



UNITED WAY
Emerald Coast


UNITED

for impact

A Non-Profit Conference

OCTOBER 2, 2025

AGENDA



7:00 AM

Doors Open

8:00 AM

Welcome and Presenting Sponsor Remarks

8:30-9:30 AM

Opening Keynote in Main Auditorium

Tim Bolduc, Better Than I Found It: The Greater Purpose of Leadership

9:45-10:30 AM

- ROOM A: Catherine Morgan, Impactful Strategic Planning
- ROOM B: Corey Dobridnia, BRAND POWER: Discovering your Organization's POWER through Building Brand Equity and Loyalty
- ROOM C: Aerial Payne, Mini Campaigns That Move Donors

10:30-11 AM

Snack Break

11:00-11:45 AM

- ROOM A: Ryan Mims and Kyle Merritt, Using Community-Level Data for Grant Writing and Performance Metrics
- ROOM B: Michael Williamson, The Power of Partnership: Moving at the Speed of Need
- ROOM C: Bobby Parker, From Headlines to Heartstrings: Getting Media Coverage That Moves the Mission (Panel Discussion)

12:00-12:45 PM

- ROOM A: Jonathan Watson, Building a Strong Volunteer Culture
- ROOM B: Thomas Greek, Handle Hard Better
- ROOM C: Angie Smith, Smart Workflows: Automating the Mundane to Focus on the Mission

1:00 - 2:15 PM

Lunch Keynote in Main Auditorium

Johnny Crowder, The Surprising Productivity of Self-Care: Using Mindfulness to Combat Burnout and Compassion Fatigue

2:30 - 3:15 PM

Networking Sessions by Job Function

- ROOM A: Volunteer Management & attendees who serve on Boards of Directors
- ROOM B: Program Development or Direct Services
- ROOM C: President /CEOs or Executive Directors
- ROOM D: Donor Relations or Fundraising
- ROOM E: Marketing, PR, or Graphic Design

3:30 - 4:30 PM

Closing Keynote Panel in Main Auditorium

Panel Discussion with Carly Barnes, Karah Fridley-Young, Jennifer Steele, Jessica Proffitt Bracken, and Ali Weil, Taking Fundraising Events to the Next Level: Strategies for Impact, Engagement & Sustainability

4:30 PM

Closing Remarks

THANK YOU, SPONSORS!

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OPENING KEYNOTE: 8:30-9:30 AM



Tim Bolduc

Chief Executive Officer, Adams Sanitation & Founder of TBSpeaks

Tim Bolduc is a long-time Okaloosa County resident and community leader. He served as Crestview's first City Manager (2019-2025) and is now CEO of a regional sanitation company.

Tim is active in civic and faith roles, including Treasurer of Hope City Church, AETC Civic Leader for the 33rd Fighter Wing, and Legislative Chair for the Northwest Florida League of Cities. A Troy University graduate and Certified Public Manager, he has also been a small business owner, founder of TBSpeaks, and co-author of A Solution-Focused Culture.

Tim enjoys life with his wife Kimberly, their family, and serving others through volunteerism and storytelling.



Scan QR code to view
the full bios of speakers

BREAKOUT SESSION 1: 9:45-10:30 AM

Impactful Strategic Planning

A focus on equipping non-profit leaders with practical tools to strengthen teams, align strategies, and build sustainable success. If you are ready to take your strategic planning to the next level and walk away with actionable insights that you can apply immediately, this is a breakout you will not want to miss.



Catherine Morgan

President
Inspire Bridges Consulting

BRAND POWER: Discovering Your Organization's POWER Through Building Brand Equity and Loyalty

In this breakout, she'll share strategies on building your brand before a crisis hits, and why that is more critical now than ever. Drawing from her extensive experience in law enforcement communications, crisis response, and community engagement, Corey will equip attendees with tools to strengthen credibility, build trust, and create authentic connections with the people they serve.



Corey Dobridnia

Public Information Officer
Walton County Sheriff's Office

Mini Campaigns That Move Donors

A practical session on building small but mighty fundraising and awareness campaigns that drive engagement without overwhelming staff or budgets. If you are ready to deepen donor connections, boost volunteer engagement, and walk away with strategies you can implement tomorrow, this is a breakout you will not want to miss!



Aerial Payne

Founder
Maranta Copy Co.

BREAKOUT SESSION 2: 11:00-11:45 AM

Using Community-Level Data for Grant Writing and Performance Metrics

This session will show attendees how to find reliable data sources, use that information to strengthen grant applications, and apply real-world examples to build effective performance metrics.



Ryan Mims

Chief Health Strategist
Florida Department of Health in Walton County



Kyle Merritt

Executive Director
Northwest Florida Health Council

The Power of Partnership: Moving at the Speed of Need

A breakout session focused on the power of collaboration to drive meaningful change. Attendees will gain insight into how strategic partnerships can strengthen nonprofits, expand resources, and create long-term community solutions.



Michael Williamson

President and CEO
United Way of Southeast Louisiana



Scan QR code to add your
info to keep in touch with
those you meet today!

From Headlines to Heartstrings: Getting Media Coverage That Moves the Mission (Panel Discussion)

This interactive panel session brings local media professionals and non-profit leaders together to explore how organizations can capture the media spotlight. From unlocking what journalists look for, to gaining coverage with no budget, to standing out in a crowded news cycle, attendees will leave with actionable strategies to get their stories heard.



Bobby Parker

Principal & Chief Creative Officer
Parker Gene Creative



Cali Hlavac

Owner & Marketing Strategist
Sassy Tangerine Creative



Jared Williams

Web Design and Content Marketer
Get the Coast



Laura Hussey

Morning Show Co Host
WEAR-TV



Lori Smith

Publisher/Executive Editor
Life Media Group

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US ON
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MEDIA
&
TAG US
IN YOUR
PHOTOS!**



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BREAKOUT SESSION 3: 12:00-12:45 PM

Building a Strong Volunteer Culture

This breakout session will explore how to recruit the right volunteers, train them to fully support your mission, and celebrate them in ways that keep them engaged for the long run.



Jonathan Watson

Lead Pastor
Beachside Church

Handle Hard Better

An interactive workshop that equips you with knowledge and tools to thrive in the face of adversity. Participants will explore the biology of stress, discover how to shift limiting beliefs, and practice coaching principles that can transform both professional and personal challenges.



Thomas Greek

CEO
Thomas Greek Coaching

Smart Workflows: Automating the Mundane to Focus on the Mission

This session will introduce practical ways to streamline everyday tasks with accessible, no-code tools. Attendees will see real-world examples of automation in action, learn how small changes can create significant time savings, and walk away with steps to immediately improve their workflow.



Angie Smith

Software Test Engineer
Bit-Wizards

LUNCH KEYNOTE: 1:00 - 2:15 PM



Johnny Crowder Founder & CEO of Cope Notes

Johnny Crowder is a suicide/abuse survivor, TEDx speaker, touring musician, and Founder & CEO of Cope Notes, a global text-based mental health platform serving users in nearly 100 countries. A Certified Peer Recovery Specialist with a psychology degree from UCF, he brings over a decade of clinical treatment, peer support, and advocacy experience through NAMI.

Since his first keynote in 2011, Johnny's candid perspective has been featured by Forbes, Entrepreneur, The Wall Street Journal, and CNN. Whether leading wellness trainings or touring with his Billboard-charting band, Prison, his positivity and lived experience equip him to deliver practical insight and inspiration with care and wit.



Scan QR code to view
the full bios of speakers

NETWORKING SESSIONS: 2:30 - 3:15 PM

It's not just networking, it's connecting with purpose. During this session, we'll break out by functional area so you can swap ideas, share challenges, and spark new collaborations with folks who "get" what you do. Whether you're here to trade tips, find solutions, or just expand your circle, this is your chance to build meaningful connections that last long after today.

Room A Volunteer Management & attendees who serve on Boards of Directors

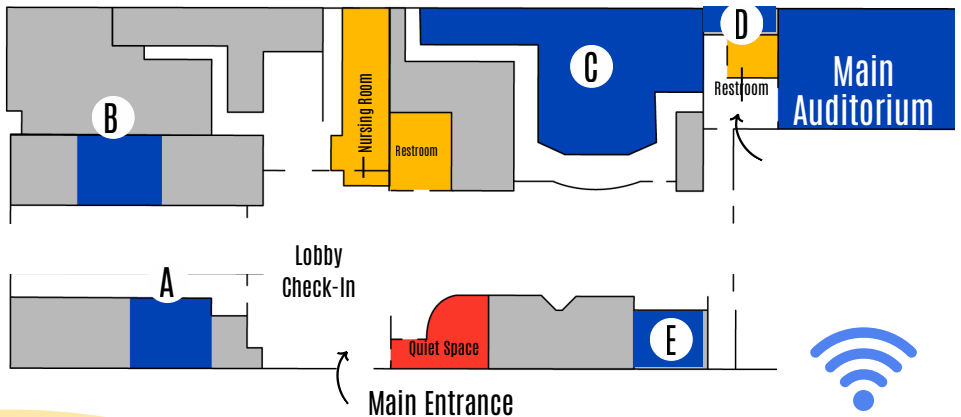
Room B Program Development or Direct Services

Room C President /CEOs or Executive Directors

Room D Donor Relations or Fundraising

Room E Marketing, PR, or Graphic Design

VENUE MAP




VENUE WIFI
Beachside Guest
(Leave password blank)

CLOSING KEYNOTE: 3:30 - 4:30 PM

Taking Fundraising Events to the Next Level: Strategies for Impact, Engagement & Sustainability (Panel Discussion)

Non-profit events are more than fundraisers – they are opportunities to build relationships, elevate brand awareness, and create lasting memories. But how do you transform an event from “successful” to “exceptional” without overwhelming your staff or losing sight of your mission?



Carly Barnes

Executive Director
Caring & Sharing of South Walton



Ali Weil

Owner
Weilhouse Creative



Jennifer Steele

President & CEO
Cultural Arts Alliance of Walton County



Jessica Proffitt Bracken

President
Proffitt PR



Karah Fridley-Young

President
Destin Charity Wine Auction Foundation



UNITED

is the way!

Partnering with United Way Emerald Coast brings many benefits but also offers your organization's plenty of opportunities to collaborate, exchange ideas, and create mutually beneficial partnerships that will enhance your services. And best part... it's FREE!

NOW ACCEPTING NON-PROFIT PARTNER AGENCY APPLICATIONS!

- Eligible to apply for grant funding*
- Priority status in receiving disaster funding when applicable*
- Opportunities to mobilize volunteers
- Notifications about in-kind donations
- Free notary services
- Marketing opportunities
- Reduced designations fees
- Discounted rate on all UWEC's Non-Profit Trainings
- Opportunity to participate in Non-Profit Roundtables (in 2025-26, these are offered in collaboration with the Greater Fort Walton Beach Chamber of Commerce's Non-Profit Committee)
- Receive priority consideration to collaborate with UWEC on staff-led initiatives
- Opportunities to reserve UWEC's Community Room at no cost
- Opportunity to rent UWEC's photobooth and other supplies at a low cost for your event(s)
- Opportunities to speak at UWEC events, campaign activities, and/or host an agency tour
- Ability to form connections and collaborate with other non-profits and corporate partners

*These benefits do not apply to organizations in the Friends of UWEC tier.

Scan QR code for a quick check list of requirements

When you are ready to apply, please visit www.united-way.org/certification

For questions and additional information, please contact impact@united-way.org

