Monday, October 9

8:00 – 9:00am  Opening Session

*Nancy J. Love, MPA, Director*

Duke Nonprofit Management Program, *nl40@duke.edu*

*Matthew T.A. Nash, Managing Director, Social Entrepreneurship*

Duke Innovation & Entrepreneurship Initiative, *mnash@duke.edu*

Following a welcome by program leaders, introductions, and an on-boarding activity, we will discuss participants’ expectations for the Executive Certificate in Nonprofit Leadership and identify norms and standards for our learning community. We will conclude with an overview of the curriculum with special reference to the expectations identified earlier.

9:00 – 10:15am  Effective Leadership and the Nonprofit Executive

*Matthew T.A. Nash, Managing Director, Social Entrepreneurship,*

Duke Innovation & Entrepreneurship Initiative

*mnash@duke.edu*

We will engage in a lively discussion of what leadership means for each of us. Together, we will examine the special challenges of leadership in the nonprofit sector. Finally, we will share the leadership development goals that each of us bring to the Executive Certificate program.

10:15 – 10:30am  BREAK

10:30am – 12:00pm  Promising Practices of High-Impact Nonprofits

*Matthew T.A. Nash, Managing Director, Social Entrepreneurship,*

Duke Innovation & Entrepreneurship Initiative

*mnash@duke.edu*

Nonprofits occupy a unique position in the organizational landscape of the United States. Although many of the fundamental principles and practices of effective leadership apply across all sectors and forms of organization, nonprofit leaders face a distinctive set of opportunities and challenges in comparison with their counterparts in the business and government sectors. Moreover, recent research has revealed a set of promising practices applied consistently to positive effect in many high impact nonprofits.
Key Learning Objectives
1. Engage in an interactive discussion of what leadership means for participants, and the special challenges of leadership in mission-driven organizations.
2. Consider how nonprofit leaders can implement internal and external practices aimed at improving the effectiveness with which the organization achieves its mission.

12:00 – 1:15pm   LUNCH

1:15 – 3:15pm   The Landscape of Leadership
Oie Osterkamp, Executive Director at Ronald McDonald House, Durham NC
Oie@RMHDurhamWake.org

What does it take to be a leader? A good starting place is an examination of personal learning and leadership styles and their effect on decision-making, problem solving, and communication. Each participant will complete the DISC or Myers Briggs profiles. We will then examine these frames and what they suggest about improving leadership capabilities for ourselves and for those we lead.

Key Learning Objectives
1. Use results from the inventory to understand personal learning and leadership style.
2. Understand the variety of frames present within an organization and appreciate the value such diversity brings to leadership.
3. Be able to use each learning/leadership style in developing approaches to leadership behaviors, problem solving, decision-making, and communication.

3:15 – 3:30pm   BREAK

3:30 – 5:30pm   Entrepreneurial Leadership
Christopher Gergen, Founding Partner, HQ Community Innovation & Entrepreneurship Fellow, Duke University,
cgergen@hq.community

Today's nonprofit organizations cannot compete without the entrepreneurial edge. Is your team ready? Entrepreneurial leaders seek to integrate their life, work, and purpose through distinctively entrepreneurial behavior—and, in so doing, create extraordinary lives of significance. Are YOU ready? In this session, the co-author of “Life Entrepreneurship: Ordinary People Leading Extraordinary Lives” will coach participants through the entrepreneurial path, including awakening to opportunity, envisioning the future, developing entrepreneurial goals and strategies, and taking action and making a difference. We will provide vivid examples, frameworks, and strategies for helping participants create a life of service and fulfillment.
Key Learning Objectives
1. Gain deeper sense of personal leadership development by embracing the entrepreneurial mindset.
2. Opportunity for reflection & renewal
3. Opportunity for performance acceleration on the personal & professional front
4. Gain better understanding of the entrepreneurial process with a specific focus on Theory of Change.

6:00 – 7:00pm  DINNER

Tuesday, October 10

8:00 – 8:15am  Morning Check-In Session
Love & Nash

8:15am-10:00am  Mindfulness for Social Impact
Robyn Fehrman, MPA, Founder & Principal, Mindful Type A and Director of Programs, Center for Advancement of Social Entrepreneurship, Fuqua School of Business, MindfulTypeA@gmail.com

Changing the world is tough. All too often nonprofit leaders work toward multiple bottom lines, navigate completing priorities, manage multiple stakeholders, face constant resource constraints, and live every minute inundated with information—all while staring down the world’s greatest challenges. To achieve their bold visions, transformational leaders need access to a diverse set of tools and habits to help regularly cultivate focus, resilience, and joy. Mindfulness is one of those essential practices. Through integrating mindfulness principles and practices, leaders are able to communicate more effectively, focus on what matters most, uncover innovative solutions, and make strategic decisions—even in the midst of change.

Key Learning Objectives
1. Increase knowledge of introductory principles of mindfulness and their relationship with stress.
2. Learn specific meditation techniques for cultivating focus, resilience, and joy at home and work.
3. Practice gentle “anywhere yoga” as means for learning to focus on the present moment.
4. Create an action plan for integrating “purposeful pauses” into the work week.

10:00 – 10:15am  BREAK
Managing Strategic Change

Oie Osterkamp, Executive Director of Ronald McDonald, Durham NC,
Oie@RMHDurhamWake.org

Nonprofit leaders face unprecedented challenges and emerging opportunities as they engage their organizations in preparing for the future. Nonprofit leaders must seek to bring about change every day—change in their teams, organizations, and communities—but implementing change is downright difficult, as any seasoned leader would agree. In this session, we will consider the management tactics required to create and communicate a vision for change, structure an effective process of managing change, identify and work with change agents, prepare affected individuals to embrace change, and drive the change effort to a successful conclusion that results in the increased impact of the organization.

Learn the formula for building an effective team, discuss questions that can help an organizational leader assess the health of their team and identify areas where change is necessary. Discuss tactics that can help mitigate possible pitfalls that organizations can experience as they change or grow.

Key Learning Objectives
1. Understand and be able to apply the formula for building high performing teams.
2. Understand and be able to apply strategies from “First Break All the Rules” by Marcus Buckingham and other resources.
3. Be able to use particular tools and tactics in personal leadership, board/staff leadership, or change management behaviors.

12:00-1:15pm  LUNCH

1:15 – 3:15pm  Managing Strategic Change (continued)

3:15 – 3:30pm  BREAK

3:30-5:45pm  Coaching Your Staff towards Organizational Success

Benjamin Quinn, MBA, FarmBlue Ventures, Certified Business Coach,
benquinn@farmblue.com

This session is designed to give nonprofit executives a clear and actionable organizational management framework that attracts, motivates, and retains the top talent, and that empowers the executive to get the greatest results out of their team. During this session, you will learn how to cultivate the “Six Characteristics of a Highly Effective Team.” We will outline a clear process you can use to successfully coach your staff to accomplish organizational objectives on time, with the resources given, and with exceptional results. As a result, participants will have an increased ability to foster and maintain a team dynamic that helps create results greater than the sum of each individual’s contribution.
Key Learning Objectives
1. Learn how to create a culture that attracts and nurtures the right employees needed to meet a nonprofit’s needs.
2. Understand and support a team dynamic that helps create results greater than the sum of each individual's contribution.
3. Create an environment where the Executive Director coaches the employee and organization to reach their maximum potential with the resources given.

6:00-7:00pm DINNER

Wednesday, October 11

8:00-8:15am Morning Check-In Session
Love & Nash

8:15-10:30am Social Innovation
Matthew T.A. Nash, Managing Director, Social Entrepreneurship, Duke Innovation & Entrepreneurship Initiative

What is social innovation? Universities, the media, nonprofits, and even the White House seem to be increasingly using this term, but what does it really mean? In this interactive session, nonprofit leaders will explore the core concepts of social entrepreneurship through a case study example of 2006 Nobel Peace Prize Winner and microfinance pioneer Muhammad Yunus & his Grameen Bank. What can we learn from this powerful story of an entrepreneurial leader who identified an opportunity, mobilized resources, and achieved significant social impact? What can we learn from leading edge research in the emerging field of social entrepreneurship if we are seeking to have greater impact?

Key Learning Objectives
1. Define and demonstrate understanding of social innovation as a promising (though still emerging) set of methods, tools, theories, and principles – with strengths and limitations – for achieving significant, lasting social change in a variety of domains and across sectors.
2. Differentiate between social innovation and the related concepts of social entrepreneurship and social enterprises.
3. Identify opportunities to apply the principles and tools of social innovation in their lives and work

10:30 – 10:45am BREAK

10:45-12:00pm Preparing for the Next Generation of Leaders
Moderated by Matthew T.A. Nash, Managing Director, Social Entrepreneurship, Duke Innovation & Entrepreneurship Initiative

Given the impending exodus of nonprofit leaders over the next five years, it is imperative for present leaders to cultivate those who will succeed them. In this
session, a panel of emerging leaders will engage the participants in a dialogue on the motivations, ways of working, and aspirations of the rising generation.

**Key Learning Objective**
1. Participants will be better equipped to develop strategies for fostering a diverse cohort of new leaders in their organizations.

**12:00-1:15pm**

**LUNCH**

**1:15 – 3:00pm**

**Cultivating Effective Relations with the Board of Directors**

*Marty Martin, JD. MPA*, Martin Law Firm, Raleigh, NC

*Marty_Martin@MartinLegalHelp.com*

The overall landscape of nonprofit governance has changed with regulators, stakeholders including donors, and the public demanding increased expectations and accountability to ensure that nonprofit organizations achieve results. Results in the nonprofit sector arise from multiple relationships among many different stakeholders: a nonprofit’s executive leadership, and the board of directors. Through an interactive dialogue framed in part by the class participants and their interests, the class will consider how to forge effective relationships given the asymmetries in the knowledge, information, and incentives among these groups. Class participants are required to submit in advance questions and issues which will guide the class considerations and conversations, as well as readings for their classmates.

**Key Learning Objectives**
1. Effective relationships among the stakeholder, executive leadership, and the board chair and board of directors are critical
2. Developing a clear understanding of roles and responsibilities is fundamental
3. Board recruitment must be done with absolute candor.
4. Executive directors and board must avoid becoming enablers.
5. Passion for the mission is not enough.

**3:00-3:15pm**

**BREAK**

**3:15 – 6:15pm**

**LEVERAGING FOUNDATION RELATIONSHIPS TO PRODUCE EFFECTIVE PARTNERSHIPS**

*Melissa Spain, CEO*, Community Foundation of NC East

*melissaspain@gmail.com*

Learn what types of foundations exist and how your nonprofit may benefit from knowing them. Primary focus will be on defining community foundations in the United States. Discuss how community foundations serve as a resource for Nonprofits’ needs and what steps are critical for a Nonprofit to follow to be on the radar of their local community foundations. Special emphasis will be on “Telling Your Story” and the importance of being able to share a passionate story about Nonprofits the students represent and how Funders view that.
Key Learning Objectives
1. Understand the types of funding resources, as well as other critical resources available to Nonprofits and how to apply.
2. Identify the strengths a Nonprofit should aim to have to ensure it is given high consideration for funding, grants, and program partnerships by Foundations.

6:30pm

Dinner/Reception: J B Duke Hotel

Thursday, October 12

8:00-8:15am
Morning Check-In Session
Love & Nash

8:15-10:00am
Cultivating an Entrepreneurial Nonprofit Culture
Suzanne Smith, Founder & CEO, Social Impact Architects
Suzanne@socialimpactarchitects.com

The complicated challenges facing contemporary nonprofit organizations demand a dynamic brand of leadership. An entrepreneurial outlook can help to transform the culture of nonprofits by meaningfully engaging the abilities, talents, and passions of board, staff and supporters.

Key Learning Objectives
1. Find out what culture you prefer and how it compares to others.
2. Explore how key entrepreneurial concepts and skills that make for-profit businesses competitive can be applied to nonprofit organizations to help make them more sustainable and successful...
3. Understand the basic elements of an entrepreneurial mindset that will offer a practical framework for entrepreneurial activities.

10:00-10:15am
BREAK

10:15-12:00pm
Social Enterprise: Is Earned Income Right for Your Organization?
Suzanne Smith, Founder & CEO, Social Impact Architects
Suzanne@socialimpactarchitects.com

In the face of increasing competition for limited and volatile philanthropic funding, many nonprofits are turning to earned income ventures as a potential alternative to traditional nonprofit fundraising strategies.

Key Learning Objectives
1. Understand what social enterprise is and whether or not you are ready to pursue it within your organization.
2. Learn about characteristics of a successful enterprise.
3. Identify and evaluate strengths through an organizational audit and how to translate these strengths into social enterprise opportunities.
4. Engage in a process to evaluate the identified opportunities in an effort to determine which should be studied in more detail through a feasibility assessment.
5. Find out how to best pursue social enterprise in a nonprofit setting.

12:00-1:15pm  
**LUNCH**

1:15-2:30pm  
**Social Enterprise: Is Earned Income Right for Your Organization? (Continued)**

2:30-3:45pm  
**Social Enterprise in Action: Lessons from the Trenches**
Moderated by Suzanne Smith, Founder & CEO, Social Impact Architects,
*Suzanne@socialimpactarchitects.com / @snstexas / @socialtrendspot*

A panel of leaders of entrepreneurial nonprofits will engage the participants in a dialogue on the opportunities and challenges of incorporating principles and practices of social enterprise into nonprofit strategy, operations, and culture.

**Key Learning Objectives**
1. Understand some of the practical challenges of incorporating social enterprise into nonprofit operations.
2. Identify concrete actions leaders can take to address these challenges and mitigate risks of failure to achieve mission impact and generate significant income.

3:45-4:00pm  
**BREAK**

4:00-6:00pm  
**Emerging Issues in the Nonprofit Legal Landscape**
*Thomas Kelley*, Paul B. Eaton Distinguished Professor of Law, University of North Carolina at Chapel Hill School of Law,
*takelley@email.unc.edu*

Nonprofit leaders must manage the affairs of their nonprofit corporation in an evolving legal landscape. As nonprofit organizations have become more entrepreneurial, they too often have been stymied by legal and regulatory regimes that were designed for an earlier era. In this session, participants will have an opportunity to discuss these and other issues with an expert in nonprofit law.

**Key Learning Objectives**
1. Develop an awareness of significant legal doctrines that impede entrepreneurial plans, including the Commerciality Doctrine and the Intermediate Sanctions.
2. Understand the likely direction of future law reform.

6:00-7:00pm  
**DINNER**

7:00-8:30pm  
**Breakout Groups:** Sharing Action Plans
Friday, October 13

8:00-8:15am  Morning Check-In Session  
Love & Nash

8:15-10:15am  Collaborative Leadership  
Sanyin Siang, Executive Director of the Coach K Leadership & Ethics Center (COLE) at Duke’s Fuqua School of Business,  
sanyin.siang@duke.edu

As the social impact landscape becomes more interdependent and complex, collaborations between private and social services as well as among nonprofits and within organizations will be the key to success. This session explores ways of communicating the context for collaborations, building and cultivating trust through presentation, dialogue, and experiential exercises.

Key Learning Objective
1. Embrace the skills and mindset of collaborative leadership as an imperative in seeking to achieve increased impact in your community.

10:15-10:30am  BREAK

10:30am-12:30pm  Implicit Bias: Personal & Professional Implications  
Benjamin D. Reese, Jr, Psy.D. Vice President and Chief Diversity Officer  
Office for Institutional Equity  
Duke University/Duke University Health System  
ben.reese@duke.edu, http://www.duke.edu/web/equity

This session will present the rationale for the current national focus on implicit bias and its relevance for nonprofit organizations. Theories underlying the development of the process of implicit biases will be discussed along with findings from a number of research designs. Implications for decision-making will be presented, along with specific strategies aimed at helping participants better manage the impact of implicit bias on their decisions. The session will be both interactive and didactic.

Key Learning Objectives
• Understand key differences between explicit & implicit bias  
• Understand theories related to the development of personal implicit biases  
• Gain familiarity with major research findings in the area of implicit bias  
• Understand the impact of implicit bias on decision-making  
• Learn strategies to manage the impact of implicit bias on our decisions

12:30-1:30pm  LUNCH

1:30-3:00pm  Closing Session  
Love & Nash
In this session, we will bring closure to the Duke Executive Certificate in Nonprofit Leadership program by reviewing and discussing the key themes of the week. We will also share the revised leadership development goals that each participant will commit to pursuing in the months ahead.

The Duke Executive Certificate in Nonprofit Leadership will be awarded.
Instructor Bios

**Fehrman, Robyn, MindfulTypeA@gmail.com**
Robyn Fehrman is a recovering perfectionist, passionate about the intersections of mindfulness, leadership, and yoga. As a classic Type A personality, former nonprofit executive, social entrepreneur and mama of young children, she has personally experienced the many benefits of mindful movement, intention-setting, and breath work.

With a Masters of Public Administration degree, more than 16 years executive experience, and a personal yoga & meditation practice spanning nearly 10 years, Robyn offers a purposeful and practical approach to thriving in both work and life. In her teaching, writing, and speaking Robyn shares lessons from her own leadership journey and leaves students with tools they can use right away. Based in Durham, NC, she completed her 200-hour Yoga Teacher Training with Carolina Yoga Company and studied Mindfulness-Based Stress at Duke Integrative Medicine.

Robyn also serves as Director of Programs at the Center for the Advancement of Social Entrepreneurship (CASE) at Duke University’s Fuqua School of Business. Through her work with CASE, Robyn studies mindfulness in business settings and integrates her Mindfulness for Social Impact & Cultivating Resilience workshops into student & professional programming.

**Gergen, Christopher, cgergen@hq.community**
Christopher Gergen is a founding partner of HQ Community, the largest entrepreneurial co-working community in North Carolina including HQ Raleigh, HQ Greensboro, HQ Charlotte, Think House and Duke Teach House. Christopher also helped start Forward Cities – a national learning collaborative between cities focused on building more inclusive innovation economies and Innovate NC – a similar multi-city learning collaborative in North Carolina. Additionally, Christopher is a fellow and faculty member with Duke University’s Innovation & Entrepreneurship initiative, co-author of the nationally acclaimed Book *Life Entrepreneurs: Ordinary People Creating Extraordinary Lives*, and a 2013 Henry Crown Fellow at the Aspen Institute.

**Kelley, Thomas, takelley@email.unc.edu**
Thomas Kelley, is a Paul B. Eaton Distinguished Professor of Law at the University of North Carolina at Chapel Hill School of Law.

**Quinn, Benjamin, MBA, benquinn@farmblue.com**
Benjamin Quinn of FarmBlue Ventures, is a Certified Business Coach who helps organizations increase their profitability, hire & retain excellent employees, & systematize their operations. As an entrepreneur & advisor, he has helped, launched, & grown over 100 not-for-profit & for-profit organizations since 1999. Ben has delivered customized training programs to students and staff at UNC, Duke, and NC A&T, The Danville Regional Foundation, The Harvest Foundation, & numerous other organizations. Ben is a graduate of Stanford University & earned an MBA with a focus in Entrepreneurship from the Duke University Fuqua School of Business.
Martin, Marty, JD, MPA, Marty.Martin@MartinLegalHelp.com

Marty Martin of Martin Law Firm, Raleigh, NC, focuses on providing legal services & board training for nonprofit & tax exempt organizations nationally. He combines his unique combination of a lawyer’s skills, a nonprofit practitioner’s experience, & advanced training in nonprofit organizations to help groups achieve their mission. He served on the national Internal Revenue Service’s Advisory Committee for Tax Exempt & Government Entities (ACT). During his service he advised the IRS Exempt Organization senior leadership & co-authored several reports. Marty is a graduate of & a senior instructor for the Duke Nonprofit Management program, a BoardSource Certified Governance Trainer, & a Core Capacity Assessment Tool (CCAT) certified facilitator. He frequently writes & speaks on topics related to nonprofit organizations. Marty received a Master in Public Administration (MPA) degree with a concentration in managing nonprofit & public sector organization from the Harvard Kennedy School & a Juris Doctorate (JD) degree from Western New England University School of Law.

Nash, Matthew, MBA, mnash@duke.edu

Matthew T.A. Nash, M.B.A., is the managing director for social entrepreneurship for the Duke Innovation and Entrepreneurship Initiative. He also directs the Social Entrepreneurship Accelerator at Duke (SEAD), a USAID development lab for scaling innovations in global health. Matt has extensive domestic and international social and public sector experience in social entrepreneurship and social enterprise, strategic planning, organization development, performance measurement, board development and governance, business process transformation, and leadership development.

https://entrepreneurship.duke.edu/associate/matthew-t-a-nash/

Osterkamp, Oie, MBA, oie@RMHDurhamWake.org

Oie Osterkamp has a Master’s degree in Business. He likes to say he has a Ph.D. in life - (a long story that is now a book and was featured on TV). He is the founder of Sharefish, a nonprofit that is breaking the cycle of poverty in rural villages in Honduras through education. After selling his business consulting company that grew to #7 on the Inc. 500, he started another consulting practice that helped businesses build high performing teams and discover leadership potential. In February 2012, he gave up his consulting practice to join the Ronald McDonald House of Durham. According to Oie, when he walked into the Ronald McDonald House of Durham for the first time and saw all the ceiling tiles that the children had decorated through the years, his heart sang. He knew he had found what he was designed and built to do with his life. The Ronald McDonald House mission is to keep critically ill children and their families close to each other while the children are undergoing treatment. Currently, his programs consist of the Ronald McDonald House in Durham and at Wake Med Children’s Hospital in Raleigh -- along with the Ronald McDonald Family Rooms at Duke Children’s Hospital and Wake Med Children’s Hospital. Last year alone, there were 19,133 family night stays in the Houses and 34,688 visits to the two Family Rooms.

Oie has presented to and taught leadership principles to participants from 42 countries. One of his highest honors is teaching in the Executive Certificate in Nonprofit Leadership curriculum offered by Duke University’s Nonprofit Management Program. Even with all this, Oie says his greatest and most satisfying accomplishment is sitting down to dinner with his wife and nine year old son at least 5 nights a week.
Reese, Benjamin, Jr., Psy.D. *ben.reese@duke.edu*
Benjamin Reese, Jr. is vice president of the Office for Institutional Equity at Duke University and Duke University Health System, Chief Diversity Officer and a licensed clinical psychologist. His office oversees diversity, inclusion, affirmative action/equal opportunity activities and harassment/discrimination prevention for the university and the health system. He is also an adjunct faculty member in the Departments of Community & Family Medicine and Psychology & Neuroscience.

Reese served as the assistant vice president for cross-cultural relations at Duke. For over 45 years, Reese has worked as a consultant both to educational institutions, profit and nonprofit corporations, and health care organizations (U.S. & abroad) in the areas of implicit bias, organizational change, conflict resolution, race relations, and diversity and inclusion.

He has represented both the International Council of Psychologists and the World Federation for Mental Health (Non-Governmental Organizations) at the United Nations. He is the Immediate Past President of the National Association of Diversity Officers in Higher Education (founding member), serves on the Advisory Board of the Full Frame Documentary Film Festival and the journal, *Liberal Education*. In 2016, The Triangle Business Journal awarded him a Lifetime Diversity Achievement Award in recognition of almost 50 years of diversity & inclusion work.

Siang, Sanyin, *sanyin.siang@duke.edu*
Sanyin Siang is the Executive Director of the Fuqua/Coach K Center on Leadership and Ethics (COLE) at Duke University. Her experience in strategic planning, strategic partnerships, and coaching coupled with an entrepreneurial mindset has helped organizations and executives identify gaps and develop programs for a rapidly changing marketplace. She revels in convening interdisciplinary and diverse teams towards finding and implementing new approaches for complex problems. She is passionate about helping individuals and organizations identify opportunities and leverage their strengths to create greater value for society.

Her love for mentoring has translated into her coaching executives based in Asia, Europe, North America, Latin America, and Russia from organizations such as Citigroup, JP Morgan, Deloitte, US Transportation Security Administration, OMGEO, Areva, and BioMerieux.

She has spoken on leadership, ethics, and science and technology policy to different groups including MIT Sloan School of Business, the international meetings of the American Association for the Advancement of Science (AAAS); Center for Creative Leadership; Chicago-Kent School of Law, Claremont College, and Trinity College.

Sanyin is a graduate of Duke University's Cross Continent MBA (an international executive MBA program). She also received her BSE in biomedical engineering from Duke where she was an Angier B. Duke Scholar.

Smith, Suzanne, MBA, *Suzanne@socialimpactarchitects.com*
Suzanne Smith is Founder and CEO of the Social Impact Architects. She has a deep belief that everyone is a change maker. In 2009, Suzanne founded Social Impact Architects, a registered Benefit Corporation, to reshape the business of social change. She combines her MBA know-how with two decades of experience as a nonprofit innovator to serve as a consultant, advisor & thought partner. She is also an educator & highly sought-after public speaker at conferences nationwide & was recently a featured speaker at TEDxTurtleCreekWomen. Author of Social TrendSpotter (@socialtrendspot), one of
the sector’s top blogs according to the Huffington Post, Suzanne is frequently interviewed by regional & national media to share her expertise on social entrepreneurship & has published articles in *Forbes, See Change, Nonprofit Business Advisor, Upstart* and *Grantmakers in Health*. Suzanne holds an MBA from Duke University’s Fuqua School of Business

**Spain, Melissa, MPA, melissaspain@gmail.com**

Melissa Spain is the CEO (Chief Executive Officer) of the Community Foundation of NC East. She is a native of Eastern North Carolina, originally from Kinston, North Carolina. She attended Liberty University and earned a BS degree in Communications, majoring in Public Relations & Marketing, and a minor in Public Speaking. During her college tenure, her passion for serving charities began. She served on numerous internships with Children’s Miracle Network, The Ronald McDonald House and Virginia Baptist Hospital, Vidant Medical Center and other Eastern NC charities. Today her charitable work spans having raised funds and worked with more than 150 charities in NC and the US! She oversaw the origination of The Greater Greenville Community Foundation and served as the CEO for 16 years resulting in the 2016 name change to The Community Foundation of NC East, now representing the largest charitable foundation in Eastern North Carolina with a Donor Base that spans the entire eastern region of North Carolina.

Melissa has over 25 years of experience in the field of Public Relations, Marketing, Fund Raising and Public Speaking, as well as serving as a Lobbyist for North Carolina based non-profits both on a State and National level. Since beginning her service as CEO of The Greater Greenville Community Foundation in 2001, the foundation has grown to over 100 funds, and assets that total over 25 million dollars in permanent assets and planned gifts.

Mrs. Spain oversees the Foundation’s Endowments, serves as a major partner with other key business leaders in the community, serves as a voice for the non-profit sector and fosters close personal relationships with the broad base of Donors that the Foundations serves. Having the honor and privilege of working with such giving and philanthropic minded individuals, as well as all of the charities, are the true joys of her career. Having lived in eastern NC for more than 45 years, her career has resulted in many opportunities for improving the lives of Donors, Clients and Non-Profits throughout the state!

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**Duke University**

Executive Certificate in Nonprofit Leadership, ID: 0461-009

*(October 9-13, 2017)*

[www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit)

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