



# 2016 FALL GATHERING

## CFUW ONTARIO SOUTH

REFLECT ~ REFINE ~ REJUVENATE  
EMBRACE CHANGE

**Saturday, November 5, 2016**

9:00 - 3:00

**Registration \$65**

**includes light breakfast - lunch - program**

**Burlington Golf and Country Club**

**422 North Shore Blvd E Burlington ON L7T 3Z9**

**Register online at [cfwurlington.ca](http://cfwurlington.ca)**

**or**

**Contact [fg2016@cfwurlington.ca](mailto:fg2016@cfwurlington.ca)**

**cfuw Burlington**

fellowship . advocacy . education

**Message from Louise Donnelly,  
President CFUW Burlington 2016-17**

We look forward to welcoming you to the 2016 CFUW Ontario South Fall Gathering in Burlington, Ontario. Our theme, *Reflect - Refine - Rejuvenate - Embrace Change*, honours our past and acknowledges future challenges to CFUW.

**About CFUW Burlington**

In 2017, CFUW Burlington will be 60! We have 150 members and 20 Interest Groups. We support young women to achieve higher education through our scholarship fundraising. In 2016, a group of our members worked diligently to sponsor a refugee family, now settled in Burlington. We continue to grow into our interactive website which streamlines club management.

To learn more about CFUW Burlington, please chat with our members at the Fall Gathering and be sure to visit our website.

**[cfwurlington.ca](http://cfwurlington.ca)**

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Rick Goldring, Mayor



Eleanor McMahon, MPP



Karina Gould, MP

PROGRAM	
9:00 AM	<b>Registration / Light Breakfast</b>
9:30 AM	<p><b>Welcome Messages</b></p> <p><b>Louise Donnelly</b>, President CFUW Burlington  <b>Rick Goldring</b>, Mayor City of Burlington  <b>Eleanor McMahon</b>, MPP Burlington</p>
9:50 AM	<p><b>Embracing Change</b></p> <p><b>The Honourable Paddy Torsney</b></p> <p>In the context of her impressive career in politics and advocacy, The Honourable Paddy Torsney will discuss how a change in perspective, procedure and/or process can renew hope and reveal new directions. Effective dialogue with community leaders can lead to positive change at the local, national and international level.</p>
10:45 AM	<b>Break</b>
11:00 AM	<p><b>'Fundraising' for Fundraising Success</b></p> <p><b>Cheryl Soderlund</b></p> <p>At its core fundraising is all about relationships. This session will cover ways to build and sustain relationships to increase support for your group. Stay on top of the latest trends in fund development for non-profit organizations. Learn tips for creating partnerships and sponsorships to ultimately raise more money and members. Guidelines on how to plan for fundraising success will assist you to evaluate the most fun and cost effective special projects or events to support your annual fundraising goals.</p> <p><b>Panel Discussion:</b> Following the short presentation, the best fundraising ideas and successes from several CFUW clubs from Ontario South will be featured.</p>
12:00 PM	<b>Lunch and CFUW Mix and Mingle</b>
1:30 PM	<b>Afternoon Welcome Karina Gould, MP Burlington</b>
1:45 PM	<p><b>Library Innovation Around the World</b></p> <p><b>Maureen Barry</b></p> <p>Public Libraries are being transformed. This world tour will explore how public libraries are evolving, surprising and delighting their customers. Contrary to popular thought, public libraries are not only surviving in the age of the Internet, they are thriving. Spectacular architecture, innovative services and transformational changes are all hallmarks of successful public libraries around the world.</p>
2:45 PM	<b>Wrap Up / Evaluation</b>

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## SPEAKERS

### Paddy Torsney

**The Honourable Paddy Torsney** is the Permanent Observer of the Inter-Parliamentary Union to the United Nations. A former Member of the Canadian Parliament 1993-2006, Ms Torsney was the Deputy Principal Secretary to the Honourable Stéphane Dion, then Leader of the Opposition for 18 months.

Ms Torsney was Vice-President of the Capital Hill Group, a national government relations firm from 2008-2014.

As the Member of Parliament for



Burlington, Ontario from 1993 to 2006, Paddy served as Parliamentary Secretary to the Minister of the Environment in

1998 to 2000; as Parliamentary Secretary to the Minister of International Cooperation from 2004-2006; represented Canada at the United Nations and at various national and international meetings, on committee and in the House of Commons.

Engaged in her community and country, Ms Torsney is Vice Chair of the Canadian Landmine Foundation and a director of The Lewis and Ruth Sherman Foundation. She chaired the Annual campaign for the United Way of Burlington-Greater Hamilton, was board member of the Reach Out Centre for Kids (ROCK) and an active member of CFUW Burlington.

A graduate of McGill University, Paddy also completed the Directors' Education Program at the University of Toronto's Institute of Corporate Directors, Rotman School of Management (2007).

### Cheryl Soderlund

**Cheryl Soderlund**, Certified Fund Raising Executive (CFRE); a resourceful, creative fundraising executive with a passion for helping non-profit organizations and community groups raise more money to grow their programs.

With more than 28 years experience in university,



hospital, arts and community fundraising, she specializes in cost effective fundraising strategies, building relationships and partnerships to sustain organizations. Cheryl has worked extensively with boards of directors, staff and business leaders to plan successful annual giving and endowment campaigns, special events, sponsorship programs, and on-line fundraising. She holds a Canadian Fundraising Executive designation and has served on the Board of the Association for Fundraising Professionals, and as chair of National Philanthropy Day, Golden Horseshoe.

### Maureen Barry

**Maureen Barry** has served as the CEO of the Burlington Public Library since 2009. She has been with the Burlington Public Library system for 32 years and she has held a number of management positions in every public service department. Prior to working in Burlington Maureen was the first professional librarian hired by the Collingwood Public Library where she served as Children's Librarian from 1980 to 1984. Her undergraduate degree in Honours French and German is from University of Toronto and her Masters degree in Library Science is from Western University.

Over the course of her career in Burlington Maureen has served as Project Manager and/or Project Sponsor for four building projects. In 2011 she was part of a study tour of Scandinavian libraries with other Canadian public library CEOs, librarians and architects.



Maureen takes pictures wherever she goes and it is those images and her stories that have given us cause to rethink spaces and services in our libraries.

# 2016 FALL GATHERING



**Park across from the street from this building.**  
**Parking is free of charge**

## **Driving Directions**

### **From Guelph / Brantford**

- Follow ON-403
- to Waterdown Rd in Burlington.
- Take the Waterdown Road exit
- Go South on Waterdown Road
- Left on North Shore Blvd E.
- Golf Club building will be on your right

## **Driving Directions**

### **From Oakville / Niagara**

- Follow QEW to North Shore Blvd
- Take the North Shore Blvd exit
- Go west on North Shore (away from downtown)
- Keep left at the fork to stay on North Shore Blvd
- Golf Club building will be on your left

