



Embrace + Embolden

2024 UNA Annual Conference



October 10



8:00 AM - 4:30 PM

**Utah Cultural
Celebration Center**

**1355 W 3100 S
West Valley City, UT 84119**

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Resources and Events



Connect on UNA's Slack Channels



Leadership and Organizational Culture Nonprofit Credential



Attend Utah Philanthropy Day



Upcoming UNA Events

Wifi Networks

West Valley City Connect
UCCC Guest

Take the Conference Survey!

Let us know what you think of this year's conference.



Take the Survey

Conference Agenda



Additional Keynote and Breakout Session Information

8:00 - 9:00 AM

Breakfast and Check In

Great Hall

9:00 - 10:30 AM

Welcome, Awards, and Morning Keynote

Great Hall

10:30 - 11:00 AM

Break / Exhibitor Hall

Lower Plaza Level

11:00 AM - 12:00 PM

Breakout Session 1

Lower Plaza Level

12:00 - 1:20 PM

Lunch and Afternoon Keynote

Great Hall

1:20 - 1:45 PM

Break / Exhibitor Hall

Lower Plaza Level

1:45 - 2:45 PM

Breakout Session 2

Lower Plaza Level

2:45 - 3:15 PM

Break / Exhibitor Hall

Lower Plaza Level (Beverages, cookies, and brownies will be provided.)

3:15 - 4:15 PM

Breakout Session 3

Lower Plaza Level

4:25 PM

Opportunity Drawing / Closing

Great Hall



Keynote Sessions



DONNA MURRAY-BROWN

MORNING KEYNOTE

Beyond Empowerment: Embracing Our Power, Impacting Our Communities

Our morning keynote speaker, Donna Murray-Brown, is the Vice President of Strategy and Development at the National Council of Nonprofits where she drives strategic initiatives to strengthen the organization's resources. With over 15 years in the nonprofit sector and a background in banking, she's a recognized leader and serves on multiple boards.



DR. TIMOTHY SHRIVER

AFTERNOON KEYNOTE

Dr. Timothy Shriver, is a University of Utah Impact Scholar at the Kem C. Gardner Policy Institute, the Chairman of Special Olympics International, founder and current CEO of UNITE, and co-creator of the Dignity Index—a tool designed to ease divisions, prevent violence, and solve problems.

Breakout Session 1

11:00 AM - 12:00 PM

Earned Media: How to Get It and Why It's Priceless

Panelists: Palak Jayswal, The Salt Lake Tribune; Benjamin Wood, City Weekly; Ben Winslow, Fox 13; Lara Jones, KRCL 90.9fm

Track: *Marketing/PR/Communications; Plaza Suite A*

Donations of Complex Assets to Charities

Speakers: Brent Andrews and John Nash, Holland & Hart LLP

Track: *Finance and Legal; Classroom 103*

Embrace or Abandon? Considering Fundraising Events in 2025 and Beyond

Speakers: Amberlie Phillips and Joelle Kanshepolsky, Pathway Group

Track: *Fundraising; Classroom 104*

Community Activation: Cultivating a Volunteer Culture that Reflects CommUNITY

Speakers: Karina Lugo Villalba and Maddie Judge, Wasatch Community Gardens

Track: *Volunteer Management; Plaza Suite C and D*

Improve Your Organization's Strategic Planning with Futures Thinking Tools

Speakers: Peggy Cain, Westminster University; Alexx Goeller, Discovery Gateway

Track: *Leadership; Plaza Suite E*

The Team That Plays Together Stays Together: Embracing Games at Work

Speaker: Michael Babcock, Shriners' Hospital

Track: *Human Resources/Organizational Culture; Plaza Boardroom*



Breakout Session 2

1:45 - 2:45 PM

Practical Use Cases for AI in the Nonprofit Space

Panelists: Sunny Washington, OrcaPanda.com (formerly Seer AI);
Br33 Jon3s, c3ntric; Lindsey Henderson, ExcelinEd

Track: AI; Plaza Suite A

Navigating New Terrain: Nonprofit Employee Classification and Overtimes Rules

Speakers: Kathleen Weron, Ogletree Deakins

Track: Human Resources; Classroom 103

Beyond Likes & Shares: Cultivating Influencers for Your Nonprofit

Speakers: Guinnevere Shuster, Humane Society of Utah

Track: Marketing/PR/Communications; Classroom 104

Emerging Trends in Fundraising: Adapting to the Changing Philanthropic Landscape

Speakers: Dan Prater, Forvis Mazars

Track: Fundraising; Plaza Suite C and D

If Not You, Then Who? Amplifying Your Nonprofit's Voice Through Advocacy

Speakers: Martín C. Muñoz and Jenna Williams, Voices for Utah Children

Track: Advocacy; Plaza Suite E

Building Bridges: Enhancing Your Mission Through Belonging

Speaker: Ze Min Xiao and Bailey Rivera-Wymes, Center for Economic Opportunity and Belonging

Track: Leadership and Organizational Culture/DEI; Plaza Boardroom



Breakout Session 3

3:15 - 4:15 PM

The Future of Peer-to-Peer Fundraising and Its Impact on Next-Gen Giving

Speakers: Bruno Borges, Good Ask

Track: *Fundraising; Plaza Suite A*

Fraud—Could It Happen to My Nonprofit?

Speakers: Kyle Robbins and Richard Scoresby, Larson & Company

Track: *Finance and Legal; Classroom 103*

Communicating Across Language Barriers: Strategies for Success

Speakers: Jessica Hercules, English Skills Learning Center

Track: *DEIB (Diversity, Equity, Inclusion, Belonging); Classroom 104*

Embodied Leadership: Building Presence, Power, and Compassion as a Leader

Speakers: Dana Levy, Survivor Wellness; Zach Smith, Kizuki, LLC

Track: *Personal Wellness; Plaza Suite C and D*

Facilitated Networking

Plaza Suite E

Embracing Lived Experience: Elevate Your Nonprofit with Inclusive Hiring

Speakers: Jillian Olmsted and Kellie Mieremet, The INN Between

Track: *Human Resources; Plaza Boardroom*



2024 Conference Sponsors

Partner Sponsors

Morgan Stanley

Smith's FRESH FOR EVERYONE™



Connector Sponsors

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Coffee Sponsors

HOLDINGS

Contributors



Business Expo Hall

Exhibitor Hall Table List

American Insurance &
Investment Corporation
Branch Out Social
BYU Marriott MPA
Devote
Division of Public Affairs
(U of U MPA)
EleeHub

Gallagher
IMA Benefits
KRCL 90.9fm
Mighty Penguin
The Millward Agency
Nonprofit Legal Services
Nonstop Health
Park City Performing Arts

RyTel Hosted
Squire
Suncatcher Energy
Tanner LLC
Team Nash
Utah Public Health Association
Utah Valley University
Westminster University

Opportunity Drawing

YOU MUST BE PRESENT TO WIN.

Join the Expo Hall Passport Contest! Collect 10 stamps from exhibitors, then turn in your completed passport at the UNA table. Winners will be randomly selected and announced at 4:25 PM—fabulous prizes await!

Opportunity Drawing Donors

Brighton Resort
Deer Valley
Hale Center Theatre
In-N-Out Burger
Kodiak Cakes
KRCL 90.9fm
Megaplex Theatres
Nothing Bundt Cakes

Patagonia
Pioneer Theatre
Red Butte Garden
Regence
Solitude Resort
Starbucks
Team Nash
Thanksgiving Point

The Leonardo
Utah's Hogle Zoo
Utah Museum of Fine Arts
Utah Museum of Natural History
Utah Symphony | Utah Opera



Leader Awards

2024 Outstanding Nonprofit Leader Award



Celeste Edmunds

Executive Director
The Christmas Box International



Jacob Crane

Executive Director
Cultural Fire Events

Nonprofit Credential Award Recipients

The INN Between

United Way of Northern Utah

2024 Hall of Fame Spotlight Recognition

Alexis Powell

Allison Dansie

Andi Catmull

Darlene Dixon

Elise Weidman

Frank Nilson

James Brown

Jamie Ault

Jen Sorenson

John Koranicki

Joana Saucedo

Kylee Affleck

Laura Andersen

Laurie Kikel

Liz Joerger

Mary Dalling

Mason Bennett

Nina Chartrand

Michael Allgier

Rachel Kelly

Rick Pollock

Robyn Taylor-Granda

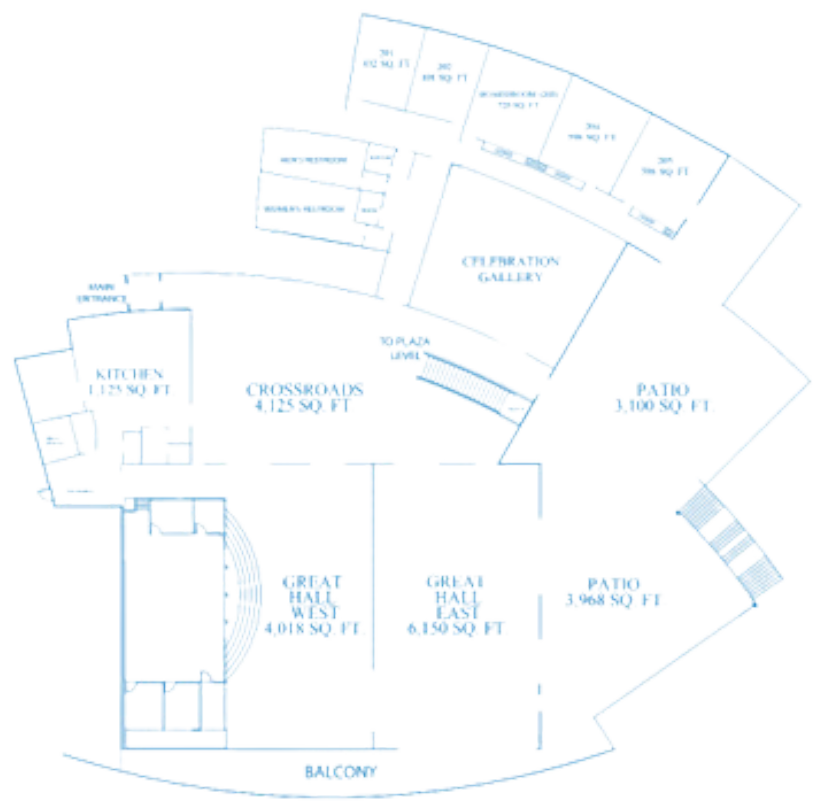
Sara Day

Tiffany Tolbert

Yolanda Kunder

Utah Cultural Celebration Center Map

Main Level



Plaza Level



Directions and Transportation

Directions

The Utah Cultural Celebration Center is located just north of 3300 South on Cultural Center Drive and is easily accessible from both I-15 or from I-215.

From I-15:

- 3300 S Exit, then head west.

From I-215:

- 3500 South Exit, then head east.

Car pooling is highly recommended!

Public Transit

The Utah Cultural Celebration Center is a short walk from the UTA MAX line at the stop located on 3300 S @ 1226 W.

UTA's TRAX light rail system is one mile from the Utah Cultural Celebration Center via the Green Line, which runs from West Valley City to the Salt Lake City International Airport.

Utah Cultural Celebration Center Parking Map

Complimentary self-parking is available on-site at the Utah Cultural Celebration Center. ***Car pooling is highly recommended!***

- Main lot out front
- Lot in the back of the building (around the edge and two rows on the diagonal in the middle)
- Street parking along both sides of Cultural Center Drive
- Limited parking across the street at the Utah Veterans Memorial Park
- Limited parking nearby at Pioneer Crossing Regional Park



Additional Information

Nursing Mothers Room

There will be a private room available on site for nursing mothers. The room is located behind the Great Hall stage on the main level. It will be signposted, but if you require any assistance, please ask a UNA staff member.

Access to the room is on the foyer side of the Great Hall.

