



# Nonprofit Career Conference

October 26, 2010

Loudermilk Center  
40 Courtland Street  
Atlanta, GA

8:00 – 9:00 am Registration & Consulting Stations

9:00 - 10:15 am Concurrent Session 1

### **Finding Tomorrow's Leaders for Today's Nonprofits**

Seeking work that is rewarding and makes a difference in your community? This workshop is designed for individuals considering a "switch" from the corporate sector to the not-for-profit sector or for those interested in the nonprofit sector as a career path. Through an in-depth examination of the mission and culture of non-profits, examples of how your skill sets might transfer, and strategies that lead to successfully securing a nonprofit position, participants will be equipped to move forward and make informed decisions to ensure the right "fit".

Faculty: Ellen McCarty, President – McCarty & Co.

### **Job Search Strategies/Tools of the trade**

How do you break through and rise to the top of the candidate pool? Learn tactical strategies to elevate yourself to human resources heads, hiring managers and recruiters. In this session we will explore the Do's and Don't of job seeking both online and in-person, how to best approach salary negotiations during today's economic climate, and what hiring decision makers look for "across the table".

Faculty: Michelle Shell, Client Development Manager – Opportunity Knocks

10:15 – 10:45 am Break & Consulting Stations

10:45 am – 12:00 pm Concurrent Session 2 (Repeated from Session 1)

### **Finding Tomorrow's Leaders for Today's Nonprofits**

Faculty: Ellen McCarty, President – McCarty & Co.

### **Job Search Strategies/Tools of the trade**

Faculty: Michelle Shell, Client Development Manager – Opportunity Knocks

12:00 – 1:00 pm Lunch on Your Own

1:00 – 1:15 pm

Raffle Drawing

1:15 – 2:30 pm

Concurrent Session 3

**Personal Branding**

Building a personal or individual brand is an ongoing, comprehensive process. Different from branding a product or a company, creating a personal brand is a lot like becoming a local celebrity or personality. The goal of instruction is to define branding and how this marketing concept may be applied to help build a memorable brand (reputation), which reflects character, highlights strengths, and provides value to an organization.

Faculty: Isha Edwards, Brand Marketing Director – Epic Measures, LLC

**The Generational Workforce**

This workshop will focus on the implications of generational change on the workplace. Our goal is for participants to understand the dynamics of X, Y, Boomers, Millennials and how jobseekers need to recognize the impact the each generation has upon the workplace environment. This is an opportunity to participate in a discussion on the ways we can work together in multigenerational settings.

Faculty: Jeanette Matern, Principal – BrightPath Career Coaching

2:30 – 3:00 pm

Break & Consulting Stations

3:00 – 4:15 pm

Concurrent Session 4 (Repeated from Session 3)

**Personal Branding**

Faculty: Isha Edwards, Brand Marketing Director – Epic Measures, LLC

**The Generational Workforce**

Faculty: Jeanette Matern, Principal – BrightPath Career Coaching

4:15 – 5:00 pm

Consulting Stations Open

5:00 pm

Conference Adjourns

## **Consulting Stations**

8:00 am – 5:00 pm

Conference attendees can participate in 10 minute individual consulting briefs with subject matter experts on a first-come first-served basis at various Consulting Stations (the station descriptions are listed below).

Consulting stations are open all day, even during workshop sessions, to allow flexibility and to ensure that everyone has an opportunity to meet with the consultants.

### **Resume Critique:**

Career Counselors will do a brief review of participant resume and provide directional advice.

### **Nonprofit Career Paths:**

Local nonprofit career experts and nonprofit managers will assist you in aligning your core competency areas to take your career to the next level.

### **Personal Finance:**

Professionals will provide guidance on issues including personal and family health insurance, investment planning, and financial goal mapping.

### **Volunteering 101:**

Volunteer management professionals will provide advise on incorporating volunteer service into your job search strategy. Volunteer Insight on volunteering and internship opportunities in GA based on participants' area of interest.

## **What to Prepare for and Bring to the Conference**

### **Personal Amenities:**

Be sure to bring your own water bottle and comfort items. Based on your personal preference, meeting rooms may be cooler or warmer than you prefer so please dress accordingly. Healthy snacks will be provided throughout the day.

### **Parking:**

Parking is available at the United Way Parking deck located adjacent to the Loudermilk Center. Fees are between \$6 - \$7 dollars with stamped discount from the Loudermilk Center. There also are numerous additional public lots and parking garages in the vicinity of the Loudermilk Center with fees ranging between \$3 - 5.

### **Lunch:**

Lunch is on your own so please feel free to bring a brown bag lunch or money for lunch at one of the numerous restaurants available in the vicinity of the Loudermilk Center.

### **Career Tools:**

Bring your resume and business cards to utilize the breaks in between workshops and at lunch to network with other professionals and participants in the community.

## Conference Faculty



**Isha Edwards**  
**Brand Marketing Director**  
**Epic Measures, LLC**

Isha Edwards is the brand marketing manager for **Epic Measures, LLC** (EM). In part, Isha's role at EM involves developing brand-driven marketing initiatives, which align with a company or individual's core values. Executive producing the videos, *Celebrating the Men that Lead* and *Today's Leading Ladies* are premier examples. An expert in business, branding, entertainment, and education, Isha has been a guest on a number of radio broadcasts including: *SUNY's Old Westbury Online Radio* in Old Westbury, New York, *Rejoice 94.7 WAAW* in Aiken, South Carolina, Atlanta based, *The Good Life Radio* and Chicago based, ***Touching Millions*** Blog Talk Radio. Isha earned a degree in business management from the University of Illinois at Chicago. She also holds a branding and integrated marketing certificate from the University of Southern California's Marshall School of Business. In 2009, prominent business periodicals, *Inc.com* and *Investor's Business Daily* cited Isha's practical advice to business owners.



**Jeanette Matern**  
**Principal**  
**BrightPath Career Coaching**

Jeanette is an HR Leader and Coach with a reputation for achieving quality results, creative thinking and highly effective leadership. Jeanette's expertise includes leveraging the talents of others to enhance company and individual performance; talent acquisition strategies; employee satisfaction and retention and talent succession planning. She is recognized as a highly effective facilitator of discussion topics that lend itself to learning and action. Jeanette Values diverse perspectives of thought and experiences and creates an environment where individual contributions and collaborative thinking and planning are encouraged and rewarded. As a distinguished member of the Human Resources industry, she is certified in Birkman First Look and Talent Smart EQ (Emotional Intelligence).



**Ellen McCarty**  
**President**  
**McCarty & Co Consulting**

Ellen McCarty brings twenty five years of executive experience in the government and nonprofit sectors. She has served as the Executive Director of two Atlanta based nonprofits and the President/CEO of the Make-A-Wish Foundation® of Georgia and Alabama. She has received local, state, and national recognition for her design and creation of programs in the juvenile justice system; residential facilities and programs for children and youth in foster care; and programs to establish permanent housing for homeless men, women, and children infected and/or affected with HIV/AIDS. Ms. McCarty is passionate about the work of the nonprofit sector and uses her real-life experiences and expertise to help

organizations and individuals through her company, McCarty & Co. Additionally, she serves as a guest instructor for Emory University Center for Lifelong Learning; the Foundation Center – Atlanta; the Georgia Center for Nonprofits; and United Way of Metropolitan Atlanta.



**Chelle Shell**

***Client Development Manager & Recruiter***  
**Opportunity Knocks**

Chelle Shell has worked in management for over 14 years in positions ranging from recruitment to public relations. In her current role as Client Development Manager for Opportunity Knocks she assists national nonprofit organizations and recruitment agencies connect with talented, qualified nonprofit professionals and HR management solutions. Chelle is active in her transitioning neighborhood association as well as local tennis associations. She is also a Board Member of ANP, Atlanta Nonprofit Professionals.