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the nonprofit  
**SYMPOSIUM**  
at Bergen Community College



# Engaging the Community to Make a Difference

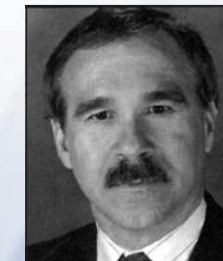
May 6, 2011

## Morning Speaker:



**Dr. Randal Pinkett,**  
*Entrepreneur, Speaker,  
Author and Rhodes Scholar,  
former winner on NBC's  
"Apprentice" reality TV show.*

## Luncheon Speaker:



**John D. McIlquham,**  
*President, The Nonprofit Times*

The Nonprofit Leadership Institute





**On:** Friday, May 6, 2011, 8:00 a.m.  
**At:** Bergen Community College  
 Moses Family Meeting and Training Center  
 Technology Education Center (TEC-128)  
 400 Paramus Road, Paramus, NJ 07652

“Good actions give strength to ourselves and inspire good actions in others.” - Plato

How can your organization inspire individuals into action?  
 How can you tap into your network of supporters in order to keep your organization thriving? At the third annual Nonprofit Symposium, hosted by the Bergen Community College Nonprofit Leadership Institute, nonprofit leaders will share ideas and discuss strategies for strengthening the bond between nonprofits and their communities.

**AGENDA**

- 7:30 a.m. Registration/Continental Breakfast
- 8:00 a.m. **Welcome**  
 Dr. G. Jeremiah Ryan, President, Bergen Community College
- 8:10 a.m. **Program Introductions:**  
 Dennis C. Miller, Executive Director, Nonprofit Leadership Institute
- 8:15 a.m. **Opening Speaker – “Entrepreneurial Approaches to Community Engagement”**  
 Dr. Randal Pinkett, Entrepreneur, Speaker, Author and Rhodes Scholar, former winner on NBC’s “Apprentice” reality TV show.

9:15 a.m. **Get Inside the Mind of Your Donors: What Are They Thinking?**  
 David Ratcliffe, Managing Director and Head of Advisor Management in Bank of America Merrill Lynch Institutional Investments and Philanthropic Solutions, and Joy Chaillou, Vice President, Senior Nonprofit Advisor, present the 2010 Bank of America Merrill Lynch Study of High Net worth Philanthropy. The study, conducted in partnership with The Center of Philanthropy at Indiana University, is the most comprehensive survey of the charitable practices and attitudes of wealthy Americans, their giving behaviors and motivations.

10:00 a.m. **New Jersey’s New Demographic Tapestry.**  
 Dean James W. Hughes, Edward J. Bloustein School of Planning and Public Policy, Rutgers University, will discuss how New Jersey is at the leading edge of national demographic change. Attendees will learn about the major forces that are reshaping the state’s population and how the demographic profile is changing.

10:45 a.m. **Break**

11:00 a.m. **What Lies Ahead – Insights from Trenton’s Beat Reporters**  
 Panel Discussion with Charles Stile of The Record, Zack Fink of NJN, John Mooney of NJ Spotlight and moderator Joe Healy, Chairman of Kolmar Industries.

12:00 p.m. **Lunch/Social Networking**

1:00 p.m. **Luncheon Speaker – “How to Survive in a 999 Channel Cable System”**  
 John D. McIlquham, President, The Nonprofit Times



For sponsorship opportunities, please contact the BCC Foundation, (201) 447-7117.

Enrollment is now open for Bergen’s Nonprofit Management degree program – visit [www.bergen.edu](http://www.bergen.edu) to learn more.

**REGISTRATION**

Fee is \$50 and includes breakfast and lunch. Preregistration is required and space is limited. No confirmation will be sent.

To register by mail, please send your registration fee and the form provided below to:

Bergen Community College  
 Division of Continuing Education  
 400 Paramus Road • Paramus, NJ. 07652

To register online, visit [www.bergen.edu/nonprofit](http://www.bergen.edu/nonprofit)

To register by phone, call Lorraine Maturri, (201) 447-7161.

**REGISTRATION FORM**

Please print or attach a business card; for additional registrants, duplicate this form.

NAME \_\_\_\_\_  
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To phone in your credit card payment, please call (201) 447-7161. Make checks payable to Bergen Community College.