

2008 NATIONAL CONFERENCE ON VOLUNTEERING & SERVICE

Young People Rock Conference



B-Boy Fidget and CNN news anchor Nicole Lapin energize the crowd.

There is a youthful wind blowing through the volunteer and service movement and on Monday its gusts were felt throughout the National Conference.

The positive impact of "Generation Y" and "Millenials" was on vivid display yesterday at several sessions. For the first time, the National Conference included a Youth Leadership Academy, drawing nearly 50 middle school students from throughout Metro Atlanta for a day of training and service at the inspirational King Center. Kimberly Boyd, who directs school-centered community revitalization for HandsOn Network, designed a program with two local AmeriCorps members that showed students how to create a service project and equipped them with tools like the new Student Volunteer Leader Manual.

For special inspiration, the students heard from modern "abolitionist" Zach Hunter, the 16-year old founder of Loose Change to Loosen Chains. After watching Hunter receive a President's Volunteer Service Award, the students went on to work on a service art project at the Krog 10 Warehouse.

"I wish I were him," said Michael Minter, Academy participant from Miller Grove Middle School, after hearing Hunter talk about his mission to end global slavery. "He wanted to change the world... and he got a letter from the President!"

In the afternoon, the focus on youth shifted to a slightly older demographic, as roughly 100 conference attendees of driving age boarded buses and headed to Spelman College for a session entitled "Leaders of Now: Rocking the World One Community At A Time." Twenty-something CNN anchor Nicole Lapin, who herself has set an incredible example through her

"Young People Who Rock" blog and online interview series, moderated the gathering at Atlanta's historically black college for women.

The group heard from a spectacular panel of social entrepreneurs, including 19-year old Shauna Fleming who founded A Million Thanks; Divine Bradley, Founder of Team Revolution; Kirsten Lodal, AmeriCorps grantee and Co-Founder of National Student Partnerships; and B-Boy Fidget, creator of the Hip Hop Handbook Tour.

In TV-talk show style, the group sat on comfy couches and spoke to Lapin about how they pursued their bold dreams to make a difference through meaningful new forms of service. Retelling the story of how he created a community center in his Brooklyn home and went on to serve as a 'role model' for Polo Ralph Lauren, Bradley declared: "The best way to predict the future is to create it."

To those skeptical about the next generation's commitment to carry forward the torch of service, these young heroes carry ample cause for optimism.



Middle school students add their artistic flair and creative expression to now! sculptures that will be displayed at the High Museum of Art Atlanta.

now! Hear This

Important Room Clarification Today

8:30AM – 10AM My AmeriCorps Portal (1150)

Room: Hilton Grand Salon E (not East)

Program Book Speaker Changes

8:30AM – 10AM Pro Bono Goes International: **Your Employees Are Ready to Change the World. Are You Ready to Support Them? (0809)** Added: Warren Tranquada, Pepin, Tranquada & Associates.

10:30AM – 12PM **Using a Lever to Change the World: Leveraging Technology to Achieve Outstanding Results (947)** Added: Brevard Fraser, Deloitte

10:30AM – 12PM **Greening Your Employee Volunteer Program (1002)** Added: Madeline L. Reamy, Earth Share of Georgia

10:30AM – 12PM **The Urgency of Now: Models for Leading Volunteers to Create Social Change (1042)** Added: Marjie Fleshman, FIRSTLINK; Tom Bright, Hands On Greater Hartford; Karen Boss, Boston Cares; Diane Taylor, Pass It Along; Scott Ingram, Volunteer Center of Southern Arizona

8:30AM – 10AM **Other Emerging Trends in Philanthropy (745)** Added: Diane Solinger, Entrepreneurs Foundation; Julie Smith, Georgia Justice Project



"I am just an ordinary person surrounded by extraordinary people."

Senior Corps volunteer and Spirit of Service Award winner Patricia Gratton

Martin Luther King III Headlines Faith and Community Day

Today at 8:15AM – 11:15AM (Keynote at 9:15AM)

Room: Crystal Ballroom of the Hilton Hotel

Free to All Conference Attendees

Be part of the central focus of the American faith and service movement. This interfaith gathering offers a stimulating platform for speakers of many religions. Our keynote speaker is Martin Luther King III, the eldest son of Rev. Dr. Martin Luther King, Jr.

As CEO of Realizing the Dream, King is now at the forefront of efforts to combat poverty and to fulfill the dream of his father. Following King's keynote, attendees are invited to share their thoughts on the topic of "Poverty and the Service Agenda" in a discussion led by Dr. Charles Phillips President, Service for Peace.



FOUNDATION

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GREEN TIP of the Day

Reduce carbon emissions and save money by taking MARTA (Metropolitan Atlanta Rapid Transit Authority) back to the airport. The Peachtree Center Station is the closest to conference. It only costs \$1.75 for a one-way fare.

CEOs Stress Benefits of Service

CEOs of major American companies – including Accenture, Booz Allen Hamilton, Ben & Jerry's, ChoicePoint, and Manning Selvage & Lee – gathered yesterday morning to discuss the importance of inspired corporate leadership around civic engagement, even amidst difficult economic times. Moderated by CNBC's Trish Regan, the "CSR Now!" roundtable set the tone for one of the most robust business tracks in conference history.

The session speakers confirmed that companies have a responsibility to focus on not just profit, but also the positive impact they can have on the lives of employees, customers and their communities. The role of technology emerged as a key tool to help make that impact, with sites such as Facebook creating innovative platforms to engage and empower people. Yet as much as technology has helped enable networking for the social good, Booz Allen Hamilton CEO Ralph Shrader also stressed the continued necessity of personal involvement.



Dr. Ralph W. Shrader, Chairman and CEO of Booz Allen Hamilton, Inc.

A commitment to social responsibility (CSR) even leads to recruitment benefits.

"We are in the war for talent... and the best and the brightest will ask you 'what are you doing to give back?'" said Accenture's Managing Director, Ed Fikse. More than one speaker stressed that Millennials are deciding where to work based, in part, on the strength of a company's CSR commitment.

Later in the morning the conversation turned to the benefits of skills-based volunteering, as more and more corporations apply the talents of their workforce to tackle social problems. Deloitte – which recently announced a three-year, \$50 million commitment to pro bono services – will bring the commitment to life this Friday when it deploys employees across the country for its IMPACT Day.

"This is the time to take risks," said Derek Smith, CEO of ChoicePoint, summing up the spirit of the business track. "We can create social progress and economic value."

Conference Bus

Closing General Session @ Georgia World Congress Center

(Conference Hotel Headquarters to GWCC)

- Departure time – Buses will run between 10:45AM – 12:45PM
- Return time – 3PM (Buses will stop at all four hotels)
- For airport departures, please use Atlanta public transportation (MARTA) or taxi services.

Did You Know?

Volunteering by older teens has doubled since the 1980's.

Volunteer Spotlight



AmeriCorps National Civilian Community Corps alums Ashley Sloan, Greg Loushine, and Jack Smith created Live St. Bernard, an organization that renovated a home for Hurricane Katrina relief volunteers. Together they raised \$15,000 to fund the project and led a team of 50 volunteers in renovating the home. More than 10,000 AmeriCorps members have served in the Gulf since Katrina, providing hope and help to millions of storm survivors.



What is AmeriCorps?

Each year, AmeriCorps offers 75,000 Americans opportunities to give intensive service to their communities.

AmeriCorps members serve with more than 4,000 local and national non-profits, helping them expand their reach and impact. They tutor and mentor youth, build homes, preserve the environment, respond to disasters, and meet other critical needs. In addition to their direct service, AmeriCorps members also mobilize and manage community volunteers – more than 1.7 million last year alone.

To learn more about how AmeriCorps can help your organization, visit www.AmeriCorps.gov.

Here & now!



Conference sponsors at the Business and Funders reception at the NEW World of Coca-Cola

Don't Miss the Closing General Session

1PM – 3PM, Georgia World Congress Center

The Closing General Session will inspire you to bring home new energy and ideas for ushering in increased levels of service and community engagement. Presenters include President and Mrs. Jimmy Carter; former Senator Sam Nunn; Jean Case, Chair of the President's Council on Service and Civic Participation; and John Bridgeland, CEO of Civic Enterprises. Michael W. Smith is unable to be with us due to illness, however he will be here in spirit! As part of the closing session, we will announce the location for next year's conference.

For convenience, bring your suitcases with you to the Georgia World Congress Center. Luggage check will be available, and taxis will be waiting to take you to the airport. We want to thank you for attending the 2008 conference!

Beautiful Inside and Out!

L'ORÉAL®
PARIS

While enjoying their complimentary makeovers from the expert makeup artists of L'Oréal Paris, we asked recipients to share stories of how they are making a beautiful difference in their communities.

One such volunteer, Angela Bonet, assists low-income Latino students and parents with the college admissions process, including SAT preparation and financial aid

application. Recently, her work resulted in a student being admitted to Columbia University and NYU, who had no initial plans for higher education. "These experiences let me know that I am doing the right thing" said Angela, "one student at a time."

Nominate deserving volunteers for the 2008 Women of Worth Awards online at www.womenofworth.com.

THE URGENCY OF **now!** 2008 National Conference on Volunteering & Service
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Co-Convended by:

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