



## Speaker Biographies

### Pre-Conference Documentary Screening

**Director - Robby Robinson** studied filmmaking at the University of Southern California and the University of Texas at Austin. He is the founder and President of NE Productions, Inc., an Austin, Texas based film and video production company specializing in documentary and corporate projects.

**Producer - Kate Robinson** is the Founder and Director of FSP Creative Advocacy. A skilled facilitator, strategist, and advocate, Kate has worked in the non-profit sector for over a decade specializing in coalition building for public policy development and implementation. She is the former Director of Strategic Initiatives for Social Solutions Global, Inc. where she led a national advisory board of high-performing non-profit organizations that conducted extensive research on organizational effectiveness and assessment strategies. She is also the former Executive Director of Consumer Health Coalition where she coordinated a state-wide campaign to increase the effectiveness of Pennsylvania Medicaid programs. Kate is a candidate for a Masters of Fine Arts at Towson University.

### Breakfast Keynote

**George Lightbourn** is the President of the Wisconsin Policy Research Institute. Prior to his current appointment, he was the Executive Vice-President of the Institute. During his career Mr. Lightbourn served two governors as Secretary of the Wisconsin Department of Administration. He has also served on numerous boards including the Wisconsin Investment Board, the UW Hospital and Clinics Authority Board and the Board of Directors of CMC Heartland Partners based in Chicago. He currently chairs the Monona Community Development Authority and sits on the board of WCA Services, Inc. Mr. Lightbourn received a B.A. and M.A. from the University of Wisconsin-Madison. He is married and has three grown children.

**Jack Norman, Ph.D.** has been Research Director at the Institute for Wisconsin's Future since 2000. He oversees policy research and development, especially in the areas of school finance and taxes. Before joining IWF, Jack was a business and local news reporter at Milwaukee Journal Sentinel and The Milwaukee Journal. His news reporting won local and national journalism awards, including a Gerald Loeb award for the best business journalism in the U.S. for coverage of Wisconsin-based maquiladora factories in Mexico. Jack also organized a newsroom union and served seven terms as president of the Milwaukee Newspaper Guild and four terms as an international vice president of the Newspaper Guild-Communications Workers of America AFL-CIO. Jack has a Ph.D. in Philosophy from the University of Pittsburgh, a B.A. from Swarthmore College, Pennsylvania, and was a post-doctoral fellow in philosophy at Princeton University. He lives in Milwaukee.

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## Luncheon Keynote

**Steven Goldberg** is Managing Director and General Counsel of Social Finance, Inc., a Massachusetts nonprofit launched in January 2011 to connect the social sector with the capital markets by developing innovative investment instruments that generate both meaningful social impact and reasonable financial return. Social Finance is working to bring Social Impact Bonds to finance evidence-based programs provided by high-performing nonprofits. Steve wrote *Billions of Drops in Millions of Buckets: Why Philanthropy Doesn't Advance Social Progress* (Wiley 2009), and was selected by the Corporation for National and Community Service as an expert reviewer for the first Social Innovation Fund.

**William A. Schambra** is the director of the Hudson Institute's Bradley Center for Philanthropy and Civic Renewal. Prior to joining the Hudson Institute in January of 2003, Schambra was director of programs at the Bradley Foundation in Milwaukee. Before joining Bradley in 1992, Schambra served as a senior advisor and chief speechwriter for Attorney General Edwin Meese III, Director of the Office of Personnel Management Constance Horner, and Secretary of Health and Human Services Louis Sullivan. He was also director of Social Policy Programs for the American Enterprise Institute, and co-director of AEI's "A Decade of Study of the Constitution." From 1984 to 1990 Schambra served as a member of the National Historical Publications and Records Commission, to which he was appointed by President Reagan. From 2003 to 2006 he served on the board of directors of the Corporation for National and Community Service.

## Concurrent Sessions

**Matt Brown** works at the Nonprofit Center of Milwaukee and is the coordinator for MKE123.org, a new social network for the Greater Milwaukee nonprofit sector. Recently he spent a year at the Helen Bader Foundation as the Social Media Manager as part of a Public Allies term of service. His passion for social media began in college, when he studied the intersection of social media and culture as an Anthropology student at the University of Vermont. His senior thesis investigated the ways in which new podcasting technology influenced users' media consumption behaviors. Since then, he has managed social media initiatives, consulted, and provided training for various nonprofit organizations, including Community Shares of Greater Milwaukee, Wisconsin FACETS, Donors Forum of Wisconsin, and the Milwaukee Environmental Consortium.

**Jennifer Carey** has played a leadership role in the Duluth Superior Community Foundation since 2004. She currently serves as Chair of the Community Foundation and is passionate about the Community Foundation's Community Initiatives, including Attractive and Retaining Young Adults and, most recently, Speak Your Peace. She chaired the Attracting and Retaining Young Adults Task Force and Young Leaders Fund and is a Speak Your Peace presenter. Ms. Carey is a lawyer at Hanft Fride P.A. in Duluth, Minnesota and lives in Superior, Wisconsin.

**Steve Goldberg** is Executive Director of the CUNA Mutual Foundation, in Madison, Wisconsin, and has been with the CUNA Mutual organization since 1968. A lifelong Madisonian, Steve is a 1972 graduate of the University of Wisconsin, where he was also an Evans Scholar. His community service has included terms on the boards of United Way of Dane County, Family Service, the Dane County Community Action Commission, Dane County Social Planning Agency, Summit Credit Union and the Madison Repertory Theatre. He has also served on the boards of the CUNA Brokerage Service and the Insurance Consumer Affairs Exchange. Steve currently chairs the Greater Madison Chamber of Commerce Capital Funds Campaign Committee, which reviews capital campaigns proposed by local nonprofit organizations. He's a member of United Way of Dane County's Vision Council, and he sits on the board of the Partnership for Wisconsin's Economic Success. He chairs the KinderReady Advisory Board, which oversees a kindergarten readiness partnership between the Madison School District, Dane County Human Services, Children's Service Society of Wisconsin, United Way of Dane County, and the CUNA Mutual Foundation.

## Speaker Biographies Continued

**Cecelia Gore** currently serves as Executive Director for Brewers Community Foundation, Inc. In this role, Gore leads the development and implementation of Milwaukee Brewers Baseball Club philanthropic efforts. Brewers Community Foundation's mission is to harness the pride, passion and commitment of Brewers fans, players and other supporters to positively impact the lives of children and their families in Greater Milwaukee. The focused areas of interest include health, education, recreation and basic needs with a particular focus on low income and disadvantaged youth and their families. Gore, a native of Milwaukee, is a graduate of Alverno College; she earned a B.A. degree in Business and Professional Communication and a master's degree in Business Administration. Gore is active in the community. She currently serves as a Director for North Milwaukee State Bank, Trustee - Alverno College, Past Chair - Donors Forum of Wisconsin, Member of the Board of Directors for Milwaukee Public Library Foundation, Menomonee Valley Partners, and Marcus Center for the Performing Arts. She resides in Milwaukee, Wisconsin with her husband Randy Bryant.

**Karlene Grabner** is the Director of Donor Services for the Oshkosh Area Community Foundation. She has held that position for six years. Before joining the Oshkosh Area Community Foundation Karlene worked for seven years with the Oshkosh Chamber of Commerce as the Director of Chamber Programs. Karlene is a high school graduate of Lourdes Academy and college graduate from UW-Oshkosh with two degree's; one a Bachelor's of Science with a major in Economics and the second degree a Bachelor's of Business Administration majoring in Finance. Karlene is also an active member of the community having served the Oshkosh Downtown Rotary Club, Board of Directors for Propel, the Oshkosh County Club Board of Directors, a Big Sister with Big Brothers Big Sisters, a wife and a mother of their daughter Anika.

**Tom Grogan** works in the Office of the Chancellor at the University of Wisconsin Oshkosh. He presently serves as the facilitator of the Oshkosh Civility Project. In that capacity, he works closely with the Oshkosh Area Community Foundation and other community-based organizations and businesses in the development of this initiative. Tom has worked at UW Oshkosh since 1987. Originally hired as the University's attorney, he is now involved in a number of projects including work in the Middle East and on various community outreach initiatives, including strategic planning, economic development and special projects like the Oshkosh Civility Project.

**Anne Katz** is the Executive Director of Arts Wisconsin, Wisconsin's non-profit statewide community arts action, service, and development organization. Under her leadership, Arts Wisconsin received the 2004 Governor's Award in Support of the Arts from the Wisconsin Foundation for the Arts. Ms. Katz received the Alene Valkanas State Arts Advocacy Award from Americans for the Arts in June 2010, and was honored by Wisconsin Woman Magazine in March 2010 and by Madison Magazine in June 2004 for her community cultural development work. She was also recognized in 2008 and 2009 as one of the 25 most powerful arts leaders in the country, according to "Barry's Blog," an influential and widely-read arts blog written by former California Arts Council director Barry Hessenius. As a nationally-known arts advocate, she has been a featured speaker at recent statewide arts and advocacy conferences in South Dakota, North Dakota, Maine and Tennessee, as well as numerous arts, creative economy, education, economic development and civic conferences in Wisconsin. She is a graduate of Brandeis University, with a B.A. degree in Theater Arts, and studied drama at the Royal Academy of Dramatic Art in London, England.

**Elisabeth Marx** has been an innovative leader in philanthropy for over 25 years. She earned her MS in Nonprofit Management and Policy Analysis and interned with the Ford Foundation's Children and Families Program. She was a program officer at the Smith Richardson Foundation working on a national portfolio of initiatives related to children and families. Elisabeth is the founding Executive Director of the Rauch Foundation, where she helped develop strong outcomes-focused portfolio of initiatives focused on children and youth, the environment, community development and the arts. She has earned a reputation for building strong public-private partnerships that create high-quality, cost-effective programs and systems. Among her signature accomplishments is the creation of a Child Care Development Fund: a partnership of a community development corporation, Chase Bank, two county agencies, a small business development center and a child care resource and referral agency that used venture capital, training and consulting services to expand the quality and quantity of child care for the 5 million residents of Long Island, New York.

**Betsy Mitchell**, a 19-year member of the Green Bay Packers, is in her fourth year as the organization's vice president of organizational/staff development. Named to the then-newly created position by Packers President/CEO Mark Murphy on July 23, 2008, Mitchell is responsible for all employee relations, professional development, strategic planning and deployment, leadership and management development, as well as the human resources department. The bulk of her previous experience with the Packers was as the staff/player development consultant. Mitchell has a master's degree from the University of Wisconsin-Madison and is a state-licensed mental health professional with more than 25 years of experience in private practice.

**Chellee Siewert** as Executive Director for the Milwaukee Wave of Hope, she oversaw budget, events, fundraising, grants and marketing. In its first year the Wave of Hope raised over \$250,000. As Vice President of Marketing for the Milwaukee Wave, Chellee was responsible for the marketing, public relations, communications, merchandising and budgeting. She negotiated media buys and partnerships securing over \$191,000 in free media and developed a first of its kind for a professional sports franchise, a charitable jersey program. This partnering of eleven charities, media and corporate partners resulted in donations of over \$50,000 to charities. She is an alumnus of the University of Wisconsin-Green Bay and is active in the community serving as a Board of Director for the Waukesha County Business Alliance and Hebron House Foundation. Ms. Siewert cherishes her time with her husband, Brett and her two sons Cole and Cade.

**John Steinmiller** begins his 42nd season as a member of the Milwaukee Bucks organization and his 31st in his current position of Vice President - Business Operations. He is responsible for the day-to-day operations, advertising and marketing, radio-television, long-range planning and coordination of club affairs with the NBA. He first joined the organization in 1970 on a part-time basis while earning his journalism degree from Marquette University, and was named a full-time administrative assistant in January of 1971. One year later, at the age of 22, Steinmiller became the youngest publicity director in professional sports. In 1980, Steinmiller was promoted to vice president. In the community, Steinmiller serves on the Executive Boards of the Midwest Athletes Against Childhood Cancer (MAACC) Fund, the Milwaukee Metropolitan YMCA and Milwaukee Urban Day School. Steinmiller is co-chair of the annual Milwaukee Bucks/PCC golf tournament, an event supported by the Bucks players and coaches that has raised over \$1 million over the past 19 years to support research to cure cystic fibrosis. In his spare time, he enjoys golf, tennis and spending time with his family. Residing in Whitefish Bay, John and his wife, Corinne, have a son, John Henry, and a daughter, Mary Kate.

**Kerry Schumann** is Executive Director of Wisconsin League of Conservation Voters Institute, one of the state's largest organizations working to protect public health and natural resources. Much of Kerry's work since graduating from UW-Madison in 1994 has involved innovations in citizen engagement work, including spending a year doing an analysis of the Wisconsin conservation community and using that analysis to develop a plan for building long-term power for conservationists. That plan is now fully integrated into WLCVI and has led to many victories for Wisconsin's environment. As WLCVI's Executive Director, Kerry develops top-notch staff, keeps the ship on course, raises money, and works with the Board of Directors. WLCVI is a statewide organization working to protect public health and natural resources in Wisconsin by enhancing the capacity of the conservation movement.

**Ken Taylor** is the Executive Director of the Wisconsin Council on Children and Families. WCCF is a statewide child and family advocacy and research organization that works on numerous issues, including: health care, early care and education, child welfare, juvenile justice, racial disparities, and the state budget. WCCF is the oldest organization of its type in the nation and is celebrating its 130<sup>th</sup> anniversary this year. Before coming to WCCF in December of 2009, Ken was a Policy Advisor for the Wisconsin Department of Children and Families where he advised the Secretary on the design of the future of the child welfare system in Wisconsin. Prior to that position, Ken directed the American operation of Dartington-i, an international research and development organization concerned with improving the lives of children and families in need. Ken has a Master's Degree in Public Policy from the University of Chicago.