April 12, 2019

Dear Central National Service Friends,

As Mayor of Saint Paul, I am pleased and proud to extend warm greetings to everyone gathering for the 2019 Central National Service Training Conference. It’s an exciting time in our capital city and I hope you will enjoy all that Saint Paul has to offer while you are here.

Your work with AmeriCorps, Senior Corps, and service-related programming is invaluable. The impacts you have made to improve communities and neighborhoods across the region are simply commendable. This year in Saint Paul, we are proud to have 477 AmeriCorps members and 204 Senior Corps volunteers serving. The City of Saint Paul also hosts our very own AmeriCorps VISTA project. As part of our lifelong learning initiatives, our members are building capacity and increasing access to high-quality early learning programs to support children from birth to age three and their families.

This week’s conference will bring together more than 350 nonprofit and national service professionals to participate in thoughtful keynote lectures, hands-on workshops, exciting exhibits, evening receptions, and service projects. I hope you find the conference enjoyable, productive and inspiring.

Finally, for all the ways you serve and uphold our communities, thank you. It truly is an honor to be your teammate here in Saint Paul and I wish you a wonderful convention.

Sincerely,

Melvin Carter, Mayor
CONFERENCE SCHEDULE AT-A-GLANCE

**Monday, May 6**
3:00 – 6:00 PM  
Registration Check-In

**Tuesday, May 7**
9:00 – 11:45 AM  
Registration Check-In / Pre-Conference Meetings
12:00 – 1:30 PM  
Kick-Off Plenary and Lunch
1:45 – 3:15 PM  
Workshop Block A
3:15 – 3:30 PM  
Afternoon Snack Break
3:30 – 5:00 PM  
Workshop Block B
6:00 – 7:30 PM  
Networking Reception – Science Museum of Minnesota

**Wednesday, May 8**
8:00 AM  
Continental Breakfast
8:30 – 10:00 AM  
Workshop Block C
10:15 – 11:45 AM  
Workshop Block D
12:00 – 1:30 PM  
Lunch Plenary – CNCS Leadership
2:00 – 3:30 PM  
Workshop Block E
3:30 – 4:00 PM  
Afternoon Snack Break
4:00 – 5:30 PM  
Workshop Block F
5:30 – 6:30 PM  
Service Project: Kindness Rocks

**Thursday, May 9**
WEAR YOUR NATIONAL SERVICE GEAR DAY!
8:00 AM  
Continental Breakfast
8:30 – 9:30 AM  
Closing Plenary – Ann Mei Chang
9:45 – 11:15 AM  
Workshop Block G
11:15 – 11:30  
Mid-Morning Snack Break
11:30 AM – 1:00 PM  
Workshop Block H
1:00 PM  
Conference Adjourns

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TWIN CITIES AT TWILIGHT

**NETWORKING RECEPTION**

Tuesday, May 7th from 6:00 – 7:30 PM  
Science Museum of Minnesota Elements Cafe at the Science Museum of Minnesota

Join your national service colleagues for an evening of food, networking, and panoramic river views at Elements Cafe located in the nearby Science Museum of Minnesota. Cash bar; appetizers provided.

Founded in 1907, the Science Museum of Minnesota is a 501(c)(3) nonprofit located on the banks of the Mississippi River with a 10,000 square foot temporary exhibit gallery, five permanent galleries, acres of outdoor space, and an Imax Convertible Dome Omnitheater. The museum impacts over a million people from around the world every year through field trips, traveling exhibitions, and Omnitheater films.

The museum is a 10-minute walk from the InterContinental Hotel. Meet us there!
Exhibitor Booths are located outside the Minnesota Grand Ballroom.

Registration and Information Desk will be at the Minnesota Event Office located in the Minnesota Court. All plenary sessions will take place in the Minnesota Grand Ballroom located on the Lower Level.

**Wear Your Gear Day!**

**THURSDAY, MAY 9**

Sad it’s the last day of the conference? Cheer up... by suiting up in your finest AmeriCorps gear and national service attire! The more visible, the better. Be proud, be branded!

Bonus points for the Scavenger Hunt will be awarded at Registration if you stop by Thursday morning before the final Plenary begins.

**VISIT OUR CONFERENCE EXHIBITORS!**

Exhibitor Booths are located outside the Minnesota Grand Ballroom.

**WI-FI PASSWORD:**

CENTRALSERVICE

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**INTERCONTINENTAL HOTEL FLOOR PLANS**

**LOWER LEVEL MEETING ROOMS**

**LOBBY LEVEL MEETING ROOMS**
WORKSHOP SCHEDULE

TRAVEL DAY—MAY 6, 2019

DAY 1—TUESDAY, MAY 7

9:00 – 11:45 a.m. Registration Check-In (Minnesota Court)

DAY 2—WEDNESDAY, MAY 8

8:00 a.m. Continental Breakfast (Minnesota Court)

WORKSHOPS ARE FIRST-COME, FIRST-SERVE BASED ON THE AVAILABILITY OF SPACE IN EACH ROOM. PARTICIPANTS ARE ENCOURAGED TO PARTICIPATE IN DIFFERENT TRACKS AS APPROPRIATE.
WORKSHOP SCHEDULE

DAY 2—WEDNESDAY, MAY 8 (continued from previous page)

DAY 3—THURSDAY, MAY 9

Workshops are first-come, first-serve based on the availability of space in each room. Participants are encouraged to participate in different tracks as appropriate.
Tuesday, May 7

Welcome and Kick-Off Lunch: Plaza 12:00 p.m. – 1:30 p.m.
Hear from Saint Paul’s Mayor Melvin Carter and other local leaders and national service champions as we welcome you to Minnesota!

Block A

TRACK: AMERICORPS FINANCIAL GRANTS MANAGEMENT
Federal Grant Matching Requirements
Jerry Bertrand, Consultant, Independent Consultant
When we manage or oversee grants with matching requirements, it is important to understand the myriad federal requirements we are held to. Understanding and applying these requirements will help us maximize the amount of match we can report and give us confidence that the amounts we reported won’t be questioned later. In this session, we’ll learn these requirements and practice utilizing them in various scenarios.
Room: Governors 2

TRACK: STATE SERVICE COMMISSIONS
Chutes and Ladders: The Ins and Outs of National Service Public Policy
Tom Branen, Chief Policy Officer, America’s Service Commissions
Join America’s Service Commissions as we walk you through the ins and outs of the FY 2020 federal appropriations process for national and community service. We will offer insights and walk you through the Congressional Budget and appropriations process. We will explore this annual process that may have some twists and turns and a few ups and downs. We will provide analysis, predictions, and priorities and introduce you to the cast of characters who have the most influence on the process.
Room: Kellogg 2 & 3

TRACK: AMERICORPS PROGRAM 101
National Service Criminal History Check 101: On Time, Every Time
Liz Jung, Financial Management Analyst, Corporation for National and Community Service
Conducting the National Service Criminal History Checks correctly and in a timely manner are crucial compliance requirements for nearly all recipients of CNCS funding. This 101 session will help participants gain a clear understanding of what the requirements are, to whom they apply, and the resources and alternatives available to help grantees through the process.
Room: Kellogg 1

TRACK: AMERICORPS PROGRAM 201+
Advanced AmeriCorps: Getting from Good to Great
Cole McMahon, Principal, McMahon Consulting Group, LLC
Engagement=retention=capacity, and together they drive results. Before a program can succeed with its commission and CNCS, it must have a great reputation with its parent organization, its partners and members. This session highlights the foundations of organizational excellence, with AmeriCorps examples that can be implemented right away. We’ll emphasize operating with speed in the midst of bureaucracy and bringing out the best in members and partners despite pressures and deadlines.
Room: Governors 4

TRACK: VOLUNTEER MANAGEMENT
Inspiring Staff Engagement and Readiness in Working with Volunteers
Karmit J. Bulman, Esq., Executive Director, Minnesota Association for Volunteer Administration
The scope of volunteer involvement within an organization hinges on the excitement of staff at all levels about what volunteers can contribute, as well as their readiness to support and lead staff and offer their volunteers. Come to this session to 1) learn about developmental stages of organizational readiness for work with volunteers, and identify where your organization fits; and 2) take home tools that you can use to address the key challenges staff perceive in working with volunteers, and tools that will contribute to developing a cutting edge knowledge base on how to inspire staff to capitalize on volunteer resources.
Room: State 1

TRACK: RECRUITMENT AND RETENTION
Harnessing the Creative Power of Millennials to Solve Recruitment Challenges
Sawyer Boyles, Account Director for CLAgency, Scott Mayer, Chief Marketing Officer, College of Liberal Arts, University of Minnesota, Lisa Winkler, Vice President, External Relations, ServeMinnesota
Recruiting college students and millennials remains an elusive goal for AmeriCorps programs nationwide. ServeMinnesota partnered with a student-run communications agency at the University of Minnesota to tackle this challenge head-on. This session will relaunch recruitment marketing for the digital age and illustrate how youth-driven messaging is activating Minneapolis. This campus-based model is bringing recruiting to the target market’s front door and is highly replicable with colleges across the country. Attendees will gain critical insight into connecting with this demographic and learn how to implement this ground-breaking model in their own state to enhance brand awareness for AmeriCorps.
Room: Governors 3

TRACK: SPECIAL TOPICS II
Office Hours and Volunteer Management Round Table with Galaxy Digital
Join a group discussion of the common challenges facing nonprofits in terms of capacity building, repeat volunteerism, and grant data collection. Explore real world volunteer management use cases to discover new engagement strategies and initiatives designed to get hands raised and shifts filled. Learn how to support both data outputs and measurable impacts from Galaxy Digital – leader in volunteer management software.
Room: State 3

Block B

TRACK: AMERICORPS FINANCIAL GRANTS MANAGEMENT
Managing Multiple Budgets
Jerry Bertrand, Consultant, Independent Consultant
One of the challenges of financial and grants management is ensuring funds from various sources covering multiple periods of time are utilized effectively and allowly. We’ll explore principles and tips to make this happen, and engage with various scenarios to reinforce our learning.
Room: Governors 2

TRACK: STATE SERVICE COMMISSIONS
Commissioner Engagement: Increasing Influence, Capacity, and $
Cole McMahon, Principal, McMahon Consulting Group, LLC
Good commissioners show up to meetings and know their stuff. Great commissioners deploy their time, talent and networks to advance the state service plan. To do this, they require basic things: 1) Strategic focus on specific tasks (not just blanket expectations). 2) One-minute tasks, or the means to “be a commissioner every day.” 3) Coordinated efforts to transfer their passion into results. In this workshop we’ll share the examples from across the nation, and work together on specific ideas to adopt in your commission. If you seek to ratchet up the effort and impact of your commissioners, this session is for you.
Room: Governors 1

TRACK: SPECIAL TOPICS
Communications 201: Beyond the Basics—Graduation from AmeriSchool
Samantha Jo Wurfield, Press Secretary, Corporation for National and Community Service
This session will provide participants with a roadmap to transform their communications and engagement strategy beyond basic branding to support programmatic and organizational goals. Attendees will learn how to identify and harness the power of existing and potential audiences and discuss best practices for engaging targeted groups such as media, elected officials, or corporate supporters. Examples of successful tactics for creating newsworthiness announcements, stories, and events along with upcoming engagement opportunities. Participants will put these newly learned skills to the test through group exercises and brainstorm sessions.
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**SESSION DESCRIPTIONS**

**TRACK: AMERICORPS PROGRAM 101**

Files, Files, Files
Jennifer Cowart, Managing Partner, On3Learn

Member files are the bedrock of compliant programs. Additionally, well organized, complete, and compliant files help to make a Program Director/Coordinator’s life easier. Come learn about the essential and high quality elements of member files and walk away with the tools you need to implement amazing files back at your program!

Room: Kellogg 1

**TRACK: NSCHC 201: Open Q and A**

Liz Jung, Financial Management Analyst, Corporation for National and Community Service

This will be an opportunity for open office hours for programs to ask specific questions related to NSCHC.

Room: Governors 4

**BLOCK C**

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**TRACK: SPECIAL TOPICS II**

Office Hours with Service Year Alliance - What’s Ahead

This session is for Commissioners and Commission staff. Join us to hear about Service Year Alliance’s current programs and strategies we are developing for 2019 and beyond. We will review our offerings and services for Commissions and service year programs. Come learn about out initiatives to amplify member files and walk away with the tools you need to implement amazing files back at your program!

Room: Kellogg Suite 1

**Wednesday, May 8**

**TRACK: VOLUNTEER MANAGEMENT**

Points of Light’s Service Enterprise: Capacity Building Transformation
Zeeza Magnuson, Associate Director, HandsOn Twin Cities

The recent surge of passionate leaders and dedicated volunteers stepping forward to meet community needs presents the social sector with a consistent need to invest in sustainable infrastructures for effective volunteer engagement. Based on nearly ten years of implementing the Service Enterprise Initiative, Points of Light has helped over 500 organizations develop the systems and cultures needed to strategically integrate volunteers throughout their operations and effectively engage volunteers. Learn how State Commissions can become leaders of capacity building transformations that help organizations better meet their missions through strategic volunteer engagement.

Room: State 1

**TRACK: SPECIAL TOPICS I**

Managing and Maximizing the AmeriCorps Member Experience
Lara Dreier, Senior Manager of Federal Initiatives, College Possible

This session is an opportunity for program staff to discuss and share best practices around ensuring members have a term of service that is meaningful and fulfilling. We will discuss building community among members, celebrating successes, professional development, and addressing challenges with recruitment and retention.

Room: Governors 3

**TRACK: STATE SERVICE COMMISSIONS**

Establishing a Program in Your State Responding to the Opioid Crisis
John J. Coppola, Executive Director, New York Association of Alcoholism and Substance Abuse Providers

This session will provide an overview of the genesis and dimensions of the opioid crisis across the country and propose a variety of approaches that State Commissions and AmeriCorps programs can undertake to help address this crisis in their state. The presentation will include emphasis on prevention, treatment, and harm reduction with special emphasis on recruiting AmeriCorps members who are in recovery and would welcome the opportunity to apply their lived experience in a manner that advances attainment of AmeriCorps opioid program goals. Participants will be familiarized with national and state resources available to assist them with their opioid program development.

Room: Governors 1

**TRACK: AMERICORPS PROGRAM 101**

Learning Your ABC’s: Getting Started with AmeriCorps, Branding, and Communication
Samantha Jo Warfield, Press Secretary, Corporation for National and Community Service

Designed for new AmeriCorps programs or those without dedicated communications or outreach staff, this session will outline the basic strategies for including AmeriCorps in your organization’s external engagement efforts. Attendees will learn about tools and resources available to grantees for branding, recruitment, government relations, and marketing purposes and leave having perfected their own elevator speech.

Room: Kellogg Suite 1

**TRACK: VOLUNTEER MANAGEMENT**

Asset-Based Volunteerism: Building on the Skills of our Volunteers and Communities
Bill Halterstrom, President and CEO, United Way of Utah County

This session will share stories, examples, and principles that contrast asset-based volunteerism v.s. the traditional deficit-based model. How do communities and programs build on the skills and strengths of the community? Learn how the asset-based approach to volunteering will help programs create greater impact and sustainability.

Room: State 1

**TRACK: RECRUITMENT AND RETENTION**

Engaging Audiences with Stories of Service: Strategies and Tips for Organizations of All Sizes
Shayla Thial Stern, Vice President of Content Marketing, ServeMinnesota

This session will provide participants at all levels with accessible, actionable ideas for engaging members and potential new members through storytelling and social media. Participants will learn best practices and case studies of how content marketing and social media can work for their organization.

Room: Governors 3

**TRACK: SPECIAL TOPICS II**

Beyond Diversity: Creating a Culture of Acceptance and Inclusion
Thenera Bailey, President/CEO, The SISGI Group and Lakaya Cherry, CEO, The Network for Social Work Management

Many organizations provide a general diversity or harassment training to build a foundation of awareness for their staff and service commissions? This session will provide you with a brief overview of the eight primary guiding documents and what each includes. Then work with your peers to find answers to commonly asked questions while you get hands on experience that will save you time later.

Room: Governors 2

**NSCHC: Truescreen, Fieldprint and Exemption Period**

Liz Jung, Financial Management Analyst, Corporation for National and Community Service

Conducting the National Service Criminal History Checks correctly and in a timely manner are crucial compliance requirements for nearly all recipients of CNCS funding. This session will cover CNCS approved vendors Truescreen and Fieldprint and address common questions related to the Exemption Period.

Room: Governors 4

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functions are discussed and will be able to have robust discussions about how their programs may provide effective engagement in disaster services.

**Room: Kellogg 2 & 3**

**TRACK: AMERICORPS PROGRAM 201+**

Advancing Quality and Program Effectiveness: Striving for Better Outcomes

Rosa Moreno, Chief Program Officer, Service Year Alliance

Does your organization strive to improve program quality and effectiveness? In this session we will walk through common program quality indicators and assess where your program may have challenges. We will then use one or more challenges in the audience to work through solutions. We will use an interactive game to help consultants understand how clients function and strategy.

**Room: Governors 2**

**TRACK: STATE SERVICE COMMISSIONS**

**Subgrant Awards Issues? Take a Siesta!**

Susan Meche, Consultant, Meche Consulting, LLC

This session focuses on the role of the state commission orrelated and their importance to its use in the Volunteer environment. An important part of leadership in a Volunteer-supported organization is guiding the performance of Volunteers. Barry Altland, Author, Speaker, Non-Profit Executive, Inspiring Peak Performance From Your Volunteers

**Room: Governors 1**

**TRACK: SPECIAL TOPICS I**

Choose Your Own Disaster Adventure: National Service in Disaster and How You Can Make A Difference

Tasia Limnius, Disaster Services Specialist, Corporation for National and Community Service

This session will provide participants with an interactive understanding of common service support functions that National Services provides using real world examples from recent disasters. Participants will decide which service support

**Room: Governors 2**

**TRACK: AMERICORPS PROGRAM 101**

Where Are the Answers? Ralph Morales, RJM Consulting International and Susan Hyatt, Big Purpose Big Impact

This session will provide participants with resources and tips on how to incorporate national service in their communication plans. Presenters will also share opportunities to amplify their connection with AmeriCorps programs and how to talk about national service in a compelling way. Participants will put these newly learned skills to the test through small group exercises.

**Room: Kellogg 1**

**TRACK: VOLUNTEER MANAGEMENT**

Inspiring Peak Performance From Your Volunteers

Barry Altland, Author, Speaker, Non-Profit Executive, Inspiring Peak Performance From Your Volunteers

This interactive, think-tank session will provide participants with tools and best practices to apply within their program.

**Room: Kellogg 2 & 3**

**TRACK: SPECIAL TOPICS II**

Office Hours with America Learns - The AmeriCorps Impact Suite

Chad Driscoll, Program Officer, Volunteer Iowa

This session will provide participants with an overview of the planning grant selection and implementation process. We’ll go over some lessons learned from our planning grant evaluation and how we’ve changed our planning grant process over the years. We’ll also make it interactive by giving other commissions a chance to share during round tables.

**Room: Governors 1**

**TRACK: SPECIAL TOPICS II**

AmeriCorps Community Collaboration: It Takes a Village

Angela Abdur-Rashied, AmeriCorps Director, YWCA Central Alabama and Sara Craig, Coordinator of AmeriCorps, YWCA Central Alabama

This interactive, think-tank session will provide participants with tools and best practices to apply within their program.

**Room: Kellogg 2 & 3**

**TRACK: AMERICORPS PROGRAM 101**

Allowable, Unallowable, and Prohibited Activities

Amy Salinas, Managing Partner, OnLearn

Participants will discover and analyze real life program scenarios that have them think more critically about allowable, unallowable, and prohibited activities—their meanings, how they show up and their implications.

**Room: Kellogg 1**
SESSION DESCRIPTIONS

**TRACK: AMERICORPS PROGRAM 201+**

**Developing Members’ Civic Agency: Experiential Strategies for Leadership Development**

Sinda Nichols, Associate Director, Minnesota Campus Compact

Join us for this interactive session focused on how to build members’ self-awareness, capacity to work across difference, and skills for taking action in the world. Participants will leave the session knowing how to access and apply Minnesota Campus Compact’s freely accessible civic agency workshop guides as tools for member leadership development. Using a train-the-trainer model, participants will experience two of the most popular exercises in this series that particularly address the role of culture and identity in community leadership.

*Room: Governors 4*

**TRACK: RECRUITMENT AND RETENTION**

**Recruitment 201: What is Working in the Field That Builds Brand Awareness and a Corps Members Pipeline**

Kristen Bennett, Managing Director, Service Year Exchange, Service Year Alliance

Service Year Alliance has learned a lot from our marketplace ServiceYear.org, our national ‘My Office Campus,’ on-site campus and service year communities, working with several state commissions and their grantees. This session will review these learnings and hear from you about ongoing pain points in recruitment. Come ready to dive into our data and brainstorm the next recruitment solutions for us all to try moving forward.

*Room: Governors 3*

**TRACK: VOLUNTEER MANAGEMENT**

**Marketing to Members, Volunteers and Donors**

Bill Hultarstrom, President and CEO, United Way of Utah County

Learn to use the best yet simple marketing principles that will help you find the right member, volunteer or donor. Learn how to recruit and retain the right people for your work and how to assess your volunteer programs through your volunteers’ eyes. Discover some of the tips that some of the biggest companies in America use.

*Room: State 1*

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**Block F**

**TRACK: AMERICORPS FINANCIAL GRANTS MANAGEMENT**

**Stay Strong and Avoid the Pitfalls**

Susan Mache, Consultant, Mache Consulting, LLC

This session focuses on avoiding common financial-related compliance findings. The day-to-day pressure of managing an AmeriCorps program with little time and few resources often causes people to cut corners and ignore certain issues that can significantly affect your program’s long-term success. But learning from others’ blunders and mistakes can help make your program stronger. When you know the common financial compliance findings, you’ll know what pitfalls to avoid and what corrective steps to take to help reduce their possible negative impacts.

*Room: Governors 2*

**TRACK: STATE SERVICE COMMISSIONS**

**How Consultants Helped Indiana’s Service Commission and Programs: Data Collection, Performance Measurement, and Evaluation**

Emily Krauser, Assistant Director of Research & Evaluation, Thomas P Miller and Associates and Sara Talber, National Service Manager, Serve Indiana

This session will introduce participants to a real-world example of how one service commission utilized an intensive one-year project with an external consultant to provide data collection and evaluation technical assistance to grantees. Session participants will learn about the process of hiring a consultant, negotiating project scope, and implementing a project, as well as about lessons learned as a result of the project. Participants will have a chance to hear from and ask questions of both the consultant and the Assistant Director of Serve Indiana about their experiences throughout the project.

*Room: Governors 1*

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**TRACK: SPECIAL TOPICS I**

**Flexing our Elected Official Engagement Muscles in Support of National Service**

Makasey Motley, Senior Director of Public Policy and Nate Treffiesen, Associate Director of Advocacy and Outreach, Voices for National Service, and Tessa Mason-Elder, Deputy Director, Office of Government Relations, Corporation for National and Community Service

In 2019, it is more important than ever to cultivate strong bipartisan support for national service—but elected official engagement is a marathon, not a sprint, and in order to cross the finish line we need to train those muscles! This interactive session will cover how to effectively build relationships with legislators and their staff in order to share the impact of national service in your community. Whether they’re brand-new or a long-time elected official, we will share best practices for educating and engaging legislators through site visits, in-district meetings, and messaging that will strengthen the national service community for the long run.

*Room: Kellogg 2 & 3*

**TRACK: AMERICORPS PROGRAM 101**

**AmeriCorps Basics: Excellence, Compliance, and Accountability**

Cole McMahon, Principal, McMahon Consulting Group, LLC

AmeriCorps service programs are complicated hybrids with unique pressures. The stakes are high, and the spotlight is always on. From fragmented branding to never ending reporting and compliance obligations, it is easy for program staff to lose sight of the key details that can derail a program. This session covers the basics of program management in an engaging and interactive way.

*Room: Kellogg 1*

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**TRACK: AMERICORPS PROGRAM 201+**

**NSCHC: TrueScreen, Fieldprint and Exemption Period**

Liz Jung, Financial Management Analyst, Corporation for National and Community Service

Conducting the National Service Criminal History Checks correctly and in a timely manner are crucial compliance requirements for nearly all recipients of CNCS funding. This session will cover NSCHC approved vendors TrueScreen and Fieldprint and address common questions related to the Exemption Period.

*Room: Governors 4*

**TRACK: VOLUNTEER MANAGEMENT**

**Engaging High-Level Executives In Your Volunteer-Supported Organization**

Barry Altland, Author, Speaker, Non-Profit Executive, HHIEngagement

As a Leader of Volunteer Engagement, you may have the opportunity to work closely with executive-level or highly skilled professionals who choose to serve alongside your organization. They may be Board members, group leaders, liaison, virtual volunteers, and even frontline, hands-on volunteers. What unique strategies are required to engage this category of volunteer? Of what do you need to be aware to ensure their contributions are meaningful and mutually beneficial? What should you do differently to ensure a seasoned professional who is volunteering sustains their engagement? The answers to these questions may not be what you have been led to believe.

*Room: Kellogg 4 & 5*

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**TRACK: RECRUITMENT AND RETENTION**

**Income Supports: Leveraging Local and Federal Benefits to Boost Member Budgets, Inclusively**

Amy Kasch-Vanek, Director of Service Experience and Paul Schulz, Chief Program Officer, Reading and Math, Inc.

In response to a rising cost of living, Minneapolis-based Reading & Math, Inc. (RMI) developed new partnerships and income supports to increase the accessibility of AmeriCorps service for lower-income members in 2018-2019. In addition to highlighting strategies deployed by RMI to create new housing and transportation benefits, this session provides an overview on partnering with providers of federal benefit programs [Supplemental Nutrition Assistance Program, Temporary Assistance to Needy Families, etc.] to increase member financial supports and forge connections to underserved communities.

*Room: Governors 3*

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**TRACK: SPECIAL TOPICS II**

**CNCs Office Hours: Communications, Engagement and Disaster**

Samantha Jo Warfield, Press Secretary, Corporation for National and Community Service

This is an opportunity to meet with CNCS Office of External Affairs to discuss individual strategies, challenges, or opportunities. In this setting, CNCS will provide customized feedback for unique challenges or workshops any upcoming opportunities.

*Room: State 3*
this interactive session, we'll learn and practice concrete ways to visually represent a process from the perspective of a single data point's journey—before, during, or after data is collected. Collecting valid, accurate, and consistent data is critical for compliance information to operate both commissions and state service commissions. The UGG contains critical rules and regulations, as well as key elements of a Screening Process, Successful Onboarding & Placement of Volunteers, Effective Program Monitoring Practices, and Measuring Career Effectiveness.

ASC After School Program Development: Lessons Learned
Rachel Bruns, Deputy Director, America’s Service Commissions
America’s Service Commissions (ASC) received a grant from the Mott Foundation to expand the quality and quantity of after-school programs through national service. ASC awarded eight sub-grants to state service commissions to partner with their statewide afterschool network to identify need and opportunities for after-school national service programming. Join us to hear the challenges and successes from the first year and what your state service commission can learn from the grant.

Site Management 101: Ensuring Compliant Sites
Amy Salinas, Managing Partner, On3Learn
This session will explore the applicable rules and regulations, documents, systems, policies and procedures that ensure sites where members are placed adhere to compliance requirements. Additionally, we will discuss the tools and support needed to help sites make informed decisions and ask critical questions so appropriate decisions are made throughout the year in terms of member management.

Corps that Reflect Our Communities: Racial Equity and National Service
Monique Ellington, Director, Equity and Community Strategy, Service Year Alliance
How are you creating a more diverse, inclusive, equitable corps? How does your program and your organization reflect the communities you engage and serve? Join with colleagues also interested in advancing equity in national service for a conversation, examination of relevant data, and introduction to new research and tools to help increase diversity and equity in national service.

Roundtable for Fiscal Staff
Kristina Tecco, Principal, Tecco Consulting
This roundtable workshop is an opportunity for finance staff to share information and raise issues and trends for discussion across state lines, and to learn from each other. This “learning community” will take up critical common issues, challenges, successes, and plans including: Accounting Updates 2018; new financial policy issues; preparing clear and concise financial reports and budget management; budget practices to keep seniors management involved with their budgets; financial sustainability, Indirect Cost Rate, and, how to move towards a paperless environment (i.e. approvals, billing, remote offices, and more).
Fostering a Community of Support: Meaningfully Engaging AmeriCorps Alumni
Amy Browander, Associate Development Officer and Kumar Balsubrahmanyan, Senior Manager of Community Partnerships & Engagement, College Possible

Former service members are an ideal audience to support and promote our organization throughout the community. As an organization, we have spent the past four years intentionally building this community to enhance our organization. This session will discuss different ways we have sought to engage this constituency and provide meaningful opportunities to further enhance the AmeriCorps experience and programming as a whole. We will discuss our AmeriCorps Alumni Council, opportunities for this group to support current AmeriCorps members, and strategies to include former members in fundraising and development.

Track: Recruitment and Retention
Room: Governors 3

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Track: Volunteer Management
Room: Governors 4

Breaking Down Barriers: #CentralService National Service Training Conference • Saint Paul, MN 2019

Keynote Speaker Bios

Melvin Carter, Mayor
City of Saint Paul

Melvin Carter is a fourth-generation Saint Paul resident, Saint Paul public school graduate, former Saint Paul City Councilmember, and father. He was elected Mayor of Saint Paul in November 2017 and is the city’s first African-American Mayor.

Carter has spent his professional life working to engage, enfranchise, and uplift people not only in Saint Paul, but also across the state and nation. Before becoming Mayor, he served as Executive Director of the Minnesota Children’s Cabinet, advising Governor Mark Dayton on early childhood policy. Prior to joining state government, Carter represented Ward 1 on the Saint Paul City Council from 2008 to 2013.

In the run up to his campaign for Mayor, Carter spent a year in conversation with neighbors through a series of listening sessions called Imagine Saint Paul. His unconventional campaign focused on grassroots organizing and earning support from every corner of the city.

Mayor Carter lives in Saint Paul’s Rondo neighborhood, blocks from where he grew up, with his wife, Dr. Sakeena Futrell-Carter, and the youngest three of their five children.

Follow him on Twitter at @MayorCarter_ and @CityofSaintPaul.

Thomas Fisher, Professor
University of Minnesota

Thomas Fisher is a Professor in the School of Architecture, the Dayton Hudson Chair in Urban Design, and the Director of the Minnesota Design Center at the College of Design, University of Minnesota. He has written 10 books, over 50 book chapters or introductions, and over 400 articles in professional journals and major publications. He has been named a top-25 design educator four times by Design Intelligence. He has written extensively about architectural design, practice, and ethics. His newest book, Designing Our Way to a Better World, was released in 2016, and he is currently working on a book on “On-Demand Cities.”

Mr. Fisher will speak on the topic of Community First: Extremely Affordable Housing. The need for extremely affordable housing for people making less than 30% of their area’s median income is growing far faster than what the marketplace can provide. We will explore two extremely affordable housing efforts, one in partnership with the medical community and the other with the faith community, including a project to develop an innovative and extremely affordable way to house AmeriCorps members. The Design Center is working in concert with the cities of Minneapolis and St. Paul and creating models that can be replicated anywhere in the U.S., in cities large and small.

Follow him on Twitter at @TomRFisher and @UofMDesign.
Barbara Stewart, Chief Executive Officer
CORPORATION FOR NATIONAL AND COMMUNITY SERVICE (CNCS)
Barbara Stewart was unanimously confirmed as Chief Executive Officer of the Corporation for National and Community Service (CNCS) by the U.S. Senate on February 7, 2018, after being nominated by President Donald J. Trump.

As the federal agency for service and volunteering, CNCS empowers citizens, expands opportunity, encourages personal responsibility, and strengthens civil society. Through AmeriCorps, Senior Corps, and other programs, CNCS engages millions of Americans in results-driven service to meet local needs at 50,000 sites across the country. CNCS invests in cost-effective community solutions—working with local partners to increase graduation rates, reduce crime, connect veterans to jobs, fight the opioid epidemic, help seniors live independently, and rebuild communities after natural disasters.

With more than 25 years of experience in the private, public, and nonprofit sectors, Stewart brings strong management skills, operations experience, and a passion for service to her role at CNCS. As a senior vice president at JPMorgan Chase, Stewart was responsible for strategy development, personnel, budget and operations management. Throughout her career in the private and public sector, Stewart has built strong teams, managed budgets with fiscal responsibility, motivated staff to perform their best, and created and led programs to deliver results.

Stewart has extensive bipartisan experience working with elected officials at the federal, state, and local level. She served in policy and management roles for an Illinois Governor and two Lt. Governors, led the Chicago public affairs practice of Flashman-Hillard, and was on the government relations staff of Commonwealth Edison Corporation (now Exelon Corporation). As a consultant, board member, and volunteer, Stewart has spent many years helping nonprofits strengthen their governance, operations, and sustainability. She brings first-hand experience as a grant-maker, having co-founded and led the Bowe-Stewart Foundation, which supports organizations that expand economic opportunity through education, training, and work. From a young age, Stewart has volunteered in her community, and she has served on the boards of a wide range of civic, charitable, and nonprofit organizations. Stewart earned a B.A. from Northwestern University and a Masters in Social Service degree in Computer Science from Stanford University, is a member of the Aspen Institute’s Henry Crown Fellows’ class of 2011, and was recognized as one of the “Women in the World: 125 Women of Impact” by Newsweek/The Daily Beast in 2018. Additionally, she served as the Executive Director of the Volunteer Florida Foundation, a nonprofit charity that serves as a direct support organization to Volunteer Florida. In recognition of his leadership at Volunteer Florida, Chester was elected by his peers nationwide to serve as Chair of America’s Service Commissions in September 2016.

Chester W. Spellman, Director of AmeriCorps
CORPORATION FOR NATIONAL AND COMMUNITY SERVICE
Chester W. Spellman was appointed by the White House to serve as the Director of AmeriCorps at the Corporation for National and Community Service (CNCS) on August 1, 2017. CNCS, the federal agency for volunteering, service, and civic engagement, engages millions of Americans in result-driven citizen service through AmeriCorps and Senior Corps.

Chester leads AmeriCorps State and National and its network of Governor-appointed State Service Commissions and national nonprofits, which engage 70,000 Americans annually across the nation to solve local problems, expand economic opportunity, strengthen the nonprofit sector, and provide workforce skills and educational opportunities for those who serve.

Chester has more than 15 years of experience in the nonprofit sector, including serving at several faith-based organizations. He believes that there is no greater calling than serving others and has devoted his career to nonprofit and public service.

Chester previously served as the Chief Executive Officer of Volunteer Florida from April 2012 to August 2017. At Volunteer Florida he administered more than $32 million annually in federal, state, and local funds supporting AmeriCorps and statewide volunteer programs to meet critical needs in Florida’s communities. Chester also led statewide coordination for volunteers and donations before, during, and after disasters in partnership with the Florida Division of Emergency Management. Additionally, he served as the Executive Director of the Volunteer Florida Foundation, a nonprofit charity that serves as a direct support organization to Volunteer Florida.

In recognition of his leadership at Volunteer Florida, Chester was elected by his peers nationwide to serve as Chair of America’s Service Commissions in September 2016.

Chester earned a Bachelor of Arts degree from Southeastern University in Lakeland, Florida, and a Master of Arts in organizational leadership from Regent University in Virginia Beach, Virginia. In 2016, Chester was recognized as the Young Floridian of the Year by the Bob Graham Center for Public Service at the University of Florida with its Young Floridian Award. Chester and his wife, Amanda, reside in Arlington, Virginia, with their four children, William, Graham, Rosalia, and Ethan.

Follow Chester on Twitter at @Dir_AmeriCorps and @AmeriCorps.

Ann Mei Chang, Executive Director and Author
LEAN IMPACT STARTUP CO.
Ann Mei Chang is a leading advocate for social innovation and author of the critically acclaimed book Lean Impact: How to Innovate for Radically Greater Social Good. She brings together unique insights from her extensive work across the tech industry, nonprofits, and the US government. As Chief Innovation Officer at USAID, Ann Mei served as the first Executive Director of the US Global Development Lab, engaging the best practices for innovation from Silicon Valley to accelerate the impact and scale of solutions to the world’s most intractable challenges. She was previously the Chief Innovation Officer at Mercy Corps and served the US Department of State as Senior Advisor for Women and Technology in the Secretary’s Office of Global Women’s Issues.

Prior to her pivot to the public and social sector, Ann Mei was a seasoned technology executive, with more than 20 years’ experience at such leading companies as Google, Apple, and Intuit, as well as at a range of startups. As Senior Engineering Director at Google, she led worldwide engineering for mobile applications and services, delivering 20x growth to $1 billion in annual revenues in just three years.

Ann Mei currently serves on the boards of BRAC USA and IREX. She earned a Bachelor of Science degree in Computer Science from Stanford University, is a member of the Aspen Institute’s Henry Crown Fellows’ class of 2011, and was recognized as one of the “Women in the World: 125 Women of Impact” by Newsweek/The Daily Beast in 2013. She is a keynote speaker who has been featured at TEDxMidAtlantic, SXSW, Social Good Summit, SOCAP, and Lean Startup Week, as well as numerous nonprofits, foundations, and government agencies.

Follow Ann Mei on Twitter at @annmei and @leanimpact or visit www.annmei.com.
The Kindness Rocks Project is based on the profound truth that one message at the right moment can change someone’s day. Join your fellow national service colleagues in painting rocks with inspirational and kind messages. The rocks will be delivered throughout the state by the InterCorps Council of Minnesota, a peer-led organization of AmeriCorps members, representing State, National, and VISTA programs whose goal is to promote engagement, communication, collaboration, and education to empower AmeriCorps members and the Minnesota community.

We are collecting hygiene products for a local homeless shelter.

Have any unused products from your hotel room? Stop by the information desk throughout the conference to drop-off donated items and we’ll make sure they make it to a local homeless shelter in Saint Paul!

Visit each of the conference exhibitors below and have them initial next to their logo, plus complete the additional action steps listed. Once completed, turn this BINGO card into the Registration Desk throughout the conference (May 7–9) to receive 5 extra raffle tickets to increase your chances of winning prizes during the plenary sessions! Must be present to win.

NOTE: If you visit a booth when an exhibitor is not present, please bring a brochure or other proof that you visited the booth to the Registration Desk and an ASC representative will sign for you.

Printed Name __________________________ Organization __________________________
We are grateful to our 2019 Planning Committee for making this event possible!

## Conference Planning Committee

### Hospitality Committee
- Stacey Scheurer, Director of Programs, ServeMinnesota (Host)
- Scott McFarland, Executive Director, ServeWisconsin (State Service Commission)
- Marsha Hazen, AmeriCorps Program Officer, ServeWisconsin (State Service Commission)
- Alfred Matthews, AmeriCorps Program Officer, Serve Wisconsin (State Service Commission)
- Kevin Mitchell, Director of Volunteer Services, Serve Wisconsin (State Service Commission)
- Tony Pires, Director, Serve Nebraska (State Service Commission)
- Aaron Gray, Assistant Director, Serve Nebraska (State Service Commission)
- Randy George, AmeriCorps Training Director, Serve Nebraska (State Service Commission)
- Cheryl Harrigan, Director of Community Service, Nebraska Volunteer Service (State Service Commission)
- Chad Driscoll, Program Officer, Volunteer Iowa, IA (State Service Commission)
- Scott McFarland, Executive Director, Serve-Iowa (State Service Commission)
- Aaron Gray, Assistant Director, Serve-Iowa (State Service Commission)
- Maureen Eccleston, Executive Director, Serve-Iowa (State Service Commission)

### Agenda Development Committee
- Janet Johnson, Vice President of Operations, ServeIllinois, IL (Past Host/State Service Commission)
- Renee Bailey, Executive Director, Serve Idaho, ID (State Service Commission)
- Kirsten Marx, Project Coordinator, Serve Idaho, ID (State Service Commission)
- Maureen O’Toole, Program Officer, Serve Minnesota, MN (Past Host/State Service Commission)
- Christian Schenkel, Director of Grants and Community Relations, Serve Minnesota (State Service Commission)
- Randy George, AmeriCorps Training Director, Serve Minnesota (State Service Commission)
- Kaye O’Neal, Director of Volunteer Services, Serve Minnesota (State Service Commission)

### Conference Management Team
- Carie Kizziar, Program Officer, Service Corporation (AmeriCorps State Program)
- Katherine Gaiter, Project Officer, Service Corporation (AmeriCorps State Program)
- Krista Estes, Volunteer Network Officer, Volunteer Minnesota, MN (State Service Commission)
- Kathy Gattinger, Monitoring and Compliance Officer, Serve Wisconsin, WI (State Service Commission)
- Emily Steinberg, Director, External Affairs, Serve Wisconsin (State Service Commission)

### Conference Planning Team
- Alison Zehm, Program Pilot, Manager, Reading & Math, Inc. (AmeriCorps State Program)
- Kathleen Cahil, Coordinator, School of Hope, AmeriCorps Project (AmeriCorps State Program)
- Kristal Searles, National Service Program Manager, Twin Cities Habitat for Humanity (AmeriCorps State Program)
- Rachel Bruns, Deputy Director, AmeriCorps Service Commission (Organizer)
- Emily Steinberg, Director, External Affairs, Serve Wisconsin (State Service Commission)
- Randy George, AmeriCorps Training Director, Serve Nebraska (State Service Commission)
- Chad Driscoll, Program Officer, Volunteer Iowa, IA (State Service Commission)
- Scott McFarland, Program Officer, Serve Wisconsin, WI (State Service Commission)
- Kirsten Marx, AmeriCorps Program Officer, Serve Minnesota, MN (Host/State Service Commission)
- Randy George, AmeriCorps Training Administrator, AmeriCorps Program Office on Youth, Faith, and Family, AZ (State Service Commission)
- Kaye O’Neal, Director of Volunteer Services, Serve Minnesota (State Service Commission)
- Madeleine Shaver, Manager, Serve Madison, WI (Host/State Service Commission)
- Nicole Zyvoloski, Data Systems Administrator, Serve Wisconsin, WI (State Service Commission)
- Chelsea Kao, Program Officer, Serve Minnesota, MN (State Service Commission)

### AmeriCorps Program Development and Measurement Specialists
- Shelly McAlpin, Executive Director, ServeWyoming, WY (State Service Commission)
- Kaye O’Neal, Director of Volunteer Services, Serve Wyoming (State Service Commission)
- Randy George, AmeriCorps Training Administrator, AmeriCorps Program Office on Youth, Faith, and Family, AZ (State Service Commission)
- Madeleine Shaver, Manager, Serve Madison, WI (Host/State Service Commission)
- Shelly McAlpin, Executive Director, ServeWyoming, WY (State Service Commission)

### Conference Supporters
- #CentralService
- National Service Training Conference
- Saint Paul, MN

### Reporting Financials and Time Tracking Support
- National service programs & State Commissions nationwide trust OnCorps Reports.
- “During a recent audit of our AmeriCorps grants, the platform was invaluable. OnCorps assisted us by almost instantly generating requested documentation and helped us demonstrate strong risk management and internal control practices.”
- Michigan Community Service Commission

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by Barry Altland,
Non-Profit Executive, Writer and Consultant

The complete guide to Attracting, Discovering, Engaging, Sustaining and, at times, Redirecting the passion of your volunteers.

Signed books available at the conference, at http://HHHEngagement.com, or all major online retailers!

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St. Paul, Minnesota

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Become an advocate for national service policy at the state and local level. Join States for Service (S4S), a public policy coalition made up of state service commissions, state and local service programs, and other individual champions who believe in the power of service at the local level.

Join now: states4service.org

Join us for a Meet & Greet this Tuesday, May 7 from 10:00 – 11:00 AM in the Governors 3 Room of the InterContinental Hotel to learn more and meet other S4S members.

The States for Service coalition’s work is funded by non-federal dollars in compliance with federal rules and regulations.

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Discover Saint Paul Scavenger Hunt

**MAY 7 – 9, 2019**

-ing Explore St. Paul (and Minneapolis too)! How many of the locations can you find? Create a team name and hashtag and then complete as many of the items you can on your own or with a group. Check off the locations you find and note that there are also some opportunities for extra points. You do not need to find ALL of the locations to participate.

For every 6 points, you will earn a spot in a special drawing to be announced during the final plenary on Thursday morning.

In order for points to count, a photo must be posted to Twitter, Instagram, or Facebook and have both #CentralService and your team name hashtag (#). Twin Cities is very bike friendly, check out: https://www.niceridemn.com.

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**SAINT PAUL—CLOSEST TO THE HOTEL**

- **Peanuts Character Statues, Landmark Plaza**
  - 379 St. Peter St., 55102 (1 point for each selfie with a statue)
- **Schubert Club Bandshell, Raspberry Island**
  - Harriet Island RD, 55107 (1 point)
- **Rice Park**
  - 109 W. 4th St, 55102 (1 point)
- **Ordway Center for the Performing Arts**
  - 345 Washington St., 55102 (1 point)
- **Science Museum of Minnesota**
  - 120 W Kellogg Blvd, 55102 (1 point)
- **Mickey’s Diner**
  - 36 7th St. W, 55102 (2 points, or 4 points if you try a shake or malt)
- **Herb Brooks Statue**
  - 111 W. 4th St., 55102 (2 points, or 4 points if you take a selfie doing your best hockey pose)

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**SAINT PAUL—CLOSE TO THE HOTEL**

- **Minnesota State Capitol**
  - 75 Rev. Dr. Martin Luther King Jr Boulevard S., 55155 (3 points)
- **James J. Hill House**
  - (Minnesota’s Downton Abbey) 240 Summit Ave, 55102 (3 points)
- **Keg and Case Market**
  - 928 West Seventh St, 55102 (3 points)
- **Cathedral of Saint Paul**
  - 239 Selby Ave, 55102 (3 points)
- **“From the land of sky blue waters” Hamm’s Bear Statue**
  - 24 W. 7th Place, 55102 (3 points)
- **Fitzgerald Theater**
  - 10 E Exchange St, 55101 (3 points)
- **CHS Field: Home of St. Paul Saints**
  - 400 E 10th St, 55102 (3 points)
- **Union Depot**
  - 10 E Exchange St, 55101 (3 points)
- **Cossetta Alimentari**
  - 211 7th Street W, 55102 (3 points)

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**TWIN CITIES—MORE THAN 1 MILE FROM THE HOTEL**

- **Como Park Zoo and Conservatory**
  - 1225 Estabrook Dr, St Paul 55103 (5 points, with 1 extra point if you take a picture of your favorite horse on the Cafesjian Carousel)
- **Iconic First Avenue (the setting for Prince’s Purple Rain)**
  - 701 N. 1st Ave, Minneapolis, MN 55403—near light rail (5 points, with 1 extra point if you take a picture with Prince’s star on the wall)
- **The Mansions on Summit Ave**
  - Start at the James J. Hill house, walk west and take a selfie in front of Summit Terrace (the F. Scott Fitzgerald House), 599 Summit Avenue, St Paul 55102 (5 points)
- **Home of the Vikings**
  - (US Bank Stadium) 401 Chicago Ave, Minneapolis 55415—near light rail (5 points)
- **Go for a walk along Bde Maka Ska**
  - 2710 W Lake St, Minneapolis 55417 (5 points)
- **Walker Art Center & Minneapolis Sculpture Garden**
  - 725 Vineland Pl, Minneapolis 55403 (5 points, or 10 points if you take a selfie with the iconic Spoonbridge and Cherry sculpture)
- **Try a Jucy Lucy at Matt’s Bar**
  - 3500 Cedar Ave, Minneapolis, 55407 (5 points)
- **Stone Arch Bridge/Mill City Museum Ruins**
  - (5 points, or 10 points if you view the Stone Arch Bridge from the Guthrie Theater)
- **MN United Stadium**
  - (Brand new this year) (5 points)
- **Surly Brewery**
  - Phenomenal Minnesota original gastropub with huge patio and seating (5 points)

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**Total Points __________________**

- **Team Leader Signature to Certify:**

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**Contact Information for Team Leader:**

- **Team Name:** __________________
- **Team Hashtag:** __________________
- **Name:** __________________
- **Phone:** __________________
- **Email:** __________________
- **Preferred Airline:** __________________
- **Social Media Channels Used (please circle):** Facebook, Instagram, Twitter

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**GRAND PRIZE:** $150 GIFT CARD TO AN AIRLINE OF YOUR CHOICE! (can be split between team members)

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**HOW SERVICE YEAR ALLIANCE CAN HELP**

Direct Consulting
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Visit us at our booth or contact us at support@serviceyear.org, so we can start working towards your needs today.