

Homecoming Scotland Leadership Conference **“Scotland and Her Diaspora – Partners for the Future”**

Monday July 27, 2009
Queen Margaret University
Musselburgh
East Lothian

INVITATION

It is with great pleasure that we invite you to attend the **Homecoming Scotland Leadership Conference**, the theme of which is “Scotland and her Diaspora – Partners for the Future”. The Conference is an opportunity for those in the Scottish Diaspora both to meet representatives of Scottish governmental and other bodies that are actively seeking to engage with the Diaspora, and exchange views, values, experiences and best practices. The Conference affords a similar opportunity for Scots to engage with the Diaspora.

To encourage a full and frank discussion of issues the Conference will be run under the Chatham House Rule that reads “When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed”

BACKGROUND

The Conference is an outgrowth of six prior conferences that the two sponsoring American-Scottish societies have run. Inspired by the platform that these conferences have provided for establishing the kind of long term relationships between Scotland and the American-Scottish community that this conference seeks for Scotland and its Diaspora, the Conference’s structure has been designed to offer attendees a variety of networking and informational exchange opportunities.

WHO SHOULD ATTEND:

Scotland

Invitations are being extended to representatives of Scottish organizations, particularly those involved in the fields of Arts, Charity, Culture, Education, Heritage, Music and Travel, not only to attend but to have their organizations represented in the Conference’s Exhibition Hall.

Diaspora

Invitations are being extended to representatives of Scottish Diaspora organizations with which the organizers are familiar that have a mission relating to the fields identified above. **Please help make this the most successful event possible by contacting organizations that you believe may have an interest in being represented at the Conference to make sure that the organization is on our mailing list.** Thank You.

Diaspora organizations that wish to exhibit in the Exhibition Hall are most welcome to do so. See details provided below.

While the Conference's content, we believe, will be of general interest to Scots, it is designed to be of particular value and interest to those that are actively running Scottish organizations that wish either to engage with the Diaspora or expand an already existing engagement. Conversely, the Conference will be of greatest value to those Scottish Diaspora organizations that wish to develop relationships with Scottish organizations. The organizers hope to achieve a programmatic balance between items of interest to Scots and to attendees from abroad. **To that end organizers reserve the right to limit the number of attendees from any one organization, country or sector.**

The Conference aims also to raise awareness of contemporary Scottish culture, to develop a better understanding of the roles, objectives and operations of the various Scottish government, academic, non-profit and private sector organizations that either operate in the Scottish Diaspora or have an aspiration to do so and to identify opportunities to enhance communication and collaboration between Scotland and its Diaspora.

To maximize the benefit of attendance the organizers will publish a downloadable list of attendees as well as publish a report of the Conference's proceedings.

Exhibition Space:

Exhibition Space located adjacent to the main auditorium will be available for Scottish or Diaspora based organizations that wish to be represented at the Conference. The space will offer a table or tables (4ft x 6ft) for meeting and display purposes each equipped with three chairs per table. The cost per table (maximum 2 per attendee) is £25 each.

The Exhibition Hall will open at 8 a.m. on Monday July 27th and will close at 6 p.m. that night.

Bring a supply of business cards.

Program:

The 2009 **Homecoming Scotland Leadership Conference** will feature formal presentations and workshops throughout the day. These include: **"Reconnect to your Heritage"**, a Scottish Community Foundation presentation that offers insight into ways in which Diaspora attendees may be able to reconnect with the physical location of their ancestral heritage; **"Homecoming Scotland and the Scottish Diaspora-A Dialogue"**, a VisitScotland led program designed to develop ways in which to facilitate and enhance engagement between Scotland and its Diaspora; **"American Attitudes to Culture and Heritage"**, a Campbell Rinker presentation of findings of the firm's national study on the topic and their relevance to developing strategies for engagement with the U.S., followed by a workshop on the findings' relevance to the Diaspora, generally; **Fundraising in the U.S. and Scotland** a presentation by Nike Whitcomb Associates followed by workshops on fundraising strategies for Annual and Major gifts and on the growing importance of social networking sites to those strategies; Dovecot Studios will speak to a **Proposed Commemorative Gift to the Scottish Parliament** in recognition of "Homecoming Scotland"; and the Conference will close with an opportunity for attendees to question

presenters and panelists and/or offer comments for inclusion in the report of the Conference's proceedings.

For those that wish to take full advantage of this unprecedented networking opportunity, an optional dinner is being organized at a neighboring restaurant that will be followed by a post dinner social at the University.

This is YOUR Conference. The more organizations relevant to the Conference's objectives that are represented, the more positive the outcome for all. We look forward to welcoming you to the Queen Margaret University campus for the **Homecoming Scotland Leadership Conference.**

Gus Noble
President
Illinois Saint Andrew Society

Alan L. Bain
President Emeritus
American-Scottish Foundation®

Delta Airlines
www.delta.com



East Lothian Council
www.eastlothian.gov.uk



Queen Margaret University
www.qmu.ac.uk



Scottish Community Foundation
www.scottishcf.org



Institute of Fundraising
www.institute-of-fundraising.org.uk

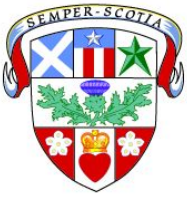


Visit Scotland
www.visitscotland.com



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www.wwbcn.com





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PROGRAM

Registration	8:00 a.m. – 09:00 a.m.
Exhibition Area Opens	8:00 a.m.
Opening Remarks Guest of Honor, First Minister Alex Salmond MSP, invited Queen Margaret University American-Scottish Foundation® Illinois St. Andrew Society	9:00 a.m. – 9:30 a.m.
“Reconnect to your Heritage” Scottish Community Foundation-Presentation Scottish Community Foundation-concurrent Workshops	9:30 a.m. – 10:30 a.m. 9:30 a.m. – 9:45 a.m. 9:45 a.m. – 10:30 a.m.
Coffee Break	10:30 a.m. – 11:00 a.m.
Homecoming Scotland and the Scottish Diaspora – A Dialogue. Michael Russell MSP, Minister For Culture, External Affairs and Constitution, invited Visit Scotland – Phillip Riddle, CEO The Gathering 2009 Ltd. – Lord Jamie Sempill Diaspora Representatives Question & Answer Session with panel	11:00 a.m. – 12:30 p.m. 11:00 a.m. – 11:20 a.m. 11:20 a.m. – 11:30 a.m. 11:30 a.m. – 12:30 p.m.
Lunch Lena Wilson, CEO, Scottish Development International, invited Judge Williams J. Bauer	12:30 p.m. – 1:45 p.m.
Campbell Rinker - “American Attitudes to Culture & Heritage” Dirk Rinker, CEO – Presentation Workshop	2:00 p.m. – 2:15 p.m. 2:15 p.m. – 3:00 p.m.

Fundraising in the U.S. and in Scotland – Comparisons and Contrasts – 3:05 p.m. – 3:20 p.m.
Nike Whitcomb, CFRE, President, Nike B. Whitcomb Associates, Inc. - Presentation

Workshops 3:20 p.m. – 4:00 p.m.

1. **Annual Fund How To's – Who Should You Ask? What Should You Ask For?**
James A. McKechnie, Jr., Executive Director, Illinois Society for the Prevention of
Blindness
2. **Social Networking –Using the Internet to Your Fundraising Advantage.**
Workshop Leader to be Announced
3. **Major Gifts How To's –From Research through Cultivation to Solicitation**
Nike Whitcomb, CFRE, President, Nike B. Whitcomb Associates, Inc., Chicago, IL

Coffee Break 4:00p.m. – 4:20 p.m.

Commemorative Tapestry Gift to the Scottish Parliament 4:20 p.m. – 4:45 p.m.
David Weir, Dovecot Studios – Presentation/Q&A

Open Mike 4:45 p.m. – 5:45 p.m.

Closing Remarks 5:45 p.m. – 6:00 p.m.

Exhibition Area Closes 6:00 p.m.

Civic Welcome from East Lothian Council
Reception at Queens Margaret University 6:00 p.m. – 7:30 p.m.

Dinner (optional) 7:45 p.m. – 9:30 p.m.
The Glasshouse Restaurant at Eskmills

Post Dinner Social (optional)
Piano Bar at QMU 9:30 p.m. – 11:30 p.m.



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Registration Form

Please register online at www.chicago-scots.org
 Email: www.chicago-scots.org

Name: _____

Organization Name: _____

Title and Responsibility: _____

Contact Address: _____

Postal code & Country: _____

Home Telephone: _____ Cell Phone: _____

E-mail (Please print): _____

Website (Please print): _____

Mission Statement / Biographical Information

Please provide a concise outline including mission statement or equivalent of the organization you represent plus a personal biography (200 word limit).

Accommodation: Will you require accommodation? Yes No

If yes, please communicate directly to Queen Margaret University to the attention of Stephanie Patterson, email: spatterson@gmu.ac.uk; tel: (0)131-474-0000.

Exhibition Hall: Do you wish to exhibit? Yes No

If yes, please indicate the number of tables you require at a cost of £25 per table

1 Table 2 Tables

Will you be sending materials in advance of Monday, July 27. Yes No

Commemorative Tapestry Gift to the Scottish Parliament

Include me on your mailing list Yes No

Dietary Requirements:

Please provide an indication of any special dietary requirements you may have so that these can be provided to Queen Margaret University. Yes No

Requirements: _____

Special Access Requirements / Disability:

If you require assistance, please inform us so that we can inform Queen Margaret University. Yes No

Assistance: _____

WIFI Access:

Please advise if you will require WIFI access for either personal use while at the Conference or in the Exhibition Hall. In order to provide you with this connection please note that the University imposes a charge of £11.50 per laptop.

Yes No

Fees:

Conference Registration Fee: £35 per person

I would like to purchase _____ tickets at £35 each = £ _____

Optional Dinner Registration Fee: £45 per person

I would like to purchase _____ tickets at £45 each = £ _____

Exhibition Hall Registration Fee: £25 per table

I would like to reserve _____ tables at £25 per table = £ _____

WIFI access: £11.50 per terminal

I require WIFI access for _____ terminals at £11.50 per terminal = £ _____

Payment Options:

Payment maybe made on line by:

Visa _____ MasterCard _____ Amex _____ PayPal _____

Authorization: _____

Round tables: We want to ensure that the **Homecoming Scotland Leadership Conference** is a useful experience. To deliver maximum benefit interactive “how-to” round table discussions on reconnecting to your heritage; encouraging engagement between Scotland and its Diaspora; attitudes to Culture and Heritage; and fundraising and the strategic use of internet/social networking sites; will be featured each facilitated by respected industry experts.

Your Input: the organizers value your input as to these or other subjects you would like to see covered. Please identify below or on a separate sheet.

Thank You.

Please RSVP by May 22nd, 2009 – Space is Limited



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PROGRAM

Questions and Answers

1. What is the Homecoming Scotland Leadership Conference and who is invited?

The Conference is an opportunity for those in the Scottish Diaspora community to meet representatives of Scottish institutions, governmental and non-governmental, that are either engaged with the Diaspora or planning to do so as well as to share views, values, experiences and best practices. The Conference aims to raise awareness of contemporary Scottish culture, to develop a better understanding of the roles, objectives and operations of the various government, academic, non-profit and private sector organizations that operate within the Scottish Diaspora and to identify opportunities to enhance communication and collaboration between the two communities. Representatives from organizations in Scotland and the Scottish Diaspora that work or aspire to work internationally are encouraged to attend. To encourage free discussion, the Conference will be held under the Chatham House Rule.

The Chatham House Rule, "When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed".

2. What is the date, time and location?

The Conference will be held on Monday, July 27th 2009, beginning at 8a.m. The formal portion of the program will end at 6 p.m. with a reception to follow from 6 p.m. to 7.30 p.m. An optional dinner and post dinner social will be on offer for those that wish to continue to socialize and network until the wee hours.

The Conference will be held in the Large Lecture Theatre 3148 and areas adjacent located in Queen Margaret University's main academic building on its Musselburgh campus that is situated just East of Edinburgh, six minutes by train from Waverley Station. For precise transportation and driving details consult the Conference website.

3. What is the schedule?

As well as featuring formal presentations on such topics as reconnecting to Scotland, engagement between the Diaspora and Scotland, American Attitudes to Culture and Heritage; fundraising in today's environment, the Conference will feature interactive "how-to" roundtable workshops. Respected industry experts in the topics will facilitate the roundtables. David Weir will outline a proposal for a Tapestry Gift to be woven by Dovecot Studios for presentation to the Scottish Parliament in commemoration of Homecoming Scotland 2009.

Monday evening offers an opportunity for attendees to get to know one another over an informal dinner at a local restaurant and at a post dinner social.

4. Who will be speaking?

Speakers include Board and Management Staff of the Scottish Community Foundation; Senior members of VisitScotland and of other Scottish organizations seeking to engage with the Diaspora; Dirk Rinker, president of Campbell Rinker, a firm specializing in marketing studies for the Not-For-Profit industry; Nike B. Whitcomb, president of Nike B. Whitcomb Associates, a fundraising company for the Not-For-Profit industry and David Weir, President of Dovecot Studios.

5. What is the cost?

Conference: The cost for each participant is £35. The fee includes: coffee breaks, lunch, closing reception, attendance list, name badge and parking.

Optional Events

Dinner: The cost for each participant for a 3 course dinner with a choice of wine or beer is £45.

Post Dinner Social Event: No charge for those attending the dinner. Cash bar only.

Exhibition Hall:£25 per table, maximum two.

6. How can I get to the Conference?

Details for public transportation and driving are available on the website, www.chicago-scots.org

7. Where will I stay?

Queen Margaret University has made available on campus modern student accommodation at very attractive rates. The University's Green Campus was opened only last year. Rooms are ensuite, attractive and functional with recreational area and small kitchen and laundry facilities close at hand. On site parking is also available. Reservations should be made directly with the University, see registration form.

8. What is the purpose of the Exhibition Hall and where is it? How much does it cost to exhibit?

Space in the Exhibition Hall will be available to attendees wishing to promote the organization they represent to fellow attendees. The Exhibition Hall will open at 8a.m. and close at 6p.m. on the day of the Conference. To the extent practical, the assigned table(s) should be staffed throughout the day so that visitors' questions can be addressed. It is suggested that when not staffed visitors are offered an opportunity to sign a visitors log so that their interest can be recorded and pursued later.

The Exhibition Hall will be located on the floor adjacent to the Large Lecture Theatre. Attendees will be available to reserve a maximum of two tables (4ft. x 6ft). Three chairs will be provided with each table. WiFi access will be provided by the University at a cost of £11.50 per day per computer. To arrange WiFi access exhibitors should note their request on the Registration Form. Tables in the Exhibition Hall will cost £25 per table.

9. Can Materials to be used in the Exhibition Hall be sent in advance?

Queen Margaret University has graciously agreed to accept delivery of promotional material in advance of the Conference. Materials should be sent to the address provided below. However, as the University has limited storage space exhibitors should liaise with Liz Suttie prior to sending their materials.

Promotional materials should be shipped as follows:

Attention of Liz Suttie

Residences Office

Student Residences

Block A

Queen Margaret University, Edinburgh

Musselburgh

East Lothian

EH21 6UD

Telephone: QMU 0131 474 0000

Email: lsuttie@qmu.ac.uk

10. Can I use my computer while at the Conference?

Yes. Queen Margaret University will provide a WiFi connection. The cost is £11.50 per connection. The University will require full name, and email address one week in advance of the intended use in order to provide access.

11. What is the Diaspora Tapestry Commemorative Gift? How do I get involved?

“Diaspora Tapestry Commemorative Gift” – David Weir, President of Dovecot Studios, an Edinburgh based tapestry weaving studio, will speak to the international initiative for a Diaspora supported commissioning of a tapestry to commemorate “Homecoming Scotland” for presentation to the Scottish Parliament.

The tapestry, to be designed by a well respected Scottish artist of international stature and hung in a publicly accessible space in the Scottish Parliament Building, will be woven by internationally acclaimed Dovecot Studios. The principle of such a gift has been accepted by the Parliament. A particularly positive outcome of the Gift will be the illustrative, interpretive and educational material associated with this project. Developed for a number of different audiences, the material will further articulate the message of Scotland’s contribution to the world reinforcing a sense of pride in succeeding generations of Scots as well as enhancing the collective understanding of the mark that Scots and their descendants have made, and continue to make, around the world.

12. Comments from the Scottish North American Leadership Conferences:

It is my first time here. I think the most refreshing thing is that people are free to express what they think. There is a unique sense of belonging.

- It is helpful to hear about what is happening around the country and what works and what doesn’t.
- The key part of this Conference is the fellowship, which spawns unity and success.
- What I am finding is that we need to network.

- How do we have a successful Highland Games? How do we get sponsorship? We got an answer to these and a variety of other pressing questions.
- I got far more out of this Conference than I anticipated, particularly in the fundraising area.
- Each year I learn something new
- I will be back next year

13. Where can I find additional information as it becomes available?

You can follow developments as they become available at www.chicago-scots.org. You can also call 708.426.7130 or email to hslc@wwbcny.com or call 212.605.0338.