



**DIGITAL STRATEGIES FOR COMMUNITY FOUNDATIONS
and MISSION-DRIVEN LOCAL ORGANIZATIONS**
presented by the
Knight Digital Media Center at
USC Annenberg School for Communication and Journalism,
In Partnership with The Denver Foundation, The Piton Foundation and
The Community Foundation Serving Boulder County
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PARTICIPANTS



Megan Concannon

*Project Coordinator, Community Foundation of Northern Colorado
in Ft. Collins*

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Megan Concannon joined the staff of the Community Foundation of Northern Colorado as the project coordinator in August 2012. She coordinates projects and events designed to share the Foundation's story with donors, friends, and the general public. She also writes the Foundation's newsletter, manages its social media presence, and coordinates the internship program.

Concannon holds a BA in communications and a BS in business administration with a concentration in marketing, from Colorado State University. She was an intern at the Community Foundation of Northern Colorado for three years.



Susan Datz Edelman

*Vice President, Strategic Communications,
The Community Foundation for Northeast Florida in Jacksonville*

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Prior to joining The Community Foundation for Northeast Florida, Susan Edelman spent 20 years as director of investor relations and corporate communications, first for Stein Mart, Inc. from 1993-2010 and then Web.com Group, Inc. from 2010 until April of this year. In both instances, Edelman worked with buy- and sell-side financial analysts, served on the company's SEC Disclosure Committee, gathered and distilled competitive intelligence, and reported quarterly to the board of directors. She created, managed and disseminated all news releases, investor presentations and financial website content, and handled

company-wide executive messaging and publicity for company events. In December 2012, Web.com tied for third place in the Internet industry for Best Investor Relations Program, according to Institutional Investor magazine. Prior to her investor relations positions, Edelman was with Florida National Banks of Florida, Inc. for five years, where her last position was as vice president, corporate communications for the statewide bank. A graduate from the University of North Carolina at Chapel Hill with a degree in journalism, Edelman began her career in radio, TV and print journalism.



Noah Erenberg

*Community News Commons,
The Winnipeg Foundation in Winnipeg, Canada*
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Since 1984, Noah Erenberg has been working in the field of television production as a documentary director, writer and producer, on a wide range of subjects including Aboriginal issues, history, current affairs, sports, science, variety, young adult and youth programming. He has won many awards for his work, which has aired on all of Canada's network television broadcasters and on many specialty cable channels. Erenberg also has been mentoring young journalists and teaching workshops in media literacy, filmmaking and information communication technologies since 1995. He is currently working for The Winnipeg Foundation developing and running a public media project called Community News Commons. As CNC's convener, Erenberg trains and engages citizen journalists of all ages in Winnipeg and Manitoba, helping them to create multi-media stories about people, places and events in their communities. The stories are published on the Community News Commons website, at www.cncwpg.org



Tonya Ewers

Communications Manager, Gill Foundation in Denver
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Tonya Ewers joined the Gill Foundation in March 2010 as the communications manager for the Gay & Lesbian Fund for Colorado program. Her work centers on strategic external communications that serve to promote equality in Colorado, specifically for the lesbian, gay, bisexual and transgender community. Prior to joining Gill Foundation, Ewers was the senior news media specialist for the University of Colorado's Anschutz Medical Campus in Aurora, CO, and the downtown Denver campus. Her work at the medical campus helped turn local research into national news when Lance Armstrong brought his Tour of Hope to the campus in 2004. The day also marked the grand opening of the new cancer research tower for the University of Colorado Cancer Center. She previously worked as the national public relations manager for Children's World Learning Centers, where she streamlined crisis communications for the organization and created public relations toolkits for the more than 600 centers nationwide. Her earlier PR work included the Colorado

tourism industry, as well as local nonprofits. Ewers has a bachelor of science degree in English and Economics from Ripon College, a private liberal arts institution in Wisconsin.



Angelle C. Foucher

Senior Communications Officer, The Denver Foundation in Denver

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As senior communications officer, Angelle Foucher manages media relations and marketing in support of The Denver Foundation's goals. Most recently, she served as marketing manager for Denver Botanic Gardens. Subsequent to that she was principal of Ink Communications, Inc., a marketing consulting firm specializing in nonprofit communications in South Florida, and communications and development manager for Carrfour, a nonprofit organization that provides supportive housing for the formerly homeless. Foucher, a native of Chicago,

IL, received a bachelor of business administration with a concentration in marketing from University of Wisconsin-Madison. In 2011, she completed the graduate arts and culture program at the University of Denver with a concentration in creative writing. She is a freelance writer and a member of the Colorado Association of Black Journalists, through which she has received two Scribes in Excellence (SIE) print journalism awards. She enjoys traveling, is a jazz and gospel singer, an avid reader, and a community volunteer in several realms including her service as a board member for Girls, Inc.



Maggie Frasure

Communications Officer, The Colorado Trust in Denver

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As communications officer for The Colorado Trust, Maggie Frasure is responsible for communicating about The Trust's grant strategies, including writing, editing, media relations and social media. She came to The Trust after spending the first part of her career in radio and the for-profit sector. After spending two years at Colorado State University, Frasure transferred to Metropolitan State College of Denver (now Metropolitan State University of Denver) and graduated with a BA in communications with a minor in

management. She is a graduate of Impact Denver 2013, a leadership program through the Denver Metro Chamber of Commerce. She is also secretary for the board of the Colorado Healthcare Communicators and a member of the Communications Network.



Lauren Gibbs,

Director of External Relations, Donnell-Kay Foundation in Denver
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A recent transplant from Washington, DC, Lauren Gibbs brings a decade of experience in education reform policy and communications. Prior to joining the Donnell-Kay Foundation, she contributed to the development, implementation, and communications for national education reforms including Investing in Innovation Fund (i3) and Race to the Top. Most recently, Gibbs was director of external affairs at the Success for All Foundation, where she worked with federal officials, the media, and partner organizations to promote the successful implementation of their \$50 million Investing in Innovation award.

At Hope Street Group, Gibbs worked with five leading states on stakeholder engagement for the design and implementation of teacher evaluation reforms and trained teachers to amplify their voices through social media. While at the Johns Hopkins Center for Research and Reform in Education, she educated lawmakers about the importance of evidence-based education reform and advocated for policies later enacted as the Investing in Innovation fund. Gibbs has a bachelor's degree in political science and philosophy from Albright College, and master's in public administration and nonprofit management from George Washington University.



Carol Pierce Goglia

Director of Marketing and Communications,
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Carol Goglia currently leads marketing and communications for [Communities Foundation of Texas](http://www.cftexas.org) (CFT) in Dallas, Texas. As the largest community foundation in Texas and one of the largest in the nation, CFT works with families, companies and nonprofits to strengthen its community through a variety of charitable funds and strategic grantmaking initiatives. The foundation professionally manages nearly 900 charitable funds and has awarded over \$1.3 billion in grants since its founding in 1953. Before CFT, Goglia worked in brand marketing at Frito-Lay from 2000-2011 building and re-positioning billion-dollar brands like Cheetos and Doritos, launching new products, developing corporate strategy and creating intriguing shopper experiences. Her work received advertising industry awards for the "We Grow the Best Snacks on Earth" campaign and the Twisted Cheetos new product launch. She holds an MBA from the University of Texas at Austin and BA from Washington & Lee University.



Barbara Green

Civic Forum Associate Director, The Community Foundation Serving Boulder County in Boulder

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Barbara Green serves as civic forum associate director at The Community Foundation Serving Boulder County, helping to produce the biennial [TRENDS](#) report. She has more than 10 years of professional writing experience, having previously worked as a daily newspaper reporter and magazine editor. Green has volunteered with non-profit organizations in Colorado, New York, New Jersey and Bolivia, including Intercambio: Uniting Communities in Boulder and Mothers on

the Move in the South Bronx. She received a BA in English from the University of Pennsylvania and an MA in geography from Syracuse University, where her master's thesis focused on issues of indigenous identity and resource governance in the Andes.

Mary Shipsey Gunn

Program Manager for Pueblo Grantmaking, David and Lucile Packard Foundation

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Mary Gunn is based in Pueblo, CO, where she manages a responsive community-focused program that makes grants to benefit residents of Pueblo County, the birthplace of David Packard. She works with a board of local advisors who serve as a review panel for Pueblo grants. She also conducts training that facilitates the work of nonprofits, boards, and other collaborations in Pueblo. Prior to joining the Foundation in 1995, Gunn worked for the William and Flora Hewlett Foundation as a program assistant in education. She also served as a grant writer and program manager for Arts Council in Silicon Valley. She was a founding board member of CASA of Pueblo, and currently serves on the boards of Pueblo Diversified Industries and the Colorado Association of Funders. Currently, she chairs the board of the Colorado Association of Funders. Gunn is a Phi Beta Kappa graduate of Santa Clara University. She has completed graduate coursework in counseling psychology from John F. Kennedy University. In 2010, she was awarded the Shrine of the Sun Award of Excellence by the El Pomar Foundation, as an outstanding nonprofit professional. Gunn completed her master's degree in nonprofit management, awarded with honors, from Regis University in 2012.



Lisa Harris

Communications Manager, Rose Community Foundation in Denver

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Lisa Harris joined the Rose Community Foundation in late 2012 as their communications manager and brings over 14 years of communications experience working with philanthropic and nonprofit organizations. Prior to joining the Foundation, she served for five years as the director of communications: web and new media for the Colorado Health Foundation. In previous positions, she has worked as an interactive senior project manager for NetCorps in Durham, NC and as a development officer at the Maryland Historical Society. Her professional background also includes serving as associate director for the Colorado Women's Agenda where she directed statewide communications activities and public policy efforts in the areas of women's health, economic security, caregiving and domestic violence prevention. Harris' areas of expertise include strategic communications planning, online advocacy and digital campaign development for the Web and social media. She holds a BS in psychology from Virginia Tech and a master's in liberal studies/creative writing from the University of Denver. Her project awards include numerous Colorado Healthcare Communicators awards for websites and social media and she is a 2012 Ragan PRDaily Digital PR and Social Media Award winner for best microsite.



Elisabeth Lawrence

Events and Marketing Coordinator, The Summit Foundation in Breckenridge, CO

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With a lifelong goal of being a professional volunteer, Elisabeth Lawrence of The Summit Foundation, gets to live out her dream on a daily basis. She serves as the events and marketing coordinator for The Summit Foundation, based in Breckenridge, CO. The Summit Foundation is the local umbrella nonprofit of Summit County which distributed more than \$2.2 million this past year in grants and scholarships. Lawrence manages events such as the 26th Annual Great Rubber Duck Race, which last year raised more than \$100,000, and set a new record for a fund raising event in Summit County. The transplanted Southerner has lived in Breckenridge for more than 11 years, after graduating from Arkansas State University with a degree in political science.



Lynnea Louison

Operations Manager, Boettcher Foundation in Denver

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Lynnea Louison joined the Boettcher Foundation in January 2013, bringing more than 15 years of experience in human resources, business operations, business development, and strategic planning. In her current role as operations manager, she covers human resources, communications, IT, event planning and project management. Before joining the Boettcher Foundation, Louison worked with Tony's Market, a large family and locally owned business in the Denver area. After graduating from Pennsylvania State University with a BA in psychology and Spanish, Louison launched into a career focusing in the human resources field. During her career she completed her MBA at the University of Denver.



Lisa Lujan

Online Giving Coordinator, Community First Foundation in Arvada, CO

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As online giving coordinator, Lisa Lujan is responsible for Supporting ColoradoGives.org, the Community First Foundation's online giving resource. She joined Community First Foundation in April 2013. Previously, she served as the executive assistant/development associate at Firefly Autism, whose mission is to transform the lives of children with autism. Before that position, she worked for Gray Line Worldwide as an online marketing coordinator. Lujan received her BA from the University of Wyoming. Her interests in the community include the arts, women and children's issues, and people with disabilities.

Annmarie McLaughlin

HUB Programming Manager, Santa Fe Community Foundation in Santa Fe, N.M.

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Annmarie McLaughlin is the HUB programming manager for the Santa Fe Community Foundation in Santa Fe, N.M., which created the HUB to support people and organizations that are building a better world for communities in Santa Fe and Northern New Mexico. It is a place for purpose-driven organizations to connect and build solutions today and for the future. McLaughlin oversees development and implementation of technical assistance and professional development programs for nonprofit staff and board members and for professional advisors as well as the HUB Idea Lab, which fosters community dialogue. Programs in 2013 include Marilyn Mason's *Working with Families* for professional advisors, Ron Schultz's *Creating Good Work (social entrepreneurship)*, and Jean Block's *Congratulations! You're A Board Member. Now What?*, and Kate Fitz Gibbon's *Your Virtual Life: Considering Digital Assets in Your Estate*. McLaughlin holds a BFA from New York University's Tisch School of the Arts and has trained as a mediator with Common Ground Mediation and creative workshop facilitation with Amherst Writers & Artists.



Morgan Rogers McMillan

Civic Forum Director, The Community Foundation Serving Boulder County in Boulder

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Morgan McMillan serves both as the civic forum director for The Community Foundation Serving Boulder County and as the part-time executive director of the Entrepreneurs Foundation of Colorado (EFCO). She joined The Community Foundation staff in early 2002 after receiving her BS in business administration and marketing from Georgetown University. She spent three years serving first as programs associate and later as director of programs. McMillan left Boulder in 2004 to pursue her master's in public health from San Diego State University, researching community environmental health and obesity prevention with immigrant families along the San Diego-Mexico border. She also worked for the Institute of Public Health, an organization specializing in policy evaluation. While in graduate school she spent two summers in Oaxaca, Mexico learning Spanish and working with indigenous populations on behavioral health risks. McMillan returned to Boulder and The Community Foundation in the spring of 2006 to serve as director of the [Boulder County Civic Forum](#). In 2012 she joined the [Entrepreneurs Foundation of Colorado](#) (EFCO) as executive director.



Gretchen Minekime

Director of Advancement, The Community Foundation Serving Boulder County in Boulder

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Gretchen Minekime oversees The Community Foundation's marketing and communication activities, including the [Culture of Giving](#), and works closely with the president and the board of trustees to oversee the operations and policies of the foundation. Prior to joining the Foundation in 2002, she was the People Project director at The Adopt A School Program and the Youth Prevention Education Coordinator for MESA/Rape Crisis Team, where she was once recognized as Outstanding Educator of the year in Colorado. She served as president of Boulder Business Professional Women (BPW) from 2005-2006 and currently serves on the board of directors for the Colorado Music Festival & Center for Musical Arts. Minekime graduated from the University of Colorado at Boulder in 1996.



Rochelle Mitchell-Miller

Vice President of Development, Community Foundation Serving Greeley and Weld County in Greeley, CO

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Prior to joining the Community Foundation Serving Greeley and Weld County as its vice president of development, Rochelle Mitchell-Miller was executive director of Right To Read, Weld County, and director of Development for Larimer Humane Society. She entered the nonprofit world after working 17 years in broadcast journalism as a general assignment reporter, news director and on-air personality. For her broadcast work she earned a Marconi Award, Associated Press Award (small market), Crystal Award, and Colorado Broadcasters Association

Award. Mitchell-Miller's education credentials include the University of Missouri-Columbia (BJ) and Colorado State University–School of Business-Nonprofit Leadership & Administration. She is active in the community with the Cattle Baron's Ball-ACS, Greeley Kids Triathlon, Aims Advisory Council, Beta Sigma Phi-Xi Epsilon Lambda, Kelly Farm Pool & Racquet, Weld Workforce Board and Loveland Swim Club.



Anita Roman

Program and Communications Coordinator, Wyoming Community Foundation in Laramie

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Anita Roman joined the Wyoming Community Foundation in February 2012. She assists with the general grantmaking process, coordinates the scholarship program and is in charge of initiatives and outreach activities relating to the grants and scholarships. She was born and raised on the Wind River Indian Reservation; she is Northern Arapaho and Mexican. Roman is a single mother to a 9-year-old son with special needs, and attributes a lot of her accomplishments to wanting more for her

son. She also takes great pride in being a Wyomingite and overcoming the extreme poverty that still exists on the reservation through education and sacrifice. It should be noted that she is the first in her family to receive a bachelor's degree. Roman graduated from Central Wyoming College with an associate in science degree in general studies. She later attended the University of Wyoming and obtained a BS in physiology and is finishing her BA in psychology.



Julie Shaffer

Executive Director, Oreg Foundation in Boulder
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Julie Shaffer is executive director of the Oreg Foundation in Boulder, CO, which is engaged in supporting Jewish, environmental and local community service initiatives. She has been involved in Colorado's nonprofit world as a professional and lay leader for 20 years. Shaffer is the chair of the board of Joshua Venture Group and a member

of the board of directors at Judaism Your Way. She also serves on the building committee of the Boulder Jewish Community Center and the advisory committee of Post Holocaust American Judaism at the University of Colorado, and is active as a partner in Social Venture Partners of Boulder County. Shaffer was a founding board member of the Boulder Jewish Community Foundation. She was honored in 2003 for her dedication and extraordinary work in the Boulder Jewish Community.



Russell Taylor

Communications Lead, Kaiser Permanente Colorado in Denver
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Russell Taylor has worked at Kaiser Permanente Colorado for five years. He has made significant contributions in the following departments: advertising and marketing, product strategy and marketing, and community benefits and relations. Prior to joining Kaiser Permanente, Taylor worked at several marketing agencies as an account executive for 10 years, and at Nordstrom for 13 years in various

capacities. His core competencies are communication, marketing, project management, and leadership.



Matthew Vermillion

Digital Marketing Manager,
Mile High United Way in Denver
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Matthew Vermillion is the digital marketing manager at Mile High United Way. He is an experienced communicator and digital marketer and has worked on national campaigns with nonprofits, public relations and marketing firms and small businesses. Vermillion is a board member of the Mile High Social Media club and plays bass guitar in a local folk rock band called The Belle Jar.

Melissa Q. Viola

Public Information Campaigns Manager, The Piton Foundation in Denver

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Melissa Viola serves as public information campaigns manager at The Piton Foundation, where she oversees outreach aimed at improving the lives of lower- and moderate-income children and families in Colorado. Currently, she oversees Piton's Tax Credits for Working Families public information campaign, which is one of the largest and longest-running Earned Income Tax Credit outreach campaigns in the country, and she is launching a new effort to inform Coloradans about health coverage options available under the Affordable Care Act. Before joining Piton, Viola was the manager of outreach and alumni relations at the Denver Metro Chamber Leadership Foundation, where she oversaw marketing, communications and alumni engagement for the organization. She has worked in public and corporate relations for the American Red Cross Blood Services, helping to increase public awareness about the need for blood in Massachusetts through media campaigns and promotional partnerships with brands like Dunkin' Donuts, the Boston Red Sox and the New England Patriots. Viola spent the first five years of her career working in the publishing industry in Southern California, serving as senior editor of *Riviera*, a monthly lifestyle magazine published by Modern Luxury. She received a BA in English from UCLA.

**Abel Wurmnest**

Program Officer, Anschutz Family Foundation in Denver

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Prior to joining the Anschutz Family Foundation as program officer, Abel Wurmnest served as associate director for the Colorado Association of Funders, strengthening philanthropy across the state. Earlier in his career, he worked as the director of student activities and advisor to the cultural arts and special events board at San Diego State University. He had the honor of serving as president of the Illinois Association FFA and on the board of the Illinois FFA Foundation. FFA is an organization dedicated to making a positive difference in the lives of students by developing their potential for

premier leadership, personal growth and career success through agricultural education.

Wurmnest has a BS in agricultural communications and education from the University of Illinois and a master of arts in post-secondary educational leadership from San Diego State University.