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### **Third Annual Collaboration Conference a huge success!**

On April 7 over 300 creative and energetic people from businesses, the arts, human services, and government, came together at the Zoellner Arts Center for a morning of creativity, learning, networking, and fun. The keynote speaker, Kim Fortunato from Campbell's soup, spoke about her role as director of their "healthy communities" program. This is a collective impact effort with the noble goal of reducing hunger and childhood obesity in their home city of Camden, NJ. As such they recognize that even a company the size of Campbell's cannot solve big problems alone. Instead of taking the traditional role of "funder" – they became a "backbone organization" as part of an explicit collective impact effort, which is showing results against realistic, measurable, and shared goals.

Thanks also go to Bill George from Touchstone Theatre who led a very creative and well received kickoff to the morning which got the whole auditorium involved in writing poetry, choreographing a dance, creating an artistic masterpiece, and even composing a folk song about collective impact. We then heard marketing tips from Matt Pye (Just Born), Anne Baum (Capital Blue Cross), Kurt Landes (LV Iron Pigs), and Maggie Prorok (Bell Hall). Laurie Hackett from Air Products presented the inaugural "community collaboration award" to Priscilla Schuek from the Volunteer Center in recognition of their annual volunteer challenge event. The morning ended with the traditional "funders fair" where attendees got the chance to interact with some of the Valley's most generous funders of nonprofit services.

A special thanks goes out to our sponsors, especially to **Capital Blue Cross (Presenting), Air Products (award), and The United Way (speaker)** for making this great morning possible.

Finally the "best quote of the day" award goes to Matt Pye for coining the term "Anne-Bauma Care". Can't believe no one had thought of that before!

It is exciting to see how well attended and well respected this event has become in just 3 short years, not just among nonprofits but among business both large and small. We will see you all next year!