



# MENDOZA COLLEGE OF BUSINESS

## Nonprofit Executive Programs

### How to Create Attractive Business Development Programs: Corporate Support

July 14-15, 2015

Hilton Bentley Miami/South Beach, Skyline Room  
101 Ocean Dr.  
Miami, FL



UNIVERSITY OF  
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Mendoza College of Business

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### How to Create Attractive Business Development Programs: Corporate Support

**Tuesday and Wednesday, July 14-15, 2015** All sessions will be held in the Hilton Bentley Miami/South Beach, Skyline Room

8:00 – 9:00 AM | Continental breakfast in Skyline room

12:00 – 1:00 PM | Lunch

9:00 AM – 4:00 PM | **The Secrets of Securing Corporate Sponsorship for Your Chamber Events and Programs**

Are You Looking to Increase Corporate Sponsorship of you Chamber Programs? Do you Wonder What Corporate Sponsorship Executive are Looking for? Do you Want to Know What Programs Appeal the Most to Corporations? Don't Miss This Chamber Training Institute in Beautiful Miami!

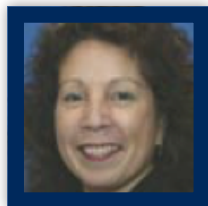
**Facilitator:** Mark Germano, President, Creating Solutions



**Mark Germano** is a seasoned nonprofit executive with more than 30 years of experience, both in working for nonprofit organizations as well as consulting in the industry. He has raised more than \$650,000,000 in his career, and he consistently builds strong donor relationships with high net-worth individuals, corporate and civic leaders. He has been an innovator in the nonprofit industry by introducing such things as online giving, implementing program outcome measurements into the development efforts and building effective strategies to work with a

wide range of donors. Mark has held leadership roles at the local, regional, state and national levels in a variety of organizations, including social services, education, faith-based and voluntary health organizations.

### Guest Speakers:



**Emily Santos**, IBM's Corporate Citizenship and Corporate Affairs Manager, based in Florida (confirmed)

Building a Smarter Planet requires the same foundation upon which societies have always grown: accessible healthcare, effective education, reliable transportation, environmental stewardship and more. IBM believes that our efforts in these areas are inseparable from our business, and IBMers around the world are realizing this vision every day not only as IBMers, but as engaged citizens of smarter towns, cities and communities. Smarter Cities As part of IBM's Smarter City Challenge Grant, a philanthropic initiative designed to provide top IBM experts to address some of the most pressing urban challenges, leaders from the City of Jacksonville worked closely with the IBM team on economic and workforce development. The three week engagement in August of 2012 resulted in a comprehensive roadmap to help attract a diverse variety of jobs and industries to the city. Education The IBM KidSmart Early Learning program places kid-friendly PCs loaded with award-winning software in schools and nonprofit organizations. IBM Florida has awarded more than 460 units to schools and non-profit organizations over the last several years. These units allow our youngest learners a chance for hands-on computer experience in the classroom, as well as a

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fun and interactive way of learning science, math and other subjects. Reading Companion is IBM's web-based literacy initiative that uses voice recognition technology to help children and adults to learn to read. The software listens as students read words and phrases that appear on the screen and encourages the students along the way. Reading Companion is currently in use by more than 120 schools and non-profit organizations in Florida. In Florida, 63% of IBMers and 9% of retirees participate, and have volunteered over 516,000 hours since the program was launched. As a result of these efforts, Community Grants totaling more than \$170,000 were awarded to schools and non-profit organizations around the state. Last year, 138 IBMers and retirees received the President's Volunteer Service Award. Humanitarian Research IBM's World Community Grid is available for researchers and volunteers looking to solve humanitarian problems using technology. The network of approximately two million devices uses the idle processing power of computers made available by volunteers worldwide—including several hundred IBMers across Florida. Thanks to Florida volunteers and others around the globe, progress is being made to address childhood cancer, malaria, clean energy, AIDS, and many other critical humanitarian issues.



**Melanie Jones**, General Manager of the South Florida Market for Coca-Cola  
(Invited, waiting for confirmation)

Melanie Jones is responsible for 1000+ associates promoting volume, profit and share growth across 7 counties in South Florida and the US Virgin Islands, British Virgin Islands and Cayman Island.

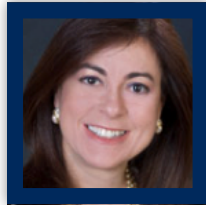
Crisp and confident, Melanie Jones runs through a list of essential leadership qualities. Words like “authentic”, “inspired” and “relatable” stack up like rush hour jets at JFK - expectant and charged. For Jones, an effusive and engaging Market Unit VP of Sales Operations for Coca-Cola Refreshments (CCR) for South Florida, leadership is a favorite topic and it colors every aspect of her workday.

She has 16,000 customers in her market unit, ranging from local, independent convenience store owners to large, high capacity hyper-markets with multiple layers of decision makers. Bar none, Melanie says her role is to “serve and empower” the success of her 300 team members - the merchandisers, account managers, and district and area sales managers out on the front lines with those customers every day.

“I’m not just leading large groups of people,” she explains, “But I’m engaged in moving the business forward through people. I want my team to know I appreciate hard work. I appreciate passion for our brands and this company. And if you come to work with that, I’m always willing to go the extra mile for you.”

Jones recently got the chance to dig deeper into her management skills through Coca-Cola’s Women in Leadership (WiL) program. The initiative gives select associates a chance to work on their professional development and career planning during intensive, one-week training sessions held every year in Atlanta. The pragmatic and real world of politics.

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**Maria Alonso**, Bank of America  
(Invited, waiting for confirmation)

Maria joined Bank of America in 1995 and currently serves as Corporate Social Responsibility Market Manager for Miami-Dade/Monroe Counties, working closely with the local leadership team and community organizations to implement the bank's local charitable giving strategy, sponsorships and volunteerism, aimed at impacting brand strength and market share.

Maria is actively involved in a host of civic and business organizations most recently having completed her service as Chairman of the Greater Miami Chamber of Commerce. Additionally, she is a Board member of the Executive Committee for the New World School of the Arts, the Miami Foundation, the Advisory Council for Teach for America, Board member of the March of Dimes and is a trustee of the United Way of Miami-Dade having completed her term as co-chair of its Financial Stability Impact Council in May, 2011. Internal to the bank, Maria chaired the Florida Diversity Council from 2006-2008.

Prior to assuming her current role, Maria was responsible for the implementation of the marketing strategy for the bank's International Private Bank unit and played a fundamental role in customizing domestic programs and products to meet its clients' unique needs. Other experience includes spearheading the bank's Hispanic marketing strategy as the National Hispanic Marketing Manager, wherein she directed the bank's positioning and brand initiatives aimed at reaching Hispanic consumers across lines of business.

Maria holds a Masters of Business Administration in Marketing from Florida International University and a Bachelor of Science degree in Industrial Engineering from the University of Miami. Maria resides in Coral Gables with her husband Alex Montague and furry members of their family, Buttercup and Baby.

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Tuesday, July 14, 6:00 – 7:00 PM | CTI Reception – Hilton Bentley Miami/South Beach, Pool Deck

#### TWO SPECIAL INCENTIVES TO CHAMBERS!

The Chamber that Brings the Most Members to the Program will have their choice of :

1. **\$2,000 worth of Notre Dame merchandise** to give away at their programs and events (shirts, caps, etc)

**OR**

2. **A full day program by Marc Hardy, PhD** from the University of Notre Dame on Leadership through Sharing Fire, Board Development, Strategic Planning or Grant Proposal Writing. This also includes a motivational, humorous keynote or luncheon presentation for an event the day before, during or after the full-day program

**In addition, one chamber will be drawn to receive the incentive that is not chosen by the chamber with the most attendees!**

*HAVE A SAFE TRIP HOME!*

