

# From Surviving to Thriving

2010

## Basic and Advanced Governance Training Series

Basic Training Series begins February 3, 2010  
Advanced Training Series begins February 11, 2010

*Sponsored by:*  
Leadership Lorain County  
Community Outreach Program



**B**oards are responsible for governing and overseeing the affairs of nonprofit organizations. Finding the time to have meaningful discussions about governance and accountability practices can be challenging, however, the importance of such conversations cannot be overstated. Leadership Lorain County's **2010 Basic and Advanced Governance Training Series** will build knowledge among participants as they consider their collective responsibilities as board members and ways to strengthen governance and ethical decision-making practices among nonprofit boards of all shapes and sizes.

## Basic Governance Training Series

Back by popular demand, the 3-part Basic Series will benefit individuals who might be considering or are new to board service, nonprofit staff members, and/or interested community leaders. During these hands-on sessions, participants will acquire a clear understanding of the fundamentals of **"good governance"** by engaging in candid back-and-forth dialogue, panel presentations, and case studies presented by some of Lorain County's most experienced and dynamic speakers.

## Advanced Governance Training Series

**Want more . . . You got it!** The 3-part Advanced Series examines the concepts of **"good governance"** on a deeper and more strategic level. This series will benefit those who are a little more **"seasoned"** or just plain interested in gaining cumulative knowledge. Board members and staff must deepen their levels of trust and respect to find new ways to work together as TEAMS to ensure success. Veteran nonprofit board members, best-practice practitioners, and national experts will work with board members to develop a forward-thinking vision/attitude while staying true to mission.

The first session of the Advanced Series is sponsored by: The Community Foundation of Lorain County; The Nord Family Foundation; Nordson Corporation Foundation and The Stocker Foundation.

***A strong successful board is composed of committed and knowledgeable leaders.  
Make this a priority for your board members.***

### Who Should Attend?

- CEO's, Executive Directors
- Board Members and Committee Members
- Senior level staff
- Key managers
- Individuals who are new to the nonprofit sector through board membership or
- Individuals who may be business contacts who are interested in building their understanding, skills and contacts in the nonprofit sector
- Emerging community leaders
- Students of nonprofit/public administration educational programs



**Featured Speaker**  
**Susan Meier**, Vice President of Consulting and Training and Senior Governance Consultant



BoardSource Presents  
**"Harnessing the Power of Your Board"**  
 February 11, 2010  
 7:30am to 3:00pm

**S**usan Meier is vice president of consulting and training for BoardSource, and a BoardSource senior governance consultant. Susan is a proven nonprofit leader who has specialized in organizational capacity building, nonprofit governance, and nonprofit management throughout her 18 years of experience in the nonprofit sector. In her

capacity as a senior governance consultant, Susan has worked with a wide variety of organizations including Council on Foundations, Corporation for Public Broadcasting, Volunteers of America, Big Brothers Big Sisters, Association of Junior Leagues International, Girls Inc., NeighborWorks, and the Center for Excellence in Nonprofits, among others.

In her role as the vice president of consulting and training, Susan is responsible for overseeing the provision of consulting services and training programs to BoardSource clients throughout the country using both staff consultants and a pool of uniquely talented external consultants. These services and programs focus on a wide range of governance solutions and topics including board roles and responsibilities, the board/staff partnership, Governance as Leadership, fundraising, recruitment, and orientation of board members, board self assessment, and The Source: Twelve Principles of Governance that Power Exceptional Boards. Susan also oversees the provision of practitioner trainings for governance consultants to prepare them to work with nonprofits in their own communities.

Throughout her career, Susan's primary focus has been serving child and family mission oriented groups. Prior to joining BoardSource in 2004, Susan served as vice president, chapter services, for Prevent Child Abuse America, where she helped strengthen the organization's national chapter network by developing a state chapter credentialing program and a capacity building system. She also provided key leadership for an organizational assessment process that led to a restructuring of relationships within the network, and greater satisfaction among chapters. Susan has also worked with a wide variety of child development centers, local chapters of Special Olympics, and child abuse prevention organizations.

In addition, Susan has served on a number of boards of directors and currently serves as a board member of LemonAid Fund. She graduated cum laude from Ripon College.

## Basic Governance Training

### Part One: February 3, 2010 "Board Governance – Raising the Bar"

- Introduction to Governance Basics/Legal Issues
- **Linda Ashar**, Attorney at Law  
Wickens, Herzer, Panza, Cook and Batista and Co.
  - **Brian Frederick**, President/CEO  
Community Foundation of Lorain County

**Studio Theatre – Stocker Center**  
 7:30 am to 9:30 am – Continental Breakfast provided

Cost \$50.00

### Part Two: March 3, 2010 "Understanding and Protecting the Bottom Line"

- Accounting  
 Internal Controls  
 What's New with Numbers?
- **Michael S. Essenmacher**, CPA Barnes Wendling-CPAs Inc.

### "Working Together- A Day in the Life"

- Panel Discussion with your peers
- **Julie Chase-Morefield**, Executive Director  
Second Harvest Food Bank
  - **Tim McNeill**, CFO, Bettcher Industries  
(Finance Chair, Second Harvest Food Bank)

**Spitzer Conference Center**  
 7:30 am to 9:30 am – Continental Breakfast provided

Cost \$50.00

### Part Three: April 7, 2010 "Nonprofit Best Practices"

- Board Member Essentials  
 Governing vs. Volunteering  
 Effective Meeting Techniques/Chair Take Charge
- **Facilitator, Brian Frederick**, President/CEO  
Community Foundation of Lorain County  
Actual "Learning Scenarios" –  
The Best and the Worst Practices portrayed by actual CEO's and board members you know and admire.

**Spitzer Conference Center**  
 7:30 am to 9:30 am – Continental Breakfast provided

Cost \$50.00

## Advanced Governance Training

### Part One: February 11, 2010 "Harnessing the Power of Your Board"

- **Susan Meier**, VP of Consulting and Training and Senior Governance Consultant  
BoardSource

**Spitzer Conference Center**  
 7:30 am to 3:00 pm – Continental Breakfast and Buffet Lunch provided

No cost

*This session sponsored by: The Community Foundation of Lorain County; The Nord Family Foundation; Nordson Corporation Foundation and The Stocker Foundation.*

*We recommend that executive directors/CEO's and their board chairs attend this session as a team*

### Part Two: March 11, 2010 "Beneath the Surface"

- **Panel Presentation:** Committee Structure, Composition, and Leadership
- **Facilitated Round-Table Discussions**  
Board Officers ("So That's Why They do What They Do!")  
Board Chairs and CEO ("A Balancing Act and Strategic Partnership")  
Fundraising at its Best (Special Events and Capital Campaigns)

**Spitzer Conference Center**  
 7:30 am to 9:30 am – Continental Breakfast provided

Cost \$50.00

### Part Three: April 8, 2010 "Beyond Branding: How Communications Build Brands that People Love"

Learn about Positioning, Branding, Messaging, Communication Strategy (i.e., Traditional, Web, Social Media), and Integrated Marketing

- **Brian Sooy**, President, Sooy + Co.

**Spitzer Conference Center**  
 7:30 am to 9:30 am – Continental Breakfast provided

Cost \$50.00

**Yes, I want to attend.**

#### Basic Training Series:

- Entire series .....\$120.00
- LLC Society Members .....\$100.00

#### Advanced Training Series:

- February 11 Session .....No cost
- Entire series .....\$75.00
- LLC Society Members .....\$65.00

#### To attend all sessions of both Basic and Advanced Series:

- \$185.00     LLC Society Members .....\$160.00

#### Ways to Register:

- On-line at [www.leadershiploraincounty.com](http://www.leadershiploraincounty.com)
- By phone @ 440-366-4700
- By fax @ 440-366-4701
- By mail to LLC, 201 Burns Rd., Elyria, Ohio 44035
- By Credit card – If you are paying by credit card or would like to be invoiced, you may call or fax completed registration.

Type of Credit Card \_\_\_\_\_ Exp. Date \_\_\_\_\_

Credit Card # \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_  
 (As it appears on credit card)

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

E-mail Address \_\_\_\_\_

#### Please check all that apply

- Board Member     Board Officer     Senior Staff (reports to Board)
- Committee Member     Volunteer     LLC Society Member
- Student     Business Provider to Nonprofit Sector
- I am requesting a scholarship (Minimal number available)



201 Burns Road • Suite A  
 Elyria, Ohio 44035  
 Phone 440.366.4700  
 Fax 440.366.4701  
[llc@leadershiploraincounty.com](mailto:llc@leadershiploraincounty.com)  
[leadershiploraincounty.com](http://leadershiploraincounty.com)