

NONPROFIT INSTITUTE

at the  COLLEGE of SOUTHERN MARYLAND

**What's Next:
Strategy and Adaptability**

12th Annual Nonprofit Institute Conference

**Thursday, May 5, 2022
9 a.m. – 3 p.m.**

A Virtual Conference Experience

Join us for a Post-Conference Meetup at The Charles, La Plata, at 4 p.m.

Conference Agenda

Welcome

9 – 9:20 a.m.

Welcome from the [Nonprofit Institute](#)

Welcoming remarks from [CSM President Dr. Maureen Murphy](#)

Morning Inspiration with [Shaniqua Nelson Cousins](#)

Speaker and breakout session presenter bios appear in alphabetical order after the schedule.



Marketing



Development



Governance



Operations



Leadership

Breakout Session 1

9:30 - 10:45 a.m.



Sticky Strategies for Campaign Development

Presenters: Sheebah Smith and Glynis Jones, Bekôz Marketing, LLC

The key to reaching donors and clients and generating more leads is developing an effective marketing campaign. A marketing campaign that sticks is the trick! The success or failure of a campaign involves whether it resonates with its target audiences. This session will outline the key components of a marketing campaign and consider the "sticky factor." The components include the big picture (budget and desired outcomes), goals, audience, messaging, tactics, channels, and monitoring and reporting. Ensuring that your campaign successfully resonates with your target audience is the difference between a campaign that sinks or SOARS!



Financing for the Future

Presenter: Christa Hood, CPA, Principal, Askey, Askey & Associates, CPA, LLC

Every nonprofit should be consistently looking for ways to improve finance procedures. This session will discuss best practices for nonprofit organizations for tracking and reporting financial data so that you have the information you need to manage the organization.



Advocacy vs. Lobbying by Nonprofits

Presenter: Henry Bogdan, Director of Public Policy, Maryland Nonprofits

It can be difficult to distinguish between law-regulated lobbying and permissible activities that let nonprofit organizations influence public policy and legislation. As a result, many nonprofits are deterred from acceptable lobbying. In this session, explore advocacy, the role of lobbying, and the limitations and requirements for charitable nonprofits.



Workforce Challenges: Impacts and Solutions

*Panel discussion moderated by **Susan Petroff**, Senior Executive Director, Programs & Advocacy, Charles County Charitable Trust. Panelists include **Ellen Flowers Fields**, Associate Vice President, Continuing Education & Workforce Development, College of Southern Maryland; **Ruthy Davis**, Director, Regional Workforce & Business Development, Tri-County Council for Southern Maryland; and **Wendy Wolff**, Director of Strategic Engagement, Maryland Nonprofits.*

Current workforce challenges impact most every nonprofit employer but for some organizations, workforce shortages have become a crisis. This is especially true for nonprofits providing health and human services. Organizations like these have experienced shortages for the past three or four years due to a lack of qualified candidates for specific positions. This session will explore the impacts on nonprofits and discuss potential long-term solutions for resolving workforce shortages.



Engaging Your Future: Building Blocks for Effective Strategies

*Presenter: **Tom Morley**, Managing Director, Snowflake Consulting*

Engage in a discussion of the key concepts of nonprofit strategy, from discovery to planning to implementation and adaptation. Strategic planning is too often thought of as just an "off-site" endeavor or a document that ends up sitting on someone's hard drive. The purposes and process are also frequently misunderstood. The idea of engaging in strategy is different - it's a living cycle of exploring and analyzing conditions, using this knowledge to envision the future and make it actionable, and continuously measuring, monitoring, and adjusting to keep things relevant and timely. A sound strategy is necessary for every nonprofit, whether they are looking to expand coverage or scope, or just stay solvent. They need to know how to do it right.

Breakout Session 2

11 a.m. – 12:15 p.m.



Words Are Actions: Inclusive Language and Conscious Word Choice

*Presenter: **Justin Harris**, Writer and Content Developer, College of Southern Maryland*

Language shapes and reflects thought, and how we think determines how we express our thoughts. This session is intended to help your organizations communicate more effectively with stakeholders by reflecting on the connotations of the words we use and consciously choosing inclusive language. We'll touch on topics like gender, LGBTQ+ issues, racial/ethnic identity, disability, and mental illness, to ensure that the language we use resonates with intended audiences in a way that makes them feel recognized, valued, and included for who they are.



More Than a Seat at the Table: Engaging Marginalized Communities in Program Design and Implementation

Presenter: Dondra Ward Uzoka, CEO and Founder, Sidnae Global Research

You're applying for a grant, and it's a perfect match. Mission alignment; check. Years of experience working with the population; check. Diverse leadership and Board members; check. And then they ask, "How is your nonprofit centering community voices?" The question's meaning and the correct answer may be unclear. This session will clarify what "community voice" means, and why it's so important post-pandemic. Using real-life examples, examine simple strategies nonprofits can use to authentically engage marginalized communities, put them in the driver's seat, and amplify their voices during project planning, implementation, and evaluation. How a nonprofit responds to and follows through on this commitment will determine its future fundraising success.



Organizational Resiliency and Stability for the Future

Presenter: Ruth LaToison Ifill, President and CEO, Washington Regional Association of Grantmakers

This session will delve into the reality and challenges of leading a philanthropy mobilizing organization and adapting in response to a pandemic. Get more insight into how to manage an organization in uncertain times, and how to engage with relevant stakeholders while developing and establishing a new strategic framework.



How Community Mediation Can Help Your Organization

Presenters: Sheri Tardio, Executive Director, Community Mediation Center of Calvert County; Julie Walton, Executive Director, Charles County Community Mediation Center; Mia Bowers, Executive Director, Community Mediation of St.

Mary's County

Since every nonprofit encounters interpersonal conflict, knowing how to resolve it is important for its successful operation. This session will teach strategies that are useful for managing conflict. It will also explain how to access community mediation services. The directors of the three Community Mediation Centers in Southern Maryland will share how their services can help nonprofit professionals resolve conflicts, promote teamwork, and build community. By using these services, nonprofit professionals can improve their workplace and further organizational goals.



THINK Differently

Presenter: Kashonna Holland, President, SK Leading Forward

In this session, Kashonna Holland will encourage you to creatively engage with your audiences. She will also challenge you to create opportunities that stretch beyond your imagination. In

addition, you will discover fresh ideas and work on overcoming obstacles in order to improve your professional agility.

Lunch Break

12:15 – 1 p.m.

Lunch options abound!

Take time to eat and recharge to rejoin the conference for the keynote speaker at 1 p.m.

Brown bag networking lunch – join your conference peers for conversation.

Rural Maryland Council Grant Info Session – learn about two grant opportunities

Volunteer Maryland Info Session – discover how your organization can benefit

Keynote

1 – 1:30 p.m.

Mel Brennan, CEO, United Way of Southern Maryland

"The Three Dimensions of a Complete Nonprofit"



Mel Brennan has led people for nearly 30 years, 15 of which have been in impact nonprofit organizations, delivering consistent outcomes and deep social and governance change through informed movements and change leadership. From university teaching to location-based entertainment, court compliance, and service design thinking that focuses nonprofits on real key performance indicators as well as critical global governance reform, he brings local-to-global experience from across multiple business sectors to bear in the forging of partnerships, insights, and solutions.

Brennan's leadership has been both diverse and deep, leading as a member of the executive teams of cutting edge nonprofits like Thread, Inc. in Baltimore, and serving in the c-suite of institutional organizations like the YMCA Movement in Maryland and New Jersey; he served as deputy director of the Office of Compliance Consultants at Rikers Island, as statewide vice president of the programs and networks for the Maryland Food Bank and as CEO of the Fuel Fund of Maryland.

He began his professional career with the city of New York as a confidential investigator with the Civilian Complaint Review Board, then spent time in general management for for-profit endeavors like Sega GameWorks, WWFE and the Walt Disney Company, where he focused on games, attractions, and restaurant development.

A transition to governance, academia and thought leadership saw global opportunities to help those in need and critique the worldwide workings of sport while working for FIFA, CONCACAF, and the University of Stirling (Scotland, UK). Brennan returned to the United States in 2005 to teach at Towson University and curate the first TEDTalk in Baltimore City, TEDxBaltimore, in 2011. He earned degrees in political science and history from McDaniel College in 1996 and pursued a Ph.D. focusing on sport and human rights while attending and teaching at the University of Stirling.

Brennan lives and loves at home with his wife Laurel, three children, and one rescued dog. His motto was handed to him by his father: “every single thing educates; are you student enough to listen and learn?”

Breakout Session 3

1:45 – 3 p.m.



Using Social Media and Digital Presence for Marketing

Presenter: Lisa Colavito, Outreach and Retention Coordinator, Community Education, College of Southern Maryland

Many social media platforms offer nonprofit accounts and tools for increasing awareness, driving brand recognition, building a community, sharing news about a specific cause, fundraising, and recruiting volunteers. In this session, work together to develop a social media management plan; take a deep dive into various social media platform analytics and metrics to understand engagement; develop strategies for organic community growth; determine which platforms and channels your audience are accessible on, and find inspiration for creating authentic content for your channels.



Tamp Down the Fear of Fundraising

Presenter: Tom Brush, CEO, Advancement Designs

Are your board members uncomfortable, scared, and tired of fundraising? Do they feel like they have to keep going back to family and friends asking for money? Have you found it hard to recruit board members because they don't like asking people for money? Fundraising and resource generation is vital to your organization and a key responsibility of your board and yet it is one of the things many board members like the least about their role.

Your challenge is to find ways to help them be more comfortable in that role, ensure them it isn't so bad, and maybe you aren't really clear on how to do that. This session will review several strategies for reducing the fundraising fears and help generate the resources your organization needs to survive and thrive.



Legal Issues Facing Nonprofits

Presenter: Bonnie Rothell, Partner, and Chair of Litigation Department, Morris, Manning & Martin, LLP

Among the top legal issues facing nonprofit organizations are risk management, avoiding litigation, and what to do when litigation is unavoidable. Often, nonprofits do not focus on these concerns until it is too late due to limited time, finances, and/or knowledge. This session will offer practical pointers to ensure compliance and education about relevant topics including contracting, social media, record-keeping, and more.



New Kid on the Nonprofit Block

Presenter: Patty Stine, Executive Director, Pure Play Every Day, Inc.

Explore the stumbling blocks to establishing a sustainable entrepreneurial nonprofit. Focus on the challenges of starting a nonprofit business - the common mistakes made and potential solutions for correcting or preventing them. We will "play" around with some of the solutions that can be implemented to overcome those challenges.



How to Lead Without Losing Your Soul

Presenter: Dr. Trenace Richardson, Director, Organizational Development and Learning Institute, College of Southern Maryland

In this highly interactive session, Dr. Trenace Richardson will explore the dilemma that current and aspiring leaders face when making tough decisions that could compromise their personal views. Discover the seven pillars that allow leaders to maintain their authenticity and integrity while making difficult decisions.

Post-Conference Meetup at The Charles, La Plata

4 p.m.

Join the Nonprofit Institute staff and nonprofit colleagues for in-person conversation and networking.

Conference Speakers and Presenters



Henry Bodgan
Director of Public Policy
Maryland Nonprofits

Henry Bodgan joined Maryland Nonprofits as director of public policy in 1997. Previously, he had a 20-year career in policy analysis, advocacy, and government relations for the city of Baltimore. Bodgan is responsible for implementing Maryland Nonprofits' public policy program. He also assists organizations with legal or practical issues that arise from their own advocacy efforts. In addition, his position deals with issues of nonprofit tax exemption as well as federal and state laws governing nonprofit organizations, which include fundraising regulations. Prior to policy work, Bodgan worked in housing inspection. He also worked on a range of housing and community development activities within the Baltimore City Department of Housing and Community Development.



Mia Bowers
Executive Director
Community Mediation of St. Mary's County

Mia Bowers is the executive director of Community Mediation of St. Mary's County. Bowers is a hardworking and dependable community leader with a strong record of having an impact on those around her. For more than a decade she has demonstrated her passion by serving the community in a variety of ways.

As a member of the transformative mediation community, Bowers has been trained to conduct mediations including but not limited to child access; attendance; re-entry; property; and district court (landlord/tenant, small claims, peace orders). In addition to mediation, Bowers is also a skilled facilitator trained to provide facilitation for large/small groups; IEP (individualized education plans); and community conversations. When she is not encouraging others to volunteer or donate to local causes, she enjoys curling up to a good book, listening to live music, watching movies, and exploring new foods.



Mel Brennan
CEO
United Way of Southern Maryland

Mel Brennan has led people for nearly 30 years, 15 of which have been in impact nonprofit organizations, delivering consistent outcomes and deep social and governance change through informed movements and change leadership. From university teaching to location-based entertainment, court compliance, and service design thinking that focuses nonprofits on real key performance indicators as well as critical global governance reform, he brings local-to-global experience from across multiple business sectors to bear in the forging of partnerships, insights, and

solutions.

Brennan's leadership has been both diverse and deep, leading as a member of the executive teams of cutting edge nonprofits like Thread, Inc. in Baltimore and serving in the c-suite of institutional organizations like the YMCA Movement in Maryland and New Jersey, He served as deputy director of the Office of Compliance Consultants at Rikers Island, as statewide vice president of the programs and networks for the Maryland Food Bank, and as CEO of the Fuel Fund of Maryland.

He began his professional career with the city of New York as a confidential investigator with the Civilian Complaint Review Board, then spent time in general management for for-profit endeavors like Sega GameWorks, WWFE, and the Walt Disney Company, where he focused on games, attractions, and restaurant development.

A transition to governance, academia, and thought leadership saw global opportunities to help those in need and critique the worldwide workings of sport while working for FIFA, CONCACAF, and the University of Stirling (Scotland, UK). Brennan returned to the United States in 2005 to teach at Towson University and curate the first TEDTalk in Baltimore City, TEDxBaltimore, in 2011. He earned degrees in political science and history from McDaniel College in 1996 and pursued a Ph.D. focusing on sport and human rights while attending and teaching at the University of Stirling.

Brennan lives and loves at home with his wife Laurel, three children, and one rescued dog. His motto was handed to him by his father: “every single thing educates; are you student enough to listen and learn?”



Tom Brush
CEO
Advancement Designs

At 53 years old, Tom Brush realized that he had been living his life as a renegade. He embraces that everyone travels their own path to success based on their knowledge, experience, and perspective.

After 25 years of taking on various roles within the nonprofit world, Brush decided to share the knowledge he gained with others. He created his coaching and consulting business, Advancement Designs. He uses this

business to help organizations become the best versions of themselves. He does this by focusing on strategic planning, fundraising, executive coaching, and volunteer management.

In 2020, Brush worked with Bob Graham to create the Renegade Success Network. The network was formed to support organizational leaders, small business owners, and entrepreneurs. Specifically, it aims to help those people find and take their next steps on their unique pathways to success. The network ultimately seeks to help people embrace the renegade within themselves.

Tom Brush graduated from Hamilton College before earning an MBA from Saint Leo University. He is also a Standards for Excellence® licensed consultant.



Shaniqua Cousins
Entrepreneur, Author, Speaker, Coach, Home Cook
Enthusiast, Host, and U.S. Navy Veteran

Shaniqua Cousins proudly served in the U.S. Navy for eight and a half years, quickly distinguishing herself as a superb leader, mentor, outstanding manager, and one truly concerned for the betterment of fellow sailors and civilian employees alike. Her meritorious service stemmed from October 1997 to April 2006. To date, she continues to serve her country as a proud member of the Federal Civilian Service.

Since her military career, Cousins founded Shaniqua Cousins World Group LLC, a lifestyle brand dedicated to the creation of inspirational and transformative media content and resources for use by women that lead to positive life outcomes.

She is the founder and host of the Women Seeking Purpose Living Dreams Experience, an annual intimate conference experience dedicated to creating an atmosphere that stirs inspiration and ignites transformation with the goals of showcasing, building, and encouraging strong female role models.

As a self-published author, she has authored “Life, Experiences, Preparation, and Purpose,” a quest for purposeful soul searching that leads to fulfillment in life, and co-authored “My Name is Mommy, Stories of Motherhood and the Lessons it Taught.” Most recently, her love for home cooking, health, and wellness led to the release of “Shaniqua Cousins Flavored with Love,” a collection of homemade recipes, health and wellness suggestions, and fond memories. She is also the creator of the stationery gift box collection “Letters to My Daughter: Moments Captured, Bonds Sealed,” in honor of her daughter Jada Cousins (rising film director and producer) and the unbreakable bond they share as mother and daughter.

As a media content creator, she is committed to delivering inspiring, informative, encouraging, as well as, lighthearted, long and short-form content through the use of her website shaniquacousins.com, social media extensions, and her “Seek Purpose, Live Dreams TV” newsletter, streaming platform and talk show. Programming topics across media platforms include cooking, entrepreneurship, family, home, personal development, and wellness.

As a certified health and life coach, Cousins helps people make lasting changes to get amazing transformations in their lives. Her signature “Total Transformation Breakthrough” coaching

program combines the right system, support, and accountability, to help clients create the beautiful life and optimal health they want in a short period of time.

At Southern Illinois University, Cousins earned her Bachelor of Science in Health Care Management. At the Florida Institute of Technology, she earned her Master of Science in Business Administration. At Health Coach Institute, she earned her Health & Life Coaching Certification. She is a frequent guest on radio, podcasts, and television shows, and is interviewed by magazine outlets and media personalities across the country, allowing her to share her message of purposeful living. Cousins has become an influential force for her generation and the next generation to follow.



Lisa Colavito
Outreach and Retention Coordinator
Community Education
College of Southern Maryland

Lisa Colavito earned her bachelor's and master's degrees in marketing from the University of Maryland Global Campus and is certified by HubSpot in content, digital, and social media marketing and certified by Google in data analysis. Colavito has also worked in consultative sales and marketing throughout her career. A former hair salon owner for 23 years she is on the cusp of starting a new business *Leading a Digital Life*, a branding and marketing firm. As a former SBDC business consultant, she

offered advice to entrepreneurs about starting and managing various business entities.

Colavito facilitates educational sessions, which she creates by researching marketing strategy, consumer behavior, and digital and social media platforms. She has created a catalog of 25 different slide presentations; a few are promos, but most are business educational. Her public presentations are often featured by the Small Business Development Center of Maryland. Presently, she is developing an integrated marketing communications plan in her new role with the college.



Ruthy Davis
Director
Regional Workforce & Business Development
Tri-County Council for Southern Maryland

Ruth A. (Ruthy) Davis is director of regional workforce and business development for the Tri-County Council for Southern Maryland. In this capacity, Davis implements the policies, goals, and objectives set by the regional workforce development board and oversees management of the operations of the region's American Job Center delivery system, the Southern Maryland

JobSource. She also serves as the liaison with federal, state and local governments and community organizations in advancement of workforce and regional economic development efforts.

Davis has extensive business experience, having owned a small business in Southern Maryland and having held numerous leadership positions with Verizon, Bell Laboratories, and Bell Communications Research. She was hired by the council in 2010 as a business services representative for the JobSource Workforce Program and spent six months working for the Maryland Department of Labor, Licensing and Regulation as a project manager for discretionary grants.

Davis is a long-time resident of Southern Maryland and holds a bachelor's mathematics and a bachelor's in English from Bethany College.



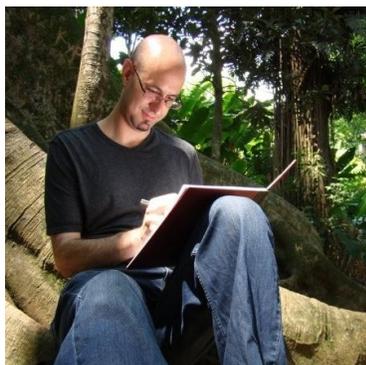
Ellen Flowers Fields
Associate Vice President
Continuing Education & Workforce Development
College of Southern Maryland

Ellen Flowers-Fields is the associate vice president for Continuing Education and Workforce Development at the College of Southern Maryland. She is responsible for continuing credit-free education programs in workforce development and community education; the Maryland Center for Environmental Training; the Velocity Center; the Small Business Development Center; the WorkForce Center, and the Nonprofit Institute.

Flowers-Fields has over 30 years of progressive professional experience in the field of workforce development and human capital management. Her diverse background includes supporting entrepreneurship and small business development efforts, acquisition, project management, and implementation of various federal, state, and local programs that address community economic development needs.

Flowers-Fields holds a bachelor's degree in business administration from Pace University; certification from the International Business Innovation Association in Business Incubation Management; and is credentialed as a global career development facilitator from the Center for Credentialing and Education. She is a 2009 graduate of the inaugural Class of Leadership Southern Maryland, an entrepreneur, and a self-published author.

Affiliations include Executive Board member Tri-County Council for Southern Maryland, board member MD Technology Development Corporation (TEDCO), Member of the National Association of Workforce Development Professionals, and the Maryland Economic Development Association.



Justin Harris
Writer and Content Developer
College of Southern Maryland

Justin Harris' 15-year career as a writer, educator, and activist has been driven by his love of words and language, and an ardent belief that sharing knowledge and telling stories empowers us to shape our present and our future.

He's lent his expertise as a writer to practically every type of document imaginable, including screenplays, graphic novels, children's books, tabletop games, academic research, news reports, speechwriting, and more.

Living in Colombia, he freelanced as a writer, translator, editor, and journalist writing for U.S.-based national consumer magazines on social and environmental justice issues – while sharing his love-hate relationship with the idiosyncrasies of the English language as a university professor.

He led the Dallas Public Library's Spanish-language outreach team, working to make the library system more representative, relevant, and accessible to Hispanic and Latinx Dallasites, including organizing dozens of bilingual legal-education seminars in the community.

Harris works with the College of Southern Maryland as a writer and content developer, crafting the college's voice and working ceaselessly to amplify marginalized voices and narratives.



Kashonna Holland
President
SK Leading Forward

Kashonna Holland is an engaging keynote speaker, an inspiring coach, a motivational author, and an insightful corporate trainer. She is the president & CEO of Simply Kashonna, a business built to promote bold, fearless, and courageous living. She goes beyond surface topics to address issues inhibiting personal, professional, and spiritual potential.

Holland has helped many people walk through the ambiguity in their lives and define their life's purpose through discovering their authentic selves.

In both the corporate arena and the nonprofit world, Holland's service has focused on the strategic growth and development of people. Corporately, she has held positions in human resources and the staffing industry. Additionally, she has spent years in an executive pastoral role where crisis intervention and spiritual guidance were her main responsibilities.

Understanding that leadership training and development are essential to any organization's growth, Holland launched SK Leading Forward. The organization is dedicated to enhancing employee engagement, performance, productivity, and morale.

Holland is also the author of "7 Days to Simply Shift: A Daily Guide to Transforming Your Mindset Personally, Professionally, and Spiritually." Holland is a Rotarian and serves her community in several ways. She is on the board of Promote Self-Sufficiency, the Commission for Women, and the Women's Giving Circle.



Christa Hood

CPA, Audit Principal

Askey, Askey & Associates, CPA, LLC

Christa Hood joined the Askey, Askey & Associates, CPA, LLC team from a CPA firm in Northern Virginia. She received her Master's in Business Administration (MBA) from Indiana University of Pennsylvania. Hood started her public accounting career in 2004 and decided immediately that she enjoys the personal interactions with clients that auditing requires. She currently manages numerous audits, reviews, compilations, as well as other attestation engagements for a variety of nonprofit and commercial clients.

Hood also provides business and QuickBooks consulting services, tax preparation services, and has served as a temporary controller to clients. She is a QuickBooks ProAdvisor and is a member in good standing with the Maryland Association of Certified Public Accountants and the American Institute of Certified Public Accountants.

After graduating from the Leadership Southern Maryland program, Class of 2018, Hood joined the board of directors and is currently the treasurer. She also served as treasurer for Girls on the Run of Southern Maryland for two years, helping the local chapter get off the ground. Hood grew up in Pennsylvania and lives in Lexington Park, Maryland. In her free time, she enjoys spending time with her dog, family, and friends, and loves to travel.



Glynis Jones

Managing Partner

Bekôz Marketing, LLC

Glynis Jones has over 15 years of experience in project management, strategic communications, branding, and marketing. For seven years of her career, she was an account executive for an in-house creative agency and then transitioned to managing strategic communications and marketing efforts for various federal initiatives in the corporate world. Currently, she is also managing partner of Bekôz Marketing, where she provides strategic guidance, leadership, and direction across project tasks and is responsible for the day-to-day management of communication initiatives.

Jones values the importance of developing and enhancing a brand and understands what it takes to promote and manage effective programs. Her passion for branding and marketing combined with her dedication to providing strategic solutions has positioned her to excel and offer creative guidance for individuals and organizations.



Ruth LaToison Ifill
President and CEO
Washington Regional Association of Grantmakers

As president and CEO, Ruth La Toison Ifill leverages partnerships and member engagement to begin strategic planning, streamline operations, and align programs to WRAG's mission of creating a more equitable region. She comes to WRAG with experience in national and local nonprofits and membership organizations. Most recently, she served as the vice president of culture, talent, and equity at the Council on Foundations, where she developed and implemented programming and training for council staff and its members to improve organizational culture and operationalize racial equity. She enjoys hiking with friends, trying new foods, and spending quality time with her husband and two young children.



Tom Morley
Founder, President, Managing Director
Snowflake LLC

Snowflake LLC is a Certified B Corporation® consultancy that helps organizations transform lives and build communities. Morley has nearly 25 years of experience consulting with nonprofit, government, and business clients, both internally and externally. After 15 years with "Big 4" consultancies, many of which were in senior leadership roles, Morley started Snowflake Consulting to make a greater impact on society. He has worked with about 125 different organizations across sectors and industries, in the United States and abroad, in areas such as strategy, organizational effectiveness, talent management, and marketing.



Susan Petroff
Senior Executive Director
Programs and Advocacy
Charles County Charitable Trust

Susan Petroff is a nonprofit professional fortunate to work with extraordinarily dedicated colleagues in improving educational outcomes and the quality of life for children, adults, and families. Currently the senior executive director of programs and advocacy for the Charles County Charitable Trust, she has a background in programs, education, development, and communications.

As co-executive director of programs for the National Center for Learning Disabilities, she led the development of the Response to Intervention Action Network, which seeks to advance and support the implementation of multi-tiered instructional and behavioral models in schools across the nation. At the American Association of Colleges for Teacher Education, she was a key team member in the development and implementation of a pre-service teacher performance assessment that has been adopted by several states.

As vice president of Phoebus Communications, Petroff led the development and implementation of Reading Is Fundamental's first distance learning service for over 5,000 parent and teacher volunteers across the nation. At the Public Broadcasting Service (PBS) and the Corporation for Public Broadcasting, she was a key member of the development and implementation team for the U.S. Department of Education-funded Ready to Learn Service on PBS, which serves children, parents, child care providers, and pre-kindergarten-early elementary teachers.

Before joining the Charles County Charitable Trust, Petroff was a nonprofit consultant, providing fund development and other services to clients, such as the Charles County Literacy Council, Center for Global Health & Diplomacy, and the Fairfax Symphony Orchestra. Petroff is a graduate of Plymouth State College of UNH and studied at Dartmouth College. She lives in Charles County with her husband.



Dr. Trenace Richardson
Director
Organizational Development and Learning Institute
College of Southern Maryland

Dr. Trenace Richardson is an internationally sought-after keynote speaker, singer, and award-winning educator. She is also a yoga instructor and author. She was recently featured on the Netflix special "Voices of Fire," which was produced by superstar artist and producer Pharrell Williams.

With over 20 years of leadership experience in the public and private sectors, Dr. Richardson is a highly respected leadership researcher and practitioner. She has spoken to and sung for audiences across the United States. She has also inspired people and helped businesses, churches, and civic organizations excel in personal and leadership development. She has an innate ability to connect with diverse audiences across various disciplines.

Dr. Richardson recently earned her certification as a registered yoga teacher (RYT 200) at Shabach Yoga in Southern Maryland. She leads groups and individuals in weekly yoga flows, both in-person and virtually. She is called to help others better understand the physical, mental, emotional, and spiritual benefits of practicing yoga.

As a lover of learning and all things academic, Dr. Richardson earned a master's of divinity from Howard University. She also received a doctorate in higher education administration from George Washington University. Her dissertation focused on the impact of spirituality on the leadership practices of female African American college presidents. Dr. Richardson is a published author who has written about servant leadership, spirituality in the workplace, leadership, and personal development. Her latest co-authored work, "Purpose Pushers: The Journey of Discovering & Walking in Your Life's Purpose," is now available.

Dr. Richardson currently oversees Trenace Richardson Enterprises. The company specializes in speaking, consulting, and leadership development. She also directs the work of her nonprofit, REAL Women Inc. The nonprofit creates safe spaces for women in the United States and abroad, where they can do personal development work on themselves. Dr. Richardson has held several leadership and research positions with Strayer University and George Washington University, respectively. She currently serves as the director of the Organizational Development and Learning Institute at the College of Southern Maryland.

Dr. Richardson's passion is to help growing organizations and driven individuals discover their creative core by living out a theoretical leadership and life framework. She developed the framework herself and called it Leading with Soul. This inward-focused leadership style has been highly successful in training facilitators for her nonprofit and for her clients across the country.

Due to her extensive education and experience, Dr. Richardson has earned many awards and recognitions. Some of her accomplishments include the Woman Empowerment Entrepreneur of the Year Award from the DC Women's Business Center; the Trailblazer Award from the Charles County MD Commission for Women in the area of Entrepreneurship; and The Spectrum Circle Award for Innovative Women in Business, Tech, and Media.

Dr. Richardson is a proud member of Delta Sigma Theta Sorority, Inc. She recently traveled to Okinawa, Japan to be the keynote speaker for their International Sisterhood Retreat. She is also the wife of Gregory Richardson. They have two beautiful children, Nhi'ya and Nigel, and they all live in the DC Metropolitan area.



Bonnie Rothell
Partner and Chair of Litigation Department
Morris, Manning & Martin, LLP

Bonnie Rothell is a litigator with 34 years of experience. She is a Partner at the Am Jur 200 law firm of Morris, Manning & Martin LLP. There, she is the chair of the litigation department and serves on the law firm's executive and management committees. Rothell has appeared in federal, state, and bankruptcy courts throughout the country. She has served as a private and court-appointed mediator for numerous matters. She is often called upon to handle risk management matters and avoid high-stakes litigation. Rothell's cases include employment litigation, contract, bankruptcy matters, and more.



Sheebah Smith
Managing Partner
Bekôz Marketing, LLC

Sheebah Smith is a motivated mission-oriented marketing professional experienced in a wide array of specializations including brand management, promotion, creative design, content creation, as well as forging digital strategies, and developing strategic alliances. Her experience spans over 15 years, beginning in the nonprofit sector as a public relations coordinator advocating for people with disabilities.

Today, Smith serves as marketing director for eTrepid, helping businesses compute with clarity in areas such as cybersecurity, cloud computing, artificial intelligence, and unified communication. In her spare time, she co-manages Bekôz Marketing, a firm dedicated to providing communications and marketing solutions for organizations devoted to community enhancement and social improvement. Her experiences have allowed her to share her skills with

a long list of causes including domestic violence, homelessness, substance abuse, social justice issues, and hunger to name a few.

Smith is an active participant in several professional and civic organizations including the American Marketing Association, Charles County Chamber of Commerce, Sigma Gamma Rho Sorority, Inc., and the Zonta Club of Charles County. She holds a master's in business administration and marketing management from the University of Maryland, as well as a bachelor's in communications and electronic media/film from Towson University.



Patty Stine
Executive Director
Pure Play Every Day, Inc.

Patty Stine is dedicated to helping children thrive socially, emotionally, physically, and intellectually. Throughout her 30-year career, she has taken on many roles. They include being a play environment designer, a preschool teacher, and a curriculum developer. She has also been an administrator and an entrepreneur.

During her career, Stine has focused on empowering others to give children an abundance of playfully engaging learning opportunities. Today, she advocates for open-ended, self-directed play that uses loose parts in community events. She also provides hands-on training workshops for adults to help them understand the benefits and value of play for children. Stine uses her several roles to advocate for the children in her community and across the nation. She is a play ambassador for the U.S. Play Coalition, an outreach chairman for the Charles County Early Childhood Advisory Council, and a member of the Charles County Commission for Women.



Sheri Tardio
Executive Director
Community Mediation Center of Calvert County

The Community Mediation Center of Calvert County was established in 2006 to provide conflict management and education that empowers people to create peaceful conflict solutions. Dr. Tardio has been a mediator at the center since 2012, and she became the executive director in 2018. She also has a master mediator certification in transformative mediation. In addition, she is experienced in working with youth, adults, and groups at the

CMCC.

Dr. Tardio studied psychology at Johns Hopkins University. She attended graduate school at the University of Virginia, where she earned her M.Ed. in School Psychology and a Ph.D. in Clinical/School Psychology. After that, she pursued a postdoctoral program in clinical/community psychology at the William S. Hall Psychiatric Institute in Columbia, South Carolina. There, she worked at a community mental health center for several years. Upon moving to Maryland, Dr. Tardio worked as a school psychologist for St. Mary's County Public Schools. She worked with the Calvert County Health Department to design and present a school-based program for teen mothers. She also volunteered as a youth educator for the Calvert Nature

Education Society. On top of this, she has worked with both children and adults as a volunteer for Calvert Hospice.

As the director of the CMCC, Dr. Tardio has expanded the center's services to include restorative justice practices for both youth and adults. She is also passionate about bringing mediation and restorative justice practices to Calvert County Public Schools and the court system.



Julie Walton
Executive Director
Charles County Community Mediation Center

As the center's first director, Julie Walton brings 20 years of experience as a practitioner, trainer, and mentor of conflict management encompassing mediation, negotiation, facilitation, consensus building, and community dialogue.

The Charles County Community Mediation Center, established in March 2016, makes available mediation and conflict management services free of charge to the community and provides direct grassroots education and outreach to individual community members.

Having spent the first 23 years of her career working in information technology, Walton took a two-year break to return to college full time to pursue a degree in international relations from Florida International University where she graduated with honors in 2010 and became a certified county mediator by the Florida Supreme Court.

Walton then moved to Alexandria, Virginia for a paid internship with the U.S. State Department and led a Belize engagement team where she collaboratively assessed, designed, and led efforts to build a sustainable Belize City Community Mediation Program for gang and at-risk youth intervention. She earned the U.S. Department of State Meritorious Honor Award.

Since 2010, Walton has attended extensive training in mediation practices, restorative justice practices, conflict analytics, world religion, intercultural communication, facilitation, trauma awareness, and undoing racism. Walton was on the roster for the U.S. Institute of Peace in Washington, D.C., training United Nations Peacekeepers in Africa.

Walton was Community Mediation Baltimore City Volunteer of the Year in 2015 for her work addressing conflict within the community and in 2015, she became a certified mediator in inclusive mediation through community mediation, Maryland's performance-based evaluation process.



Dondra Ward Uzoka
CEO
Sidnae Global Research

Dondra Ward Uzoka has a passion for supporting organizations that enact social change and strengthen neighborhoods. After specializing in government grants and program design, she helped nonprofits win over \$6 million in competitive grant awards. As a trainer, Ward Uzoka loves to work with groups of mixed experience levels. Before starting SGR, she worked at the U.S. Department of Health and Human Services and the U.S. Environmental Protection Agency. She is a Grant Professionals Association-approved trainer and holds a Grant Professionals Association certification. She holds a master's in biotechnology, as well as a graduate certificate in public health information systems. Ward Uzoka is a long-time resident of Southern Maryland.



Wendy Wolff
Director of Strategic Engagement
Maryland Nonprofits

Activating and coordinating community responses to the HIV/AIDS epidemic was how Wendy Wolff began her career in the nonprofit sector. Her early career helped her to build a strong understanding of the value and role of the community in program planning and policy development. She brings nearly 25 years of diverse consulting experience to her role as director of strategic engagement for Maryland Nonprofits. Wolff has collaborated with government agencies, universities, nonprofit organizations, and faith-based organizations to enhance the quality of life within many communities throughout the United States. She uses her strategic thinking skills to help clients synthesize information from wide-ranging sources, and reframe problems while uncovering root causes to find refreshing, creative, and effective solutions.

Over the past two decades, Wolff has helped thousands of organizations and their people to create brighter futures for the communities in which they serve. Her excitement in working with the members of Maryland Nonprofits is infectious. She values the genius that each and every person brings to their role in the sector and works diligently to elevate any person that she engages with.

Wolff holds a master's in public health from New York University. She has resided as an adjunct professor at the University of Denver and as an associate faculty member at Indian River State College. She is a licensed consultant with the Standards for Excellence® Institute. Wolff's first book, "The Letter Writing Project" (Blooming Twig Books), was published in August 2014.