



11/4/18 Rev.1

2018 National Philanthropy Day Conference Presenters

David Aquino

Presenter: Trends in Digital Marketing and Fundraising



David Aquino is the Creative Director at Blue Planet Foundation, where he specializes in digital marketing strategies, create content development, video production, photography, and project management. During his tenure at Blue Planet, David has created, launched, and managed one-of-kind programs, like the WEfficiency.org crowdlending program and the “You Have the Power” challenge to help residents lower their electricity bills and their carbon footprints. David graduated with a B.A. in Environmental Studies from the University of Hawaii at Manoa, where he led the Energy Team of Sustainable UH. David’s team engaged numerous campus groups and administrators in energy efficiency efforts, training them to assess and reduce energy consumption in their campus facilities.

Bill Bartolini, Ph.D., ACFRE

Presenter: Negotiating with Confidence; Managing Staff as if They Are Donors



Bill Bartolini, Ph.D., ACFRE, is a well-known mentor, coach, educator, and counselor to those who raise philanthropic support. He is an Advanced Certified Fundraising Executive (ACFRE) – AFP’s certification signifying an advanced level of leadership and management expertise – and AFP has certified him as a Master Fundraising Teacher. He has served on the board of AFP and the AFP Foundation. Bill currently is Senior Philanthropic Advisor, Principal Giving at Ohio State University, where he works to build the Wexner Medical Center and the Health Sciences Colleges’ ability to achieve gifts of \$5M+. Previously, Bill worked at The George Washington University, first being responsible for ensuring the schools and units were ready for the quiet phase of GW’s first \$1B campaign, and later building a portfolio of Principal Gifts prospects.

Matt Beall

Panelist: What Do We Do Before Disasters Strike?



Matt Beall started his real estate sales career in Hawai'i in 1998. He has several years of non-profit experience, largely through Realtor organizations. He has served as the President of the Kaua'i Board of Realtors and as a Director-at-Large and Executive Director of the Hawai'i Association of Realtors. Matt manages all aspects of Hawaii Life Real Estate Brokers, a large residential real estate brokerage with 14 commercial locations, 200+ sales people, 30+ full-time employees and part-time staff. Record rainfall caused extensive flooding on Kaua'i the weekend of April 14-15, 2018. On April 16, Matt Beall posted on the company blog that Hawai'i Life would start directing funds toward the disaster and all new funds raised would be matched by the company up to \$25,000. He also noted that people could give directly to Mālama Kaua'i and the Red Cross and provided information for reaching those organizations. This appeal to brokers and clients to give was picked up by the local media and opened to the public. The challenge was quickly met and exceeded.

Chris Benjamin

Panelist: A Conversation About Leadership & Mentorship



Chris Benjamin is president and chief executive officer of Alexander & Baldwin. He became CEO in January 2016 and has led the process of refocusing the Company on Hawaii real estate and converting it to a real estate investment trust. Prior to his appointment as CEO, Benjamin had served as A&B's president and chief operating officer, chief financial officer, general manager of Hawaiian Commercial & Sugar Company, vice president, and director, corporate development and planning. Benjamin also has a long track-record of volunteering with and providing leadership to non-profit organizations that support Hawaii's community. He currently serves as the chair of Hale Kipa's Capital Campaign and sits on the boards or advisory boards of many groups, including: Catholic Charities of Hawaii; the Nature Conservancy of Hawaii's; Hawaii Agricultural Research Center; University of Hawaii Shidler College of Business Advisory Board; and CFA Society Hawaii.

Michael Broderick

Panelist: A Conversation About Leadership & Mentorship



Judge Michael F. Broderick (Retired) is the current CEO of the YMCA of Honolulu. The Y has nine branches, and 1,400 employees. Previously, Mike was a Family Court Judge where he presided over more than 10,000 cases. Mike also was the Director of the State Courts, responsible for the day-to-day operations of the Court system. Mike has mediated or facilitated many complex public policy cases in Hawaii, and has made many speeches, panel presentations, and media appearances on a wide range of community and social issues facing the State. He serves in leadership roles on a number of boards, councils and commissions, and has received numerous awards, all related to strengthening the foundation of Hawaii's community. Mike received his undergraduate degree from Stanford University (Phi Beta Kappa) and his law degree from UCLA (Highest Honors).

Cannon Brooke

Presenter: Prospect Research 101: What is it and How to Get Started



Cannon Brooke is Director of Development Research at the University of Hawaii Foundation and a seasoned technical research specialist. With his unique skills marrying non-profit prospect research and data science, he can deliver illuminating perspectives on fundraising and data. Before UH Foundation, he served as Associate Director of Prospect Research at Hawai'i Pacific Health and as Field Research Associate for the National Children's Study at UH and as Policy Analyst Intern at Grassroot Institute of Hawai'i. Cannon is a member of the Association of Professional Researchers for Advancement and the Association of Fundraising Professionals.

Diane Chadwick

Panelist: What Do We Do Before Disasters Strike?



Diane Chadwick is the Director of Community Philanthropy on Hawai'i Island for the Hawai'i Community Foundation (HCF). Diane is responsible for leading community conversations and assessment of philanthropy on Hawai'i Island, working with donors and partners for effective impact in the community. In 2000, Diane graduated from the University of Hawai'i with a Master's degree in Social Work and moved to Hawai'i Island to open the first fully staffed HCF neighbor island office in Waimea. She has served as a board member for the Kona Kohala Chamber of Commerce, chairperson for the Chamber's Sustainability Conference and chair of the advisory committee for the North Hawai'i DrugFree Coalition. In 2014, she was honored to serve as the Mo'i Wahine of the Royal Court for the Hawai'i Island Festival of Aloha.

KC Collins, CFRE

Presenter: Why Successful Fundraising is More Like Football Than Golf



KC Collins, CFRE stepped into the world of fund development at the University of Hawaii Foundation in 2003 as a part-time development officer for Windward Community College. Today, she is Executive Director of Development, Regional & Community Colleges. During her tenure she has endeavored to triple fundraising totals by utilizing strategic and rewarding strategies for gift closings. Within the last 10 years she has personally raised over \$15M for the University of Hawai'i Community Colleges. KC is a member of the AFP Aloha Chapter Board of Directors, serving as its Membership Committee Chair. She also previously served as Board Secretary.

José A. Fajardo

Presenter: Trends in Digital Marketing and Fundraising



José A. Fajardo became Hawai'i Public Radio's President and General Manager in June of 2016. Prior to his arrival in Hawai'i, he was based in Florida and held the post of Executive Vice President for the Orlando Regional Chamber of Commerce. Previous to his tenure with the Chamber of Commerce, he served as President & CEO for WMFE-TV/FM, the member-supported public broadcasting stations for Central Florida. Fajardo has enjoyed a 30-plus year career in broadcasting, starting in 1984 in Central Texas. He was born and raised in Puerto Rico. Fajardo was an active Board member on several local, state, and national Boards, including serving as director on the National Public Radio (NPR) Board of Directors twice. Currently, Fajardo is a member of the Hawai'i Art Alliance Board, and an active member of the Honolulu Rotary Club.

Martha Hanson

Moderator: Legacy Donors - Prospects for Life



Martha Hanson is Director of Donor Relations at the Hawai'i Community Foundation, guiding donor engagement and gift stewardship. She works closely with Legacy Society donors and coordinates the Hawai'i Legacy Giving Campaign to encourage residents across the state to leave gifts in their estate plans to help build a better Hawai'i. Before coming to HCF, Martha served as Associate Vice President of Donor Relations at the University of Hawai'i Foundation where she built the Donor Relations Department. Martha has also worked as a free-lance writer, creating grant proposals, case statements, and fundraising copy for a wide variety of organizations in Hawai'i's nonprofit community. Currently, she sits on the board of the Association of Fundraising Professionals Aloha Chapter.

Michelle Holman

Presenter: The Secret to Maximizing Your Benefit Fundraising Event



Michelle Holman has worked with nonprofits and schools as a Greater Giving team member for over sixteen years and has attended and supported more than 350 benefit auctions. Before joining Greater Giving, Michelle has chaired several benefit auctions, increasing revenue at all of them. Her experience and proven expertise has been leveraged by hundreds of nonprofits and schools to maximize their event success. She has worked with some of the nation's most highly regarded charities and auctioneers, and loves to share her secrets for fundraising.

Kyle Karioka

Panelist: Legacy Donors - Prospects for Life



Kyle Karioka is the Divisional Director of Gift Planning for The Salvation Army Hawaiian and Pacific Islands Division. He serves the mission of The Salvation Army by helping donors leverage their assets to afford the charitable gifts they have always wanted to give. These gifts may benefit donors by increasing their income, reducing their taxes; and helping those in need in through the programs of The Salvation Army. Kyle has ten years of fund development experience, previously serving as the primary local fundraiser for Special Olympics Hawaii. He is currently the President of the Hawaii Gift Planning Council. He was born and raised in Hawaii and earned his Bachelor of Arts degree from Washington University in St. Louis.

Lisa Maruyama

Presenter: Advocating for Your Mission and Funding It



Lisa Maruyama has served as the President and CEO of the Hawai'i Alliance of Nonprofit Organizations for ten years. She served previously as the Vice President of Public Affairs for Bright Light Marketing, and before that as Executive Directors for the Pacific and Asian Affairs Council for nine years and the Mental Health Association for nearly three years. She has a particular focus in strategic thinking for systems change, nonprofit management, strategic communications and marketing, program development, sector level public policy issues and government relations. Maruyama serves on the board of the Washington DC-based National Council of Nonprofits and chairs its Membership Committee. She is also on the Community Advisory Board of Hawaii Public Radio; the Advisory Committee of the University of Hawaii at Manoa Public Administration Program; and the Leadership Board of the Transform Hawaii Government Coalition. Maruyama received her BBA from the University of Hawaii at Manoa, Shidler School of Business.

Cara Mazzei

Moderator: A Conversation About Leadership & Mentorship



Cara Mazzei recently joined The Nature Conservancy Hawaii as Senior Associate Director of Philanthropy. She has more than 20 years fundraising and marketing experience. Most recently, Cara was the Director of Development at the Honolulu Museum of Art. Prior to the museum, she worked at the Hawaii Community Foundation as Senior Development Officer.

Keith L. McLane, BAS

Presenter: The Secret to Maximizing Your Benefit Fundraising Event



Keith L. McLane, BAS, is one of the country's preeminent fundraising auctioneers and special appeal/fund-a-need experts. Since 1995, he has specialized in organizing and conducting charity and fundraising auctions for schools, charitable organizations, and nonprofit groups from Honolulu to New York City. Never the shy one, Keith has become well-known for his fun and entertaining auctioneering style that frequently takes him out from behind the podium and deep into the audience! Keith holds an MBA from The UCLA Anderson School of Management and is a graduate of the world-famous Missouri Auction School, which Newsweek magazine dubs "The Harvard of Auctioneering." He is also one of only a small number of auctioneers in the country--and only 20 auctioneers in California--to have achieved the National Auctioneers Association's prestigious Benefit Auction Specialist (BAS) designation.

Brandee Menino

Panelist: What Do We Do Before Disasters Strike?



Brandee Menino has dedicated the last 15 years to providing services to Hawai'i's homeless population, beginning in 2001 as the Program Director for the Office of Social Ministry's CARE-A-VAN program, then promoted two years later to the position of Homeless Programs Administrator. When the program became HOPE Services Hawai'i in 2010, Menino was appointed Chief Executive Officer. In 2014, Menino's outstanding business leadership earned her a Weinberg Fellow and she was recently named as one of Pacific Business News' 40 under 40, which honors the accomplishments of young business people in Hawaii's community. She sits on the board of directors for The Food Basket and Bay Clinic Inc. and is a Program Advisory Council Member for the Substance Abuse Counseling Program at Hawai'i Community College.

Carrie E. Ogami, J.D.

Panelist: Legacy Donors - Prospects for Life



Carrie E. Ogami, J.D. is the Director of Gift Planning at Punahou School in Honolulu, Hawaii. She is responsible for providing alumni and friends of Punahou comprehensive gift planning services while stewarding donor relationships within the entire Punahou community. This year, Punahou's theme, "E Pili Mai – Seeing Connections and Building Bridges," aptly describes her work on the Punahou Advancement team. Carrie has over eleven years of experience in gift planning and fund development at UC Berkeley, UH Foundation and Punahou School. Prior to her reincarnation as a gift planner, Carrie practiced family law in Honolulu for eighteen years. She earned her B.A. in Asian Studies from UC Santa Barbara, and her J.D. from University of California, Hastings College of the Law.

Jean E. Rolles

Panelist: A Conversation About Leadership & Mentorship



Jean E. Rolles was born in Honolulu and graduated from Punahou School. She received her Bachelor of Science degree from Cornell University and Master of Science in Japanese Business Studies from Chaminade University. Jean also holds a Hawaii Real Estate License and is a Certified Property Manager. Jean helped establish the original Chuck's Steak House restaurant in 1959 and worked 25 years for the company. In 1982, Jean joined Outrigger Hotels Hawaii where she served as Property Manager for 16 years and was promoted to Vice President, Community Relations and continued in that position until the company was sold in November 2016. Jean serves on numerous boards including the American Red Cross Board, Hawaii Chapter, Honolulu Museum of Art, and Nature Conservancy of Hawaii, just to name a few. Jean has also received many awards over the years including the AFP Aloha Chapter NPD Outstanding Volunteer Fundraiser in 2001. Amongst her many community activities, Jean has been a docent at I'olani Palace for 40 years.

Lara Siu

Panelist: Legacy Donors - Prospects for Life



Lara Siu is the Donor Relations Manager for The Nature Conservancy in Hawaii. She works with individuals, foundations and corporations to build support for Hawaii's ecologically important lands and waters. Her specialty is helping donors make planned gifts including bequests, life-income gifts, stock, real estate and IRA distributions. Prior to joining The Nature Conservancy in 2007, she worked at Stanford University as Assistant Director of External Relations at the Haas Center for Public Service. Since 2015 she has served on the board of the Hawaii Gift Planning Council.

Samantha “Sam” Swaim

Presenter: The Impact of Collaboration (Keynote), Simple Psychology of Asking for Money, Sustainability with Corporate Sponsorship



With a background in fundraising and development, as well as theatre and television production, Samantha founded Swaim Strategies in 2004. She creates exciting events tailored to the needs of any nonprofit organization. By designing events that uniquely fit each organization’s mission, she captures both the fun and the funds. Samantha’s passion is implementing strategy and education to provide nonprofit leaders the tools they need to increase fundraising and reduce workload. As a teacher, her goal is to provide nonprofits with the tactics to turn a good event into a great fundraising event that engages donors in the heart of the work.

Denise Hayashi Yamaguchi

Presenter: Advocating for Your Mission and Funding It



Denise Hayashi Yamaguchi is a business development consultant providing both nonprofit and for-profit organizations with fund development, marketing, government affairs, public relations and community relations strategies and solutions. Yamaguchi also serves as the CEO and Founder of the Hawaii Ag & Culinary Alliance (dba, Hawaii Food & Wine Festival) and the Executive Director of the Hawaii Agricultural Foundation. She has more than twenty-four years of experience and has held executive positions with NCL America, Bishop Museum, Japanese Cultural Center, Hawaii Foodbank, and U.S. Senator Daniel K. Inouye’s office in Washington D.C. Prior to founding Denise Hayashi Consulting, Yamaguchi was the Director of Community Relations for NCL America. As a current board member on the Hawaii Tourism Authority’s board of directors, she has held various volunteer leadership roles with a number of nonprofits in the community.

Darcie Yukimura, CFRE

Panelist: What Do We Do Before Disasters Strike?



Darcie Yukimura, CFRE, is the Senior Philanthropic Services Officer for the Hawai’i Community Foundation, Kauai Office. She works with individuals, families, local businesses and community organizations by inspiring the spirit of giving and by facilitating investments in people and solutions to benefit Hawai’i. Darcie and her team administer over \$2 million annually in grants through more than 60 charitable funds which support the Kaua’i and Ni’ihau communities. Born and raised on Kaua’i, Darcie graduated from the University of Arizona with a Bachelor’s degree in Communications and a Master’s degree in Public Health. Currently, Darcie serves as a board member on the Boys and Girls Club of Hawai’i. Past board affiliations include the Association of Fundraising Professionals, Aloha Chapter, the Japanese Cultural Center of Hawaii, Easter Seals of Hawaii, Kauai Advisory Board and Susan G. Komen Race for the Cure.
