



INTRODUCING KEYNOTE SPEAKER FOR 2021 TACCF VIRTUAL CONFERENCE MAGIE COOK

Magie, whose birth name is Magdalena De La Cruz Cook Garcia, is a Latino businesswoman who was born in an orphanage in Mexico. She grew up in poverty along with 68 brothers and sisters. She missed her opportunity to play basketball for the Mexican National team because she broke her collarbone. Shortly after she immigrated to the US on a basketball scholarship at the University of Charleston.

After obtaining her college degree, and not being able to find a job, Magie became homeless and lived on the streets. When someone recognized her, she was given a place to stay. A few weeks later, she entered a Fresh Salsa competition for the State of West Virginia and won unanimously. At this event, she was given \$800 to start her business.

Not knowing anything about business and with perseverance, she created Maggie's All-Natural Fresh Salsa's & Dips, a company that grew into a multi-million-dollar business within 4 years and distributed products across 38 states to major supermarkets such as Wal-Mart, Sam's Club, Whole Foods and many more. At the height of her success in 2015, **Maggie's Salsa sold to Campbell's Soup**. Shortly after, she went back to Mexico and rescued 31 orphaned children from a drug cartel.

As a CEO, Magie shares her unconventional and unique techniques that made her super successful in life and in business. She was given a Nobel Entrepreneurial Prize in Mexico, the Small Business Administration gave her the Young Entrepreneur of the Year Award, the University of Charleston Awarded her into the Hall of Fame, and West Virginia inducted her into their Generation Next, 40 under 40. Magie is a board member of AFIRE Pinellas, an organization that provides educational scholarships to kids with disabilities.

Magie's company has been mentioned and featured on the following news and Television Networks: CNN, Forbes, The Wall Street Journal, NBC, USA Today, The Washington Post, Fox News, Daystar, the



American Dream Television, The Shelby Report, Kiplinger, Executive Magazine, ABC, CBS, the show Ask Dr. Nandi, and has been featured in many more tv, radio shows, magazines and newspapers.

Magie is the author of the book *Mindful Success™ - How to use your mind to transform your life* (Amazon). She's also the founder of success workshops and a success masterminds for personal and professional development for individuals and companies. She founded a movement with an idea to solve the generational issue of human (sex) trafficking. In 2019, she began working with the AOF Hollywood Dreams International Film Festival to make a feature film about her story.

Website: www.magiecook.com •

Instagram: @MagieCook • YouTube: @MagieCook

Facebook: @MagieCook1 • Twitter: @MagieCook



INTRODUCING KEYNOTE SPEAKERS FOR 2021 TACCF VIRTUAL CONFERENCE NANCY JACKSON & JENNA GOODMAN



Nancy Jackson and Jenna Goodman bring a combined 30 years of fundraising experience and have personally raised over \$70 million for arts, education and environment as staff and volunteers.

Nancy founded an award-winning nonprofit that, in its first 6 months, received large grants from the top 5 funders in the field. Most recently, Nancy served as KU Endowment's AVP for Strategic Development, a role created specifically in recognition that cross-cutting initiatives and bold ideas are the future of philanthropy. She serves on several grantmaking boards in her phenomenal community of Lawrence, Kansas.

Jenna bought a drive-thru espresso shop while still in college. After a successful 5 years, she sold it and was recruited into fundraising at her alma mater, the University of Central Missouri. After UCM, she joined KU Endowment as a development director and, ultimately, Team Lead for the College of Liberal Arts & Sciences.

As **Generous Change**, Nancy and Jenna have led virtual and in-person workshops for universities, community foundations and nonprofits across the country. They are obsessed with providing fundraisers and volunteers tactical tools, simple, actionable strategies and fun, inspirational new ways to raise more money and change the world.



INTRODUCING KEYNOTE SPEAKER FOR 2021 TACCF VIRTUAL CONFERENCE LYNNE WESTER



We are thrilled to welcome Lynne Wester as a keynote speaker at the 2021 TACCF Virtual Conference! Whether you have attended one of Lynne's speaking engagements or not, you are in for a treat! One of the most sought after donor relations speakers in the world, she and her inspiring message have received rave reviews from across the globe.

Lynne strongly believes that donor relations is the key to unlocking fundraising success and that organizations must be as dedicated to the donor experience, or DX, as they are to the ask itself. Sometimes referred to as the Olivia Pope of fundraising, Lynne helps organizations when they need it the most – when crisis or opportunity arrive.

Lynne received her B.A. from the University of South Carolina, holds a Masters in Strategic Fundraising and Philanthropy from BayPath University, and proudly sports a DUCKtorate from the Disney Institute.