

Session One

Advocacy & Your Organization: How Others Do It

Public Policy and Advocacy

Hear from a panel of peers who are successful advocates of their organizations. Learn best practices and understand the importance and advantages of advocating for your organization, sub-sector and constituents. Organizations that advocate and establish key relationships in public, private and governmental sectors are often heard, supported and relied upon as key experts and a voice in their field. Panelists will engage participants and share messages that will resonate with nonprofit leaders to inspire greater advocacy and collective voice.

Lisa Cohen is the Director of the Washington Global Health Alliance, a coalition of the state's leading global health organizations. Ms. Cohen's career includes 25 years in journalism as a newsroom manager for Seattle television affiliates KOMO, KING, KIRO and KCPQ, and as a documentary and special projects producer for CBS "60 Minutes" and "The Early Show". She served as interim Executive Director for Seattle CityClub and as Communication Advisor for Governor Christine Gregoire during the 2004 election. She is an adjunct journalism professor at the University of Washington, where she earned degrees in Broadcast Journalism and International Communications. She serves on the Washington Biotechnology and Biomedical Association Board, the Chancellor's Advisory Committee for the Seattle Central Community Colleges and advisory boards for Global Washington, "We Work for Health", SBRI's BioQuest program and Global Health Nexus, Seattle.

Jim Theofilis, the Executive Director of the Mockingbird Society, is a highly motivated professional with more than twenty years experience in the mental health field; ten years of management experience and a proven track record working successfully with children and adolescents. He possesses an extensive background in media relations, fundraising, advocacy, and government relations. Jim is an innovator with extensive experience in public speaking, public policy, budgeting, strategic planning and program development.

Kate Joncas is the President of the Downtown Seattle Association. She has over 30 years of experience in community and Downtown development around the country and in the private, public and non-profit sectors. Kate formerly served as Senior Program Associate with the National Main Street Center in Washington, D.C., where she worked with over one hundred downtowns and commercial districts around the United States. Previous experience also includes working for the Oregon Downtown Development Association, a planning and urban design firm in Detroit and the Massachusetts Office of Community and Development. She has written workbooks on market analysis, business recruitment, board management, business improvement districts, and a handbook on upper story housing, "Living on Main Street."