

Shoestring Marketing

Maximum Results on a Nonprofit Budget

S C H E D U L E

- 8:00 Registration & continental breakfast
- 8:30 Welcome & acknowledgments
Greg Zerovnik, AMA-IE President; Adam Berenson, Emcee
- 8:40 Opening keynote address (Albrecht Auditorium):
Jessica Lawrence, CEO, Girls Scouts of San Gorgonio Council
- 9:30 Breakout sessions I
Ron Burgess: "The World of the Internet and Nonprofits" (Burkle Room 12)
Ricki McManuis: "Secrets to a Successful Fundraiser or Signature Event" (Burkle Room 14)
- 10:15 Break
- 10:20 Breakout sessions II
Lonnee Hamilton: "What Election 2008 Taught Nonprofits" (Burkle Room 12)
Kimberli Munkres: "Practical PR Tips for Nonprofits" (Burkle Room 14)
- 11:05 Break
- 11:10 Breakout sessions III
Greg Zerovnik, PhD: "How to Create a Memorable Brand" (Burkle Room 12)
Ray Blom: "Tapping into Billions in Stimulus Funds" (Burkle Room 14)
- 11:55 Break / Networking / Visit with Sponsors (in Burkle)
- 12:15 Working lunch begins (Albrecht Auditorium)
- 12:30 Lunch keynote speaker:
Regina Birdsell, President & CEO, Southern California Center for Nonprofit Management
- 1:15 Wrap-up & post-event surveys
- 1:45 Adjourn



T h a n k y o u , s p o n s o r s !





5 = Burkle Building

Rooms 12 and 14 are on the ground floor in Burkle.

9 = Stauffer Hall of Learning

Albrecht Auditorium is at the back on the 1st floor of Stauffer.

Food service will be in the alcove outside the entrance to Albrecht.

DIRECTIONS

From Los Angeles, take I-10 east, exit at Indian Hill Blvd. Go north on Indian Hill to First St. Turn right on First St. to College Ave. Turn left on College and go north to 10th St. Turn right on 10th and look for parking.

From San Bernardino, take I-10 west, exit at Indian Hill Blvd. Go north on Indian Hill to First St. Turn right on First St. to College Ave. Turn left on College and go north to 10th St. Turn right on 10th and look for parking.

From Riverside, take Route 60 west to I-15 north to I-10 west. From there use same route as from San Bernardino.

