



CONNECT

FUNDRAISING & RESOURCE DEVELOPMENT 2014

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We're connecting with fundraisers right here at Georgian College!

The Fundraising and Resource Development program at Georgian College is pleased to present this year's conference for fundraising professionals, non-profit board members and fundraising volunteers.

Featuring plenary speakers:

Eric Dean, FAHP, CEO, Royal Victoria Hospital Foundation

Juniper Lociento, CFRE, Senior Consultant, KCI (Ketchum Canada Inc.)

When: Tuesday, May 6, 2014 – 8:30 a.m. to 4:30 p.m. (Registration opens at 7:30 a.m.)

Where: Barrie Campus, Georgian College, One Georgian Dr., Barrie

Conference Fees: \$130 plus HST (total \$146.90)

Early bird discounts: Register by April 25, 2014 for only \$115 plus HST (total = \$129.95)
Use promo code "EARLY".

Group discounts: Register two or more participants from the same organization at the same time and deduct 10 per cent from your total fees. Use promo code "MULTI".
(Conference fees include parking, breaks and lunch)

Financial assistance: Your organization may be eligible for financial assistance – sponsored seats are limited. Contact Rob.Reid@GeorgianCollege.ca for more information or call 705-325-2740, ext. 3523.

REGISTER ONLINE! (new for 2014)

Please register for the conference online by clicking here.

Need accommodation?

Stay right on campus in our two-bedroom Georgian Suites at a special rate of \$65/suite/night. See flyer at the end of this package for more information.

CONNECT WITH OUR PROGRAMMING:

8:30 to 9:30 a.m. – Welcome and opening plenary address

Moving from fundraising to philanthropy

PLENARY SPEAKER – *Eric Dean, FAHP, CEO, Royal Victoria Hospital Foundation*

Creating a philanthropic culture in our communities is a goal in which we all have both a stake and a responsibility. How we engage donors and the community – how we ask – is much more important than the amount. Eric will go back to basics with thoughts on the business model of fundraising, shifting the conversation to a more community-based philanthropic community.

9:30 to 9:45 a.m. Break

9:45 to 11 a.m. – MORNING SESSIONS (select one session)

A Connect the dots in your career: What do non-profit employers look for in their talent? *Presenter: Deborah Legrove*

If you think the hiring process is simply about matching your skills and experience with those listed in job description, think again. That is only the first step. An experienced hiring manager will assess much more. He or she will look for clues about your work habits, how you see yourself in relationship to others, how you perform and how well you will fit into their non-profit culture. It's all in the preparation; determine how best to address an employer's needs, think about what non-profit employers are looking for today, and come prepared with stories that demonstrate these traits. This session will include an interactive presentation from Deborah Legrove about what traits and experience non-profits are looking for.

B ...Connecting the dots to fundraising success *Presenter: Lisa Kilby and Nicole McCahon*

The path to success is rarely drawn in a simple, straight line. Individuals and organizations must often drive their initiatives through an obstacle course full of challenges before achieving their goals. The straight line you started with may look more like a "connect the dots" diagram when all is said and done, but that's usually when the picture of success finally reveals itself. The OSMH Foundation knows the chances of success are greatly improved by having strong building blocks in place: a dynamic, inspired team and the know how to get the job done. Join Nicole McCahon and Lisa Kilby for this informative and fun session about tools to run an effective fundraising machine.

C Actually, they ARE the boss of you! *Presenter: Scott Fortnum*

There are many types of "good" bosses just as there are many types of "good" employees. Problems occur when the two types don't match. Using real-life examples from 25 years in the sector, Scott Fortnum will look at different leadership styles, all of which work, and provide participants with key strategies to help ensure you get what you need from your supervisor. If you can connect effectively with your boss or bosses, you are well on your way to continued success.

11:00 to 11:15 a.m. Break

CONNECT WITH OUR PROGRAMMING:

11:15 a.m. to noon – MID-MORNING SESSIONS (select one session)

D **Moves management: The fail-safe tool for nurturing major gifts** *Presenter: Lisa Eveleigh*

Do you visit prospects? Create gift proposals? Solicit individuals or organizations for donations? Cultivate and steward donors? You might be making “moves”! The actions you take as a fundraiser to bring in donors, forge relationships and keep the contributions coming are known as moves. Moves management, simply put, is the process of managing a series of steps with identified prospects. The number and type of steps, depending on the individual involved, such that each prospect is moved from attention to interest to desire to action. If you are ready to take your fundraising to the next level by implementing strategic moves management, this session is for you.

E **LinkedIn for non-profits** *Presenter: Clare McDowall*

Do you want to deepen people’s relationships with your non-profit and cultivate new relationships? Are you looking to attract new board members and highly skilled volunteers or research new funders and make connections? What about looking for new staff members?

Key takeaways from this session include:

- Why non-profits should invest a little time in their LinkedIn strategy
- How to set up and optimize a company page
- How, what and why to share status updates

F **Fundraising in small towns and rural areas** *Presenter: Lee Pigeau*

While the needs of smaller centres are similar to Canada’s big cities, there are many differences. Funding is tight, capacity is limited, and many rural non-profits are run by volunteers with no paid staff. This session will help you find ways to secure core, program and capital funding for smaller charities in areas outside of the GTA.

Noon to 1:15 p.m. Lunch provided in the Georgian Dining Room



CONNECT WITH OUR PROGRAMMING:

1:15 to 2:30 p.m. – EARLY AFTERNOON SESSIONS (select one session)

G Turn your fundraising event from “Rob Ford” to “Bradley Cooper” *Presenter: Jessica Rawn*

Five key pieces combine to make an impressive (and financially successful) event. Whether your existing or potential event is big or small it can shed its previous reputation, put on a tuxedo and start raising funds for your cause. Learn the key pieces you can polish to make your event dazzle.

H Building the ultimate relationship: Planned giving *Presenters: Rebecca Truax and Andrew Lorriman*

(Tip – if you are looking for marriage advice this isn't it but if you want relationships with allied professionals this session is for you.)

Planned giving (Tip – also referred to as bequests, legacy gifts and gifts of a lifetime) is the final piece of the donor pyramid and, to some, comparable to reaching the summit of Mount Everest.

You dream about it, read books and study theories but... how do you achieve the ultimate gift program?

We want to share some good practical actions: Tip – come with an open mind as there is no one solution, but we promise to put you in the mood to get started. We'll share why you should:

1. Connect your why – share, so others will too
2. Connect to others – Relationships 101
3. Connect the plan – start with some simple activities

Connecting with the new philanthropy: Insights from the PURE conference

Presenter: Frank Cerisano

In February 2013, 50 thought leaders from across Canada and the world gathered for an explosive, transformative, and unique summit on the future of philanthropy. From Canadian community leaders such as John Tory, to internationally known social innovators such as Mallika Chopra, and Hugh Evans, to expert fundraisers, the collection of strategists helped present a vision of the NEW philanthropy – a vision that impacts every one of us. Join Frank Cerisano, the founder and creator of the PURE Philanthropy Conference, and President and CEO of Frank Cerisano Management Inc. as he shares with you key insights, and learnings that may help improve your own organizations. The workshop will hopefully inspire you to think differently about your own philanthropic space.

2:30 to 2:45 p.m. Break



CONNECT WITH OUR PROGRAMMING:

2:45 to 3:30 p.m. – MID-AFTERNOON SESSIONS (select one session)

J **Social media for social profit** *Presenter: Paul Nazareth*

Most social media gurus are creative types who work from coffee shops and lead exciting lives. Some charities have professional teams who do this. What about the rest of us? Do you have extra time in the day to tweet, blog and update social media sites? Charity staff and professional advisors know that social media will soon be a job skill but don't have time to invest in learning. Paul Nazareth is a recognized social media expert who has a dark secret – he works in an office all day and he has a family at night. Paul will share how to create profiles, learn skills and engage on social media using time management tools that are counterintuitive to the teachings of most experts. You will leave feeling more confident in your ability to join this brave new world and eventually use it as a tool for professional development and fundraising.

K **Demystifying social entrepreneurship** *Presenter: Mary O'Farrell-Bowers and Suzanne Addison-Toor*

"Research shows that social enterprises create new jobs, lots of them. Social enterprises are great at delivering the services people need, and doing it in ways that creates high quality jobs and puts money back into a local area. Put simply, social enterprises are businesses that do good – the evidence is undeniable, and they work."

Professor Simon Denny, University of Northampton, 2013

Social entrepreneurship refers to the creative use of business models to positively transform the community. Social entrepreneurs are "change makers" who use entrepreneurial skills to realize their dreams of a healthier, vibrant global community... but what does that have to do with fundraising? This session will help demystify social entrepreneurship and broaden our awareness of how social entrepreneurship may fit into the fundraising landscape.

L **Stop talking about yourself!** *Presenter: Marc Hill*

Is anyone listening to what you are saying? Find creative ways to share your true impact and the stories of people you serve. Help your stakeholders share their own stories about "connecting" with you and your charity. With the right tools, the people you serve can be your best marketers!

3:30 to 3:45 p.m. Break

3:45 to 4:30 p.m. FINAL PLENARY ADDRESS AND CLOSING REMARKS

PHILANTHROPIC TRENDS®

PLENARY SPEAKER – *Juniper Locilento, CFRE, Senior Consultant, KCI (Ketchum Canada Inc.)*

Join KCI Senior Consultant Juniper Locilento, CFRE as she shares her insights on trends to watch in philanthropy and fundraising in Canada today. Based on her experience working with the nation's largest and most successful fundraising consultancy in Canada and the insights of KCI's National Advisory Board, Juniper will provide development professionals with an accurate picture of the current philanthropic landscape and the trends that they should be factoring into their fundraising strategies.

CONNECT WITH OUR PRESENTERS

PLENARY SPEAKERS:



Eric Dean, FAHP – CEO, Royal Victoria Hospital Foundation

Eric Dean became CEO of the RVH Foundation team in the summer of 2010. Prior to moving to Barrie, Eric spent four years as the Executive Director of Queensway Carleton Hospital Foundation in Ottawa, launching a \$35-million capital campaign for a cancer centre and major expansion. He also spent three years as the first Executive Director of the Canadian Blood Services Foundation.

Eric was also the first Executive Director of Ross Memorial Hospital Foundation in Lindsay, Ontario – where he spent 11 years, successfully completing two capital campaigns and raising more than \$17 million in the small community of Lindsay.

Eric received his CFRE designation (Certified Fund Raising Executive) in 1997 and in 2002 he was made a Fellow of the Association for Healthcare Philanthropy, the highest accreditation in the industry, currently held by 16 Canadians.

Eric has held leadership positions within both AHP and AFP, as a director of the AHP Canada Regional Cabinet for several years and as Canadian Mentor for the AHP International Board of Certification. Within AFP (Association for Fundraising Professionals), Eric is a past president of the Ottawa Chapter. He has also served on the AFP Canadian Council chairing the Ethics portfolio.

Eric is a frequent presenter at national and international conferences on topics including planned giving, board development, transformational philanthropy and capital campaigns. He has co-presented the AHP Canada Advanced Course several times and prior to that he redeveloped and served as faculty for the AHP Canada Primer in Healthcare Philanthropy, including adapting and teaching the course for Children's Hospitals in Shanghai in 2004.

Eric has been married to Loraine for more than 29 years and they have two daughters attending university – Andrea in Peterborough and Alex in Ottawa.



Juniper Locilento, CFRE – Senior Consultant, KCI (Ketchum Canada Inc.)

Juniper Locilento is a dynamic, creative and strategic consultant who collaborates with staff and volunteers to facilitate revenue growth in a variety of environments across the charitable sector. She holds the position of Senior Consultant at KCI (Ketchum Canada Inc), Canada's leading consulting firm for the not-for-profit sector. Ms. Locilento currently serves as Campaign Counsel for three major capital campaigns: Sheridan College (\$6 million), The Lung Association (\$10 million) and the William Osler Health System Foundation (\$100 million). She also recently served as Campaign Counsel for the Markham Stouffville Hospital Foundation for the final phase of a \$50 million campaign and oversaw the preparatory phase of a \$100 million campaign for the West Park Healthcare Centre Foundation.

Ms. Locilento's work at KCI has also included planning studies and revenue generation plans for more than three dozen charitable organizations including Friends of We Care, University of Toronto Schools, Canadian Blood Services, Queen's University, Strathcona-Tweedsmuir School, Foundation of Chatham-Kent Health Alliance, South Muskoka Hospital Foundation, Baycrest Foundation and West Lincoln Memorial Hospital Foundation.

Prior to joining KCI in 2010, Ms. Locilento worked in government relations, development, marketing, and education and outreach with some of Canada's leading cultural institutions, including Soupepper Theatre Company, the Young Centre for the Performing Arts, Tapestry New Opera Works and the Canadian Opera Company.

Committed to volunteerism, Ms. Locilento has been a KidCoach for Future Possibilities for Kids and a Mentor for Big Brothers and Big Sisters of Toronto. She has served on Advocacy Committees for the Canadian Arts Coalition, the Professional Association of Canadian Theatres and the Toronto Arts Council and is presently active with the Theatre Centre in Toronto and as a sessional instructor in the AFP GTA's Fundamentals of Fundraising program.

Ms. Locilento holds a Bachelor of Arts degree and a Diploma in Operatic Performance from the University of Toronto, and a postgraduate certificate in Arts Administration/Cultural Management from Humber College Institute of Technology & Advanced Learning. She earned her CFRE designation in 2010.

CONNECT WITH OUR PRESENTERS

WORKSHOP PRESENTERS:



Lisa Eveleigh, MBA, CFRE

Lisa is the Executive Director of Advancement and Community Development at Georgian College. In her role, she is responsible for fundraising efforts, corporate partnerships, alumni relations, event management and stewardship at the college. This includes the college's \$65-million Power of Education campaign, awards and scholarships, major and planned giving, and alumni appeals.

As a seasoned fundraising professional, Lisa has held a variety of senior management positions in the non-profit sector. Previous to her role at Georgian, she was Executive Director for the Lake Simcoe Conservation Foundation. In addition she has held the position of Vice President of Development at Invest in Kids, and worked for eight years at Ducks Unlimited Canada as National Director of Development overseeing fundraising across the country. Lisa is the lead faculty member for Georgian's fundraising and resource development program and has also taught Marketing in the School of Business. She sits on the advisory board for the fundraising program at the College. In addition, she is a past board member for the Association of Fundraising Professionals Toronto Chapter Board. Lisa holds the Certified Fund Raising Designation and has earned her MBA from the University of Leicester.



Frank Cerisano – Founder, President and CEO, FCMI

Frank Cerisano has 20 years of fundraising development experience. Prior to opening Frank Cerisano Management Inc. (FCMI) in 2010 he was the Executive Director of Advancement for the Sheridan Institute. Mr. Cerisano spent the majority of his career in the healthcare sector where he served as the National Vice President of Development for the Juvenile Diabetes Research Foundation (JDRF) where he led the Canadian arm of a \$1-billion international campaign for type one diabetes research. Mr. Cerisano was a Campaign Director with Ketchum Canada where he managed to completion a \$10 million campaign to build the new Woodstock General Hospital, and was part of a team that laid the ground work for Sunnybrook and Women's Foundation \$300-million M-Wing expansion campaign.

Frank has managed and led a number of health related and social service organization campaigns across Ontario. He is a former member of the Board of Directors of the Association of Fundraising Professionals – Golden Horse Shoe. He is a member of the committee of Advancement for Colleges Ontario. He is a past Governing Council member of the Brampton Board of Trade; a past member of the Economic Development Committee for the City of Brampton and a past member of the Toronto Heritage committee. He holds a Bachelor of Arts from York University, a postgraduate diploma in corporate communication from Seneca College and has participated in the not for profit management course at Ryerson University.



Jessica Rawn, CFRE – Manager, Philanthropy and Association Advancement, YMCA of Simcoe/Muskoka

Jessica Rawn has been a professional fundraiser for a decade with half of her career with the YMCA of Simcoe/Muskoka. With experience in annual giving, soliciting major gifts and developing planned giving infrastructure, she received her CFRE designation in 2009. Recently Jessica was invited to travel to Sri Lanka to share best practices of North American fundraising techniques with charities there. Jessica has an insatiable appetite for discussions around charitable ethics and Calvin and Hobbes cartoons. At home waiting for her is a three-year-old daughter, a husband, and a retired racing greyhound.

CONNECT WITH OUR PRESENTERS

WORKSHOP PRESENTERS:



R. Scott Fortnum, MA, CFRE, ACFRE

Scott Fortnum is Executive Director of The Living City Foundation. A professional fundraiser since 1990, he served as the CDO for Saint Elizabeth Foundation, VP Development for the ALS Society of Canada and as the National Development Director with Ducks Unlimited Canada. Scott has also spent time as a consultant as Vice President with DVA Navion and he was the first Executive Director of the Foundation of Chatham-Kent Health Alliance. Scott has been an instructor at a number of colleges and universities in Canada and the United States and has taught at Georgian College for the last eight years. He is a member of the AFP International Awards Committee and the Ethics Committee of the Greater Toronto Chapter where he was also a Board member. Scott was the first Canadian to earn a Master of Arts degree in Philanthropy and Development from Saint Mary's

University of Minnesota, has held the CFRE designation since 1995, became the 92nd person to earn the ACFRE designation in 2011 and joined the ACFRE Certification Board in 2014. Scott is also a trained auctioneer and calls bids at charity auctions throughout Canada. As a volunteer Scott serves on the Board of Habitat for Humanity, York Region and Ducks Unlimited Barrie Chapter. Scott, his wife Carol, and their teenaged children Marshall and Tessa live in Newmarket, Ontario.



Deborah Legrove, BA, CFRE – President, crawfordconnect

As the President of crawfordconnect, Deborah's goal is to help Canada's non-profit organizations make positive changes to our world.

Since 1999, she has been connecting Canada's charities and non-profits with executives, managers and fundraisers who have the experience, skills and confidence to enable these organizations to achieve their objectives.

To each valued client relationship, Deborah brings more than 25 years of experience with numerous non-profits as a manager, executive, fundraiser, consultant and volunteer. She has served as Chief Executive Officer of a healthcare foundation and advised senior leadership in multiple

complex capital campaigns in both Canada and the USA. Her past positions have included: Director, Marketing, Communications and Advancement, Canadian MedicAlert Foundation; Vice President, Inspire, a DVA Navion company; Director, Annual Giving, Toronto East General Hospital; and Vice President, Client Services, IDC Canada.

An active volunteer in the non-profit sector, Deborah currently sits on the board of the AFP Foundation for Philanthropy – Canada and on the Advisory Committee for the Fundraising and Resource Development program at Georgian College. She has served on the boards of organizations such as the Association of Fundraising Professionals Greater Toronto Chapter, The Dorothy Ley Hospice and the Association of Fundraising Professionals Golden Horseshoe Chapter.

Deborah is a popular speaker and writer, frequently called upon by non-profit associations and groups to share her insights regarding leadership search, retention and sustainability. She received her BA from the University of Guelph and is alum of Conestoga College in Kitchener and Mohawk College in Hamilton.



Clare McDowall – Founder, Be Good Toronto

Clare McDowall is an online communications consultant specializing in social media and digital communications for non-profits. She has a passion for, and expertise in working with Canadian non-profits to educate and inspire them to better take advantage of digital communication tools for storytelling and connecting with their audiences.

She is the founder of Be Good Be Social Toronto, a free social media conference for non-profits, coming in to its fourth year in Canada. You can find her at www.sociallygood.ca and @socially_good on Twitter.

CONNECT WITH OUR PRESENTERS

WORKSHOP PRESENTERS:



Lisa Kilby, CFRE

Lisa Kilby is the Director, Finance and Development at Orillia Soldiers' Memorial Hospital Foundation, where she has worked for over 12 years. She is responsible for directing and managing the organization's financial and administrative functions, as well as supervising Foundation staff and the annual giving program.

Lisa has gained valuable experience and insight into many areas of fundraising and leads many aspects of the organization including policy and procedure development, strategic and annual planning, and business development. As a volunteer Lisa currently serves as the Co-Vice Chair of the Child Advocacy Centre of Simcoe Muskoka, and is Treasurer and Gala Co-Chair of the Orillia and Area Physician Recruitment and Retention Committee.



Nicole McCahon, CFRE – Executive Director, OSMH Foundation

Blending a passion for philanthropy with strong business acumen, Nicole McCahon brings years of experience and perspective to her role as Executive Director of Orillia Soldiers' Memorial Hospital Foundation.

A Certified Fundraising Executive (CFRE), Nicole attended Laurentian University, and has a postgraduate diploma in Fundraising and Resource Development program from Georgian College.

With extensive experience in capital campaigning, annual giving, major gifts and special events, Nicole has been instrumental in planning, organizing, executing and evaluating many fundraising and stewardship initiatives involving hundreds of people and millions of dollars.

Nicole has successfully carried her message as keynote speaker to service clubs and community groups and presented at a number of workshops and conferences. She is an active community volunteer and currently President the Kiwanis Club of Orillia.



Paul C. Nazareth – Philanthropic Advisor, Scotia Private Client Group

Starting with Scarboro Missions in 2000, University of Toronto Gift Planning office in 2003 and the Catholic Archdiocese of Toronto in 2006 Paul served 226 churches and several charities representing over one million donors in central Ontario. Paul made the switch from fundraiser to professional advisor with Canada's largest philanthropic services team at Scotiatrust where they use private and personal foundations to enable personal philanthropy.

Serving his professional community nationally and locally as a leadership volunteer with the Canadian Association of Gift Planners, Paul is the instructor in our Georgian College program for the Planned Giving course as well as the national "Gift Planning All in a Day" course with CAGP.

A former board member of the Canadian Charitable Annuity Association, Paul has served on several charity boards and is a life-long community volunteer. He has won the CAGP Toronto Jasmine Sweatman award for professional excellence and an international team award for best Catholic planned giving program. Paul is a top rated national speaker on legacy philanthropy, networking and social media. Follow him on Twitter at @UinvitedU.

CONNECT WITH OUR PRESENTERS

WORKSHOP PRESENTERS:



Mary O'Farrell-Bowers – Dean, Human Services and Community Safety, and Principal, Orillia Campus Georgian College

Mary has served as Dean, Human Services and Community Safety, and Principal at the Orillia Campus of Georgian College since 2009. She joined Georgian College in 1987 as a professor of psychology and sociology and over the years coordinated the General Education, Social Science and Environmental programs. In 1999 Mary was nominated for the University of Toronto's Distinguished Educator Award, and in 2007 she received the Teaching Excellence Award. She is known as a strong advocate for teaching and learning, and for possessing a strong sense of social justice. Mary was the recipient of two Georgian College Board of Governors' Awards: the Innovation Award (2013) and the Team Award (2013). Mary was instrumental in creating Georgian College's Social Entrepreneurship

Centre and works with students, staff and community to develop and integrate social entrepreneurship skills and mindsets. Mary, through her role at Georgian College and as a private citizen, has been an active volunteer in the community with a number of organizations.



Suzanne Addison-Toor – Professor, School of Human Services, Georgian College

Suzie Addison-Toor has more than 20 years of successful leadership experience within the non-profit sector as a Founder, Executive Director, Executive Transition Practitioner and a governance consultant. In 2008, she transitioned to the education sector to Georgian College's School of Human Services. Suzie has recently taken on the management of Georgian College's new Social Entrepreneurship Centre. Suzie has a Masters in Leadership from Royal Roads University.



Lee Pigeau, CFRE

Over the past 20 years Lee has raised funds in some of Canada's smallest communities and largest cities. As a speaker at national conferences and in church basements, he has entertained and educated audiences on volunteer management, staff and board relations, strategic planning and capital campaigns. Currently Lee is the CEO for Habitat for Humanity Huronia and part-time faculty member at Georgian College.

CONNECT WITH OUR PRESENTERS

WORKSHOP PRESENTERS:



Rebecca Truax, Director of Philanthropy, RVH Foundation

"I am blessed to be part of the charitable sector – I love the energy, the spirit of cooperation and all the amazing people I meet along the way. Although I started my career in corporate communications through a happy twist I discovered the joy of working with community leaders to achieve what I like to call "social profit". Simcoe County is my home and I have been part of several projects that have enriched my community – including the MacLaren Art Centre, Georgian College and now the RVH Foundation. In total I have spent almost 20 years being inspired by volunteers and donors dedicated to the arts, education and health care."



Andrew Lorriman – Financial Advisor, Portfolio Manager of National Bank Financial, Chair of the Planned Giving Counsel of Simcoe County, Co-Chair of Club Red at Gilda's Club Simcoe Muskoka and a board member for the YMCA of Simcoe Muskoka (Tip – Rebecca thinks this guy knows a lot)

Guiding clients through the wealth management process is a truly rewarding experience for me. As we work with our clients we get to know them on a very personal level which is one of my greatest rewards. To me, these conversations must include charitable giving. Respecting all interests of the client means knowing the issues that are important to them.

I'll be pleased to join you with a video appearance (Tip – your career must be balanced by family and I'll be off at a family wedding.) Rebecca and Andrew are both members of the Planned Giving Counsel of Simcoe County Executive (Tip – if you aren't already a member it is a good place to start.)



Marc Hill, Founder, President and CEO of Digital Giants; Volunteer Chair of the Annual Barrie YMCA Strong Kids Campaign; YMCA Volunteer Group Cycle Instructor

Marc directs strategy, as well as business development, while driving innovation in client services. He has a gift and passion for making connections between people and ideas, and for connecting people and companies with their broader communities.

He feels privileged to have worked in three different countries while gaining national and international experience in marketing, public relations and social media. In those 20 years, he has developed and implemented unique strategic programs for a diverse client base from start-ups to multinationals in various private and public sectors.

As the founder, President and CEO of Digital Giants, he has led the business development and the agency's strategy and growth plans and contributes to the evolution of client services. Because he thrives at finding connections to seemingly disparate phenomena, he loves exploring ideas with the other "Giants" and working directly with clients on their challenges. As a creator, and driver of new, unique business ideas, he has a passion and strength for connecting people and companies with their broader communities. He continues to see each new day and client as opportunity to think differently. He has a passion to make a difference by participating and connecting with people in both local and global communities.

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