



CWR CONFERENCE 2022



Centered in Cincinnati
**UNITING FOR THE
HEART OF MISSION**

CONFERENCE PROGRAM

September 27-30, 2022

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Schedule

TUESDAY, SEPTEMBER 27

4:00-6:00 p.m.	Registration	Check-in Desk
5:30 p.m.	Conference Kickstart	Mt. Adams
7:00 p.m.	Welcome Reception Presented by the Sisters of Charity of Cincinnati	Rooftop Terrace and Garden

WEDNESDAY, SEPTEMBER 28

7:00 a.m.	Mass	Over the Rhine (2nd Floor)
7:15 a.m.	Breakfast/Visit Exhibitors	The Market/Exhibitor Area
8:15 a.m.	Welcome/Opening Prayer	Madisonville
8:45 a.m.	Instruments of Peace: How We Can Be Agents of Unity in Our Society Today Sister Norma Pimentel, MJ	Madisonville
10:00 a.m.	Coffee Break Presented by a Friend of CWR/Visit Exhibitors	
10:20 a.m.	Awards Presentation: Electronic Media	Madisonville
10:25 a.m.	Member Milestone Recognition	Madisonville
10:35 a.m.	Becoming Anti-Racist and Developing Racially and Culturally Inclusive Communities Sister Jamie Phelps, OP	Madisonville
11:20 a.m.	CWR Business Meeting	Madisonville
11:45 a.m.	Lunch/Visit Exhibitors	The Market/Exhibitor Area
1:00 p.m.	Workshops: Building Communication Relationships with the Archdiocese Creating Hybrid Event Experiences Presented by Ventla Pink Ribbon Girls: How We Grew During a Pandemic	Mt. Adams Madisonville Mt. Auburn
1:50 p.m.	Mini Break	
2:00 p.m.	Workshops: What to Do with Unexpected Media Calls Historical Reckoning & Indian Boarding Schools Communications & Development: Collaborating Through Different Mindsets	Madisonville Mt. Adams Mt. Auburn
2:50 p.m.	Mini Break	
3:00 p.m.	Awards Presentation: Print Media	Madisonville
3:05 p.m.	The Art and Vocation of Communication Presented by VISION Vocation Network Judith Valente	Madisonville
3:50 p.m.	Announcement: Evening Out: Information	Madisonville
4:00 p.m.	Close of Day	
4:45 p.m.	Optional Evening Out: American Sign Museum	

Schedule

THURSDAY, SEPTEMBER 29

7:00 a.m.	Mass	Over the Rhine (2nd Floor)
7:15 a.m.	Breakfast/Visit Exhibitors	The Market/Exhibitor Area
8:30 a.m.	Morning Prayer	Madisonville
8:40 a.m.	CWR Updates and Discussion	Madisonville
9:00 a.m.	Laudato Si': A Blueprint for the 21st Century Presented by Catholic Health Association Sister Caroljean Willie, SC	Madisonville
10:00 a.m.	Break/Visit Exhibitors	The Market/Exhibitor Area
10:20 a.m.	Announcements	Madisonville
10:25 a.m.	Award Presentation: Integrated Campaign	Madisonville
10:30 a.m.	Facilitated Dialogue Rob Cogswell	Madisonville
11:00 a.m.	Mini Break	
11:10 a.m.	Workshops	
	Creating Videos to Make an Impact	Madisonville
	Ethical Representation of Human Trafficking in Communications	Mt. Adams
	Major Gifts for Small Shops	Mt. Auburn
Noon	Lunch (Federation Groups, if Applicable)/Visit Exhibitors	The Market/Exhibitor Area
1:15 p.m.	Workshops:	
	Emerging Trends in Social Media	Madisonville
	Cultivating Fruitful Relationships with Catholic Funders	Mt. Auburn
2:05 p.m.	Mini Break	
2:15 p.m.	Communicating for Vibrant Vocation Ministry	Madisonville
3:15 p.m.	Mini Break	
3:25 p.m.	Nuts and Bolts of Communications: Moving Toward Closure	Madisonville
4:25 p.m.	Close of Day	

FRIDAY, SEPTEMBER 30

7:00 a.m.	Breakfast	The Market
8:30 a.m.	Morning Prayer	Madisonville
8:40 a.m.	Crafting Moral Messages That Resonate in the Media Dan Nejfelt	Madisonville
9:40 a.m.	Break	
10:00 a.m.	Spirituality of Communications Tammy Townsend Denny	Madisonville
10:45 a.m.	Closing Prayer	Madisonville

Workshop Schedule

WEDNESDAY, SEPTEMBER 28			
SESSION 1: 1:00 – 1:50 P.M.			
TRACK	WORKSHOP	PRESENTER(S)	BALLROOM
Communicators	Building Communication Relationships with the Archdiocese	Dominick Albano	Mt. Adams
Collaborators	Creating Hybrid Event Experiences <i>Presented by Ventla</i>	Salvatore Camarda	Madisonville
Fundraisers	Pink Ribbon Girls: How We Grew During a Pandemic	Jan Middleton	Mt. Auburn
SESSION 2: 2:00 – 2:50 P.M.			
TRACK	WORKSHOP	PRESENTER(S)	BALLROOM
Communicators	What to Do with Unexpected Media Calls	Jennifer Schack	Madisonville
Collaborators	Historical Reckoning & Indian Boarding Schools: Lessons from Red Cloud Indian School's Truth & Healing Initiative	Billy Critchley-Menor, SJ	Mt. Adams
Fundraisers	Panel: Communications and Development – Collaborating Through Different Mindsets	Rosana Fernandez Anne Marie Gardiner Caelie Haines Laura Lang	Mt. Auburn
THURSDAY, SEPTEMBER 29			
SESSION 3: 11:10 A.M. – 12:00 P.M.			
TRACK	WORKSHOP	PRESENTER(S)	BALLROOM
Communicators	Creating Videos to Make an Impact	Kaitlyn Holdmeyer	Madisonville
Collaborators	Ethical Representation of Human Trafficking in Communications	Theresa Flores	Mt. Adams
Fundraisers	Major Gifts for Small Shops	Jay Love	Mt. Auburn
SESSION 4: 1:15 – 2:05 P.M.			
TRACK	WORKSHOP	PRESENTER(S)	BALLROOM
Communicators	Emerging Trends in Social Media	Jon Moore Chloe Seckman	Madisonville
Fundraisers	Cultivating Fruitful Relationships with Catholic Funders	Amelia Riedel	Mt. Auburn

Welcome to CWR Conference 2022

Welcome to our 2022 Conference!

On behalf of the CWR Board of Directors, we are so glad you're here. I hope you feel as I do, that our annual conference is one of your favorite weeks of the year. No matter how much we enjoy it, we also recognize that it requires an investment of your budget and your time. Thank you for making arrangements to cover your absence in the office and at home.

Recognizing those investments, **I want to challenge us to be as present as possible this week, to be Centered in Cincinnati.** It's so easy these days to keep our phone on next to us at all times or to skip chunks of the day to work remotely from our hotel rooms. But I find the priceless part of conferences, is the time away from my to do list, time to think more creatively. No matter what the speakers talk about, I always come home with a list of fresh ideas jotted down in my notebook. And don't forget the time between sessions. Those conversations in the hallway and at the bathroom sinks help build connections. It's such a joy to talk to people who actually understand what our jobs are! And for introverts like me, taking an actual break rather than immediately opening my work email allows me to recharge.

Thank you for being part of our conference community this week! **I hope you are also part of our year-round CWR community.** I am so proud of our organization. Our board, committee members and staff work energetically to help us all advance the mission of Catholic sisters and support our members. If you aren't yet a CWR member, please consider joining! If you are a member, please consider getting more involved by joining one of our committees. Stop by the CWR table in the exhibitor area to learn more.

Enjoy your time in Cincinnati!



Kim Westerman
Chair, CWR Board of Directors



Welcome to CWR Conference 2022

Welcome to Cincinnati!

It seems like only yesterday that we announced in Memphis that Conference 2022 will be held in the Queen City. It has been an honor and privilege to collaborate these past months with a dedicated and talented group of professionals to plan this year's conference. We are grateful for their time and efforts to make Conference 2022 a week filled with opportunities for networking, professional development, and fun!

As we look at this year's conference schedule and the variety of presentations and workshops to be offered, it paints a clear picture of the role collaboration plays in our work as communicators. Our theme, Centered in Cincinnati: Uniting for the Heart of Mission, embraces this sentiment as communications professionals, development directors, justice and peace, and vocation ministers and many more collaborators unite this week to advance the charisms of women religious worldwide.

It is through collaboration – uniting for a common mission – that we have built lasting relationships that enable us to learn from and inspire one another. S. Norma Pimentel, our keynote speaker, will begin our time together speaking on the importance of working together to serve the most vulnerable with a compassionate heart. Her inspirational words will set the stage for programming that encompasses themes most prevalent in our work today – social justice, care for creation, social media, reconciliation, and diminishment.

While the presentations and workshops alone are enough to have you filled with anticipation and excitement, we are well aware that the time spent together this week is most valuable. Please take this time to meet with your Regional and Resource groups, Federations, and colleagues that you met from previous conferences or gatherings. We all have a common passion in our hearts to advance the mission of women religious, and we have united here in Cincinnati to carry it forward.

We look forward to spending these next three days with you.



Siobhan O'Neill Meluso
Co-Chair, CWR Conference 2022 Committee



Erin Reder
Co-Chair, CWR Conference 2022 Committee

Welcome to CWR Conference 2022

Welcome to Cincinnati, the Queen City!

It's a given – every year in our annual membership satisfaction survey, we hear that two of the top benefits of membership cited are networking and the educational opportunities offered.

The annual conference then is the ideal combination of the two – a time to learn from a variety of presenters, and to catch up with old friends and meet new ones.

I believe there's a third benefit: time to step out of the typical work duties and re-energize, taking in the warm hospitality, the excitement of reconnecting and the learning possible through a conference schedule full of germane topics.

Our conference theme - Centered in Cincinnati: Uniting for the Heart of Mission – is indicative of the value our members place on collaboration. Members realize that our work is rarely done in a void. Telling the voice of women religious best occurs when connected to mission, tying communication to the charism and character of the congregation.

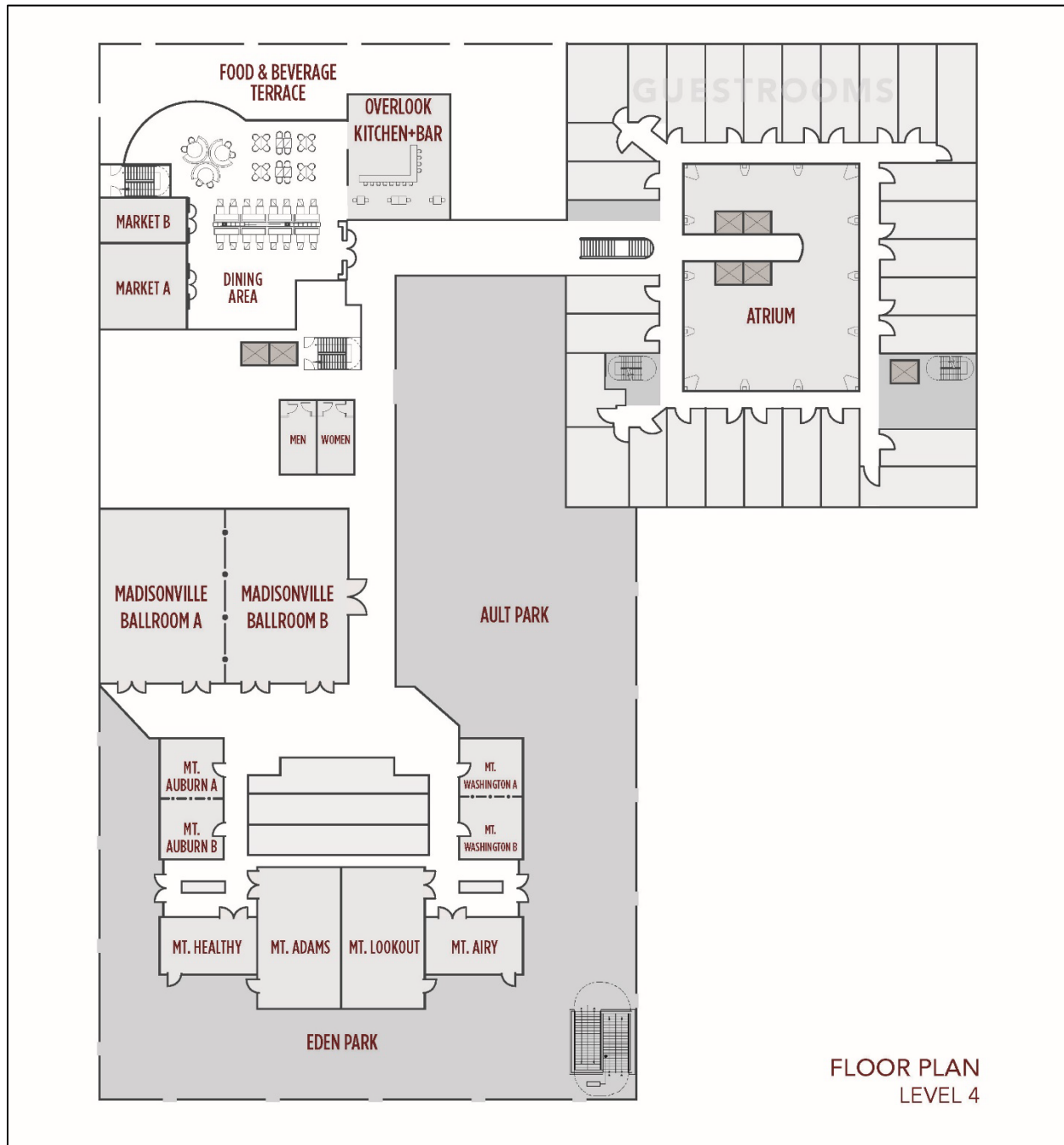
The theme also applies to the conference experience, as it is an opportunity for members to unite, sharing from the heart. Over the next three days, there will be plenty of opportunity to discuss best practices, to share with others and to recharge your professional and creative batteries. I encourage you to make the most of it – use the time to your advantage and benefit. Be proactive in making connections and open to new learning, fill the time with talking, learning, and networking. Let this be a true benefit for you.

May your conference experience be chock-full of valuable moments,



Ginny Hizer
Executive Director
Communicators for Women Religious

Summit Hotel: Fourth Floor



Keynote Speaker

Sister Norma Pimental, MJ



Norma Pimentel, a Sister with the Missionaries of Jesus, is Executive Director of Catholic Charities of the Rio Grande Valley. She oversees the charitable arm of the Diocese of Brownsville, providing oversight of different ministries and services in the Rio Grande Valley located along the U.S-Mexico border through emergency assistance, homelessness prevention, disaster relief, clinical counseling, pregnancy care, food programs, and the Humanitarian Respite Center. Sister Norma's work is one of immediate response to the emerging needs in the community. Her humanitarian work on the US-Mexico border overseeing the provision of a safe space for migrants to rest and regain strength, has been recognized by many organizations across the country. She was named to the 2020 TIME100 list of the most influential people in the world. Sister Norma received her Bachelor's Degree in Fine Arts from Pan American University, a Master's Degree in Theology from St. Mary's University in San Antonio, Texas, and a Master's Degree in Counseling Psychology from Loyola University in Chicago, IL.

Presentations

GENERAL SESSIONS

Instruments of Peace: How We Can Be Agents of Unity in Our Society Today

SISTER NORMA PIMENTAL, MJ



Sr. Norma will speak on the importance of working together to ensure all human life is respected. She will share how Catholic Charities of the Rio Grande Valley has responded to the humanitarian crisis in the Southern Border and has inspired the community to work together to serve the most vulnerable and restore human dignity.

Becoming Anti-Racist and Developing Racially and Culturally Inclusive Communities

SISTER JAMIE PHELPS, OP

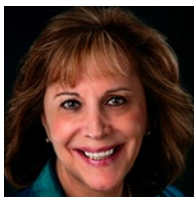


Dr. Phelps has spent the last several decades in public ministry in the Catholic Church and in the wider community as a theologian, scholar, author, educator, pastoral minister, consultant, lecturer, liturgist, preacher, spiritual and retreat director, social worker, writer, editor, and administrator. She has held teaching and other positions at Catholic Theological Union, Xavier University of Louisiana, Loyola University Chicago, the University of Dayton, and the University of Notre Dame. As a theological scholar, her primary research and teaching areas are in the discipline of Systematic Theology. She received a Bachelor of Arts in Sociology from Siena Heights College, a Master of Social Work from the University of Illinois at Chicago, a Master of Arts in Theology from Saint John's University (Collegeville, Minnesota), and a Ph.D. in Systematic Theology from The Catholic University of America. Dr. Phelps currently lives in community at the Adrian Dominican Life Center in Adrian, Michigan, where she teaches the Little Rock Bible Study Program to the sisters living there.

Loving The World: The Art and Vocation of Communication

JUDITH VALENTE

Presented by VISION Vocation Network



Author and journalist Judith Valente's career journey included working for The Wall Street Journal as a foreign correspondent, covering faith and values for national PBS-TV, and doing award-winning investigative reporting for an NPR station in Illinois. She now focuses on writing spirituality books and guiding retreats for busy professionals and spiritual seekers. Her talk "Loving The World: The Art and Vocation of Communication" will explore the changing, but ever critical role religious communicators play in an increasingly fractured and chaotic world that looks to women religious to be what they have always been: cultivators of the human spirit.

Laudato Si': A Blueprint for the 21st Century

SISTER CAROLJEAN WILLIE, SC

Presented by Catholic Health Association of the United States



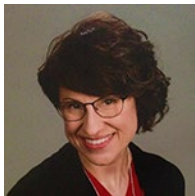
Caroljean Willie, a Sister of Charity of Cincinnati, holds a Bachelor of Arts in Sociology, a Master's Degree in Reading and a Ph.D. in Multicultural Education. She has extensive experience working with multiple cultures internationally as a teacher trainer, cultural diversity consultant and retreat director. She is a frequent speaker at local, regional, national and international conferences. She served two terms of office as the NGO representative at the United Nations for the Sisters of Charity

Federation and continues to work with microfinancing projects in Africa. She currently serves as the Program Director for EarthConnection, an environmental center in Cincinnati, Ohio, and does freelance work in educational and retreat settings. Pope Francis' encyclical, *Laudato Si'*, has impacted people in every faith tradition throughout the world. It provides a roadmap and an invitation to all people to an ecological conversion; a conversion that recognizes the earth as our common home and the responsibility each of us has to care for it. He speaks of an "Integral ecology" which shows the intimate connection between our care for each other and our care for the earth. A new initiative, the *Laudato Si'* Action Platform is designed to provide a space for institutions, communities and families to journey together towards full sustainability.

Panel: Communicating for Vibrant Vocation Ministry

SISTER LESLIE KEENER, CDP – SISTER TRACY KEMME, SC – SISTER NICOLE TRAHAN, FMI

A conversation with vocation directors about the vital role communication can play in vocation ministry. What are best practices? What are creative possibilities? How can communicators and vocation ministers collaborate to promote the mission and engage with discerners? We'll share our ideas, and hopefully it will stir up your own creativity.



Sister Leslie Keener is a Sister of Divine Providence of Kentucky and the director of God Space, a community-building spirituality ministry in Cincinnati. She's a spiritual director, and she serves as the vocation director for her community as well. She also hosts the Providence Podcast and offers retreats and prayer opportunities. She has a Masters in Ministry and a Certificate in Spiritual Direction and Retreats from Creighton University and serves on the Board of Spiritual Directors International as

well as the Board of Trustees at Thomas More University. Leslie is a native of Cincinnati, and she enjoys meaningful conversations, spicy food, and dancing.



Tracy Kemme is a Sister of Charity of Cincinnati who professed final vows in 2020. She lives in Cincinnati, Ohio, at Visitation House, a community for hospitality and discernment. As the Vocation Coordinator for her congregation and a member of the Sisters of Charity Federation collaborative Vocation Core Team, she has a great love for sharing the beauty of religious life and accompanying young adult women as they seek God's call. Tracy loves writing and singing, and she also serves as a

spiritual minister at Casa de Paz, a transition home for Latina women recovering from trauma. She received her Master of Divinity and Certificate in Biblical Spirituality from Catholic Theological Union, Chicago, in 2021.

Panel: Communicating for Vibrant Vocation Ministry [Continued]

SISTER LESLIE KEENER, CDP – SISTER TRACY KEMME, SC – SISTER NICOLE TRAHAN, FMI



Nicole Trahan, FMI, is a Marianist Sister living and ministering in Dayton, Ohio. Nicole wears many hats in her province including vocations and pre-novitiate director, and head of education on her provincial council. She also serves the Marianist Family on the Marianist Social Justice Collaborative's Racial Justice Issue Team. She is a member of the National Black Catholic Sisters Conference, the National Religious Formation Conference, and a board member of the National Religious Vocations

Conference.

Panel: Nuts and Bolts of Communications: Moving Toward Closure

SISTER RITA BRINK, OSB – SISTER PATRICIA HOMAN, OSU

Panelists will share personal experiences with internal and external communications as a community embraces the need for working toward closure. Issues this conversation will address include:

- Confidentiality
- sharing a common story
- who to contact
- dealing with various publics
- what to communicate
- adjustments along the way



Sr. Rita A. Brink is the Director of Development for St. Walburg Monastery in Villa Hills, Kentucky. A professed member of the Benedictine Sisters of St. Walburg Monastery since 1960, Sr. Rita served as the congregation's Religious Superior from 1998 through 2006. Sr. Rita earlier worked as a teacher, principal and superintendent in the dioceses of Covington (KY), Pueblo (CO), Cincinnati (OH) and Lexington (KY). Sr. Rita earned a bachelor's degree in Elementary Education from

Thomas More College and a master's degree in Educational Administration from Xavier University.



As an Ursuline of Brown County Sr. Patricia's ministry has been education at the secondary level; initially teaching Home Economics and then moving into the administrative side for a diocesan high school and three Ursuline Schools. From being in the classroom to administration lead to serving as Co-Director for the national Ursuline Educational Network. Congregational Leadership became the next chapter for eight years during which the Congregation transitioned the educational

institutions to ownership boards and stewarded conservation easements for the Community property. The next ministry was Vice President for Mission and Identity for Chatfield College, as well as Site Director and Associate Dean. Congregational Leadership again occupies Sr. Patricia's time with a focus on preserving and sharing the Legacy of the Ursulines of Brown County with their educational institutions, constituencies, friends, and families.

Facilitated Conversation

FACILITATOR: ROB COGSWELL

We are wiser together than we are alone. Our host will guide you through two conversation sessions. Each session has a new topic that matters to our mission. Let's get started and keep the conversation going.

WORKSHOPS: COMMUNICATORS TRACK

Building Communication Relationships with the Archdiocese

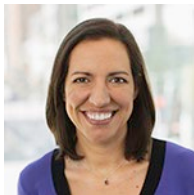
DOMINICK ALBANO



How can you grab an editor's attention with your news? Communications are constantly evolving. And while daily newspapers still exist, in the world of the Church, they aren't financially feasible. Many dioceses have moved to a bi-weekly or monthly format, with a heavy focus on feature stories. They use digital platforms supplement print with timely news. So you have a story? Where does it fit into these formats and what's the best way to make sure it gets out there? Learn more about collaborating with diocesan editors and communication teams, and how to share stories in a way that gets your information out there. Dominick Albano is a nationally sought-after speaker and author of two books. Known for his ability to bring the faith into everyday life, his humor, and his passion, Dominick's has served in almost every aspect of parish life – from baptism prep to youth ministry to adult faith formation – and today serves as the Director of Digital Engagement for The Catholic Telegraph of the Archdiocese of Cincinnati. Dominick lives in Northern Kentucky with his wife and their four sons. You can usually find Dominick coaching a baseball game.

What to Do with Unexpected Media Calls

JENNIFER SCHACK



The media doesn't often cold call an organization to share your latest success. What do you do when unexpected calls from the media are coming in? Do you even take the call? The work of public relations involves information gathering and navigating the field of assessing when to respond to the media and when not to respond. How do you "not respond"? This presentation will cover working relationships with media partners, mitigating negative media coverage and working with the media for fair coverage as well as the research and trust building involved in Public Relations within your organization. And how does this relate to our Catholic faith? This presentation will also talk about the ways the media can help us grow in holiness and Christian virtue. Jennifer Schack is the Director of Media Relations for the Archdiocese of Cincinnati. Jennifer works to serve God and others in her work promoting the Catholic faith and sharing pertinent information to the media. Her previous career was in TV broadcasting where she worked for 13 years as a meteorologist and reporter (locally at WLWT). Jennifer enjoys spending her free time with her family – her husband, Jason and their 3 children: Weston, Gwendolyn and Isaac. An active and rambunctious family keeps Jennifer rather busy! In addition to Jennifer's work for the Church, her husband Jason is also a Catholic religious artist (under the name Jason Jenicke).

Creating Videos to Make an Impact

KAITLYN HOLDMEYER



Having a plan, creating a timeline, reaching out to interview subjects and keeping it simple will get the most impact out of your videos. In this presentation, Kaitlyn will share how to create videos on a small budget with limited resources, as well as tips for a one-person team. Kaitlyn Holdmeyer has a Bachelor of Arts in Film and Communications and a Masters in International Relations from Webster University in St. Louis. She has been creating videos since receiving her undergraduate degree 15 years ago. Kaitlyn's employment history includes three Catholic nonprofit organizations in the St. Louis Metro area. Fulfilling various roles including fundraising, gift advising, communications and even student enrollment. In an effort to return to her video and communications background, she worked with School Sisters of Notre Dame for four years. She recently accepted a new video role with Core & Main, a national company headquartered in St. Louis. Over the last 10 years, Kaitlyn and her husband have been freelance videographers producing many videos for nonprofits in the St. Louis area.

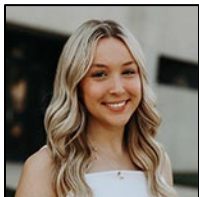
Emerging Trends in Social Media

JON MOORE – CHLOE SECKMAN

To say that social media is a big part of people's lives is, well, and understatement. Social media has become an integral part of most people's daily lives and routines. It's time to make sure that your content is part of their routine. Join our presenters as they dive into new and emerging social media trends that you can integrate into your content strategies for the upcoming year.



Jon Moore is the Director of Digital Marketing at Mount St. Joseph University in Cincinnati, Ohio. During his five years with the university, he has led numerous efforts related to social media, video production, website content, and digital advertising. In 2021, MSJ's Marketing and Communications team was recognized by the American Marketing Association as the Higher Education Marketing Team of the Year. Previously, Jon managed social media for Pro Football Focus. When he's not dreaming up a new marketing initiatives, he can be found organizing neighborhood projects or playing cars with his 18-month-old son.



Chloe Seckman is the Social Media Marketing Coordinator at Mount St. Joseph University in Cincinnati. She graduated from Northern Kentucky University in May of 2022 with a Bachelor's Degree in Communications with a minor in Journalism. Previously, Chloe worked as the Social Media Intern for Hellman Clothiers, a men's suit store located in downtown Cincinnati, where she managed their website and all of their social media platforms. When she is not working she enjoys hanging out with her friends and family, going to the lake, and taking her dog on walks.

WORKSHOPS: COLLABORATORS TRACK

Creating Hybrid Event Experiences

SALVATORE CAMARDA

Presented by Ventla



Join Salvatore Camarda, CEO of Ventla North America, as he discusses how to engage your congregational sisters, associates, supporters and friends worldwide through rich hybrid event experiences. Some key takeaways from this session will include: The importance of leveraging event tech in the religious community space; key differences between in-person and virtual audiences and why it's important to drive consistency across mediums; methods and techniques to boost audience participation and engagement within your community. Salvatore is also Co-Founder of Ventla (formerly MeetApp North America), which is a global event technology company focused on bringing people closer and create more inclusive, genuine interactions for in-person, hybrid, and virtual events. As a 20-year tech industry veteran and expert in Human-Computer Interaction (HCI) and User Experience (UX) for digital products, Salvatore has conceptualized and developed digital products for organizations ranging from small start-ups to large multi-national corporations. His extensive background in HCI and UX drives his focus on leveraging human behavioral trends with technology to create digital products that enhance experiences and solve problems. In 2016, Salvatore began hosting monthly educational webinars to spotlight best practices in mobile engagement. His educational webinars have been used by organizations like the Professional Convention Management Association (PCMA) and the Society of Government Meeting Professionals (SGMP). Salvatore has gained recognition and client loyalty from corporations such as United Airlines, SAP, New York Life and more.

Historical Reckoning & Indian Boarding Schools

BILLY CRITCHLEY-MENOR, SJ



Billy Critchley-Menor, SJ is the Project Assistant for Truth and Healing and teaches Literature at Red Cloud Indian School. Prior to working at Red Cloud, he completed a Master's degree in American Studies at St. Louis University where his research focused on the history of racism within American Catholic religious orders. His research centered specifically on the relationship between the National Black Catholic Sisters Conference and the Black Power Movement as well as the history of segregation in the U.S. Jesuit novitiates. Billy has led workshops on antiracism to Catholic audiences and has collaborated on leading sessions about the history and impact of the Catholic Church's role in running Indian boarding schools. He is on the leadership team for the Jesuit Antiracism Sodality and is currently in formation with the Midwest Province of the Society of Jesus. Red Cloud Indian School, formerly Holy Rosary Mission, was once an Indian boarding school, founded by the Jesuits with the partial intent to eradicate the Lakota culture. This session will explore Red Cloud's Truth and Healing initiative, begun in 2019, and examine the way our history has negatively impacted indigenous people and culture and resulted in intergenerational trauma. The session will focus on how religious orders can engage in this work, research their own history and move towards a communication grounded in truth, healing, and accountability.

Ethical Representation of Human Trafficking in Communications

THERESA FLORES



Ms. Flores has been a licensed Social Worker for over thirty years. She received a Master's in Counseling Education from University of Dayton and a Bachelor's of Social Work from Ball State University. Ms. Flores was appointed to the Ohio Attorney General's Human Trafficking Commission in 2009 and has testified before the Ohio House and Senate in support of Human Trafficking Legislation. Her efforts were a major part of the success of these bills being passed into laws. The "Theresa Flores Law" was passed in Michigan that eliminates the statute of limitation for children who have been trafficked. Additionally, Ms. Flores was in the Oval Office to witness the signing of SESTA/FOSTA bill (Backpage.com legislation) into law along with other survivors, the creator of the documentary "I am Jane Doe" and US Senator Rob Portman. Flores is a survivor of domestic child sex trafficking and was sold in an underground crime ring in an upper middle class suburb outside Detroit from the time she was 15-17 years old. Now, she is the Assistant Investigator with Global Centurion researching the mental and physical health problems of over 200 domestic trafficking survivors. The study entitled, "The Health Consequences of Human Trafficking" will provide best practices and systemic recommendations for health care providers. She founded The SOAP Project in 2010 and they have given away over a million bars of soap labeled with the National Human Trafficking Hotline number all across the states and assisted in rescuing many victims. She also is passionate about helping to restore survivors and provides them with a free weekend retreat each year as well as a monthly support group. Ms. Flores has received many awards including the University of Dayton's Alumni Association 2013 Christian Service Award for her work with S.O.A.P. and in January 2012 at the State of the State Address, Ms. Flores received The Courage Award from Ohio Governor Kasich for her work in human trafficking. Ms. Flores was featured by the National Underground Railroad Freedom Center Museum in a traveling exhibit entitled, Invisible Slavery and has published four books, "The Sacred Bath" and "The Slave Across the Street" (in the UK and US) and "Slavery in the Land of the Free- a Student's Guide to Modern Day Slavery". The audio version of her memoir was nominated for The 2011 Audie Award, being in the top 5 of all memoirs and biographies and also has been on the Wall Street Journal and USA Today Best Seller list for e-books several times. Ms. Flores was featured in a short documentary, "The Girl Next Door", which has won many awards at film festivals all across the U.S. Her story has been seen on The Today Show, MSNBC: "Sex Slaves-The Teen Trade", the 700 Club, CNN/HLN, Glenn Beck's "For the Record" as well as many local and national radio shows. Her national rescue mission- S.O.A.P. has been featured on Dateline, Nightline and America's Most Wanted.

WORKSHOPS: FUNDRAISERS TRACK

Pink Ribbon Girls: How We Grew During a Pandemic

JAN MIDDLETON



Jan Middleton is the Director of Education and Peer Support for Pink Ribbon Girls. After 29 years in the lighting & electrical industry working as a product manager and being diagnosed with breast cancer at age 39 she was determined to find a way to pay forward the kindness that was shown to her entire family during her treatment. Jan volunteered for other breast cancer organizations before PRG and in 2012 she was invited to become a member of the PRG Board of Directors. In 2014 she left her 29-year career to join the staff of Pink Ribbon Girls. Jan has held various roles in the development side of PRG until this new role of Director of Peer Support and Education was created at the end of 2019. Jan plans weekly virtual events for survivors and works with all five PRG regions to host monthly in person events. She also manages a mentorship program for those newly diagnosed to be able to have a one-on-one connection with a survivor in their area. PRG strives to support the patient from diagnosis through survivorship with a variety of educational, fun, inspiring and supportive programming. Jan currently resides in Maineville, OH with her husband and she has two children. Jan says the survivors and family members of PRG inspire her every day to remember that we are all dealing with struggles and we all have the power to make someone's life better!

Cultivating Fruitful Relationships with Catholic Funders

AMELIA RIEDEL



Does your "to-do" list contain the task of "writing a grant proposal?" Many who are given this responsibility agree that this task may seem exciting but daunting, especially with the pressure of acquiring vital funding for your organization. For this reason, it may help to approach this task through the perspective of building a relationship rather than viewing it as a fundraising chore. The benefits of cultivating relationships with grant-making organizations often extend beyond the financial support. This session will explore how the vineyard of charitable needs and charitable gifts weave together in the field of Catholic philanthropy. The types of Catholic funders will be explained, along with practical tips for researching and identifying a funder for your next project. The session will also provide suggestions for developing a grant proposal for a Catholic funder, and helpful advice for nurturing the funder relationship after the grant is awarded. Amelia Riedel has dedicated the majority of her 30-year career toward advancing the mission of nonprofit organizations through her expertise in marketing, communication and philanthropy. Her creative insights and servant leadership have contributed to many success stories, including the rebranding of a university, the start-up of a Catholic high school and the establishment of an innovative grant program. In 2000, Amelia founded Riedel Creative Group, a strategic communications company that has served numerous Catholic organizations in her hometown of Cincinnati, Ohio, as well as national organizations through recent projects with FADICA (Foundations and Donors Interested in Catholic Activities), the Catholic Funding Guide, and the NCEA (National Catholic Educational Association).

Cultivating Fruitful Relationships with Catholic Funders [Continued]

AMELIA RIEDEL

In the fall of 2021, Amelia joined the communication faculty at Xavier University where she teaches undergraduate courses in advertising, communication and digital design. Amelia's education includes a Master of Science in Organizational Leadership from Mount St. Joseph University, a Certificate in Nonprofit Executive Leadership from Indiana University – Purdue University Indianapolis, and a Bachelor of Fine Arts in Visual Communications Design from the University of Dayton. When she is not found in front of a computer or in a classroom, Amelia enjoys sharing adventures with her husband and two daughters, singing with her parish choir, gardening, and painting.

Major Gifts for Small Shops

JAY LOVE



Major gift philanthropy plays a highly significant role in the nonprofit sector worldwide. But what are the indicators small shops should focus on for the long-term health of their major gifts program? In this session, we will dive into the groundbreaking research on major gift fundraising conducted by Adrian Sargeant PhD Professor of Fundraising and Director at the Centre for Sustainable Philanthropy Plymouth Business School and leading fundraising expert Amy Eisenstein, ACFRE. This research contains survey data collected from hundreds of nonprofits, and illuminates their experience with major gifts. No matter the size of your organization, you will come away with additional insights. The final summary section with 10 Recommendations will allow each workshop attendee to have numerous insights and action steps to implement immediately within their fundraising office. Previous workshop participants have been quite successful creating and/or expanding a major gift program for their institution. Jay B. Love is the CRO and Co-Founder of Bloomerang. He has served this sector for 40 years and is considered the most well known senior statesman whose advice is sought constantly. He has been the CEO of four companies serving the sector. He is a graduate of Butler University. Over the years he has given more than 1,500 speeches around the world for the charity sector and is often the voice of new technology for fundraisers. He is former Member of the AFP Ethics Committee and former member of the AFP International Board. He was a Founding Member of Tech Point Foundation and Founding Member of the AFP Business Member Council. He is a former board member of The Lilly School of Philanthropy at IU, Conner Prairie Museum and Gleaners Food Bank. Jay currently serves on the Board of Trustees at Butler University, The Philanthropy Centre of England, and The Fundraising Effectiveness Project. He is also on the board of several technology companies. He and his wife Christie, the former Executive Directive for the Lawrence Township Schools Foundation, served as Co-Chairs for the Indianapolis Fort Harrison YMCA 2011 Capital Campaign and are the proud parents of three children as well as nine grandchildren.

Panel: Communications and Development – Collaborating Through Different Mindsets
ROSANA FERNANDEZ – ANNE MARIE GARDINER – CAELIE HAINES – LAURA LANG

This panel will address key issues for collaboration between communicators and development professionals, including:

- Awareness of need is one of the most common triggers for giving – what does this mean for Communications and Development?
- Different audiences require different messaging
- Differences in language and messaging between Sisters and Donors, and new prospects
- Writing: Differences in donor messaging vs. press releases/reporting
- How can we ensure the development voice is included in marketing, messaging, and website?
- How do we share with each other how a donor's relationship to the organization is based on how we communicate with them?
- Direct appeals and Social Media
- Telling the story in a different way
- Who is responsible? Who approves?



Rosana Fernandez has over 15 years of experience in development. She has been with the Sisters of Charity of New York since January 2017 and is currently the Assistant Director of Development. Rosana has implemented the congregation's first monthly e-newsletter, Mission Possible, as well as digital fundraising and email campaigns. She lives in the Bronx, with her family. When Rosana isn't working hard at SCNY, you'll find her spending time with her children, playing softball, crafting or riding with her bicycle club.



Anne Marie Gardiner is the Director of Development for the Sisters of Charity of New York. Anne Marie has over 35 years of fundraising experience, working primarily with religious congregations. Her expertise in capital campaigns, direct mail, and multi-channel fundraising has helped these congregations exceed their fundraising goals. She has been involved in mentoring several newcomers in the field of Development over the years and she has served on several nonprofit boards. Anne Marie has been a presenter at NCDC and The Bridge Conference. She and her husband Tom have been married 39 years and have an adult son, Matthew.

Panel: Communications and Development [Continued]

ROSANA FERNANDEZ – ANNE MARIE GARDINER – CAELIE HAINES – LAURA LANG



Caelie Haines, Director of Communications for the Atlantic-Midwest Province of the School Sisters of Notre Dame, oversees both internal and external communications for the province, including print and online publications, the province website, social media, public relations and crisis communications. She also handles collaborative communications between her province and the seven other provinces in the international SSND congregation. Caelie was drawn to work for the SSNDs because she had been taught by them in high school at the Institute of Notre Dame (IND) in Baltimore, the first school opened by the congregation in the United States. Caelie was previously the Public Relations Manager for the University of Maryland School of Medicine, where she created the entire social media presence for the SOM from scratch. She also coordinated an annual six-week "Mini-Med School" program where local Baltimore City residents could attend free classes taught by the professors at the SOM on how to improve their health and well-being and that of their families. Caelie started her career working for Soap Opera Weekly and Soap Opera Digest magazines and for America Online (AOL).



Laura Lang has over 35 years of comprehensive development experience. She was the Director of Institutional Advancement at The John Carroll School for twenty-four years where she implemented their first annual giving program and first capital campaign, raising more than \$5 million. She served as the Director of Schools for the Healey Education Foundation where she was responsible for training, development, board governance, and marketing for several Catholic elementary schools in the Archdiocese of Baltimore. She has been Director of Development for the Atlantic-Midwest Province of the School Sisters of Notre Dame since February 2019 where she is responsible for multi-channel appeals, planned giving, events management, major gifts, and foundation relations. She is married to a college professor and has two twenty-something children, both who are living the dream in Boulder, CO.

Evening Out

AMERICAN SIGN MUSEUM: WEDNESDAY, SEPTEMBER 28

After the first full day of conference, attendees will have the opportunity to visit the American Sign Museum, which is dedicated to the art and history of commercial signs and sign making. The American Sign Museum is the largest public museum dedicated to signs in the United States! Covering more than 100 years of American sign history in 20,000 square feet of indoor space, the museum is a walk through the ages of technology and design. A self-guided tour is available to maximize the museum experience!



Our visit will also include a catered dinner featuring delicious Cincinnati-style barbecue. A scavenger hunt will complete our "night at the museum."

In promoting preservation and restoration, the sign museum preserves and protects American history and pays homage to the artistry and craftsmanship of days gone by. The storefront-laden Signs on Main Street display recreates a typical "Main Street USA", with shop windows full of sign-related objects, curiosities, and samples. The past is present at Neonworks of Cincinnati, the full-time neon workshop located inside the museum where visitors can see tube-benders working their craft by making signs for sign companies today.

Round trip bus transportation, museum admission, and dinner are included in the \$80 outing fee. To reserve your place, simply select the "Evening Out" option when registering for conference.



Free Evening

THURSDAY, SEPTEMBER 29

After the close of the conference's second day, enjoy dinner — and perhaps an evening out — in Cincinnati!



The Summit's complimentary hotel shuttle will offer stops at popular nearby destinations, including Madtree Brewery and The Fowling Warehouse, as well as Hyde Park Square and its array of shops and restaurants.

An exciting and supremely convenient new destination is opening its doors just in time for CWR's conference. Element Eatery, located directly across the street from the Summit Hotel, is a food hall featuring eight restaurants offering both

familiar favorites and delectable new dishes

These conveniently located spots are, of course, just a small sampling of the dining and cultural options on offer in Cincinnati. From its famous Cincinnati-style chili and French pot ice cream to hot new restaurants featuring gourmet takes on comfort-food favorites and fine dining, Cincinnati has options for every palate:

Cincinnati Restaurants and Dining: cincinnatiusa.com/restaurants/all

In addition to the Queen City's gastronomic delights, there are countless "unmistakably Cincinnati" experiences and events to seek out:

BEST Things to do in Cincinnati: cincinnatiusa.com/things-to-do

Member Milestones 2022

15th

Jenny Beatrice
Jane Comeau
Dawn Gruba
Jennifer Kaminski
Carol Schuck Scheiber
Florence Smith

20th

Sr. Pat Dowling, CBS
Lisa Olson

10th

Kelley Baldwin
Denise Bunk-Hatch
Sr. Georgia Kitt, SC
Cecilia Rupell
Jessi Russo
Sr. Ann Marie Steffen, CSJ

5th

Michelle Bodine
Ashley Concord
Daina Cyvas
Cristina Diaz
Catherine Doud
Melissa Falle
Mary Ellen George
Amanda Hackett
Caelie Haines
Tom Henry
Renee Hiscock
Dee Holleran
Mary Knapke
Alison Lucci
Siobhan O'Neill Meluso
Liz O'Neill
Elizabeth Powers
Elizabeth Rydeen
Elissa Schmidt
Sheila Wathen
Kathy Williams

CWR Committees and Task Groups 2022

Thanks to those members who have served on CWR committees and task groups.

Certificate Program Task Group

Deena Swank, Chair
Rob Cogswell
Kim Westerman

Conference 2022 Committee

Siobhan O'Neill Meluso, Co-Chair
Erin Reder, Co-Chair
Michelle Bley
Caelie Haines
Georgia Kitt, SC
Laurie Lindauer
Emily Lucas
Susan Oxley
Michelle Scazzero
Kim Westerman

Conference 2023 Committee

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Jenny Beatrice
Michelle Bley
Erin Everson
Caelie Haines
Trudy Hamilton
Siobhan O'Neill Meluso
Christine Rasure
Erin Reder
Redmond Reilly
Kim Westerman

Cycling with Sisters Committee

Daina Cyvas
Julie Ferraro
Stephanie Hall
Alicia Hammonds
Kim Westerman

Education Committee

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Julie Ferraro, Co-Chair
Catherine Doud
Amanda Giarratano
Julie Malvey

Finance Committee

Tammy Townsend Denny, Co-Chair
Gina Sullivan, Co-Chair
Ruth Roland
Kathy Williams

Marketing Committee

Stacy Spitler, Chair
Tricia Buxton
Melissa Falle
Jennifer Kaminski

Membership Committee

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Alison Lucci, Co-Chair
Amanda Hackett
Caelie Haines
Kyla Mrazek
Mary Lou Simcoe, SUSC

Regional & Resource Group Committee

Beth Murphy, OP, Chair
Tricia Buxton
Rejane Cytacki, SCL
Tammy Townsend Denny
Amanda Giarratano
Rachel Neubauer
Marie Stuart, RSM
Kim Westerman

CWR Committees and Task Groups 2022

The following serve as resources to all committees/task groups:

CWR Executive Team

Kim Westerman, Chair
Siobhan O'Neill Meluso, Vice Chair
Tammy Townsend Denny, Treasurer
Alison Lucci, Corporate Secretary

CWR Staff

Ginny Hizer, Executive Director
Michelle Izguerra, Business Operations Manager
Brian Lavelle, Communication & Membership Manager

*If you are a member serving on a CWR committee but are not listed please inform us and we will update our records.

Sponsors and Exhibitors

CWR would like to thank the following for their support of our 2022 conference.

SPONSORS

Welcome Reception Sponsor

Sisters of Charity of Cincinnati

5900 Delhi Road
Cincinnati, OH 45051

513-347-5300

georgia.kitt@srcharitycinti.org

www.srcharitycinti.org

The Sisters of Charity of Cincinnati is an apostolic Catholic community of women religious that exists to carry out the Gospel of Jesus Christ through service and prayer in the world.

Presentation Sponsors

Catholic Health Association of the United States

4455 Woodson Road
St. Louis, MO 63134

1-800-230-7823

servicecenter@chausa.org

www.chausa.org

Catholic health care is a ministry of the Catholic Church continuing Jesus' mission of love and healing in the world today. Comprised of more than 600 hospitals and 1,600 long-term care and other health facilities in all 50 states, the Catholic health ministry is the largest group of nonprofit health care providers in the nation. At the national level, these organizations join together in the Catholic Health Association of the United States. In CHA, the ministry raises a collective passionate voice for compassionate care.

Ventla

2700 S. River Rd, Suite 114
Des Plaines, IL 60018

224-585-9844

hello@ventla.io

www.ventla.io

With powerful tools, you can bring people closer, produce more inclusive interactions more simply, and design moments your audience can recount with enthusiasm to their friends. It's events, only better. This is Ventla, the only experience-enhancing platform.

VISION Vocation Network

1417 West Ardmore Avenue
Chicago, IL 60660-3441

312-356-9900

mail@vocationnetwork.org

www.vocationnetwork.org

VISION Vocation Network, the most comprehensive multimedia resource for those discerning a religious vocation, welcomes more than 350,000 visitors each year to its website VocationNetwork.org. The annual VISION Vocation Guide is distributed throughout the U.S. and Canada in print and around the world in digital format. And more than 5,000 new and unique inquirers complete VISION Vocation Match profiles each year to learn more about the vocation that might be right for them. Communicators, VISION reaches the audience you want to reach!

Coffee Break Sponsor

A Friend of CWR

The sponsor of the first coffee break of Conference 2022 chose to remain anonymous. Thank you for your support!

EXHIBITORS

Archdiocese of Cincinnati

100 E 8th St,
Cincinnati, OH 45202

513-421-3131

www.catholicaoc.org/contact-us

www.catholicaoc.org

Through its families, parishes, schools, hospitals, social service agencies and other ministries, the Archdiocese of Cincinnati proclaims the goodness, beauty and truth of the Catholic faith that leads to peace, joy and fullness of life. The local Church, founded as a diocese in 1821, comprises almost half a million Catholics living in the 19 counties of western and southwestern Ohio.

Archivists for Congregations of Women Religious

5900 Delhi Road
Seton Hall
Mount St. Joseph, OH 45051

513-347-4080

archivistsacwr@gmail.com

www.archivistsacwr.org

Archivists for Congregations of Women Religious (ACWR) assists lay and religious archivists in the management, interpretation, and preservation of the historical record of Catholic sisters and nuns in the United States and worldwide.

Bloomerang

5724 Birtz Road
Indianapolis, IN 46216

1 -866-332-2999

www.bloomerang.co/contact

www.bbbloomerang.co

Bloomerang is the community-focused nonprofit donor management software built to deliver a better giving experience and help organizations thrive.

Blustery Day Design

www.blusterydaydesign.com/contact/

www.blusterydaydesign.com/

Blustery Day Design is a women-owned design & development studio consisting of sisters Christina Blust and Jessica Yaeger. We take what may feel messy and complicated and corral it with simple, creative, beautiful solutions. The goal: to uplift our clients as the best, most authentic, most effective versions of themselves.

Catholic Mobilizing Network

415 Michigan Ave. NE, Suite 210
Washington, DC 20017

202-541-5290

info@catholicsmobilizing.org

www.catholicsmobilizing.org

Catholic Mobilizing Network is a national organization that mobilizes Catholics and all people of goodwill to value life over death, to end the use of the death penalty, to transform the U.S. criminal justice system from punitive to restorative, and to build capacity in U.S. society to engage in restorative practices. Through education, advocacy, and prayer, and based on the Gospel value that every human is created in the image and likeness of God, CMN expresses the fundamental belief that all those who have caused or been impacted by crime should be treated with dignity.

Global Sisters Report

115 E. Armour Blvd.
Kansas City, MO 64111

800-444-8910

info@globalsistersreport.org

www.globalsistersreport.org

Global Sisters Report is an independent, nonprofit source of news and information about Catholic sisters and the critical issues facing the people they serve. Our network of journalists report about their lives and works, and sisters write commentary from their perspective.

A project of National Catholic Reporter Publishing Company, Global Sisters Report is headquartered in Kansas City, Missouri, and is funded by grants from the Conrad N. Hilton Foundation and the Thomas and Dorothy Leavey Foundation. The GSR in the Classroom project is funded by the Conrad N. Hilton Foundation and the GHR Foundation.

National Religious Vocation Conference

5416 South Cornell Avenue
Chicago, IL 60615-5664

773-363-5454
mail@nrvc.net
www.nrvc.net

The National Religious Vocation Conference is a professional organization of vocation ministers. In collaboration with our members and strategic partners, we provide professional development, advocacy, education, resources, and networking opportunities to support vocation ministry and religious life.

Pink Ribbon Girls

350 Huls Drive
Dayton, OH 45315-8982

877-269-5367
info@pinkribbongirls.org
www.pinkribbongirls.org

Our organization was founded by breast cancer survivors who have a passion for supporting and empowering others who are currently in the fight against breast and gynecological cancers. We strive to balance the fear and uncertainty that breast and gynecological cancers bring to individuals and families by providing free direct services to those throughout Central, Midwest, and Southwest Ohio, Northern Kentucky, St. Louis, Missouri and Southwestern Illinois area, and the Bay Area, California.

Religious Formation Conference

1525 E. 53rd St., Suite 716
Chicago, IL 60615

773-675-8362
rfc@relforcon.org
www.relforcon.org

The Religious Formation Conference (RFC) is a national Roman Catholic organization serving religious institutes of women and men with programs and services for those in the ministry of initial and lifelong formation, and general congregational membership.

Rescigno's

7501 West 85th Street
Bridgeview, IL 60455

708-974-2600
sales@rescignos.com
www.rescignos.com

We are fundraising professionals who specialize in helping non-profits grow their programs through annual fund, major gift, and other direct mail programs. In our 30 years of business, we have become extensions of our clients' fundraising offices. Supporting hospitals, schools, animal welfare, social service organizations, religious institutions, and more.

Sisters of Charity of Cincinnati

[See SPONSOR listing, page 27]

Theresians

525 N. Main Street, Suite 28
PO Box 487
Elburn, IL 60119

217-726-5484

www.theresians.org/contact-us

www.theresians.org

Theresians International is a Catholic-founded ministry dedicated to nurturing, affirming, and empowering the spiritual growth of women.

USCSAHT

Trinity Health Medical Center Brighton
7575 Grand River Avenue Suite 109
Brighton, MI 48114

267-332-7768

Info@SistersAgainstTrafficking.org

www.sistersagainsttrafficking.org

U.S. Catholic Sisters Against Human Trafficking (USCSAHT) is a collaborative, faith-based national network that offers education, supports access to survivor services, and engages in advocacy to eradicate modern-day slavery. We work to inform the public, prevent this assault on human dignity, and assist survivors to live fulfilling lives.

Judith Valente

www.judithvalente.com

Author and journalist Judith Valente's career journey included working for The Wall Street Journal as a foreign correspondent, covering faith and values for national PBS-TV, and doing award-winning investigative reporting for an NPR station in Illinois. She now focuses on writing spirituality books and guiding retreats for busy professionals and spiritual seekers.

Ventla

[See SPONSOR listing, page 27]

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CWR is a 501(c)(3) organization funded in part through a generous grant from the Conrad N. Hilton Foundation.