based approach to initiating change. "AI" is energizing and empowering because it draws on the best in people from their past and present, and on their dreams of the future that could be. This engaging, interactive session will stimulate you, give you a taste of the delicious energy that AI produces, and encourage you to go full speed ahead in a new direction: the direction of your dreams.

3J – WHY DOES THE LOBSTER CAST OFF ITS SHELL?

SPEAKER: MERGE GUPTA SUNDERJI

This intriguing title actually has a very simple answer: to grow! But for a lobster, the task is not as easy as one might think! Unknown to most, the lobster goes through periods of extreme vulnerability and risk in order to develop and evolve...and so too it can be with people. Merge will teach six practical strategies for delegates to consciously push the limits of their comfort zones so that they don't become stagnant. This session is based on Merge's highly-acclaimed opening chapter in an anthology of articles titled *Expert Women Who Speak...Speak Out!*

3K – TOP TIPS FOR MICROSOFT EXCEL

SPEAKER: SHAWN GRAMIAK

Not a numbers fan? Or do you know the basics of Microsoft Excel already, but you also know you can be faster and more efficient? This session is for those with basic typing and mouse skills, but who know they can be getting a lot more from Excel. So if you want to get more mileage from Excel using items like Pivot Tables, Data Sharing and a whole selection of shortcuts, this session is for you!

3L – SHIFTING GEARS: THE CHANGING VOLUNTEER LABOUR FORCE

SPEAKER: DONNA LOCKHART

David Foote introduced us to demographics and the impact that cohort groups will have on everything from housing and cars, to day care and consumer products. That was over ten years ago. What has the voluntary sector done to attract and engage potential volunteers who fall into any of the cohort groups? Each group has different needs and wants. For the most part, managers of volunteers have focused on traditional volunteer roles that attracted the veteran volunteer, those faithful, committed volunteers who helped out of a “sense of duty.” Organizations continue to struggle to recruit and retain volunteers based on these traditional notions of volunteer roles. This session is a “*SNAPSHOT*” of the interests and motivations of 5 demographic groups.

We will look at: what we know about each group, recruitment tips, retention tips, and changes in our management approach/language.

The 5 groups include: Youth: under 20 years of age; Generation Y: born after 1976, age 32 to 22 years today; Generation X: born from 1965 to 1976, age 43 to 32 years today; Generation V: virtual volunteers from any age group; Baby Boomers: born between 1946 and 1964, leading edge 62 years to 44 years—the largest most influential group of professionals to impact volunteering to date.

CONFERENCE CONTACTS

**Leah Paton, Conference Coordinator at 780.422.2247 or vitalize@gov.ab.ca or
Mandi Rondeau at 780.422.2325 or mandi.rondeau@gov.ab.ca**

CONFERENCE WEBSITE

www.vitalizeconference.ca

FRIDAY AFTERNOON SESSIONS CONT., 3:00 PM TO 4:30 PM

CODE	SESSION TITLE	SPEAKER
4A	Canadian Code of Volunteer Involvement	Rosanne Tollenaar
4B	Baby Boomers: Engaging in the ME Generation	Donna Lockhart
4C	ANVSI	Karen Lynch and Russ Dahms
4D	Board Recruitment and Succession Planning	Jennie Gilbert and Rita Egizii
4E	Women are Always Right and Men are Never Wrong – Gender Differences at Work	James and Kelly Robbins
4F	Drop the UMS: Delivering Powerful Presentations!	Rhonda Victoor
4G	Corporate Partnerships: Building Strategic Relationships with the Private Sector	Suzanne Gibson
4H	Stimulating Positive Attitude	Drew Price
4I	Using Appreciative Inquiry to Improve Your Organization	Jim Taylor
4J	Effective Delegation Skills for the Non-Profit Sector	Merge Gupta Sunderji
4K	Top Tips for Microsoft PowerPoint	Shawn Gramiak
4L	What Gives?! – The Trials and Tribulations of the Voluntary Sector	Marion Grobb Finkelstein

4A – CANADIAN CODE FOR VOLUNTEER INVOLVEMENT

SPEAKER: ROSEANNE TOLLENAAR

The CCVI is a valuable resource that provides the necessary tools for non-profit organizations to best engage and integrate their volunteers. The CCVI also sets out standards for risk management such as volunteer screening and enables organizations to enhance existing practices and ensure that solid foundations are in place for involving volunteers in their organizations. Come and see what adopting and adapting the Code can do for your organization!

4B – BABY BOOMERS AS VOLUNTEERS: ENGAGING THE ME GENERATION

SPEAKER: DONNA LOCKHART

There is much talk about changing patterns in volunteerism these days. The biggest unknown is what role the Baby Boomers will play in community life and in volunteerism. This group is comprised of a huge cohort born between 1946 and 1964. The leading edge of this age group is in their early 60s; the youngest of the group in their early 40s. Baby Boomers are the largest potential source of volunteers over the next ten years. But typically this age group starts to show a decrease in volunteerism after age 55. If this trend continues, it will be more profound due to the large numbers of people in this age group. This session will focus specifically on baby boomers and what they want in a volunteer position. Understanding this will help you adapt volunteer opportunities, adjust recruitment and retention strategies and ideally be on the leading edge to capture this market. The session has three objectives:

1. To help you understand the profile of the baby boom population and their unique needs in volunteering;
2. To use this information to craft volunteer opportunities to attract this age group; and
3. To begin to think differently about the “work” volunteers are prepared to do and begin a pro-active look at your existing volunteer program.

4C – ALBERTA NON PROFIT VOLUNTARY SECTOR INITIATIVE

SPEAKER: KAREN LYNCH AND RUSS DAHMS

A unique partnership has developed between the non-profit/voluntary sector and the Government of Alberta. This session continues on from Vitalize 2008 to outline the history behind this development, describe new partnerships, and update sector leaders and volunteers on the progress and possibilities of change—engaging both sectors in a new trusted relationship. This session will also discuss the new mechanisms and process that are being put in place to address issues, build capacity and engage both sectors in an integrated policy dialogue. The outcomes reached and outcomes anticipated from this new partnership will be of interest to all NPVS networks and organizations.

4D – BOARD RECRUITMENT AND SUCCESSION PLANNING

SPEAKER: JENNIE GILBERT AND RITA EGIZII

In today's world, it is can be very difficult to recruit and retain "good" board members. Successful recruitment is a major part of building a better board. Topics in this session will include: preparing to recruit, identifying the needs of the board, motivations of potential board volunteers, and some recruiting tips on where and how to find potential board members.

4E – WOMEN ARE ALWAYS RIGHT AND MEN ARE NEVER WRONG – GENDER DIFFERENCES AT WORK

SPEAKER: JAMES AND KELLY ROBBINS

This is a hilarious and practical session about dealing with gender differences in the workplace. James and Kelly will show you why men and women have difficulty relating and communicating at work and will provide you with some practical tools and insights to help make your workplace function more smoothly.

4F – DROP THE UMS: DELIVERING POWERFUL PRESENTATIONS

SPEAKER: RHONDA VICTOOR

Presenting at meetings, information sessions or orientations is something many of us do all the time. Whether you shake in your boots at the thought of speaking in front of a group or ham it up in the boardroom, Coach Rhonda Victoor (*the 2004 World Effective Speaking Champion*) will catapult your speaking to a whole new level! Prepare to:

1. Develop a powerful one-sentence core message for your presentation;
2. Ditch the jitters so your unique skill shines; and
3. Engage the audience with stories and visuals that add to your message, not distract from it.

You can apply these winning principles to presentations you make to board members, volunteers, colleagues, donors, sponsors or community partners...or to the next toast you make at a family gathering.

4G – CORPORATE PARTNERSHIPS: BUILDING STRATEGIC RELATIONSHIPS WITH THE PRIVATE SECTOR

SPEAKER: SUZANNE GIBSON

As government support decreases, the private sector has been inundated with requests for funds. In response, many corporations are moving from "straight philanthropy" to "investing" in long-term partnerships that meet their organization's goals. These partnerships can provide your non-profit organization with increased resources, new networks and excellent spin-off opportunities. But you need to be creative and pro-active to build and sustain an effective long-term relationship. This high-energy and idea-packed session shows you how to secure and maintain high quality corporate partnerships that meet your non-profit organization's goals and mandate. You'll gain practical ideas, strategies, and advice (and energy!) to begin to build or enhance the corporate relationships you have always dreamed of. You will also receive a resource kit that provides you with practical tools and sample proposals to guide your work.

FRIDAY AFTERNOON SESSIONS CONT., 3:00 PM TO 4:30 PM continued on page 23

4H – STIMULATING POSITIVE ATTITUDE

SPEAKER: DREW PRICE

Reawaken the positive attitude and childlike enthusiasm of your youth. Attend this interesting, entertaining and thought provoking session to learn the techniques to not only regain control of your own attitude, but also to stimulate and influence the attitudes of those closest to you. You will discover how to choose the habits and thinking that will lead you to being positive, how to respond positively instead of reacting to negativity around you, and how to develop a consistently positive attitude and feel the benefits of this choice. Who should attend? People of all backgrounds and interests who believe in positivity and who want to gain or improve the thinking, speaking and perceptive skills necessary to stimulate positive thinking in themselves and others in order to attract people and opportunities with a similar outlook. The reality: A positive attitude does not pop into your mind by itself. How you feel is a decision you make every day. It is a choice. If this is so, why are we not more positive about our lives and the things in it? The answer is simple—it is easy to choose a positive attitude, but it may be even easier not to. The first step in choosing a positive attitude is to have an awareness of yourself and particularly what you say to yourself. Observe what kind of questions you are asking yourself about your life and the answers you give. This will become easier after a little bit of practice. Pay attention to what you're saying to yourself inside your mind, then learn to choose your thoughts to positively stimulate your own attitude. Session one focuses on techniques to regain control of our own natural tendencies to be positive. One of our greatest frustrations in life, particularly when we ourselves are being positive, is to see negative attitudes in those around us. This is especially true, when it is our family and friends. Part two of our session leads us through the simple but often neglected techniques that allow us to influence and stimulate a positive attitude in those who are closest to us. One critical factor is to draw people towards these positive outcomes rather than pushing them into them.

Key Learning Areas / Skills, Tips and Techniques / Benefits of Attending

1. Find out the difference between positive and negative attitudes and what causes them.
2. Learn how well meaning people sabotage themselves into negative outlooks.
3. Learn to overcome negative self talk to alter your state of mind.
4. Learn to take advantage of new opportunities that accompany a more positive attitude.
5. The program will be relevant to you and your day to day life.
6. You will learn ideas that can be implemented as early as the first comfort break.

4I – USING APPRECIATIVE INQUIRY TO IMPROVE YOUR ORGANIZATION

SPEAKER: JIM TAYLOR

This session will help those familiar with the vocabulary, concepts and processes of Appreciative Inquiry to apply this knowledge to facilitate specific changes they would like to make in their organizations. Particular attention will be given to writing effective AI interview guides, and showing participants the very broad range of free resources available on the internet. This session will provide greatest value when more than one person from the organization attends, so that they can work together to plan an AI process that will enable them to proceed full speed ahead to their desired future when they return to their organizations.

4J – EFFECTIVE SKILLS FOR THE NON-PROFIT SECTOR

SPEAKER: MERGE GUPTA SUNDERJI

Chances are that you achieved your leadership role through passion for your cause, your expertise, hard work, and your demonstrated ability to get things done. But as a leader in your chosen arena, you also know that your long-term success now depends on the passion, expertise, hard work, and ability of others—specifically your staff and volunteers—to get things done. This makes delegation a critical skill for excellence. If you know that delegating effectively is important to you and your organization’s success, BUT it makes you feel like you’re losing control AND you constantly struggle with letting go (after all, it’s faster and easier to do it yourself!), then you can’t afford not to attend this useful and amazingly practical session. In 90 focused and information-filled minutes, Merge Gupta-Sunderji will get right to the crux of the matter—why you should delegate, what’s stopping you, and how to do it, step-by-step, in a way that is logical and doable. If you’ve ever struggled with delegating effectively, then *do not miss* this session.

4K – TOP TIPS FOR MICROSOFT POWERPOINT

SPEAKER: SHAWN GRAMIAK

You already make some great PowerPoint presentations. So you know the basics of Microsoft PowerPoint already, but you also know you can be faster and more efficient. This session is for those with basic typing and mouse skills, but who know they can be getting a lot more from PowerPoint. Starting with a pre-made presentation, this session will examine subjects such as sound editing, inserting video into presentations, packaging for CD or DVD and a variety of skills for presenting or distributing your PowerPoint masterpiece.

4L – WHAT GIVES?! – THE TRIALS AND TRIBULATIONS OF THE VOLUNTARY SECTOR

SPEAKER: MARION GROBBS FINKELSTEIN

Come prepared to laugh and learn as Marion shares thought-provoking questions and startling insights about volunteering and working with volunteers. You will identify with her funny and heart-warming stories as you: discover why volunteers give so much; find out the difference volunteering makes to careers; explore the things volunteers do that drive you crazy...and what to do about it; hear the secret of attracting and keeping great volunteers; find out why communication is key; learn about the “thank you principle”; discover how to celebrate the contribution of volunteers; share best tips and lessons learned with colleagues; develop strategies for your most challenging volunteer situations; and learn the best way to attract great volunteers, and how to keep them. You will leave this session energized, motivated and with renewed energy to work with your volunteers!



—SUPER SATURDAY SESSIONS—

SATURDAY MORNING SESSIONS – 8:30 AM TO 10:00 AM

CODE	SESSION TITLE	SPEAKER
5A	Live the Laughter	Wayne Lee
5B	Getting Your Passion Out of Your Profession	Nina Spencer
5C	Walk on the Wild Side – Reclaiming Our Untamed Nature	Shawn Stratton
5D	More Breath, Less Stress	Taron Puri
5E	Revitalizing Yourself – 6 Ways to Build Stamina and Manage Fatigue	Dr. Don Melnychuk
5F	Stress is a 6 Letter Work	Wendy Bodnar
5G	Deflecting Flying Saucers	Carol Lesbirel
5H	What Do You Say When You Talk to Yourself? Self-talk for Staying Positive and Productive	Michelle Cederberg
5I	Mr. Potato Head	Tyler Hayden
5J	Rhythm and Joy	Judy Atkinson
5K	What’s Life Got to Do with It?	Rhonda Scharf
5L	Seven Humour Habits for Workplace Wellness	Paul Huschilt

5A – LIVE THE LAUGHTER

SPEAKER: WAYNE LEE

All success is first created in the mind. Wake up your unlimited potential and use the magic of your mind to create the results you want. It’s as easy as 1-2-3: Relax, Reprogram, and Recharge to produce outstanding results. Through Wayne Lee’s unique form of entertainment that empowers, you will learn how to: visualize achieving goals and then take action; overcome fear and eliminate self-doubt; reap the many benefits of deep relaxation and reduced stress; master emotional states and not take things personally and laugh until your stomach hurts.

5B – GETTING YOUR PASSION OUT OF YOUR PROFESSION

SPEAKER: NINA SPENCER

Some people walk into the room and the energy goes up! *Others* walk in and the energy goes down, down, down! Under which category do *you* fall? Are you aware of how you are perceived by those you serve and others with whom you daily interact? Is there a chance that you know *how* to demonstrate your generally upbeat, positive attitude and fine interpersonal abilities, but find these admired traits just aren’t coming through as well *these days* because ever changing policies, procedures and politics, and the day-to-day stresses and demands of your pressure-filled days get you down... or because it just feels like it’s been “the same old, same old” for too, too long? And even if you *are* one of the lucky ones—who continue to *love* what you do day-in and day-out—how do you intend on *sustaining* your passion and enthusiasm through all your days ahead? You’re much more likely to feel *passionate* about your efforts, over the long haul, and *proud* of important voluntary sector contributions you offer your clients, if you practice specific attitudinal and behavioural skills. That’s where, *Getting Passion Out of Your Profession*, steps in...to inspire, motivate and inform the “professional-life” and “personal-life” you...to cheer on the *cheerleaders*!

5C – WALK IN THE WILD SIDE: RECLAIMING OUR UNTAMED NATURE

SPEAKER: SHAWN STRATTON

Taking risks and stretching comfort zones are the greatest catalysts for learning. Shawn will share several adventurous and humorous stories from his life on the “Wild Side” to inspire the audience to become perpetual students. Everyone has insecurities but they don’t have to hold you back. Turn your insecurities into a golden opportunity. After this session, you will be inspired and empowered to take on new challenges and grow from the experiences. You will gain strength to face your insecurities, tools to extend your comfort zone, confidence to tackle your next challenge and inspiration to convert challenges into opportunities.

5D – MORE BREATH, LESS STRESS

SPEAKER: TARON PURI

Breath is the bridge to consciousness. So if stress is getting the better of you, the solution is as close as your breath! By becoming aware of the power of conscious, directed breathing, you can effectively counteract stress and deal more effectively with life’s challenges. Your breath, and how you use it, is the most powerful force in the world. **Discover** how to build up your personal vitality through specific breathing exercises; the Mind-Energy-Breath connection; the physiological benefits of conscious, direct breathing; and specific “calming” breath techniques. **Outcome:** Through the effective use of breath, you can lessen the effects of negative stress on both your body and mind. You can experience more relaxation and ease, along with a deeper sleep and better mental alertness through working with the art and science of breath.

5E – REVITALIZING YOURSELF – 6 WAYS TO BUILD STAMINA AND MANAGE FATIGUE

SPEAKER: DR. DON MELYNCHUK

One of the most important business resources is your personal energy. Often after working long hours, dealing with difficult people, and being under constant pressure, you can become easily tired and fatigued. Let Dr. Melnychuk inspire you to improve and energize your life. This session will provide you with techniques and strategies to help you add more energy to your day, develop the practice of recovery management, get better sleep, understand the role of effective nutrition, keep fit, and stay motivated. You will learn to monitor energy and tension, stabilize circadian rhythms and improve sleep quality, re-energize mind and body, use proven relaxation techniques, identify skills that develop positivism and implement techniques to stay motivated.

5F – STRESS IS A 6-LETTER WORD

SPEAKER: WENDY BODNAR

“Stress is a Six Letter Word; Six Proven Strategies to Manage Stress!” This session gives delegates the tools needed to take a bite out of stress! Stress is unavoidable... it’s how we deal with it that counts. How we react to stress is entirely our decision. Wendy Bodnar will help participants learn how to manage their unique stress response and how to see stress coming, stopping it in its tracks. Find joy everyday and learn to lighten up. This fun-filled session will leave delegates with a sense of joy and a basic understanding of how to manage the stress in their daily lives following the **STRESS** acronym.

5G – DEFLECTING FLYING SAUCERS

SPEAKER: CAROL LESBIREL

Flying saucers are always zooming about looking for a landing strip. It is a problem, an issue, a concern, difficulty, dilemma, quandary, predicament or even a crisis. A flying saucer can be sent your way at home, in the workplace, socially, anywhere you go. In this session you will learn how to recognize flying saucers, develop deflective response statements and learn where saucers emerge from in the workplace and at home. We will describe the 10 indicators of saucer overload and also show you what happens when a flying saucer is ignored or avoided. This session is presented in a fun, interactive, creative format and the information has an immediate impact and makes an indelible impression on delegates. Learn how to recognize flying saucers and develop deflective responses to send them back into orbit!



5H – WHAT DO YOU SAY WHEN YOU TALK TO YOURSELF? SELF-TALK FOR STAYING POSITIVE AND PRODUCTIVE

SPEAKER: MICHELLE CEDERBERG

As we navigate through the day, negativity is hard to avoid, but did you know that most of the worst things we hear originate in the messages we tell ourselves? “I can’t do that.” “I’m not good enough.” “I’m not worthy.” How would your life change if you could recognize and stop the negative messages you tell yourself? Better yet, what if you could reprogram your self-talk to powerful messages of personal development and abundance? In this session Michelle will expose our biggest self-talk blunders, give you tools to ‘erase and replace’ toxic messages in favour of positive thinking, and help you acknowledge all that is fabulous about you. Prepare to think, laugh out loud, and learn to talk to yourself better.

5I – MR. POTATO HEAD

SPEAKER: TYLER HAYDEN

Learning from others’ experiences is our key to prosperity. Explore with Tyler and Mr. Potato Head concepts like: mentoring, visioning, and action planning. Learners will discover how to collect, organize and apply the favourable attributes and skills of others to maximize their own personal success. First take a look at everyday interactions, steal the wealth of knowledge and power from each one, and transform them into a database of masterful abilities in human relationships. Then, create a mind set for success. You will easily see that your ability to conceive the future will be directly proportional to your ability to achieve it—through focus, belief, and needs satisfaction. Finally, we will begin to identify strong strategies for implementing and benchmarking your personal and professional success—all the while playing with Mr. Potato Head in some meaningful ways.

5J – RHYTHM AND JOY

SPEAKER: JUDY ATKINSON

Let the drums soothe your soul and lift your spirits at this hands-on Community Drum Circle session. Group drumming is becoming a well recognized and powerful tool for personal transformation and wellness. This session will be an opportunity for you to learn some new techniques for taking care of yourself in your hectic volunteer world. Judy, master drum circle facilitator, speaker and author uses the power of rhythm to lift spirits, un-clutter your busy mind, and soothe your soul. Judy’s compassion and authenticity will inspire you to reconnect with the joy of life, and shift into a more positive mindset. Judy’s zest for life is nothing short of infectious as she weaves her personal story and lessons from the drum into this inspirational session. Delegates will receive a drum to play and after some simple instructions we will all be off on a journey of rhythm and joy. Drums are provided for every delegate. No experience is required. Come revitalize the joy in your life!

5K – WHAT’S LIFE GOT TO DO WITH IT?

SPEAKER: RHONDA SCHARF

Can you have your cake and eat it too? How can we ensure that we have time to volunteer with our busy lives? Is it possible, or just asking too much of ourselves? This isn’t your father’s Oldsmobile or your mother’s pearls and high heels, but work-life balance does exist; it just looks different than what you are taught to believe. It’s about making sure you have time for your volunteering as well as your life. Join Rhonda in this humorous, practical, realistic and off-the-wall look at how to get balance by keeping your sanity, credit cards intact, and your job!

5L – SEVEN HUMOUR HABITS FOR WORKPLACE WELLNESS

SPEAKER: PAUL HUSCHILT

Seven Humour Habits for Workplace Wellness is a fun and high-energy session that spoofs personal growth and reminds people to take good care at work. Delegates will laugh and enjoy an eclectic mix of comedy, song, and experiential activities. They will hear about research and easy-to-apply concepts to improve their day-to-day quality of life in and out of the office. This session is ideal for people who routinely provide service to others, are overworked or have been going through a stressful or busy period. It is an excellent way of saying “thank you” while providing tools for moving forward.

SATURDAY MORNING SESSIONS CONT. – 10:30 AM TO NOON

CODE	SESSION TITLE	SPEAKER
6A	Live the Laughter	Wayne Lee
6B	Getting Your Passion Out of Your Profession	Nina Spencer
6C	Goldmine – Uncover Your Hidden Talents	Shawn Stratton
6D	More Breath, Less Stress	Taron Puri
6E	Take Control – 9 Ways to Manage Work and Personal Stress	Dr. Don Melnychuk
6F	High Energy in a Low Energy World	Wendy Bodnar
6G	One Hour to Sanity	Carol Lesbirel
6H	Positive and Productive Health Practices for Busy People	Michelle Cederberg
6I	Catchin' the Carrot	Tyler Hayden
6J	Rhythm and Joy	Judy Atkinson
6K	Charisma, Credibility and Confidence – 1,2,3 Plan to Success	Rhonda Scharf
6L	Seven Humour Habits for Workplace Wellness	Paul Huschilt

6A – LIVE THE LAUGHTER

SPEAKER: WAYNE LEE

All success is first created in the mind. Wake up your unlimited potential and use the magic of your mind to create the results you want. It's as easy as 1-2-3: Relax, Reprogram, and Recharge to produce outstanding results. Through Wayne Lee's unique form of entertainment that empowers, you will learn how to: Visualize achieving goals and then take action; overcome fear and eliminate self-doubt; reap the many benefits of deep relaxation and reduced stress; master emotional states and not take things personally and laugh until your stomach hurts.

6B – GETTING YOUR PASSION OUT OF YOUR PROFESSION

SPEAKER: NINA SPENCER

Some people walk into the room and the energy goes up! *Others* walk in and the energy goes down, down, down! Under which category do you fall? Are you aware of how you are perceived by those you serve and others with whom you daily interact? Is there a chance that you know *how* to demonstrate your generally upbeat, positive attitude and fine interpersonal abilities, but find these admired traits just aren't coming through as well *these days* because ever changing policies, procedures and politics, and the day-to-day stresses and demands of your pressure-filled days get you down... or because it just feels like it's been "the same old, same old" for too, too long? And even if you are one of the lucky ones—who continue to *love* what you do day-in and day-out—how do you intend on *sustaining* your passion and enthusiasm through all your days ahead? You're much more likely to feel *passionate* about your efforts, over the long haul, and *proud* of important voluntary sector contributions you offer your clients, if you practice specific attitudinal and behavioural skills. That's where, *Getting Passion Out of Your Profession*, steps in...to inspire, motivate and inform the "professional-life" and "personal-life" you...to cheer on the *cheerleaders!*

6C – GOLDMINE: UNCOVER YOUR HIDDEN TALENTS

SPEAKER: SHAWN STRATTON

Living a healthy lifestyle and fully developing your talents are critical aspects to achievement that are often over looked in our fast-paced world. This fun and interactive session will help participants take a snapshot of themselves, their passions, and the world around them. Focus on getting the most out of every day and discover or rediscover hidden talents that will jump-start the life you really want.

6D – MORE BREATH, LESS STRESS

SPEAKER: TARON PURI

Breath is the bridge to consciousness. So if stress is getting the better of you, the solution is as close as your breath! By becoming aware of the power of conscious, directed breathing, you can effectively counteract stress and deal more effectively with life's challenges. Your breath, and how you use it, is the most powerful force in the world. **Discover** how to build up your personal vitality through specific breathing exercises; the Mind-Energy-Breath connection; the physiological benefits of conscious, direct breathing; and specific "calming" breath techniques. **Outcome:** Through the effective use of breath, you can lessen the effects of negative stress on both your body and mind. You can experience more relaxation and ease, along with a deeper sleep and better mental alertness through working with the art and science of breath.

6E – TAKING CONTROL – 9 WAYS TO MANAGE WORK AND PERSONAL STRESS

SPEAKER: DR. DON MELYNCHUK

This session is about understanding and managing stress. It's about helping you take control of the pressures and demands in your work and personal life. Its main purpose is not only to help you design a stress management plan, but also to provide you with the strategies and resources to implement this plan. This session contains some of the best clinically proven techniques for relieving stress. Your speaker will be Dr. Melynychuk, a nationally recognized speaker who has worked with thousands of men and women across Canada in the areas of stress and fatigue management. You will learn to: understand the physiology and psychology of stress; discover the sources of stress that come from work, home and the time pressures that come from a volunteer position; apply a four step problem solving model; experience the "Train Yourself to Relax" program; develop a practical set of tools that will enable you to think in a more rational and reasonable manner; and build a stronger support network.

6F – HIGH ENERGY IN A LOW ENERGY WORLD

SPEAKER: WENDY BODNAR

"Building Energy in a Low Energy World" is a fun, interactive session that has participants playing "ENERGY SAYS" and exercising to music without leaving their chairs! Wendy will help delegates understand how energy works in the body, what is zapping our energy levels and how we can get energy, keep energy and actually have an energy reserve by the end of the day! You don't want to miss the "ENERGY TOP TEN TIPS" on building your energy levels. Come prepared to have fun and learn about your lifestyle choices and how they affect your energy levels.

6G – ONE HOUR TO SANITY

SPEAKER: CAROL LESBIREL

A humorous and practical approach to stress management. When you explore a typical day in most people's lives, you can begin to recognize that from early morning to late at night people are constantly multi-tasking, making a vast number of decisions and choices. No wonder we are stressed. Finding the right balance and what works for you is at the root of this session. Fun and information-packed with realistic solutions.

6H – POSITIVE AND PRODUCTIVE HEALTH PRACTICES FOR BUSY PEOPLE

SPEAKER: MICHELLE CEDERBERG

When life gets busy, our priorities get muddled. We skip self-care practices like exercise, healthy eating, and sleep in favour of working more, when those health habits are vital for energy and strength through stressful times. In this eye opening session Michelle speaks to the myth of life balance, and shares her ideas for staying positive and productive despite a busy schedule. She'll identify five dimensions of wellness that require our attention, help you find time in your schedule for *you*, and provide tools to move you toward better balance. Stay positive, prioritize yourself, and increase personal and professional productivity. This session shows you how!

6I – CATCHIN’ THE CARROT

SPEAKER: TYLER HAYDEN

Using Tyler’s powerful personal strategic planning tool, you can actually Catch the Carrot you have been chasing for a long time. In this powerful session you will begin to explore how to effectively create a plan for prosperity that has been proven time and again. Tyler has masterfully taken a complex planning process and distilled it into an elemental format that will efficiently and effectively help you in creating a personal mission, vision, values, objectives, environmental scan, SWOT analysis, action and five year plan. The greatest gift you can give today’s new workers is the opportunity to begin to shape the future they aspire to create. This session does that in an entertaining and engaging way. This session will take your success planning from crawling to running—with the finish line as magnificent as you can imagine!

6J – RHYTHM AND JOY

SPEAKER: JUDY ATKINSON

Let the drums soothe your soul and lift your spirits at this hands-on Community Drum Circle session. Group drumming is becoming a well recognized and powerful tool for personal transformation and wellness. This session will be an opportunity for you to learn some new techniques for taking care of yourself in your hectic volunteer world. Judy, master drum circle facilitator, speaker and author uses the power of rhythm to lift spirits, un-clutter your busy mind, and soothe your soul. Judy’s compassion and authenticity will inspire you to reconnect with the joy of life, and shift into a more positive mindset. Judy’s zest for life is nothing short of infectious as she weaves her personal story and lessons from the drum into this inspirational session. Delegates will receive a drum to play and after some simple instructions we will all be off on a journey of rhythm and joy. Drums are provided for every delegate. No experience is required. Come revitalize the joy in your life!

6K – CHARISMA, CREDIBILITY AND CONFIDENCE – THE 1,2,3 PLAN FOR SUCCESS

SPEAKER: RHONDA SCHARF


Why is it that some people can walk into a room and everyone will notice? Or with others, there is that immediate connection with (or the opposite—the immediate dislike!) Everyone wants to be the person that exudes Charisma, Credibility and Confidence—yet are unsure how to get it. It is a skill that can be learned, improved, and perfected. Rhonda ensures that you know how!

6L – SEVEN HUMOUR HABITS FOR WORKPLACE WELLNESS

SPEAKER: PAUL HUSCHILT

Seven Humour Habits for Workplace Wellness is a fun and high-energy session that spoofs personal growth and reminds people to take good care at work. Delegates will laugh and enjoy an eclectic mix of comedy, song, and experiential activities. They will hear about research and easy-to-apply concepts to improve their day-to-day quality of life in and out of the office. This session is ideal for people who routinely provide service to others, are overworked or have been going through a stressful or busy period. It is an excellent way of saying “thank you” while providing tools for moving forward.

—ACCOMMODATION—

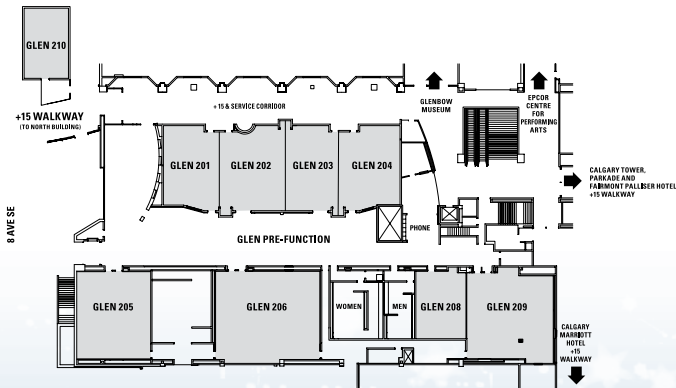
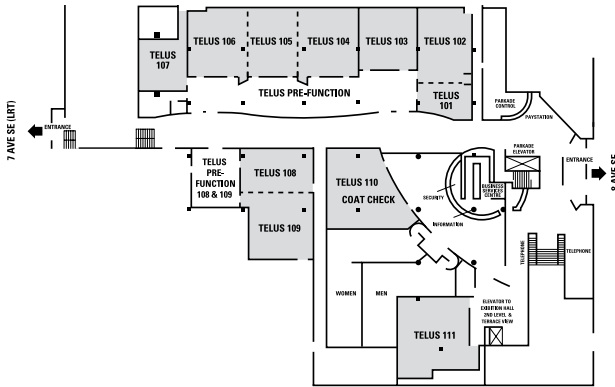
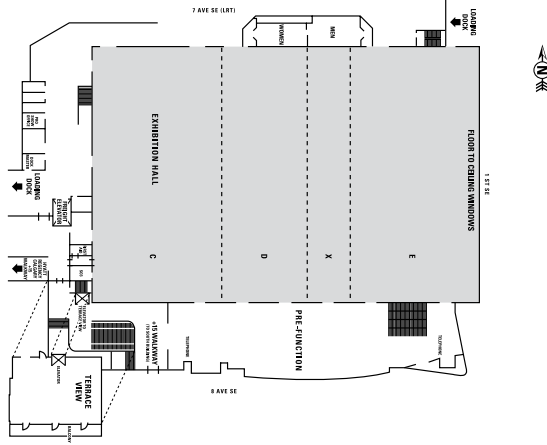
HOST HOTEL		
 110 – 9 th Avenue SE	Rate: \$174.00 for single or double	Phone: 1.800.228.9290 Reference: Wild Rose Foundation
Delta Bow Valley 209 – 4 th Avenue SE	Rate: \$199.00 single	Phone: 1.877.814.7706 Reference: GFAWRF and Wild Rose Foundation/Vitalize 2009
Fairmont Palliser 133 – 9 th Avenue SW	Rate: \$229.00 single	Phone: 1.800.231.0644 1.403.260.1230 Reference: Vitalize 2009/ID#VITAL9
Hotel Arts 119 – 12 Avenue SW	Rate: \$179.00 Additional Guests \$30.00	Phone: 1.800.661.9378 Group Code: Vitalize 2009
Hyatt Regency 700 Centre Street SE	Rate: \$209.00 single/double	Phone: 1.800.233.1234 Reference: Wild Rose Foundation/ Vitalize 2009
International Hotel 220 – 4 th Avenue SW	Rate: \$159.00 single	Phone: 1.800.661.8627 1.403.290.7873 Email: book@internationalhotel.ca Reference: Vitalize 2009 Conference, Group 202719
Ramada Hotel 708 – 8 th Avenue SW	Rate: \$149.00 single/double	Phone: 1.800.661.8684 Reference: Vitalize 2009

When booking hotel, reference Wild Rose Foundation/Vitalize 2009

NOTE: Please make sure that you book early, as rooms will be hard to come by. 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 for Vitalize 2009 and do not include applicable taxes.**

CONFERENCE MAPS

Hall D, E and X will be used for the Opening Ceremonies, All Meals, Friday Gala and Closing Ceremonies and Vital Village will be held in Exhibition Hall C. REGISTRATION WILL TAKE PLACE IN THE PRE-FUNCTION AREA OF THIS SPACE.



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

