

AGENDA AND SPEAKERS

MAKING WAVES NOV 1-2 2018 NAUMF COMMUNICATORS CONFERENCE

WEDNESDAY • OCT 31

6:30

Dinner

Island Way Grill

THURSDAY • NOV 1

8:30 – 9

Welcome and Introductions

Tita Parham and Mark Becker,
Florida United Methodist Foundation

9 – 10:30

Best Practices and Strategic Planning
for Religious Groups and Nonprofits

Michelle Turman,
Catalyst Consulting Services

10:30 – 12

The Social Media Debate
○ Which platforms are worth the trouble
○ How to beat the algorithms

Mark Freid, Think Creative Inc.

12 – 1

Lunch and Networking

Pool Deck

1 – 3

Understanding Our Audience Demographics
○ Market research techniques that inform
us about our constituents

Mark Freid, Think Creative Inc.

3 – 4

Strategies to Engage Younger Generations

Mark Freid, Think Creative Inc.

4 – 6:30

Enjoy the Beach

6:30

Dinner

Columbia Restaurant

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1160 Gulf Blvd • Clearwater Beach • 33767

FRIDAY • NOV 2

The agenda today is all about sharing. The individuals listed are not speakers, but facilitators who will guide discussion around the topic. Please come prepared to share any tips or strategies you incorporate and have found useful so we can all learn from each other.

9 – 10:30	Creating Strategic Communications Plans and Using Them All Year	Janet Marshall, United Methodist Foundation of Arkansas Krystol Wheeler, Texas Methodist Foundation
10:30 – 11:30	Strategies to Bypass the Gatekeepers	Tita Parham, Florida United Methodist Foundation
11:30 – 12	Wrap, Recap, Final Thoughts	
12	Lunch	Salt Cracker Fish Camp

SPEAKERS

MARK FREID

President, Think Creative Inc.

A veteran of the branding, marketing and advertising industry, Mark Freid started his career as a writer, producer and director. Today, he is the founder of Happiness Counts (happinescountns.com) and owner of Think Creative Inc. (thinkcreativeinc.com), an award-winning branding and marketing firm based in Orlando, Florida, that is driven by a “Culture of Gratitude.”

Freid goes to the office every day with a single goal — to inspire the team to think creatively, work strategically and play nice (or else). He’s also in charge of convincing everyone that even the craziest ideas are worth considering, a skill he uses with team members and clients alike. Of all the things Freid does, the things he loves most are building teams, empowering individuals and helping clients find their souls ... and go for their goals.

Besides driving the Think Creative ship, Freid also serves as board president of the Holocaust Memorial Resource and Education Center of Florida, writes short stories and runs long races (three Ironman races, numerous marathons and ultra-distance trail runs, a run across the Grand Canyon, and a recent run across the state of Florida). He and his team have also been the featured brand experts on the Travel Channel’s No. 1 show, “Hotel Impossible.”



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SPEAKERS

The Orlando Sentinel name Freid one of the “Central Florida 100” — community leaders who weigh in on what’s going on in Central Florida and the world. He earned a Bachelor of Arts from Tulane University in New Orleans and a Certificate of Leadership Practice from Rollins College in Winter Park, Florida. He also graduated from the Crummer Management Program and Leadership Mastermind Alliance at Rollins College and the Corporate Athlete and Resilience programs at the Human Performance Institute in Orlando, Florida.

MICHELLE TURMAN

CEO, Catalyst Consulting Services

Michelle Turman is CEO at Catalyst Consulting Services, a consulting agency she founded in Tampa, Florida, to facilitate positive change in the areas of executive searches, governance and fundraising coaching, organizational management, and strategic planning.

After 13 years of museum management focused on curating exhibitions, fundraising and administration and service as an associate professor of art history and humanities at St. Pete College, Turman moved into the health and human services industry. In 2000, she was inducted into the prestigious Explorer’s Club in New York for her dedication to underwater exploration and artifact conservation.

Over the next six years, Turman focused on fundraising, operations and human resources for a number of organizations, including the Children’s Home Society, Lighthouse of Pinellas for the Blind and Visually Impaired and the Gulf Coast Museum of Art. During her tenure with the agencies, the Tampa Bay Business Journal recognized each as Nonprofit of the Year.

With more than 21 years of nonprofit experience, Turman established Catalyst Consulting Services and has been responsible for increasing the impact and best practices of area nonprofit organizations and raising more than \$60 million for the Tampa Bay community through her professional and personal philanthropic efforts. Her community service has also included leadership roles on the boards of arts, fundraising, philanthropic planning, and leadership and mentoring organizations.

Turman is a partner and educational trainer for the Nonprofit Leadership Center of Tampa Bay and the Edyth Bush Institute for Philanthropy & Nonprofit Leadership at Rollins College in Winter Park, Florida. In 2015, she was recognized by Tampa Bay Metro Magazine as one of Tampa Bay’s Distinguished Women in Business and the Face of Nonprofit Change in 2016 and was nominated by Tampa Bay Business Journal as Business Woman of the Year in 2007 and 2016. Turman received her bachelor’s and master’s degrees from Florida State University in Tallahassee and University of South Florida in Tampa, respectively.



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LOGISTICS AND REGISTRATION

MAKING WAVES NOV 1-2 2018 NAUMF COMMUNICATORS CONFERENCE

LODGING • RESERVATIONS

The conference will be held at the Sheraton Sand Key Resort at 1160 Gulf Blvd, Clearwater Beach, FL, 33767.

A block of rooms has been reserved at a rate of \$140 per night, plus tax (13 percent), for Oct. 31 and Nov. 1. The rates are available three days prior to and after those dates, based on availability.

To reserve a room, call the resort's reservations department at 727-595-1611 before 7 p.m. and reference the NAUMFC November 2018 meeting coordinated by the Florida United Methodist Foundation. Please also provide this code:

NJ28AB.



Participants must register by 5 p.m. Oct. 1 to receive the group rate.

TRANSPORTATION

AIRPORTS: The two closest airports are Tampa International Airport, which flies most major airlines, and St. Pete-Clearwater International Airport, which flies Allegiant. It takes about 45 minutes to get to the hotel from the Tampa airport.

GETTING AROUND: The hotel does not have a shuttle to and from the airport, but there are shuttle services at the airport. Renting a car is also suggested.

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REGISTRATION • MEALS

There is no fee to attend the conference, but registration is required. Dinner Wednesday and Thursday and lunch Thursday and Friday will be provided, but are optional. Please select those you will be attending. Guests are welcome, but asked to cover their costs for offsite meal events.

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| ☐ OCT 31, 6:30 PM — Island Way Grill
20 Island Way, Clearwater, FL 33767 | ☐ Yes ☐ No
☐ Guest |
| ☐ NOV 1, NOON — Pool Deck, Sheraton Resort | ☐ Yes ☐ No
☐ Guest |
| ☐ NOV 1, 6:30 PM — Columbia Restaurant
1241 Gulf Blvd., Clearwater, FL 33767 (across from the Sheraton) | ☐ Yes ☐ No
☐ Guest |
| ☐ NOV 2, NOON — Salt Cracker Fish Camp
25 Causeway Blvd., Clearwater Beach, FL 33767 | ☐ Yes ☐ No
☐ Guest |

Name: _____

Foundation: _____

City | State: _____

Cell Phone: _____ Email: _____

Please email or fax this form to Tita Parham at tparham@fumf.org or 863-904-0169 by Oct. 1.

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