



NACLF Conference

April 30-May 3, 2009

Hosted by the "Lions of Pennsylvania Foundation"

Geographical or financial limits know no limit when it comes to our capacity to respond to problems and opportunities that are before us. We need to ask the question, "Will our cause seem more or less important relative to the massive issues of financial well being, national safety and preparedness?"

As Executive Directors, Board Members and Lions How Do We Help Our Foundations Grow?

The goal of this conference is to provide you with speakers and information that will enable you to arm yourselves with the information you need to help reach your goals in this day and age, while recognizing the fact that many of our Foundations do not have a full time staff to do the work many foundations do.

How to Market Your Foundation!

Robert S. Saline, APR, is President and CEO of PRworks, Inc. Before owning his own full-service public relations and marketing communications firm, he developed the Marketing Communications Function for Sprint in Pennsylvania and New Jersey.

His expertise includes communications strategy, brand and reputation management, crisis communications research, marketing and public relations. He is a frequent guest lecturer at Penn State University and several other universities. He served as President of the Central Pennsylvania Chapter of the Public Relations Society of America and Pennsylvania Public Relations Society.

He will bring ideas and suggestions as to how you can market a small foundation in today's Society.

Once we "Market Our Foundations," what do we need to know about investments 2009-10? While we may hire someone to do our investments, what do we, as Executive Directors and Board Members, need to know regarding investments?

Lion Jeffrey N. Goldsmith has served as a Financial Advisor, for American Express Financial Advisors and currently is a Financial Advisor for Edward Jones. He brings his expertise of working with non-profit organizations for over 16 years in Resource Development and Community Relations. He has received the Certified Fund Raising Executive designation while working in the nonprofit field and the 2007 Winner's Circle Award, and AG McKenzie Award, Edward Jones Financial Advisors.

The future is in "Planned Giving": How can small foundations do that?

John S. Foster brings his expertise to us from marketing and secured planned giving gifts for over 15 years for the University of Pennsylvania, Villanova University, and Swarthmore College. After practicing estate and tax law in Philadelphia. John spent 10 years closing planned gifts for the University of Pennsylvania, serving as Director of Planned Giving for six years. He also headed the planned giving program at Villanova University. John is a former member of the Board of Directors of the National Committee on Planned Giving and a past president of the Delaware Valley Planned Giving Council. He has authored articles for CASE Currents magazine and contributed to The Journal of Gift Planning.

John has taught planned giving for the University of Pennsylvania's College of General Studies. He co-chaired the CASE Advanced Planned Giving Conference, and addressed the National Conference on Planned Giving and numerous CASE and NSFRE conferences.

John advises individual clients on estate and charitable planning, and is a consultant to charitable Institutions on establishing and improving planned giving programs.

He is co-founder of VirtualGiving.com and directs content and development of all web sites. He assures that copy is both effective and technically accurate, and monitors its compliance with current tax law.

Diabetic Retinopathy is a major project for most Lions today.

Dr. David A. Quillen, Professor and Chair Department of Ophthalmology, Penn State College of Medicine will present "UPDATE 2009-10." Dr. Quillen is well published, a recognized Researcher & Reviewer in his field, and an active Professor. This is a must for every Lion and we are honored to have him make a presentation at the NACLF conference so that we will have the latest information available on Diabetic Retinopathy. Just a note of importance is the fact that we all recognize that Diabetic Retinopathy is the leading cause of blindness, yet 50% are diagnosed too late for treatment to be effective. How can your foundation help change this?

Taking a look at the District 14-T Diabetic Retinopathy Program – an exhibit.

Timothy J. Bennett, CRA, FOPS, OCT-C, is an ophthalmic photographer in the Penn State University Department of Ophthalmology at the Milton S. Hershey Medical Center. Mr. Bennett has over 25 years experience working in university-based academic medical centers. He is a nationally recognized author, lecturer and educator in the field of ophthalmic photography.

Mr. Bennett holds current certification as a Certified Retinal Angiographer, is a former Commissioner of the Joint Commission on Allied Health Personnel in Ophthalmology, and has been recognized for his contributions to the profession by being named a Fellow of the Ophthalmic Photographers Society. He has served on the OPS Board of Certification, the OPS Board of Directors, and is currently President of the Ophthalmic Photographers' Society.

Today brings many challenges for our foundations. The question is: Are we doing what we need to do?

Lion Van C. Stone, Executive Administrator Lions of Illinois Foundation and a Past President of NACLF, will present an interactive workshop for Board Members and Executive Directors. Van has been a corporate trial attorney, senior vice-president of a Midwest brokerage firm, chief operating officer of a large business consulting firm, president and founder of a Midwest Bank, Methodist minister, president and general manager of a professional basketball team, professional baseball player, and decorated Vietnam veteran. He is a member of the University of Illinois at Chicago Eye Fund Board and the Advisory Board of the Illinois School for the Visually Impaired. Van's experience as a presenter, adjunct professor, writer, and national orator and motivational speaker covers a broad spectrum of subjects presented to a wide variety of audiences and includes among them testimony as an expert witness before the United States Congress on retirement legislation (ERISA). He is a Lions of Illinois Foundation Fellow Laureate. Van is listed in Who's Who in American and Who's Who in the World.