



2009 National Conference on Volunteering & Service

Welcome Edition

Conference Co-Convened by:

Corporation for
NATIONAL &
COMMUNITY
SERVICE ★★★

POINTS OF LIGHT
INSTITUTE

HandsOn
NETWORK

First Lady Kicks Off New Service Era with United We Serve



It's a don't miss, once-in-a-lifetime, opening plenary. First Lady Michelle Obama will set the stage for a new era of service with the launch of United We

Serve, a sustained effort to expand the size and impact of volunteer efforts in America. The United We Serve initiative, led by the Corporation for National and Community Service, officially kicks off at the opening plenary and runs for 81 days through a new National Day of Service and Remembrance on September 11.

United We Serve aims to tap into the "compassion boom"—the growing number of volunteers who want to help their neighbors—and focuses it on addressing specific community needs including education, health, energy and the environment and community renewal.

In a video message available on Serve.gov, the United We Serve website, President Obama underscored the need for service to address national needs.

"The challenges we face are unprecedented in their size and scope, and we cannot rely on quick fixes or easy answers to put us on the road to recovery," he said. "Economic recovery is as much about what you're doing in your community as what we're doing in Washington—and it's going to take all of us, working together."

Michelle Obama will be joined on stage during the opening by an array of talent, celebrities and elected officials. We'll hear from House Speaker Nancy Pelosi, Governor Arnold Schwarzenegger and California's First Lady Maria Shriver. Music from the Glide Memorial United Methodist Church Choir, the Taiko Drummers and other noted musicians will rock us out and inspire us.

So sit back and soak it all in. You've got a front-row seat to this historic moment for national service.

Need to Know Security Tips for the Opening Session

With First Lady Michelle Obama on hand, security will be tight at the opening session. Here are a few pointers to make sure you don't miss the First Lady:

- Doors open at 2:30 p.m. Make sure you get there early.
- The security process will be similar to airport security. All bags will be searched, and all people will be "wanded."
- Security areas will be set up on the 2nd and 3rd floors of the Moscone Center.
- Be prepared for lines.
- Limit your personal items. No beverages or liquids are allowed.
- Keep the lines moving—make sure you remove all metal objects from your pockets.

Welcome to the 2009 National Conference on Volunteering and Service!

Get ready to experience the Civic Energy Generation! The next three days will be filled with opportunities to learn, connect and be inspired by some of the nation's experts in the nonprofit, government and corporate sectors. The robust conference agenda is filled with workshops, immersion learning sessions and forums designed to help you gain knowledge and contribute to ongoing discussions as we redefine civic engagement for the 21st century.

In addition to essential knowledge-building opportunities, we promise no shortage of chances to network with colleagues and have fun at the conference!

The Cisco Energy Exchange, located on the Moscone Center West, Second and Third Floors, will host booths for organizations relevant to service, the Cbeyond

Cyber Café with Internet access, and the Energy Stage, where we will provide entertainment during all conference breaks.

Following the opening general session on Monday, we will head to Fort Mason for the thrilling "Cheers to YOU!" celebration sponsored by Target. You will venture into San Francisco, a city familiar with innovation, during Immersion Learning Sessions as well.

We are glad you are here—volunteering has never been more important, and the possibilities and potential for service have never been greater. Thank you for your dedication to solving critical social issues and for spending these days here with us. We are convinced that you will glean new enthusiasm for volunteering during the conference and come away inspired, refreshed and energized!

United We Serve

SERVE.GOV

Quote of the Day

"Welcome to California and the 2009 National Conference on Volunteering and Service. All across the country, there is renewed enthusiasm for service. This week is your chance to connect with others and share ways we can work together to harness the power of volunteers. We hope your conference experience sparks new ideas, starts conversations and inspires action as we work together to carry the volunteer movement forward in the Golden State and beyond."

—Karen Baker, Co-chair, California Secretary for Service and Volunteering

Key Events and Speakers

This year's conference presents numerous learning opportunities offered by some of our nation's leading experts in fields that impact our work. Some of these include:

Dr. Mark Albion, Director of External Relations, The Lewis Initiative Boston College



Mr. Albion is social entrepreneur who co-founded six start-ups and the author of New York bestseller *Making a Life, Making a Living*. He will be a speaker at the forum titled: Responding to the New World – Making Sense of the Changing World and the Role of Corporate Service to be held Tuesday at 8:00 AM – 9:30 AM in Moscone West 2010, 2012.

Daniel Stid, Partner, The Bridgespan Group

Mr. Stid is a partner in The Bridgespan Group's San Francisco office providing expertise in the areas of public education, climate change, and civic engagement. He will speak at the workshop titled: Using Measurement and Learning to Deliver on the Promise of Nonprofits to be held Tuesday at 8:00 AM – 9:30 AM.

Shirley Sagawa, Co-Founder, Sagawa-Jospin



Ms. Sagawa is the author of two books and co-founder of sagawa/jospin, a consulting firm providing strategic counsel to non-profits. She will facilitate the workshop titled: Building Capacity to Respond to a "Surge" Following a "Call to Service" to be held Tuesday at 10:00 AM – 11:30 AM

James H. Shelton III, Assistant Deputy Secretary, Innovation and Improvement, U.S. Department of Education



Assistant Deputy Secretary Shelton manages a portfolio that includes competitive teacher quality, school choice, and learning technology programs. He will speak at the forum titled: Service as a Solution – Civic Engagement for Student Achievement to be held Tuesday at 1:30 PM – 3:00 PM in Moscone West 2010.

Program Changes:

The conference co-conveners want your conference experience to be as smooth as possible. In order to achieve this goal, we ask that you consult this section of the daily newsletter each morning to stay informed of changes to session times and locations. You may also receive these updates through our text messaging system if you opted to receive the texts. If you did not and wish to receive them, please text "NCVS" to 25827.

NEW WORKSHOPS

1159 - Learning and Serving Together: Navajo Youth Say No to Illegal Substances and Yes to Learning and Serving with Navajo Elders and their Communities	WEDNESDAY	6/24/2009	1:30 PM	3:00 PM Moscone West - 3010	Workshop	Youth
1255 - Social Entrepreneurship: Engaging Professionals with High Leverage Volunteering Opportunities	WEDNESDAY	6/24/2009	10:00 AM	11:30 AM Moscone West - 2000	Workshop	Social Entrepreneurship
1254 - Service and Health Care Sector: Success in Community Health Centers	TUESDAY	6/23/2009	8:00 AM	9:30 AM Moscone West - 2009	Workshop	Non-Profits

DELETED WORKSHOPS

1171 - The role of the FEMA Voluntary Agency Liaison in Emergency Management	WEDNESDAY	6/24/2009	10:00 AM	11:30 AM Moscone West - 2008	Workshop	Disaster
956 - What would Buckminster Fuller do?: Structuring nonprofits for success in current times	TUESDAY	6/23/2009	1:30 PM	3:00 PM Moscone West - 2002	Workshop	Non-Profits
1071 - HandsOn Network All-Affiliate Action Center Luncheon.	WEDNESDAY	6/24/2009	12:00 PM	1:00 PM Hilton - Continental 4	Luncheon	Other Events
1110 - Navigating the Economy - 'Survive and Thrive'	TUESDAY	6/23/2009	10:00 AM	11:30 AM Moscone West - 2004	Workshop	Non-Profits
1190 - Using Celebrity to Strengthen Your Programs	WEDNESDAY	6/24/2009	8:00 AM	9:30 AM Moscone West - 2004	Workshop	Non-Profits
928 - Selecting a Constituent Relationship Management System	WEDNESDAY	6/24/2009	8:00 AM	9:30 AM Moscone West - 3009	Workshop	Non-Profits
1183 - Living a Life in Balance: Avoiding Burnout and Nourishing the Soul in Service	WEDNESDAY	6/24/2009	1:30 PM	3:00 PM Moscone West - 3018	Workshop	Non-Profits
1200 - How Big is your Ecological Footprint?: Viewing National Service through the Lens of Environmental Awareness	WEDNESDAY	6/24/2009	8:00 AM	9:30 AM Moscone West - 3001	Workshop	Non-Profits
1255 - Social Entrepreneurship: Engaging Professionals with High Leverage Volunteering Opportunities	WEDNESDAY	6/24/2009	10:00 AM	11:30 AM Moscone West - 2000	Workshop	Social Entrepreneurship
911 - Evaluating Technological Infrastructure for Volunteer Management.	TUESDAY	6/23/2009	1:30 PM	3:00 PM Moscone West - 3007	Workshop	Non-Profits

WORKSHOP CHANGE - TIME/DATE/ROOM

1015 - HandsOn Schools National Advisory Council	MONDAY	6/22/2009	1:00 PM	2:00 PM Moscone West - 3000	Pre-Conference	Other Events
1258 - First-time Attendees Orientation	MONDAY	6/22/2009	2:00 PM	3:00 PM Moscone West - 2004, 2006	Pre-Conference	Other Events on
937 - The New Volunteer Workforce	WEDNESDAY	6/23/2009	1:30 PM	3:00 PM Moscone West - 3007	Workshop	Non-Profits
811 - Senior Corps Welcome Meeting	MONDAY	6/22/2009	1:00 PM	2:30 PM Moscone West - 3014, 3016, 3018	Pre-Conference	Other Events
1020 - AmeriCorps Fireside Chat	TUESDAY	6/23/2009	6:30 PM	7:30 PM Moscone West - 2002, 2004	Events Onsite	Other Events
1184 - Hands On Programming for the Volunteer Center	TUESDAY	6/23/2009	8:00 AM	9:30 AM Moscone West - 2020	Workshop	Non-Profits
1123 - AmeriCorps alumni and local AmeriCorps programs as a perfect marriage!	TUESDAY	6/23/2009	10:00 AM	11:30 AM Moscone West - 3002	Workshop	Non-Profits
1202 - Increasing Effectiveness of Civic Engagement and Public Policy: Using the Results of the Governments Commission on Community Services Statewide Needs Assessment to Help Your Community	TUESDAY	6/23/2009	1:30 PM	3:00 PM Moscone West - 3010	Workshop	Non-Profits
1085 - Everybody Can Serve: Widening the Door to Volunteering	TUESDAY	6/23/2009	3:30 PM	6:30 PM Moscone West - 3002, 3004	Immersion Learning	Other Events
1179 - Creating Capstone Experiences for Recent College	TUESDAY	6/23/2009	8:00 AM	9:30 AM Moscone West - 2024	Workshop	Non-Profits
1176 - Encore Careers: Finding Work that Matters in the Second Half of Life	TUESDAY	6/23/2009	8:00 AM	9:30 AM Moscone West - 3008	Workshop	Non-Profits

Note:

Due to a registration error, the conference Web site showed that the session "The Power of Social Technology," taking place June 24 from 8 a.m. to 9:30 a.m. was full. However, the error has been corrected and there is still space in that session. Panelists will look at how advances in technology have brought opportunities to connect, inspire, and mobilize stakeholders. Panelists for "The Power of Social Technology" are:

- Jennifer Aaker, Atlantic Professor of Marketing, Stanford Graduate School of Business (moderator)
- Sundeep Ahuja, President, The Extraordinaries
- Jessica Jackley Flannery, Co-Founder, Kiva
- Ben Goldhirsch, President and CEO, GOOD Inc.
- Randi Zuckerberg, Chief Marketing Officer, Facebook

“Cheers to YOU!” All-Conference Celebration

Following the opening general session on Monday, we will head to Fort Mason for the thrilling "Cheers to YOU!" celebration sponsored by Target. The party will include amazing entertainment by an eight-time Grammy Award-winning iconic musical guest and a performance by the Alvin Ailey American Dance Theater, acclaimed international ambassadors of

American culture. This fun event will include fabulous food and a chance to enjoy the beautiful view of the Golden Gate Bridge while meeting new friends.



Following the opening plenary session, buses will transport attendees to Fort Mason for the "Cheers to YOU!" celebration. We encourage you to utilize this free transportation, as limited parking is available near the venue.

Fort Mason, the former U.S. Army post, is located in the northern Marina District on



the waterfront near Fisherman's Wharf. It is part of the Golden Gate National Recreation Area and a national historic landmark.

The party will begin at 7:30 p.m. and conclude by 9:30 p.m. Plan to kick back and have fun as we celebrate the launch of the conference and the amazing work you do year-round!

Getting Around the City by the Bay

Getting around San Francisco is fun and easy. The city's public transportation system, known as MUNI, is one of the most comprehensive systems in the country. It will take you to every part of the city on motor buses, electric buses, historic streetcars, underground trains, and the world famous cable cars. Take MUNI to visit Golden Gate Park, Fisherman's Wharf, Ghirardelli Square, Lombard Street, Union Square, Haight-Ashbury, Chinatown, Japan Town, the Golden Gate Bridge, Nob Hill, Pier 39, the San Francisco Zoo, and so many other views in the City.

How MUNI Works

Exact change required. No change given. No refunds provided for overpayment. Subway turnstiles require coins (all denominations of US coins accepted, including dollar coins). The fare structure:

- Adult: \$1.50 through June 30 then \$2 effective July 1, or Muni monthly pass, Passport, valid single-ride ticket or valid transfer/fare receipt
- Senior, ages 65+; Youth, ages 5-17: 50¢ through June 30 then 75¢ effective July 1, or monthly pass or valid transfer/fare receipt. Valid ID required.
- Disabled: 50¢ through June 30 then 75¢ effective July 1, or monthly sticker affixed to a valid Regional Transit Discount card or valid transfer/fare receipt. Valid ID required.
- Child, ages 4 and under: Free
- Cable Cars are \$5 per ride

The above fares are good for 90 minutes with a transfer. Always ask for a transfer on all Muni lines except cable cars, even if you do not plan to transfer to another vehicle. Transfers are issued on request at the time the fare is paid.

In Muni Metro subway stations, where you enter by a faregate, the transfer/fare receipt is automatically dispensed from a slot at the far side of the faregate once you have paid your fare. You need to take that transfer before you leave the faregate area.

The best fare deals on MUNI are "MUNI Only Passports" [good for one day (\$11), three days (\$18), or seven days (\$24) and include Cable Car rides), visit: www.sfmta.com/cms/mfares/passports.htm. The Web site provides locations where passports can be purchased.

How to Survive the Conference

Here are a few tips to help you get the most out of the conference:

- Plan your day in advance in order to maximize your time.
- Wear comfortable shoes (need we say more?!) In addition to the off-site Immersion Learning Sessions and service projects, you will encounter hills walking in the city.
- Check the "Civic Energy News" each morning for updates on sessions and program changes.
- Keep your ID badge and transportation tickets with you at all times. The badge can even get you discounts across the city through the "Show Your Badge" program!
- Please turn off your cell phones during events.
- San Francisco can be cold, even in the summer. Wear layers.
- High profile speakers bring extra security to events. Be prepared to be patient.
- Keep your sense of humor.

Conference Bus Schedule

Day	Departing From	Destination	Departing Time	Estimated People
Monday	Moscone	Service Project	7:00AM	200
Monday	Service Project	Moscone	2:30PM	200
Monday	Moscone	Ft. Mason	6:30PM	3500
Monday	Special Event	Host Hotels	Shuttles every 15 minutes from 8:00PM - 10:30PM	3500
Tuesday	Moscone	Goodwill	3:30PM	200
Tuesday	Moscone	Glide Memorial	3:30PM	300
Tuesday	Moscone	Presidio	3:30PM	150
Tuesday	Goodwill	Host Hotels	6:00PM	200
Tuesday	Glide Memorial	Host Hotels	6:00PM	300
Tuesday	Presidio	Host Hotels	6:00PM	150

Golden Nugget

San Francisco Factoid

The Chinese Fortune Cookie was invented in San Francisco by Makato Hagiwara, whose family operated the Japanese Tea Garden from 1895 to 1942.

BOOKSTORE

The co-conveners of the National Conference on Volunteering and Service are proud to announce our very first independent bookstore to be featured at the conference. Our Civic Energy Bookstore will be located in the first floor lobby of Moscone West and will be open throughout pre-conference and conference activities. Our bookstore will feature titles written by conference speakers, books written by sector leaders and other publications that highlight current events in service. The bookstore will

also carry a light collection of fiction and other mainstream media available for purchase. Stock your personal library with service and volunteering materials as well as popular fiction.

The Civic Energy Bookstore will have book signings and opportunities to speak with and receive a personalized autographed copy of books. The bookstore will also feature some books for sale that have been pre-signed by authors.

Book Signing Schedule

Tuesday, June 23:

- 11:30 - 12:00 pm Mark Albion - *True to Yourself & More Than Money*
Shirley Sagawa - *The Charismatic Organization*
- 3:00 - 3:30 pm Michael Hais & Morley Winograd - *Millennial Makeover*
Heather McLeod Grant - *Forces for Good*
- 6:00 - 6:30 pm Peter Levine - *Future of Democracy*

Wednesday, June 24:

- 11:30 - 12:00 pm Andy Goodman - *Storytelling as Best Practice*

What's Going On in the CISCO ENERGY EXCHANGE

Energy Stage Schedule: unless otherwise noted, scheduled activities will occur on or near the stage located in the Cisco Energy Exchange on the Third Floor of Moscone West.

Tuesday, June 23rd

- 9:30 - 10:00am Levi's Refreshment Break (2nd Floor)
- 11:30 - 12:00pm The Social Cause Diet
- 12:10 - 12:40pm Causes
- 1:00 - 1:30pm AmeriCorps Alums Tweet Up - I
- 3:00 - 3:30pm AARP Create The Good

Wednesday, June 24th

- 9:30 - 10:00am Music National Service
- 11:30 - 12:00pm People First - Total Solutions: Volunteer Program Assessment Tool
- 12:10 - 12:40pm All For Good
- 1:00 - 1:30pm Destiny Arts Youth Performance Company from Destiny Arts Center in Oakland
- 3:00 - 3:30pm AmeriCorps Alums Tweet Up - II

Cisco Energy Exchange Exhibitor List

COMPANY	BOOTH
Corporation for National and Community Service	2nd floor
Points of Light Institute	2nd floor
AmeriCorps Alums	208,210
First Advantage: Safe Volunteers Project	111
JK Group, Inc.	200
SweatMonkey	228,230
The Good Deed Organization	109
AmeriCorps Gear	206
National Senior Corps Association	106, 108
Kaeser & Blair Incorporated	104
PEOPLE FIRST - TOTAL SOLUTIONS	234
KaBOOM!	107
Energize, Inc.	232
International Association for Volunteer Effort (IAVE) & The Association of Junior Leagues International Inc. (AJLI)	305
Bespoke Software, Inc.	103
9/11 Day of Service	204
One Warm Coat	202
U.S. Citizenship and Immigration Services	130
SSCI	133
FeelGood	105
Youth Volunteer Corps of America	132
VolunteerMatch	304,306
JF Fixler & Associates	308
Convio	400
VolunteerGifts.com	408,410
America's Promise Alliance	309
Coming of Age	407
MissionFish and eBay Giving Works	409
Samaritan Technologies	134
NACCRRRA	303
Chevron	101
Writing for Community Success and e Learning Institute International	403
Teach For America	405
Lyon Software	314
Truist	318
Project on Civic Reflection	316
Colors of Commitment	311
Social Imprints	136
Shinnyo-en Foundation	307,406
ALIVE	236
PGA Tour	110
UPS Service Desk	UPS service desk
The Home Depot Foundation	301
Pacific Gas and Electric Company & Presidio School of Management	102
AAA for Utah, Nevada and Northern California	137
Symantec	302
Cisco	128
University of Phoenix	310
California Volunteers	129
USA WEEKEND Magazine: Make a Difference Day	320
Scholastic Inc.	315
The Quaker Oats Company	312
Google	404
Taproot Foundation	313
AARP Create The Good	135
Voices for National Service	412
L'Oréal Paris Women of Worth	411
Bank of America	414
WE Connect	MS booth
Youth Service America	131
National Youth Leadership Council	402
Commongood Careers	401

VolunteeringandService.org



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