

Lagniappe

"a little something extra"



Champions of Service

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INSTITUTE

Corporation for
NATIONAL &
COMMUNITY
SERVICE

2011 National Conference on Volunteering and Service

JUNE 7, 2011

Jazz-Packed Opening Session Kicks Off Conference

The 2011 National Conference on Volunteering and Service kicked off yesterday in style with a live marching band ushering in 100 champions of service. These service leaders set the stage for a jazz-packed opening session that celebrated luminaries like civil rights pioneer Ruby Bridges and jazz legend Branford Marsalis, explored the role that service continues to play in revitalizing the city of New Orleans and entertained us with the music of New Orleans including the soulful sounds of Bob French and the Original Tuxedo Jazz Band.

We heard Mayor Mitch Landrieu's heartfelt thanks to volunteers for helping bring New Orleans back. Laysha Ward, president of the Target Foundation, showed us Target's great work in the community and ABC News' Deborah Roberts moderated a spirited conversation with political consultants James Carville and Mary Matalin on the power of volunteerism and the resilience of New Orleans.

As Michelle Nunn, CEO of Points of Light Institute, said, "Now, more than ever, we need service champions – super-empowered citizens who are

utilizing new, more powerful tools for change. We expect this year's NCVS to deliver those tools."

Robert Velasco II, acting CEO of the Corporation for National and Community Service, implored us to reach our full potential. "During the next few days, we want to explore ways to increase the impact of national service and join with you in making the strongest possible case for continuing the federal investment in national service."



Key Events for Tuesday, June 7

Resilient Communities: The Critical Role of Faith Organizations (5636)

Tuesday, June 7, 8 - 10 a.m.

Location: Convention Center 343-345

In reflecting on local lessons learned in the aftermath of Katrina, panelists will discuss the role of faith in resilience and make a call to action for civil dialogue for the 10th Anniversary of 9/11.

CEO Roundtable: The Business Champions Playbook, How Executives are Leveraging their Company's Unique Assets for Greater Impact (5552)

Tuesday, June 7, 8:30 - 10 a.m.

Location: Convention Center 243-245

This forum serves as the opening for the Business Track and will feature C-suite executives that have taken an innovative approach in helping to build resilient communities.

Immersion Learning Sessions

Tuesday, June 7, 1:30 - 5:30 p.m.

Location: Various Locations

Immersion Learning Sessions offer participants the opportunity to venture into New Orleans for a first-hand learning experience. Check your program book for details.

Strategies and Inspiring Practices in Global Corporate Volunteer Engagement (5079)

Tuesday, June 7, 4 - 5:30 p.m.

Location: Convention Center 357

Learn about big picture trends in international employee volunteering with a focus on innovative programs and employee campaigns of leading global corporations.



The "Only in New Orleans" party kicked off NCVS in high style. Attendees took in the art, music and food of this magical city, while gaining an opportunity to learn and share with one another.

News Round-Up

Get HandsOn Grows, Connects - At the 2010 National Conference on Volunteering and Service, the [Get HandsOn](#) campaign was announced. Over the last year, we have experimented with an online community for volunteer leaders that has drawn people together around the largest-ever virtual game of Tag and remained engaged with each other through a game of "Follow the Leader."

Perhaps the biggest win of the Get HandsOn campaign is that it drew 8,000 people from all over the nation together in an online community for volunteers. The experience has sparked our imagination around what an increasingly robust online community might look like. Seeing the power of the community to date, we are excited about the possibilities of like-minded people from around the world coming together to share best practices, information and ideas.

Over the next year, Points of Light Institute hopes to use the lessons learned from Get HandsOn to expand the online community. We hope to create a place where we can all roll up our sleeves and "get hands on" together.

CNCS Continues Dedication to Disaster Service Work - As we meet in New Orleans, hundreds of AmeriCorps members, RSVP volunteers and other CNCS participants are on the front lines of recovery, responding to the devastating tornadoes and flooding that have plagued the South and Midwest this spring. Yesterday, Acting CEO Robert Velasco signed an agreement with the National Voluntary Organizations Active in Disasters (NVOAD) to continue the momentum and promote greater coordination of volunteers in the wake of disasters. CNCS is also debuting a new video, "National Service: Count on Us," about the key role of national service in disaster response. Check it out at YouTube.com/NationalService.

CNCS and Nike Collaborate on Let's Move in Indian Country - Robert Velasco, CNCS acting CEO, and Sam McCracken, general manager of NIKE N7, signed an agreement yesterday to advance First Lady Michelle Obama's Let's Move campaign to address childhood obesity in Indian Country. The collaboration will engage AmeriCorps VISTA members in promoting physical activity within Native American communities.

Get more information at VolunteeringandService.org

Volunteers Give Sam Bonart Park a Facelift

More than 150 volunteers converged on Sam Bonart Park in the Lower Ninth Ward Monday morning for the culmination of the [Road to the Gulf](#), a program of [HandsOn Network](#) and [University of Phoenix](#).

“Community service is an integral part of our mission at University of Phoenix,” said Pat Gottfried, vice president of community investment for University of Phoenix. “The Road to the Gulf has enriched communities across the country and has helped address significant community challenges – from New Orleans to those affected by recent flooding and tornadoes. We thank everyone who played a part and hope they continue to find ways to create change.”

At Sam Bonart Park, New Orleans Mayor Mitch Landrieu was joined by players from the New Orleans Hornets, Points of Light Institute CEO Michelle Nunn, Points of Light Institute Board Chairman Neil Bush, Corporation for National and Community Service Board Chairman Mark Gearan and leaders from the Points of Light Corporate Service Council in projects throughout the park.



Volunteers installed new playground equipment, built soccer fields including setting up nets and goals, built benches for the baseball and soccer fields, repaired damaged concrete on basketball courts, installed new lighting and signage, painted murals and beautified the area.

Sam Bonart Park is the only park within the Lower Ninth Ward, a low-income area devastated by Hurricane Katrina. Since the storm, the park has fallen into disrepair and has been largely unavailable to the children who have returned to their homes.

POLI Corporate Service Council Names Leader

Points of Light Institute’s Corporate Service Council (CSC), a group of more than 40 companies that are leading and inspiring the business community to increase civic impact through innovation, sharing of best practices and the application of human capital and financial resources for the greater good, has new leadership.



Cliff Burrows, president, [Starbucks Coffee U.S.](#), has been named chairman of CSC. Burrows succeeds John Rice, vice chairman of GE.

“Engaging people to participate in meaningful service is a positive force to drive positive change in our communities,” said Burrows. “Companies have a responsibility to address these critical issues. The Corporate Service Council provides an opportunity to bring the influence and business acumen of corporations to the public sector. Working together we’re better equipped to answer the call to action around issues of importance to the neighborhoods in which we do business.”

Corporate partnerships are vital to Points of Light Institute’s mission to inspire, equip and mobilize volunteer service. By leveraging the power of their employees, members of the CSC are able to deliver high-impact service and volunteer leadership that is resulting in stronger neighborhoods, schools and nonprofits around the country.

Books and Beignets Anyone?

Talk with featured authors over bring-your-own beignets and coffee. These Tuesday and Wednesday morning book club-style sessions invite participants to join in intimate discussions with featured authors. Here’s a taste:

“**SHIFT AND RESET: Strategies for Addressing Serious Issues in a Connected Society**” by **Brian Reich (5709)** teaches the nonprofit/social change/philanthropy/cause community how to take advantage of rapidly changing technologies and the new communication ecosystem that exists in our connected society.

“**The Power of “What if?”...Extra Mile America: Stories of Inspiration, Possibility and Purpose**” by **Shawn Anderson (5739)** provides empowering stories of people who took initiative, pushed forward and created incredible change.

See [page 29](#) in your program book or visit the conference website at www.volunteeringandservice.org for a full listing.



After Hurricane Katrina, National Service participants served 1.6 million meals, refurbished 10,500 homes, built 2,000 new homes and managed 650,000 volunteers.



CNCS Acting CEO Robert Velasco and KaBOOM! founder and CEO Darell Hammond break ground during the KaBOOM! playground build at Palmer Park in New Orleans. Volunteers included AmeriCorps members, Disney VoluntEARS and veterans from the 1-141 Field Artillery Battalion, Louisiana National Guard.

Learn about Excellence in Employee Volunteering

Trends of Excellence in Employee Volunteering, the first in a series of reports compiled by the HandsOn Network Business member program, analyzes employee volunteer programs (EVP) to identify the practices associated with excellence.

The report, which focuses on the basic infrastructure and company support in excellent EVPs, found companies should:

- House the EVP where it seems most productive
- Consider investing at least \$179 per employee
- Employ an EVP team of at least one full-time staff position for every 28,000 employees

The report is based on information from the 2010 Points of Light Institute Corporate Engagement Awards of Excellence finalist companies. Subsequent reports will address other aspects of excellent EVPs, including strategies, policies and activities.

Paying It Forward, New Orleans Style

Yesterday afternoon Mayor Mitch Landrieu joined conference officials to “send-off” a team of locals to Joplin, Mo. Led by Greg Reggio and the Taste Buds, a local culinary company, and under the heading of “Three Chefs: One Mission,” the group will aid the victims of the devastating tornado that took the lives of 138 people and destroyed almost 40 percent of the city.

Among the conference officials joining Mayor Landrieu were Michelle Nunn, CEO of Points of Light Institute, and director of AmeriCorps John Gomperts. The contingent, including a caravan of refrigerated trucks, trailers, cooking equipment, tents, generators, buses and a music stage, left from the Ernest N. Morial Convention Center in New Orleans and will provide more than 1,000 people with fresh Louisiana seafood.

“These New Orleanians are true champions of service,” said Mayor Landrieu. “We know what the good people of Joplin are facing; we’ve been where they are.”

The team, including restaurant partners from the Louisiana Seafood Promotion and Marketing Board, musician Amanda Shaw and volunteers left for Joplin minutes before the kick-off of the conference to celebrate the spirit of Paying it Forward.

“This taste of New Orleans culture will be greatly appreciated by the hard-working volunteers and residents of Joplin who are coming back from a terrible disaster with a strong spirit of resiliency and hope,” said Gomperts. “Just as in New Orleans, volunteers and national service participants are playing an essential role in helping Joplin get back on its feet.”

Gov. Barbour, Acting CNCS CEO, Director of White House Domestic Policy Address Service Community

In this morning’s National Service session (5668), Mississippi Governor Haley Barbour, White House Domestic Policy Director Melody Barnes, Acting CNCS CEO Robert Velasco and CNCS Board Chair Mark Gearan will explore how national service is pioneering innovative approaches to solve national challenges, and giving individuals, nonprofits and community organizations the tools and talent to tackle a host of issues. We’ll recognize the Peace Corps 50th anniversary, see a powerful video showing the impact of volunteers in the wake of disaster and learn more about national service’s strategic focus for the future.

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