



## THE POWER OF EDUCATION FOUNDATIONS: *A Strong Foundation for Vibrant Schools and Communities*

Tuesday, October 6, 2009

8:30 am to 2:00 pm

Crowne Plaza Cromwell Hotel, Cromwell, Connecticut

Please join us for the tenth annual CTCEF conference for education foundation board and staff members, community members, board of education members, superintendents, and other educators. Learn how local education foundations can provide important educational programs and resources to your schools and community. This year's conference will offer existing, new, and emerging education foundations information to help you reach your goals. Encourage members of your community to attend this important and informative conference.

### AGENDA

**8:30 am – 9:00 am**

**REGISTRATION AND CONTINENTAL BREAKFAST**

**9:00 am – 9:10 am**

**WELCOME AND INTRODUCTIONS**

**Liz Stokes, President**

*Connecticut Consortium of Education Foundations*

**9:10 am – 9:20 am**

**OPENING REMARKS**

**Paul Flinter, Chief, Bureau of Health, Nutrition,  
Family Services, and Adult Education**

*Connecticut State Department of Education*

**9:20 am – 9:50 am**

**THE FUTURE OF EDUCATION:**

**FROM CHALLENGES TO INNOVATION AND EFFICIENCY**

**Bob Corcoran, President**

*GE Foundation*

**SPECIAL TRAINING WORKSHOP 10:05 am – 12:20 pm**

**Foundations 101: A Blueprint to Success** is a training workshop for individuals or teams who are starting or revitalizing an education foundation.

**WORKSHOPS A1, A2, A3**

**10:05 am – 11:05 am**

During this time period, you may attend **Internet Trends and Effective Social Networking** or **Making an Effective Ask: Ingredients for Success** or **Body Building and Fundraising Fitness for Boards**.

**WORKSHOPS B1, B2, B3**

**11:20 am – 12:20 pm**

During this time period, you may attend **Creative Fundraising Events: Making Them Work for Your Town** or **Grantwriting: Finding Foundation Funds** or **The View from the Superintendent's Desk**.

*See details for each workshop inside.*

**12:30 pm – 12:45 pm**

**FOUNDATION CELEBRATIONS**

Teachers and students demonstrate the benefits of their education foundations.

**Joe Erardi, Superintendent**

*Watertown Public Schools*

**LUNCHEON DISCUSSION GROUPS**

**12:45 pm – 2:00 pm**

Each table will discuss one of the following topics: social networking; event planning; grantwriting; the ask; latest technology for schools; boards; questions about starting an education foundation; successes and challenges; superintendents; power of alumni support; and more.

## SPECIAL TRAINING WORKSHOP

10:05 am – 12:20 pm

### Foundations 101: A Blueprint to Success

This two-plus-hour workshop is for emerging foundations and for those who want to revitalize an education foundation. The presentation will include how to organize, legal and financial issues, recruiting and developing your board, fundraising basics, and your relationship with the schools and the community.

#### MODERATOR:

**Joe Erardi, Superintendent**, *Southington Public Schools*

#### PRESENTERS:

**Linda Patton Heller, President**  
*Montville Education Foundation*

**Liz Stokes, President**  
*Connecticut Consortium of Education Foundations*

**Marty Rauch, Board Member**  
*Cheshire Education Foundation*

**Gary Attmore, Attorney**, *O'Connell, Flaberty & Attmore*

## WORKSHOPS A (Choose one) 10:05 am – 11:05 am

### A1 Internet Trends and Effective Social Networking

This session will provide an overview of the latest Internet trends and how social networking can be used to build recognition of and support for education foundations. We will explore the explosion of social networking tools and how your education foundation can take advantage of these low-cost, high-impact tools to transform your relationship with board members, donors, and the community you serve.

#### MODERATOR:

**Marti Fischer, Board Member**  
*Weston Education Foundation*

#### PRESENTER:

**Brooke Csukas, Account Executive**  
*eTapestry*

### A2 Making an Effective Ask: Ingredients for Success

Soliciting a major gift, particularly from a peer, friend, or family member, is part science, part art. This interactive session will discuss the ingredients needed to position your foundation for a successful, fear-free solicitation.

#### MODERATOR:

**Patricia Salner, Community Programs Director**  
*Achieve Hartford!*

#### PRESENTER:

**Bob Serow, Principal**  
*RLS Consulting*

### A3 Body Building and Fundraising Fitness for Boards

Is your board in optimal shape? Learn how to get your board acting as a body on behalf of your constituency rather than as a loose collection of individuals. How can you improve the strength, flexibility, and endurance of your fundraising program?

#### MODERATOR:

**Susan Durant Bertolini, Founding Chair**  
*Avon Education Foundation*

#### PRESENTER:

**Magda Stayton, Fundraising Consultant**  
*Former Board Member, Avon Education Foundation*

## WORKSHOPS B (Choose one) 11:20 am – 12:20 pm

### B1 Creative Fundraising Events: Making Them Work for Your Town

Does the current climate limit your fundraising success? Please join us to discuss what can work for your town.

#### MODERATOR:

**Dawn Egan, Events Coordinator**

#### PRESENTERS:

**Barbee Gilman, Former Board Member**  
*Cape Elizabeth (ME) Education Foundation*

**Sandra Weller, President**, *Farmington Public School Foundation*

**Leslie Krumholz, Co-Chair**, *Guilford Fund for Education*

### B2 Grantwriting: Finding Foundation Funds

This workshop will provide an introduction to seeking grants for education foundations. Workshop components will include researching potential funders and preparing strong and persuasive grant applications.

#### MODERATOR:

**Lisa Bugos, Administrative Director**  
*Foundation for West Hartford Public Schools*

#### PRESENTERS:

**Rebecca Priest, Grant Writer**  
*ACES and ACES Education Foundation*

**Carolyn McNally, Secretary**  
*ACES Education Foundation; Director, Program Development, ACES*

### B3 The View from the Superintendent's Desk

Learn how superintendents view education foundations. Are they considered another fundraising arm of the school district or community builders for educational excellence? Are education foundations part of the district's strategic plan?

#### MODERATORS:

**Marge Hiller, Executive Director**, *Bridgeport Public Education Fund*

**Kate Ebbott, Founder**, *Redding Education Foundation*

#### PRESENTERS:

**Allen Fossbender, Superintendent**, *Easton, Redding, and Region 9 Schools*

**Richard Kisiel, Former Superintendent**, *Avon Public Schools*

**Fran Rabinowitz, Superintendent**, *Hamden Public Schools*

**Joshua Starr, Superintendent**, *Stamford Public Schools*

**PRE-CONFERENCE NETWORKING DINNER  
AT THE CROWNE PLAZA CROMWELL HOTEL**

**MONDAY, OCTOBER 5, 2009 6:30 PM**

Take advantage of the opportunity to have dinner and interact with your colleagues from across Connecticut and from other states.

**Overnight lodging on October 5 at a special rate of \$109** is guaranteed through September 11 at the Crowne Plaza (860-635-2000). Ask for the CTCEF group rate.

**DIRECTIONS TO CROMWELL, CT  
THE CROWNE PLAZA CROMWELL HOTEL**

**From the South:** Exit 21 – off Interstate 91. Left off the ramp. Hotel is 100 yards on the left.

**From the North:** Exit 21 – off Interstate 91. Left off the ramp and under the Interstate. Hotel is 100 yards further on the left.

**A special thank you to  
The William Caspar Graustein Memorial Fund  
for generously supporting this conference.**

**Thank you to  
Harris Connect, Kilakwa Associates,  
RnB Enterprises, eTapestry,  
and ARC New England Insurance Services  
for sponsoring the Continental Breakfast.**

**Thanks also to Print Sponsor DonorsChoose.org.**

**Please bring 100 copies of your  
education foundation brochures,  
newsletters, or other publications  
for interested attendees to take home.**

*The Connecticut Consortium of Education Foundations is a statewide, 501(c)(3), non-profit organization that facilitates the creation, growth, and effectiveness of local education foundations in Connecticut.*



**REGISTRATION FORM**

**The Power of Education Foundations:  
A Strong Foundation for Vibrant Schools and Communities**

**Tuesday, October 6, 2009  
Crowne Plaza Cromwell Hotel, Cromwell, CT**

Yes, I will attend the 10th Annual Connecticut Conference for Education Foundations on Tuesday, October 6, 2009

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_

E-mail \_\_\_\_\_

- I am a  Foundation Board Member or Staff Member  
 Board of Education Member  
 Superintendent  
 Other: Specify \_\_\_\_\_

Name of Education Foundation: \_\_\_\_\_

Connecticut Consortium of Education Foundations Affiliate

Yes  No

School District/Town \_\_\_\_\_

**Registration must be accompanied by a check or purchase order.**

\$105 Conference Fee (*conference only*)

\$95 CTCEF Affiliates Conference Fee (*conference only*)

\$90 Early Bird Special (4 or more people from same organization. All 4 must register at the same time with check or purchase order that must be received by September 12)

Dutch Treat Oct. 5, 6:30 pm – Pre-Conference Networking Dinner at the Crowne Plaza Cromwell Hotel

Check enclosed. Total: \$ \_\_\_\_\_

P.O. #, if applicable \_\_\_\_\_

**Total:** \$ \_\_\_\_\_

**Special dietary needs** \_\_\_\_\_

**Registration/Cancellation Deadline:** September 29, 2009. Cancellations made within 5 working days of the program date will be charged \$20. No-shows will be charged full fee.

**Return this registration form to:** CTCEF, P.O. Box 1032, Weston, CT 06883 or fax to 203-454-0706 or call 203-227-9323.



**CONNECTICUT CONSORTIUM  
OF EDUCATION FOUNDATIONS**  
P.O. Box 1032 • Weston, Connecticut 06883

NON-PROFIT  
ORGANIZATION  
U.S. POSTAGE  
**PAID**  
WESTPORT, CT  
PERMIT NO. 126

**The Power of Education Foundations:  
A Strong Foundation for Vibrant Schools and Communities**

**Tuesday, October 6, 2009**

Visit [www.ctcef.org](http://www.ctcef.org) for more information.

**CTCEF...**

*Facilitating the creation, growth, and effectiveness of local education foundations in Connecticut*



**CONNECTICUT CONSORTIUM  
OF EDUCATION FOUNDATIONS**

presents

**The 10th Annual Connecticut Conference for Education Foundations**

**The Power of Education Foundations:  
A Strong Foundation for Vibrant Schools and Communities**

**Tuesday, October 6, 2009, 8:30 am to 2:00 pm  
Crowne Plaza Cromwell Hotel, Cromwell, Connecticut**

*A special thank you to the William Caspar Graustein Memorial Fund for its generous support.*