



PCA Educational Summit 2021

Session Descriptions

Session Type Color Key:

☆ **Inspiration:** Captivating keynote (“KWEENnote”) speakers and fireside chats with pillars of the LGBTQ+ community on inclusion, equity, allyship, intentional leadership and resilience.

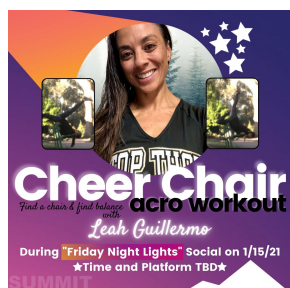
☆ **Education:** Enlightening subject matter experts, mostly from within the PCA community, on key topics relevant to the development, sustainability, and perpetuity of charitable cheerleading organizations. Also relevant to similar volunteer-powered nonprofits.

☆ **Perspiration:** Workouts, dances, cheers & contests. Smile & sweat with your PCA family!

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Friday



★ "Cheer Chair" Acro Workout

Time: 5:30–6:00pmPT | 8:30–9:00pmET

Leah Guillermo (she/her)

CHEER San Francisco

Description: After so much time inside last year, don't you want to move your body? This fun exercise is right up a cheerleader's alley: learn some new moves, challenge yourself, and maybe go upside-down! You will need some space to move and a folding chair (or bench or anything that you can play around on without moving). Have questions? We have photos!



★ Trivia with José

Time: 6:00–7:00pmPT | 9:00–10:00pmET

José Oviedo (he/him) Cheer DC

Description: José Oviedo of Cheer DC is back with another round of Trivia for PCA! Spend an hour of the "Friday Night Lights" social engaging in a battle of wits with your family of choice. Find a team of 2–5 buddies, register with PCA ahead of time (open until the day of), and Zoom in (Zoom link coming) for 5 rounds: General, Picture, Cheerleading, Music, and a SURPRISE! Your team captain will send results via Google Forms. The winning team will be announced that night. Gift basket of Tito's Handmade Vodka swag goes out to the winning team!

Saturday



☆ WERK Before Work

Time: 9:00–9:30amPT | 12:00–12:30pmET

Matt Adams (he/him) Alum of Cheer New York & CHEER San Francisco

Description: WERK before work on Saturday! Get ready for a Zumba-style dance party/workout with PCA Alum, Matt Adams, who will be live all the way from the Netherlands! A Zoom link will be available for this session. The Zoom will also be broadcast through Hopin.

Bio: Matt Adams (he/him), owner of Dance Sweat Smile who now lives in The Netherlands, was a member of Cheer New York 2003–2008 and CHEER San Francisco 2015–2016. His favorite PCA event was participating in Gay Games 7, Chicago in 2006. We can always count on Matt to remind us, “if you’re not having cheer sex with the crowd, are you even cheering?”



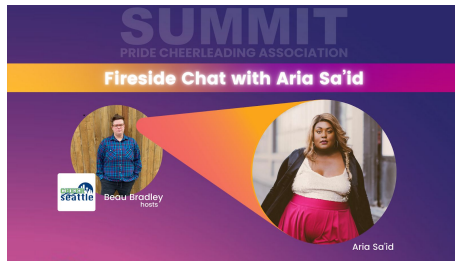
☆ Welcome to “Finding Our Why”

Time: 9:30amPT | 12:30pmPT

Kaitlyn Metscher (she/her) PCA Board

Colyn Fiendel-Milani (he/him) PCA Board

Description: PCA President, Kaitlyn Metscher, and PCA Board Director and Events Chair, Colyn Fiendel-Milani, make up the PCA Summit Planning Team. Together, they will welcome you all to the First Annual *Virtual* PCA Educational Summit and give you a primer on “Finding Our Why” by introducing PCA’s “why we do what we do.” This will lead into the opening Fireside Chat with Aria Sa’id, hosted by Beau Bradley.



☆ Fireside Chat with Aria Sa'id

Time: 9:30–10:30amPT | 12:30–1:30pmET

Beau Bradley (he/they) CHEER Seattle

Aria Sa'id (she/her) Transgender District SF;

Kween Culture Initiative

Description: PCA Host Beau Bradley interviews award winning guest, Aria Sa'id of San Francisco, CA. In a fireside chat style, Beau will release Aria's inner cheerleader, learning about Aria's journey and how it has evolved into her passion and purpose as a political strategist, transgender advocate, and the KWEEN of bringing equity, inclusion, visibility, and empowerment to marginalized communities through optimism and joy.

Bios:

Beau Bradley (he/they) is an emergency manager and podcast host who lives in Seattle, WA (Unceded land of the Duwamish), with their wife, two cats, leopard gecko and beta fish! Beau is a first season member of CHEER Seattle, who have become chosen family and before that cheered in middle and high school, many years ago! He has spent the last couple of years on a journey of self discovery which lead to the realization that they are Transgender. Through discovering other non-binary and trans individuals on social media and reading any related books and articles they could find, Beau realized he needed to share what he was learning, for whomever else was struggling without much representation. To this end, Beau started a podcast entitled Beau my God which released ten episodes in 2020, covering many topics related to the LGBTQIA+ community including how to determine biological sex, the history of pronouns, inclusive education and literature, queer and trans dating, and even published a holiday episode on family with special guests from CHEER Seattle! As a long time firefighter and EMT; community, respect and integrity, go a long way with Beau. You can find more about their journey on Beau my God, the podcast can be found on most podcast apps and there is also an accompanying personal Vlog on YouTube. Follow along on Facebook or Instagram @beaumygodpod.

Aria Sa'id (she/her) is an award winning transgender advocate and political strategist based in San Francisco. She is a founder and executive director of The Transgender District, the world's first legally recognized district of its kind; Founder of Black transgender women empowerment project Kween Culture Initiative, and both a Board member of the Women's Foundation of California, and an alum of it's acclaimed Women's Policy Institute fellowship program. In 2019, she was listed in the annual OUT100 which highlights 100 of the worlds influential LGBT leaders, and she is the youngest Black transgender woman recipient of Resolutions from the California legislature. In 2020, she was featured in Refinery29's annual "Black is the New Black Power List" as one of 8 Black women in America to watch. Her work has been featured in Harper's Bazaar, Forbes, Travel & Leisure, The Guardian, CNN, Huffington Post and more. To learn more about her work, visit her website at: www.ariasaid.com



☆ IGNITE With Inclusion

Time 10:30–11:30amPT | 1:30–2:30pmET

Sonali D'silva (she/her)

Equality Consulting (Adelaide, Australia)

Description: Leaders (and future leaders!) of PCA teams and likeminded nonprofit organizations are encouraged to attend and to IGNITE with inclusion. In one hour, Sonali D'silva from Adelaide, Australia raises self-awareness and curiosity to help leaders lead with inclusion, empathy, and accountability. This presentation will identify hurdles, recognize uniqueness, and reignite leaders with a focus on strengths. In this [video](#), Sonali explains that her customized presentation for PCA Summit purports to spur self-discovery to help your organization IGNITE with the kind of inclusive leadership that will create and sustain momentum!

Bio: "MY PURPOSE IS TO HELP LEADERS LEAD WITH INCLUSION, EMPATHY AND ACCOUNTABILITY." Sonali D'silva is a Leadership Development professional by education and experience. Her strengths lie in supporting team leaders to enhance their leadership skills in diverse, changing and challenging work environments. Sonali has 15+ years of experience working with global corporates in positions ranging from Group Manager to Associate Director of leadership development. Her work has taken her across several countries and Sonali has conducted more than 500 workshops around the world for a range of leaders across cultures and leadership levels. Her research and publications on topics of leadership development, leading with inclusion and empathy and team leadership are known around the world. Sonali is currently on the Board of Xlent Disability Services and also volunteers as a facilitator with Multicultural Communities Council of South Australia. Sonali also provides pro bono education to professional women who are aspiring to step up in their careers and need more training, insights and support to move ahead. Sonali regularly creates and provides short workshops to professional women.



☆ Build Belonging with Bylaws & Handbooks

Time: 11:30am–12:30pmPT | 1:30–2:30pmET

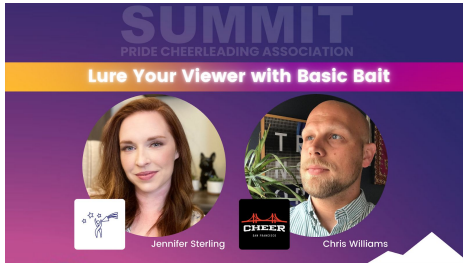
Kaitlyn Metscher (she/her)

PCA Board

Lindsay Miller (she/her)

CHEER Colorado

Description: This session is for both developing teams and current teams to create or improve upon their handbooks and bylaws. Discover how to decide what should be in bylaws or handbooks. Deep dive into making a handbook that is consistent with your brand's values, and why "one-size-fits-all" is not the best approach for your members. Learn when a team should revisit/revise their handbooks and most importantly: What are the key considerations that build belonging within your handbook and team.



☆ Lure Your Viewer With Basic Bait

Time: 11:30am-12:30pmPT | 1:30-2:30pmET

Jennifer Sterling (she/her)

PCA Marketing

Chris Williams (he/him)

CHEER San Francisco

Description: This course is for anyone - techy or not - who now finds themselves contributing to the development, design, creation, editing or updating of digital visual marketing materials for their Team or org. This course is just as much someone with marketing/design/creative background as it is for a novice. COVID has changed how we - athletes, performers, activists - communicate with our community. While visuals have *always* been a part of how cheerleaders - and most humans - lure their viewers into effective communication (e.g., the "pom pom" is our attention getter), the pandemic has forced us to almost entirely replace in-person communication (which our performers are SO GOOD AT) with digital communication. When something is on a screen, what does the audience see, what do they pay attention to, what information do they process and remember, and what does it compel them to do? Today, you'll tackle the basics of visual cognition with Jenn and Chris. Learn the basic bait you need to lure your digital viewer; dive into the process of crafting the right bait for what you want to catch.



☆ Athletes & Inclusion Panel

Time: 12:30-2:00pmPT | 3:30-5:00pmET

Beau Bradley (he/they) from CHEER Seattle Hosts:

Molly Lenore (Flag Football), Kenrick Ross (Tennis), Reggie Snowden (Track & Field) & Hudson Taylor (Wrestling)

Description: PCA Host Beau Bradley brings four very different humans together in one powerhouse panel with this in common: each panelist is a legend and a leader in their sport, and each has a compelling story to tell to demonstrate the importance of inclusion, equity, diversity, and allyship in LGBTQ+ athletics.

Athletes & Inclusion Panel Bios:

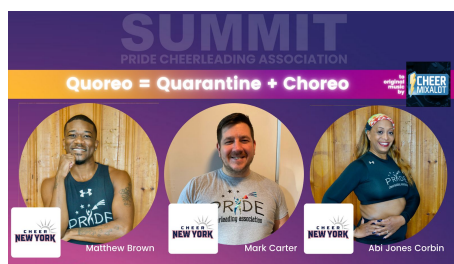
Beau Bradley (he/they) is an emergency manager and podcast host who lives in Seattle, WA (Unceded land of the Duwamish), with their wife, two cats, leopard gecko and beta fish! Beau is a first season member of CHEER Seattle, who have become chosen family and before that cheered in middle and high school, many years ago! He has spent the last couple of years on a journey of self discovery which lead to the realization that they are Transgender. Through discovering other non-binary and trans individuals on social media and reading any related books and articles they could find, Beau realized he needed to share what he was learning, for whomever else was struggling without much representation. To this end, Beau started a podcast entitled Beau my God which released ten episodes in 2020, covering many topics related to the LGBTQIA+ community including how to determine biological sex, the history of pronouns, inclusive education and literature, queer and trans dating, and even published a holiday episode on family with special guests from CHEER Seattle! As a long time firefighter and EMT; community, respect and integrity, go a long way with Beau. You can find more about their journey on Beau my God, the podcast can be found on most podcast apps and there is also an accompanying personal Vlog on YouTube. Follow along on Facebook or Instagram @beaumygodpod.

Molly Lenore (she/her): Molly Lenore became known to PCA when PCA won the "Molly Lenore Inspiring Athlete of the Year Award" at the Compete Sports Diversity Awards in January, 2020. Molly was Compete's inaugural "Inspiring Athlete of the Year," when this award was created in 2012, for her legendary contributions to the world of LGBTQ+ Flag Football. The award has since been renamed for her. In her professional life, Molly is co-founder and President of Moey Inc., a company devoted to the development of exhibits at the intersection of art, science, technology, design and education. Molly specializes in conceptual design and creation of media installations and interactive public spaces. Her work, which is both artistic and educational, strives to make content engaging, comprehensible and immersive. A current project that gives her much pride is Marsha P Johnson State Park which is set to open in Brooklyn, NY next June. She has developed and designed work for public spaces, museums, art galleries and fellow artists. She also has experience working in the world of interactive television, film and games. Much of her recent work explores and experiments with the expected parameters of large-scale crowd interaction. With the vision of an artist and the sensitivity of a storyteller, Molly is able to use cutting edge technology to ensure that the content of any given project is always featured and never overshadowed. She has been recognized and has won numerous international awards for her work. For eight years Molly held the position of senior new technology artist with The American Museum of Natural History in New York City. Molly has also been a guest lecturer at the Harvard Graduate School of Design, New York University, Virginia Tech, Pratt Institute, University of Indianapolis, Columbia University, the New York Medical College, Parsons School of Design and the Academy of Art College in San Francisco. She has been invited to speak at conferences and gatherings, including SIGGRAPH, ExhibitorLive, The Museum Computer Network and Ozone.

Kenrick Ross (he/him): For the past 15 years, Kenrick Ross has had the honor of building and scaling programs and organizations in areas he is deeply passionate about, such as social impact and entrepreneurship; urban policy; intersectional diversity, inclusion, and equity; and inclusive sports. He has held senior management roles across functions, including as an executive director, and at the director-level in program design and management; professional and organizational development; fundraising; compliance; and operations. He has also founded several organizations, made two short films; spoken at 20+ conferences (planned and chaired a few, too); and served on a dozen boards, while playing as much tennis as possible. He currently leads Main Street Alliance New Jersey, organizing small business owners on progressive policy; and Urban&Out, a social impact organization I founded in 2011 that builds community, capacity, and social capital for LGBTQ professionals and leadership of color. In past roles, he has served as the first full-time Executive Director of the Indo-Caribbean Alliance; Director of Education, Career Services, and Community at the YWCA of Queens; Director of Professional Development and Quality Assurance for The Leaguers, Inc; Manager of the Small Business Support Project at Brooklyn A; and development officer at Diaspora Community Services. Kenrick co-produced "Queens At Court", a short documentary on amateur LGBTQ tennis which screened at US and Canadian professional tennis tournaments, and he has played 70+ amateur tennis tournaments, including Gay Games 2010 (Cologne) and 2014 (Cleveland). Kenrick was born in Guyana, raised in the NYC area, and currently lives in Newark, NJ. He holds a BA in Politics from New York University, and an MS in Urban Policy and Leadership from CUNY-Hunter College.

Reggie Snowden (he/him): Reggie has always been an athlete, playing soccer, bowling, volleyball, football and track and field. By the time he got to high school, he experienced the biggest success on the track. He held numerous records and was All American his senior year and ran one of the top 12 times in the United States in the 110 Hurdles. He trained as a decathlete his last two years and developed the endurance needed to excel in numerous events on the track. He had the opportunity to run for an Olympic coach after high school. After a femur fracture and year long recovery, he was coached back to win multiple events including his specialty, the 110m hurdles. He attended Yuba Community College and Chico State University, where he experienced more success on the track but also played more volleyball, tennis, bowling, pickle ball and even a sport called walleyball. After college, Reggie moved to San Francisco and first heard of Gay Games in 1993. So, he joined the SF track and field club and participated in his first Gay Games in New York in 1994. He will never forget the feeling of walking into closing ceremonies at Yankee Stadium and seeing a packed stadium. At that point, he made a commitment to always support the Games and promote involvement. He joined SF Frontrunners in 1999 and has been in office numerous times as President, Vice President and Race Director. He hosted a weekly run for over a decade and remains active in the club today. As for running, he continued to compete in US Masters Track and Field, winning a couple of National titles in the indoor Pentathlon at the US Indoor Masters Championships and a few bronze medals at the US Masters Outdoor Championships. He was an International Frontrunners's delegate to GLISA, (Gay, Lesbian, International Sports Association) and Team San Francisco delegate to the Federation of Gay Games, and is currently the Co Officer of Sport working with all sports. Also currently he is the Team San Francisco President trying to keep all LGBTQ+ sports clubs together.

Hudson Taylor (he/him): Hudson Taylor is the founder and Executive Director of Athlete Ally, a nonprofit organization working to dismantle the systems of oppression that isolate, exclude and endanger LGBTQI+ people. Under Taylor's leadership, Athlete Ally educates athletic communities at all levels — sport governing bodies, teams, and individual athletes — to understand obstacles to inclusion for LGBTQI+ people in sports and how they can build inclusive communities on their teams or within their organizations. This includes launching Champions of Inclusion, an online curriculum providing coaches and athletic departments with education and resources around critical issues facing LGBTQI+ athletes and tools for creating an inclusive environment for all. In addition, Athlete Ally works to ensure athletic communities' policies are as LGBTQI+ inclusive as they should be. Under Taylor's stewardship, Athlete Ally works closely with teams and institutions to develop clear and accessible policies around LGBTQI+ inclusion. In 2013, Taylor co-authored the NCAA's first-ever handbook for college athletes, coaches and administrators providing recommendations, instructions and guidelines around best practices and policies for creating LGBTQIA+ inclusive athletic cultures. More recently, the organization launched the Athletic Equality Index (AEI) to measure LGBTQI+ inclusion policies and practices in college athletics. Taylor is also a powerful public speaker, sharing his story of allyship and advocacy both in and through sports.



★ Quoreo = Quarantine + Choreo

Time: 2:30–4:30pmPT | 5:30–7:30pm ET

Choreography by Matthew Brown, Mark Carter & Abi Jones Corbin

Instruction by Cheer New York

Original Music by CheerMixALot

Description: Let's do the social dis-DANCE together! Five 8 counts of yazzzz choreographed by three fabulous Cheer New York choreographers. Original music by CheerMixALot. No matter your cheerleading and dance experience, you'll be able to learn the choreography from experienced Cheer New York instructors in this two hour block of fun!



☆ Coaching Tips & Tricks

Time: 2:30–3:30pmPT | 5:30–6:30pmET

Kim Indelicato (she/her)	Cheer Los Angeles
Nam Nguyen (he/him)	Cheer DC
Brittany Trammel (she/her)	CHEER San Francisco
Colyn Fiendel-Milani (he/him)	PCA Board/Cheer New York

Description: How many of you have coached cheerleading before? How many of you have been in a supervisor role? Have you ever (by nature of your position) been the first face and voice outsiders are met with? All of these questions take on a new meaning when you ask them about a charitable cheerleading organization.

As everyone who has ever been a part of one knows, charitable cheerleading teams have no parallel in the world. Adult volunteers who want to give back, are willing to get a bruise or two, and sometimes want to act like big kids are NOT necessarily a dime a dozen. Coaching and leading these incredible, energetic, and zany humans is not something you can learn anywhere else. Listen to four coaches who have been a part of their organizations for some time discuss their experiences, similarities and differences. Every city is different. Every team is different. But some things are the same no matter where you go. Whether you are a veteran leader, a newer coach, or a new member who hopes to one day step into a leadership role, this session is not to be missed.



☆ Music Licensing: Copyright vs. Copywrong

Time: 2:30–3:00pmPT | 5:30–6:00pmET

Mike Vandermause (he/him)	Cheer New York
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Description: Wondering how to avoid getting your videos muted? Have you been hesitant about music choices due to legal concerns? (If not, you probably should've been!) Mike Vandermause leads a very informative session that will quickly demystify some of these complex copyright issues and give you the tools to make music decisions that best serve your team.



★ Getting Your (Brand) House In Order:

Solidifying your team's vision, mission, values, and voice to help your organization grow with authenticity

Time: 2:30–3:30pmPT | 5:30–6:30pmET

Malaea Relampagos

Cheer New York

Rachelle DiGregorio

Cheer New York Volunteer Consultant

Description: What do we stand for? What makes us unique? How do we want to present ourselves? How do (or don't) our activities align with our values? How are we going to change the world? A brand house can help your organization illuminate the answers to these questions. After an incredibly inspiring workshop led by Rachelle DiGregorio, Cheer New York's Malaea Relampagos was able to lead her team through a season-long rebranding process guided by their "brand house." More than informing any new logo, font, or uniform design, creating a brand house will inspire new ideas and creativity as well as inform many of your decisions and directives as a charitable cheerleading team.

Rachelle DiGregorio is a digital strategist and researcher in NYC, working with companies like The New York Times, The Michael J. Fox Foundation, and Conde Nast.

Malaea Relampagos is an Associate Creative Director at Becca Cosmetics, part of The Estée Lauder Companies Inc. Malaea is also the Marketing Director of Cheer New York and a veteran member of the team for over 7 years.



★ Make Media Magic FOR FREE

Time: 3:00–4:00pmPT | 6:00–7:00pmET

Elvera Gurevich (she/her)

CHEER Philadelphia

Sara Toogood (she/her)

PCA Board

Description: Canva and iMovie and YouTube, OH MY! Elvera Gurevich and Sara Toogood of the PCA Social Media Team will show you how to create eye-popping images, attractive animations, and vibrant videos... FOR FREE! Your 501(c)(3) status is your ticket to apps and upgrades that you might not be aware of. Let us open your eyes to three FREE programs out there and teach you a trick or two that will skyrocket your skills in no time. This course will have some interactive components, too! Attendees will get to throw their ideas into the communal creative cauldron and participate in the hocus pocus. So, bring your mood music, fun photos, color palette inspo, video clips, and appropriate permissions, of course, and together we will

make media magic! Who should attend this course? Anyone on a PCA Team (or similar LGBTQ sports team or small budget nonprofit org) who creates – or is interested in learning how to create – digital visuals (images and video). Everything we will be teaching is on applications that are FREE (or free to nonprofits if you apply).



☆ Equitable Coaching

Time: 3:30–4:30pmPT | 6:30–7:30pmET

Matthew Brown (he/him) Cheer New York

Abi Jones Corbin (she/her)

Cheer New York

Colyn Fiendel-Milani (he/him)

PCA Board

Description It is the job of the coach to not only lead and guide, but to also ensure that every member feels empowered. Are you looking at representation? Are you thinking about how your decisions affect the culture of the team? Do you put your feelings aside to be a strong leader, or do you show your vulnerability? The team wants to be seen and heard, and coaches are the eyes and ears. Those same eyes and ears need to be looking with an equitable lens, and leading by example and honesty which can include some tough conversations. Join in a discussion with the current coaching staff of Cheer New York, Colyn, Matthew and Abi. Three different coaches from three different backgrounds on the same coaching staff share their thoughts and experiences on coaching, and what makes equitable coaching. How do you approach coaching adult volunteers that have all of life's weight with them, as do you? It all begins, with an honest conversation.....

Bios:

Colyn Fiendel-Milani, Matthew Brown & Abi Jones Corbin have been the athletics staff at Cheer New York since January 2019.

Abi grew up in Queens, NY and was a high school athlete. She started and developed the high school cheer program at her daughter's high school.

Matthew grew up in South Carolina cheering and dancing from a very young age. He has coached and worked within the cheer community his entire adulthood.

Colyn both cheered and coached in the high school and all-star worlds . At this point his longest cheer affiliation has been as a charitable cheerleader, joining Cheer New York in 2009 and coaching since 2013.



★ G Suite: Move In. Stay Awhile.

Time: 3:30–4:30pmPT | 6:30–7:30pmET

Anthony Chavira (he/him)

CHEER San Francisco

Kaitlyn Metscher (she/her)

PCA Board

Description: New and existing team administrative/IT leaders will benefit from this session. Learn how to apply for ALL of Google's products for FREE. Discover what types of emails should be created for your organization. Keep your team's legal and administrative documents organized and reachable by anyone on leadership; or learn about sharing preferences and how/when to restrict access. Find FREE MONEY from Google, how/where to apply for Google Ad Grants, and so much more.



★ Don't Be "Facebook Clueless"

Time: 4:00–4:30pmPT | 7:00–7:30pmET

Camille Cobbs (she/her)

PCA Marketing

Description: Feeling clueless when it comes to Facebook these days? Feeling so lost and so last season? Freshen it up! Put on your most capable looking outfit and take a lesson from Camille Cobbs (Capital Cheer Elite Storm Alum; PCA Social Media Team). Learn how to create a top tier public-facing Facebook Page for your organization that fans will visit again and again (a.k.a., not sporadically). Finish it off with the latest in strategic fundraising by creating ads and boosting content the smart way. Just as fashion goes hand in hand with function, what your page looks like and how well it works go together like Dion and Cher. It sounds way harsh, but a Monet of a Facebook page can spend tons of money and not really get anywhere. So, ditch the old fundraising tactics, get smarter and more efficient with your resources, and fall totally, butt-crazy in love with these Facebook optimization and fundraising tips & tricks from Camille!



★ We Said "Perspiration"

Time: 4:30–5:00pmPT | 7:30–8:00pmET

Colyn Fiendel-Milani (he/him) PCA Board

Description: Come move your body and work up a sweat after a full day 1. This quick 30 minute session is designed to move a bit like yoga, work your muscles like a strength class, let you feel the beat like a dancer and lose your breath like a cheerleader! Focusing on some target areas that only things like cheering can hit, this workout requires only an open space to move and something weighted to hold. Hand weights, soup cans, wine bottles, vodka bottles..... Dealers choice! After working the mind, finish the day by working out the rest!

Sunday



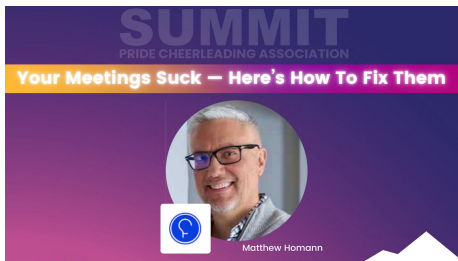
★ Namaste Sunday

Time: 10:00–10:30amPT | 1:00–1:30pmET

Salvador Tovar (he/him)

CHEER San Francisco

Description: Center your chi-eeleader self with a yoga-inspired workout on Sunday before Summit Day 2 courses begin. Find your “why,” whether it be mentally or upside-down in a straddle headstand (Y). Workout choreographed and inspired by Jodie Mashburn of Cheer Los Angeles and Sal Tovar of CHEER San Francisco.



★ Your Meetings Suck – Here’s How To Fix Them

Time: 10:30–11:30amPT | 1:30–2:30pmET

Matt Homann (he/him)

Filament LLC

Description: Matt Homann, Filament LLC, is a meetings and events genius. He and his team at The Filament have a simple mission: to build better meetings. And they do it. Over and over again, their meetings and events are top rated. They help people think differently and they get RESULTS! How do they do it? Join and find out!

Bio: Matt has suffered from “Idea Surplus Disorder” as long as he can remember. He has a natural knack for helping really smart people think, meet and learn together better. An accomplished keynote speaker and creative facilitator, Matt has worked with legal, accounting, financial services, nonprofit, and healthcare professionals around the world, as well as with executives from companies like McDonald’s, HP, IBM, British Petroleum, Nokia, DuPont and the US Military. In his previous life as a lawyer (don’t hold that against him), he earned a reputation as a tireless advocate for legal innovation, alternative fees, and client-focused service. He was named one of the 50 most innovative people in law by Fastcase, a “Legal Rebel” by the American Bar Association, and is a fellow of the College of Law Practice Management. Matt is also the founder and former CEO of Invisible Girlfriend and Invisible Boyfriend, a startup that pioneered virtual companionship and that was featured on The Today Show. Matt lives in St. Louis with his wife, Jessica and daughter, Grace.



☆ Intentional & Actionable Online Fundraising

Time: 10:30–11:30amPT | 1:30–2:30pmET

Nguyen Pham (he/him) CHEER San Francisco

Meghan Gary (she/her) CHEER Philadelphia

Jennay Golden (she/her) CHEER San Francisco

Description: Our PCA Teams place fundraising first, cheerleading second. The image of a PCA Cheerleader with a bucket in hand is iconic, but a bit anachronistic. Online fundraising and developing corporate partnerships is where we're at! Nguyen Pham of CHEER San Francisco will be talking about making intentional choices in partnerships. Learn how to tell if a potential partner company is aligned with your mission and values. But, narrowing down that list does NOT narrow down your revenue options. Learn about crowdfunding platforms from the next presenter, Meghan Gary of CHEER Philadelphia. Meghan will demystify "crowdfunding," explain what these platforms are and how to rule some out immediately and make a good choice for your team, audience demographic, and budget. Once you've made intentional choices, how do you activate your volunteers? Jennay Golden from CHEER San Francisco will bring it all home. She will give a walk through of how CHEER San Francisco got their volunteers to be excited and dedicated to their use of Classy.org for their Holiday Cheer fundraiser.



☆ Allyship: Coming In Ace

Time: 11:30am–12:30pmPT | 1:30–2:30pmET

Kenrick Ross (he/him) LGBTQ Tennis
Urban&Out

Description: Kenrick Ross, a self-proclaimed "LGBTQ+ Tennis Evangelist" motivates you to meet people where they are. His career has focused, holistically, on helping organizations to be more effective, inclusive, and accountable. His career has focused, holistically, on helping organizations to be more effective, inclusive, and accountable, and in so being, better able to serve and empower under-resourced communities. This has given him deep expertise, and a definite perspective, on issues around organizational and workplace development, learning, and leadership. Kenrick's passion is LGBTQ+ Tennis and he cannot wait to engage with PCA's LGBTQ+ and Ally family. (Bio above in "Athletes & Inclusion Panel")



☆ Safeguarding The Jewels: Finance 101

Time: 12:30–1:30pmPT | 3:30–4:30pmET

Mark Hedelund (he/him) CHEER Seattle & PCA Treasurer

Description: Welcome to the brain of someone who has had a LOT of experience "safeguarding the jewels" within volunteer nonprofits in the LGBTQ+ community. In organizations like PCA Teams, volunteers might suddenly find themselves elected Treasurer without really knowing what is going to be asked of them and what they should be asking of others on the Board. The glossary of terms is mystifying. The stakes are high. The history is muddled and the future is in your hands. If you've felt this way, come hear from someone who has experienced critical moments in developing nonprofits and learn how to set yourself up for sustainability, sanity, and success.



☆ Secretaries: Find Your "Suite" Spot

Time: 12:30–1:30pmPT | 3:30–4:30pmET

Jardin Leleux (she/her) CHEER Seattle

Sara Toogood (she/her) PCA Board

Description: Bring all your devices... and your appetite for something freakin' sweet: G Suite! CHEER Seattle Secretary, Jardin Leleux, and PCA Secretary, Sara Toogood, want to tickle the – taste buds – and draw in current Secretaries, prospective Secretaries, and skeptics who find Secretary to be the most bland and lackluster role. This is not the shortbread cookie, folx. This is the whole dessert bar. We will do a cursory look at all of the Google Suite apps (Admin, Gmail, Drive, Calendar, Sheets, Docs, Slides, Photos Youtube) and dive deeper into the ones we use often and show you how we use them. We'll open up the "Good & Plentys" we've experienced as Secretaries, you know, things we would never have expected to be so bad until we tried them. We will close with a reminder of what is absolutely necessary to be a dutiful Secretary for a nonprofit (the rest is icing).



☆ Quoreo = Quarantine + Choreo (Review)

Time: 12:30-1:30pmPT | 3:30-4:30pmET

Instructed by Cheer New York

Description: Come get a quick review of the PCA 2021 dance taught on Saturday!



☆ Emotional Intelligence and Its Influence On Team Culture

Time: 2:00-3:00pmPT | 5:00-6:00pmET

Luke Jackson (he/him) PCA Board

Description: Emotional intelligence is a key ingredient in an effective leader. Empathy, courage, relationship building, and character are aspects of leadership which allow one to develop highly effective and congruent teams. Learn about the crucial aspect of emotional intelligence and how to utilize these soft skills in everyday life.



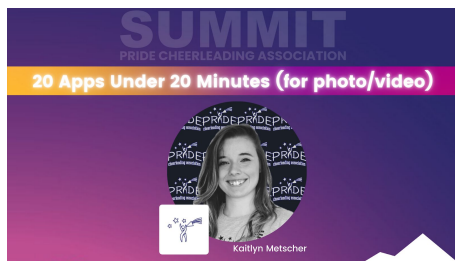
☆ Learn the 2021 PCA Cheer

Time: 2:00-3:00pmPT | 5:00-6:00pmET

Kendall Wharry (she/her) Capital Cheer Elite Storm

Alex Romo (he/him) Capital Cheer Elite Storm

Description: P-C-A! 2021 is here and we're starting fresh with a new cheer. With every year, more and more teams attend events together and create more video content as a group. More joint material is always helpful! Avoid the worry and FOMO, learn from Wharry and Romo!



☆ 20 Apps Under 20 Minutes (for photo/video)

Time: 2:00–3:00pmPT | 5:00–6:00pmET

Kaitlyn Metscher (she/her)

PCA Board

Description: Need to up your social media game, but you're short on TIME and you've only got a DIME? This is the course for you! PCA Social Media Team has prepared a list of 20 FREE (or really cheap) apps that are great for creating graphics, editing photos, and making videos. They use all of these routinely on a variety of devices. PCA's President Kaitlyn Metscher will give you a brief overview of 20 recommended apps in 20 minutes! Bring your device, download while you're in session, and give them a whirl while Kaitlyn is there to troubleshoot!



☆ United: Become Intentional Changemakers

Time: 3:00–4:00pmPT | 6:00–7:00pmET

Sera Fernando (she/her/siya)

Silicon Valley Pride

Description: The closing address of the First Annual PCA Educational Summit will be delivered by none other than Sera Fernando. A lifelong advocate, private consultant, Pride Board Director, and county public official Sera Fernando's storytelling and Q&A will inspire you to become an intentional changemaker for marginalized communities with authenticity and commitment.

Bio: Sera Fernando is a Senior Management Analyst for the Santa Clara County Office of LGBTQ Affairs. As an independent D&I communications consultant and social activist, she also serves as Chief Diversity Officer for Silicon Valley Pride, Board of Governor for the Human Rights Campaign Bay Area, Councilmember for Women's Equality 2020, and proud Microsoft GLEAM ERG alumni. Sera leverages her platform in advocating for queer, transgender intersectionality and social justice, speaking at multiple companies and community based organizations, driving home the importance of equity and lifting up the voice of LGBTQ+ storytellers worldwide. When she's not involved in community events and collaborations, you can catch her locally finding the next foodie destination, critiquing a multitude of coffee and milk tea spots, shopping for manga in cosplay, or posing and sharing her plant life on Instagram.



★ Closing Party

Time: 4:00–4:30pmPT | 7:00–7:30pmET

"Carrie Oakie" (Michael Worley)

CHEER San Francisco Alum

David Wacker & Ernie Barrera

Cheer Austin

Description: Dragshow, BINGO, Prizes, and Awards! Carrie Oakie (CHEER SF Alum Michael Worley) performs a crowd-sourced favorite number. Two terrific Texans, David Wacker and Ernie Barrera of Cheer Austin, are your callers for Summit Speaker BINGO. Winners win FREE PCA UNIFORM TOPS! And we will finish it off with informal Awards for our inaugural Summit presenters.