

Event program

West Michigan Non-Profit Technology & Innovation Summit 2026

Helping organizations leverage technology to create greater community impact.

Tuesday, Oct 13

8:00 am to 1:30 pm

The Pinnacle Center, Hudsonville, MI

Big ideas

Practical tools

Greater impact

Agenda

- 8:00 am** Registration, breakfast and technology showcase
- 8:45 am** **Welcome and opening remarks**
Michelle Van Dyke, Heart of West Michigan United Way; **Stephanie Calhoun**, Allegan County Community Foundation; **Kory Plockmeyer**, Lakeshore Nonprofit Alliance; **Catherine Ripley**, Symplicity Communications
- 9:00 am** **Opening keynote**
Top AI Tools for Nonprofits
 **Roberta McCarter**, Novus  **Chris Adomaitis**, Omilia
- 9:45 am** **Discussion**
The Mission Must Survive: MDR, cybersecurity best practices and protecting donor data
 **Patrick Hayes**, Third Wave Innovations
- 10:30 am** Networking break and technology showcase
- 11:00 am** **Keynote**
Digital Collaboration and Productivity Tools
 **Kristen Koenig**, RingCentral
- 11:45 am** **Breakout sessions**
Choose one of three rooms
- Main stage**
AI for Operations and Automation
 **Chris Adomaitis**
- Room 1**
Practical AI for Marketing and Fundraising
 **Matthew Burnell**
- Room 2**
AI Use Case and Technology Governance for Nonprofits
 **Roberta McCarter**
- 12:30 pm** **Closing session and working lunch**
Digital Transformation Roadmap
 **Catherine Ripley**, Symplicity  **Roberta McCarter**, Novus
- 1:15 pm** Technology showcase open
- 1:30 pm** Event concludes

Session details

9:00 am | Opening keynote

Top AI Tools for Nonprofits

Roberta McCarter, Novus Data Journeys, and Chris Adomaitis, Omilia

Discover a practical path from AI readiness to real-world impact. Learn how organizations can assess where they are, strengthen their data foundations and build a sustainable approach to AI adoption, then see nonprofit-focused examples that show how AI can save time, support staff and advance the mission.

9:45 am | Discussion

The Mission Must Survive: MDR, cybersecurity best practices and protecting donor data

Patrick Hayes, Third Wave Innovations

Nonprofits spend enormous energy protecting the people and communities they serve. But what happens when the organization itself is disrupted? A cyber event can begin with a compromised account or system and quickly become something much larger, affecting the organization's ability to operate and carry out its mission.

Patrick M. Hayes takes nonprofit leaders through the lifecycle of a cyber event, beginning with the risks that can be reduced before anything happens. Prevention only goes so far, especially as AI changes both the nature and speed of emerging threats. The real test comes when something gets through and the organization has to recognize what is happening, contain the damage and figure out how to recover. Cyber insurance becomes part of that story by helping address the financial consequences that can follow.

This is a conversation about being prepared for the reality that something will eventually go wrong, and making sure the organization can continue its mission when it does.

11:00 am | Keynote

Digital Collaboration and Productivity Tools

Kristen Koenig, RingCentral

Explore how nonprofits can move beyond basic AI tools and use intelligent communications to create real mission impact. Kristen Koenig of RingCentral shares practical ways to improve accessibility, automate routine work and help staff spend more time serving their communities, starting with one manageable workflow.

12:30 pm | Closing session and working lunch

Digital Transformation Roadmap

Catherine Ripley, Symplicity Communications, and Roberta McCarter, Novus Data Journeys

Catherine Ripley and Roberta McCarter share how nonprofits can build a realistic digital transformation roadmap aligned with their mission, resources and long-term goals. They'll explore how to assess current technology and data capabilities, identify the most valuable opportunities, set clear priorities and prepare teams for responsible AI adoption. Attendees leave with practical guidance for moving forward without trying to transform everything at once.

Presented in partnership by



Speakers



Roberta McCarter

Founder and CEO, Novus Data Journeys

9:00 am Opening keynote: Top AI Tools for Nonprofits

11:45 am Room 2: AI Use Case and Technology Governance

12:30 pm Closing: Digital Transformation Roadmap

Roberta brings more than 25 years of data leadership experience with Fortune 100 organizations. She helps organizations strengthen data governance, build trusted data foundations and prepare for AI through practical, people-centered strategies that turn complex information into confident decisions and measurable results.



Chris Adomaitis

Director of Global Pre-Sales, Omilia

9:00 am Opening keynote: Top AI Tools for Nonprofits

11:45 am Main stage: AI for Operations and Automation

Chris helps enterprises across banking, healthcare and BPO replace legacy IVR and contact-center systems with agentic, human-like AI service. He works closely with Omilia's partners and clients to turn ambitious AI ideas into practical, working deployments, and is known for straightforward, no-hype guidance on where automation genuinely helps customers and where it doesn't.



Patrick M. Hayes

Field CISO, Third Wave Innovations

9:45 am The Mission Must Survive

Patrick is an award-winning author, keynote speaker and cybersecurity executive with more than 30 years of experience helping organizations understand and manage technology and operational risk. His work focuses on business survivability and what happens when prevention isn't enough. Drawing on experience as a CISO, enterprise architect and executive advisor, he helps leaders connect cybersecurity, AI, recovery and cyber insurance to a larger goal: keeping their organizations operating when disruption threatens what matters most.



Kristen Koenig

GM, AI & Collaboration, RingCentral

11:00 am Keynote: Digital Collaboration and Productivity Tools

Kristen is a go-to-market and partnerships leader at RingCentral with extensive experience in enterprise technology, video communications and event solutions. Throughout her career, she has helped organizations build strategic partnerships, strengthen customer engagement and use technology to create more connected, impactful experiences.



Matthew Burnell

Founder and CEO, ClickBid

11:45 am Room 1: Practical AI for Marketing and Fundraising

Matthew founded ClickBid, an all-in-one event fundraising platform supporting thousands of nonprofit events each year. With two decades of nonprofit technology experience, he helps organizations modernize fundraising, strengthen donor engagement and confidently navigate innovations such as automation and artificial intelligence, always using technology to enhance human connection and help nonprofits make a greater impact in their communities.



Catherine Ripley

President and CEO, Symplicity Communications

8:45 am Welcome and opening remarks

12:30 pm Closing: Digital Transformation Roadmap

Catherine is a trailblazing entrepreneur, mentor and advocate for women in technology and business. Overcoming immense personal challenges, including homelessness as a young mother, she built a thriving career and founded Symplicity Communications at age 39, without prior entrepreneurial experience. Under her leadership the company has grown exponentially, securing landmark deals in the technology sector and nearly doubling revenue in the past year alone. A defining moment was moving Symplicity into the iconic space at 60 Monroe Center in Grand Rapids, a building that now bears the company's name.

Catherine serves as a Board Member for Inforum and on the Technology Council of West Michigan, and hosts the Symplicity Conversations podcast, amplifying the voices of women in tech.

Sponsors and partners

Presenting sponsors



Omilia

A global leader in conversational AI, helping organizations automate and improve customer interactions through intelligent voice and chat solutions.



Novus Data Journeys

A data strategy and consulting firm that helps organizations turn complex, disconnected information into trusted insights and prepare for AI adoption. Through readiness assessments, strategic roadmaps, governance and hands-on guidance, Novus helps teams strengthen their data foundations, make confident decisions and build sustainable capabilities for growth.



RingCentral

A global leader in AI-powered customer engagement, delivering an integrated platform for business phone, SMS, contact center, workforce engagement management, video collaboration and messaging, with intelligence at every phase of the conversation journey: before, during and after each human interaction.



Third Wave Innovations

Helps small and mid-sized organizations take control of cybersecurity in a way that directly impacts their bottom line, including lower insurance costs and better coverage. The result is simpler operations, stronger protection and a security program that pays for itself.

Contributing sponsor



ClickBid

An all-in-one event fundraising platform for nonprofits, supporting galas, golf tournaments, charity auctions and virtual events. Guests browse, bid and check out from their phones with no app download, and streamlined check-in, real-time bid tracking, secure payments and CRM integrations help nonprofits run smoother events and raise more for their missions.

Technology sponsors



CommandLink

Unifies internet, SD-WAN, security, hardware, monitoring, ticketing and support for all locations on one platform, so teams diagnose and resolve incidents faster. No tool hopping, vendor finger-pointing or guesswork: an easier way to manage a distributed network.



Comcast Business

Powers organizations of all sizes with advanced connectivity, networking, cybersecurity, mobility and technology solutions. Backed by the nation's largest, fastest reliable network and 24/7 support, Comcast Business helps organizations reduce complexity, improve performance and accelerate growth.



COEO

The problem isn't technology. It's the complexity that comes with it: too many providers, too many systems and too much finger-pointing when something goes wrong. COEO brings network, communications, security and managed IT together through one integrated platform, with full visibility and one team accountable for making it all work.



Sangoma Technologies

A global leader in AI-powered essential business communications (TSX: STC; Nasdaq: SANG). Built on Sangoma's own voice infrastructure, its cloud, hybrid and on-premises UC solutions are backed by networking, SIP trunking, wholesale voice and security, giving organizations one trusted provider for their communications needs.



Spectrotel

Provides end-to-end management of over-the-top communications applications across diverse internet connections, turning data from every level of the communications stack into actionable insights. Whether modernizing, optimizing resources or safeguarding infrastructure, Spectrotel is a dedicated partner for a future-proof network.

About Symplicity Communications



Symplicity Communications is a technology agency focused on real business results. We design and implement scalable solutions across customer experience, automation, cybersecurity and technology cost optimization, built to grow as your organization grows.

Our work goes beyond a transaction: we take time to understand each organization's needs, challenges and goals so we can tailor the right solution, support successful deployment and stay engaged over the long term.

Technology with purpose. People at the center.

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