



Speaker Bios



Ronald J. Barrett

Vice President of Nonprofit Services, COGENCY GLOBAL

Ron Barrett is the Vice President of Nonprofit Services at COGENCY GLOBAL, a professional registered agent company that provides nationwide corporate, secured transaction, business license, and nonprofit services.

Mr. Barrett has a wealth of knowledge and experience working with nonprofits, state corporate and charity regulators, and state sales tax exemption filing offices. He developed a comprehensive suite of nonprofit products and services that COGENCY GLOBAL currently offers to legal, accounting and nonprofit clients.

Services include corporate filings, charitable solicitation registrations, compliance, business licensing, and sales tax exemption management. He is the co-author of *Nonprofit Fundraising Registration: Nolo's 50-State Digital Guide*, has authored numerous articles and has presented public and in-house CLE seminars on state charitable registration requirements around the country.

LinkedIn: <https://www.linkedin.com/in/npguru/>

Twitter: @COGENCYGLOBAL



Emily Bernhards

Project Manager, America's Charities

Emily Bernhards leads a team to ensure timely membership renewal and completion of public sector campaign applications for member charities and works with members of the Client Engagement Solutions staff to engage in the ongoing development of services and solutions provided to nonprofit and other clients.

LinkedIn: <https://www.linkedin.com/in/emily-bernhards-a284485b/>



Tamara Bibby

Client Engagement Manager, America's Charities

Tamara is a Client Engagement Manager at America's Charities. Since joining America's Charities in 2004, she has managed and supported client accounts that have raised millions for national and local nonprofits through private and public workplace giving programs.

Tamara is a seasoned professional with extensive experience spanning the areas of marketing, communications and nonprofit management. She specializes in developing, managing, and delivering customized workplace giving programs that align with employer-focused initiatives that positively impacts communities through social change. She also has deep experience in marketing and communications that includes managing the development of an integrated public-facing website, designing and implementing a multi-channel advertising program and developing materials that supported messaging and promotion of program offerings.

She holds a B.S. in Business Administration and Marketing from Longwood University. Tamara is the Volunteer Vice President of the James Bibby Memorial Foundation in honor of father, James Blair Bibby.

LinkedIn: <https://www.linkedin.com/in/tamarabibby/>



Lisa Connole

Manager, Corporate Community Relations, Lockheed Martin

Lisa Connole manages employee volunteerism and employee-focused programs as part of Lockheed Martin's corporate community relations team. In her role, Lisa supports philanthropy initiatives that enhance the company's reputation as a good corporate citizen, with a focus on two key business issues – STEM education and military and veteran causes. Lisa helped reverse a declining trend in volunteerism within the company through an innovative communications campaign successfully boosting employee volunteerism to over 1M hours annually.

Lisa has fourteen years of communications experience with nine of those years focused on community relations.

LinkedIn: <https://www.linkedin.com/in/lreid1/>



Jill Davis

Senior Director of Corporate Partnerships, Share Our Strength

Jill Davis serves as the Senior Director of Corporate Partnerships. Jill oversees the engagement of national corporate partnerships in the No Kid Hungry campaign, including: cause related marketing; corporate sponsorships; consumer-fundraising; fundraising events; and strategic philanthropy.

Prior to joining Share Our Strength in 2014, Jill served as the Senior Director, External Affairs for the Elizabeth Glaser Pediatric AIDS Foundation. There she oversaw the development and implementation of an integrated strategic communications and marketing plan to advance the organization's brand identity and revenue generation opportunities. She also worked for ALSAC/St. Jude Children's Research Hospital, most recently serving as the National Program Marketing Director.

LinkedIn: <https://www.linkedin.com/in/jill-davis-24108316/>



Anthony DeCristofaro

Deputy Director/Senior Compliance Specialist, Office of the Combined Federal Campaign (MSAC), OPM

Mr. DeCristofaro joined the U.S. Office of Personnel Management (OPM) as the Deputy Director and Senior Compliance Officer for the Office of the Combined Federal Campaign (CFC) in February 2017. He assists with the oversight of the CFC and the implementation of new systems that support major regulatory changes being enacted. Prior to this appointment, he was the manager of the Department of Defense Voluntary Campaign Management Office overseeing CFC in the National Capital Region and the Overseas Area, Fed's Feed Families, disaster relief fund-raising, and providing consultation and technical assistance on Federal giving to department personnel around the world.

Mr. DeCristofaro brings more than thirty-five years' of experience in management, marketing, communications and fund raising to the program. His efforts have helped raise more than \$800 million for local, national and international charities through the Combined Federal Campaign (CFC) and private sector campaigns. Prior to his Federal service, he was Senior Vice President and Chief Marketing Officer for America's Charities. From 2004-2009, he was the Executive Director of the Combined Federal Campaign of the National Capital Area (CFCNCA) for Global Impact, where he raised more than \$66.5 million in pledges to charities in his last year.

He also has served in professional positions with Hill and Knowlton Worldwide Public Affairs Company (Washington, DC); Lighthouse Communications (Fairfax, VA); The Media Edge (Seattle, WA); and The Consulting Network (Vienna, VA). In the nonprofit world, other assignments included two separate appointments with United Way of America (Alexandria, VA); United Way of the National Capital Area (Washington, DC); United Way of the Texas Gulf Coast (Houston) and United Way of Madison County (Anderson, IN).

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Sarah Ford

Marketing Director, America's Charities

Responsible for the development and implementation of America's Charities content, programs, and services, Sarah helps execute workplace giving campaigns and annual events that raise sustainable funds for nonprofits, and nurture corporate client, member charity, and partner relationships.

LinkedIn: <https://www.linkedin.com/in/sarahkathrynford/>

Twitter: @Philopportunity



Tonya Guy

Associate Director of Marketing and Communications, Canine Partners for Life

Tonya has always had a passion for helping others, and a love for dogs, so to become involved in Canine Partners for Life (CPL) made sense and the relationship has now continued for a successful 14 years. CPL's mission is to train service dogs for individuals with physical, developmental, and cognitive disabilities or who are in other situations of need. After graduating with a Bachelor in Education from West Chester University in 2013, Tonya accepted a full-time position as CPL's Education and Demonstration Coordinator. Tonya is now responsible for managing all press and advertising opportunities. She produces bi-annual printed newsletters, quarterly e-newsletters, and other promotional materials. Tonya is also responsible for managing CPL's website and social media accounts including Facebook, Twitter, Instagram and LinkedIn. She continues to assist and support CPL's involvement with America's Charities and welcomes opportunities to participate in America's Charities fairs across the nation.

LinkedIn: <https://www.linkedin.com/in/tonya-guy-a51a85aa/>



Dr. Rebecca Hardin

Federal Employee Volunteer Program Director

Dr. Rebecca Hardin is a Performance Improvement Consultant and Volunteer Opportunities Program Director for a federal agency. She completed her Ph.D. in Industrial-Organizational Psychology at the University of Phoenix in 2014 after successfully defending her dissertation entitled: Building a Case for Supporting Nonprofits: Examining Relationships between Intra-Organizational Volunteerism, Organizational Commitment, and Organizational Citizenship Behaviors. She is continually disseminating the results of her study to help build cases for cross-sector partnerships that address community needs from a holistic perspective while also providing ROI benefits and valuable impact for each stakeholder: businesses, nonprofits, communities, and employee volunteers. As a result, she has been approved to design and implement a volunteer program at a federal agency, and she is part of OPM's Volunteer Working group to help develop recommendations for integrating volunteerism into the Combined Federal Campaign for all federal agencies.

She has facilitated sessions with over 2,800 nonprofit, government, and business professionals at forums such as the Points of Light's National Conference on Volunteering and Service, the IMPACT2030 Global Summit at the United Nations, Maryland Nonprofits' Annual Conference, and the Combined Federal Campaign National Conference.

She is an active volunteer with IMPACT2030, the only corporate-led initiative to realize the Sustainable Development Goals for our world by the year 2030. She is also a volunteer for University of Phoenix's Industry Advisory Council and Howard County's Volunteer Center Advisory Board. She received the 2015 Spirit of Service Award for her contributions.

LinkedIn: <https://www.linkedin.com/in/rebecca-hardin-ph-d-0459ba37/>



Kelly Hitz

Program Coordinator, Pennsylvania State Employee Combined Appeal (SECA)

Kelly Hitz has been the program coordinator of the Commonwealth of Pennsylvania's State Employee Combined Appeal (SECA) campaign since 2012. In this role, she manages all aspects of the campaign, including planning strategy and communications, facilitating cabinet chairperson involvement, training agency and field coordinators, and administering the application process. Her background includes extensive experience in public relations, media relations, fundraising, and event coordination in the non-profit and private sectors. Kelly earned a Bachelor of Humanities in communications from Penn State University and a Master of Science in communication studies from Shippensburg University. She lives near Harrisburg, Pennsylvania with her husband, son, daughter and their four-legged family members.

LinkedIn: <https://www.linkedin.com/in/kelly-hitz-b0325711/>



Junelle Kroontje

Manager, King County Employee Giving Program (KCEGP), Seattle, Washington

As the Employee Giving Program Administrator for King County, Junelle is the only full-time year round employee responsible for their workplace giving program from cradle to grave. King County has 14,000 + employees and the third largest public sector giving program in Washington State. Since Junelle began working with King County in 2008, King County has brought giving online, introduced and passed legislation that brings our program and eligibility in-line with industry best practices, streamlined natural disaster relief efforts, increased nonprofit participation from 600 to 1,029 with 80% of them consistently receiving donations over the years, increased dollars raised every year even during the worst recession our community and workplace had seen in 20 years, with a record-breaking \$1.92 million pledged in 2016, and created and implemented internal Nonprofit Expos that attracted nearly 1,300 employees.

Workplace Giving, Employee Engagement and Corporate Social Responsibility is a natural fit for her outgoing nature and passion for giving back. It allows her to put into practice her interests in systemic change and public policy. She believes it is one of the best investments we can make in our employees, in our local and global communities, and in our nonprofit partners.

LinkedIn: <https://www.linkedin.com/in/junelle-kroontje-81953a54/>



Robyn Neal

Vice President, Client Engagement Solutions, America's Charities

Robyn Neal joined America's Charities in 2001 and became Vice President of Client Engagement Solutions in 2015. Prior to joining America's Charities, Robyn was engaged in the practice of law. Robyn oversees the Client Engagement Solutions team, which is responsible for managing all client and member charity relationships. The Client Engagement Solutions team provides consultative services and counsel to maximize campaign efforts and results, including facilitating the client onboarding, renewal and application process and supporting campaign events and promotions.

LinkedIn: <https://www.linkedin.com/in/robyn-breslauer-neal-ba650016/>



Lindsay J.K. Nichols

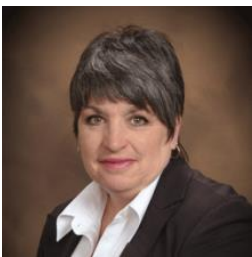
Vice President, Marketing and Communications, America's Charities

Lindsay is Vice President of Marketing and Communications at America's Charities, the leader in workplace giving and philanthropy. She is a seasoned communications strategist whose work has spanned the nonprofit, corporate, legal, healthcare, consumer, and government sectors for more than 15 years. For the length of her career, Lindsay has focused on dynamic and sustainable

communications, social/traditional media, grassroots and crisis communications, and branding strategies that have ultimately helped impact public policy, change people's behavior, and live healthier, more equitable lives. In 2015 Lindsay brought her social sector experience and passion for driving positive change to America's Charities. A member of the organization's senior leadership team, Lindsay guides and oversees the strategy and execution of all marketing and communications efforts with a major emphasis on strategy and tactics that support increased growth for the organization.

LinkedIn: <https://www.linkedin.com/in/lindsaynichols/>

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Ruth Owens

Manager, Charitable Funds, America's Charities

Ruth Owens joined America's Charities in April 2004. In her role she focuses primarily on processing donor pledges for more than 20 corporate fiscal clients who utilize America's Charities' online pledging tools, distributing monthly and quarterly donations to thousands of charities nationwide. Additionally she works closely with member charities on their reporting associated with distributions, pledge data and donor

information.

LinkedIn: <https://www.linkedin.com/in/ruthaowens/>



Loraine Parks

Assistant Secretary, Office of the Secretary of State, Maryland Charity Campaign (MCC), State of Maryland

Lori Parks is the Administrator of the Maryland's Charity Campaign and the Secretary of State's Special Projects Coordinator. Under her leadership, the Maryland Charity Campaign has raised over \$15M in the last five years. Additionally, Lori supervises the Notary Public Division, which regulates 80,000 Notaries Public, and coordinates numerous Special Projects in the Division of Charities and Legal Services including the regulation of Professional Fundraisers and Solicitors, Commissioning of Special Police, oversight of Ceremonial Pens, and much more. Formerly, she was the principal Investigator for Notary Complaints and Investigations.

Mrs. Parks has committed herself to Public Service and for more than 12 years served in the Office of the Secretary of State. Prior to her State Service, Lori worked in the private sector managing 135 staff members ensuring smooth operations and successful revenue streams. For the last 15 years, she serves as a volunteer EMT and Lieutenant in her local Fire Department. Lori has served as a Board member and in the following elected positions: Secretary, Vice President, and President of her Fire Department. She is a very proud Mother of three successful young men and the devoted Grandmother of nine.



Brenda Segal

Development Manager, Miriam's Kitchen

As Development Manager at Miriam's Kitchen, Brenda Segal works with donors of diverse backgrounds and interests -- corporate partners, recurring donors, federal employees, and volunteers -- to help Miriam's Kitchen achieve the mission of ending chronic homelessness in DC. Brenda is the lead manager for several of the Development Department's programs, including the MK Club, Miriam's Kitchen's core of monthly donors, the mid-level donor program, and all workplace giving activities. Brenda joined Miriam's Kitchen in March 2016, and loves being able to harness the passion of donors to make tangible and long-lasting change in the lives of those experiencing homelessness. Prior to joining Miriam's Kitchen, Brenda served as the Manager of Corporate Partnerships at WomenHeart: The National Coalition for Women with Heart Disease, where she cultivated, solicited and maintained a growing portfolio of corporate partners, including raising record revenue at the organization's annual awards gala. Brenda came to the nonprofit sector after years of sales, marketing, healthcare, fundraising and nonprofit advocacy experience in her previous work in health care consulting and politics. Brenda received her BA in Psychology and Women's and Gender Studies from Franklin & Marshall College in Lancaster, PA, and is a published author on gender and materialism in the International Journal of Consumer Studies.

LinkedIn: <https://www.linkedin.com/in/brenda-segal-83577043/>



Jim Starr

President and CEO, America's Charities

As an accomplished leader with more than 25 years of experience and a proven track record in the nonprofit and healthcare sectors, Jim has served in national and field executive leadership roles with multi-million dollar revenue and expense targets. He has led efforts to bring corporations and nonprofits together in meaning and impactful ways. He also brings a wealth of experience in strategic planning, business development, and partnerships.

LinkedIn: <https://www.linkedin.com/in/jamesestarr/>

Twitter: @jimstarr135



Roseanne Wark

Outreach and Engagement Manager, America's Charities

Roseanne joined America's Charities in 2000 as a Campaign Coordinator with the Member and Campaign Services department. In 2002, she began working with corporate clients as part of the Business and Campaign Development team. She helped Development Directors maintain their private sector giving campaigns across the United States while working locally in Washington, D.C., to grow business. She was promoted to Campaign Development Director in 2007 and continued to represent America's Charities and its member charities' interests regarding employer workplace giving by maintaining and growing existing managed campaign accounts. Today, Roseanne serves on the Client Engagement Solutions team as an Outreach Manager.

LinkedIn: <https://www.linkedin.com/in/roseanne-wark-2a8aa664/>



Rhonda Watson

Director of Corporate Workplace Giving, Feed the Children

Rhonda Watson is the Director of Corporate Workplace Giving with Feed the Children. In this role, Rhonda manages the public and private sector workplace giving program as well overseeing Feed the Children’s Employee Giving Program.

Before joining Feed the Children in 2015, Rhonda worked for a diverse range of organizations, including the American Kidney Fund, DC Area Health Education Center, Junior Achievement of Chicago and the Ounce of Prevention Fund. She also served as an Adjunct Professor at the University of the District of Columbia teaching Volunteer Management and Introduction to Nonprofit Organizations.

LinkedIn: <https://www.linkedin.com/in/rlwatson/>



George Weiner

Founder and CEO, Whole Whale

George is the Chief Whaler of Whole Whale, and an adjunct professor at NYIT. Prior to that, George was the CTO of DoSomething.org. During his 7 years at DoSomething.org, he oversaw the overhaul of the site twice (winning a Webby Award), helping to build a community of over 1.5 million teens taking action.

George founded Whole Whale in 2010 with the goal of reducing the nonprofit education gap in data and technology. To date, Whole Whale has worked with over 50 nonprofits to multiply their online engagement, and has reached over 60,000 nonprofits through podcasts, video trainings and online resources.

LinkedIn: <https://www.linkedin.com/in/georgeweiner/>

Twitter: @georgecaweiner and @WholeWhale



Adam Weinger

President, Double the Donation

Adam is blending his corporate experience with nonprofit fundraising. He studied finance and economic development at Emory University and abroad at the Singapore Management University before working in the private sector at Comcast and Capital One. Both companies offered generous corporate giving programs, yet most employees had no idea.

Double the Donation was started to help organizations proactively grow their matching gift revenue. At Double the Donation we believe we can affect the impact thousands of organizations can have on their communities. Through providing tools and resources to help nonprofits grow their revenue we can indirectly provide support to individuals in need, encourage strong educational achievements, play a role in bringing arts and cultural events to communities, save the environment, and support countless other initiatives.

At Double the Donation we provide the tools and resources to help nonprofit organizations and schools increase fundraising from corporate employee matching gift and volunteer grant programs. It’s our mission to help organizations generate the funding that’s necessary to focus on their core missions of education, community enrichment, scientific research, or charitable giving.

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Twitter: @2xDonations



Keith Willingham

Director of the Combined Federal Campaign, OPM

Keith Willingham serves as the Director of the Combined Federal Campaign (CFC) at the U.S. Office of Personnel Management. The CFC is the world's largest and most successfully organized annual workplace giving campaigns for millions of Federal, Postal military personnel. Each year employees voluntarily donate hundreds of millions of dollars to non-profit organizations who depend on these funds to help millions of people in need. As the Director, Mr. Willingham develops polices, strategies and provides oversight over a program that has grown to include nearly 25,000 charities world-wide. Since its inception, the program has helped raise almost \$7 billion dollars.

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Susan J. Wright

Administrator/LM AERO Club, Lockheed Martin Aeronautics Company

Susan was born in California and was raised in Baltimore, Maryland. She attended the University of Maryland College Park with a degree in Sociology. As the saying goes 'she got to Texas as quick as she could.'

She has been in the Dallas–Fort Worth area for over 25 years and has worked for various non-profits including Texas Health Resources (formerly Harris Methodist Hospital System), Big Brothers Big Sisters and most recently the Tarrant Area Food Bank.

She joined the Lockheed Martin team in January 2012 and is responsible for the employee giving program for all Aeronautics' locations across the United States.

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