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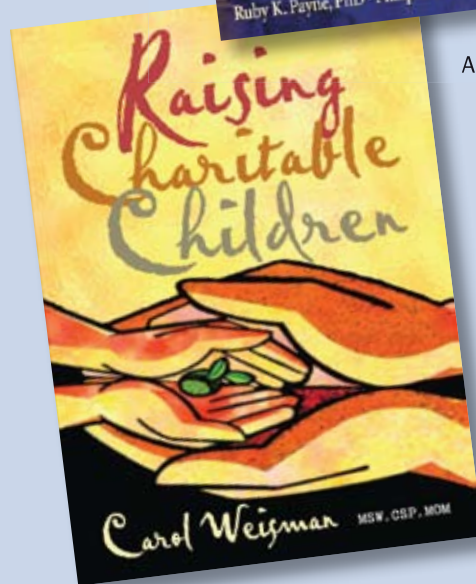
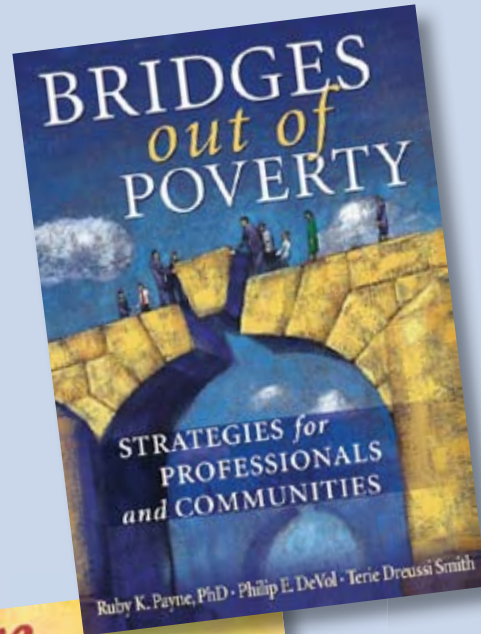


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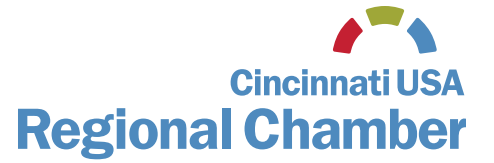
Your paid registration includes a copy of *Bridges Out of Poverty* by Ruby K. Payne, Ph.D., and *Raising Charitable Children* by Carol Weisman.



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## Leadership Cincinnati USA



Resource Development for Nonprofits

**April 1, 2008**

Millennium Hotel  
Downtown Cincinnati

7:45 a.m. – 1:30 p.m.

An exciting and enriching opportunity that could change your organization and the lives of the people it serves.

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## CONFERENCE SCHEDULE

Registration & Continental Breakfast..... 7:45 - 8:15 a.m.  
Opening Presentation ..... 8:15 – 9:00 a.m.  
**Ruby K. Payne, Ph.D.**  
Break ..... 9:00 – 9:15 a.m.  
Concurrent Presentations .. 9:15 – 10:15 a.m.  
Break ..... 10:15 – 10:30 a.m.  
Concurrent Presentations 10:30 – 11:30 a.m.  
Break ..... 11:30 – 12 NN  
Lunch and Presentation .....12 NN – 1:30 p.m.  
**Carol Weisman**

### Opening Presentation: Ruby K. Payne, Ph.D.



Ruby K. Payne, Ph.D., author, speaker, publisher, business owner and career educator, is an expert on the mindsets of economic classes and on crossing socioeconomic lines in education, work, and for social change. Dr. Payne's work stems from

more than 30 years of firsthand experience in the public schools, as department head, principal, and central office administrator of staff development. She became known for helping students from all economic backgrounds to achieve academic success.

She has written or co-authored more than a dozen books - with her foundational work, *A Framework for Understanding Poverty*, having sold over 1,000,000 copies. As founder and president of aha! Process, Inc., she has published more than a hundred books, materials, and audio-visual products. Dr. Payne presents a variety of workshops worldwide based on her book, *A Framework for Understanding Poverty*, together with her strategies for successfully raising student achievement and negotiating economic class barriers.

### Lunch Presentation: Carol Weisman



Carol Weisman, president of Board Builders, is an internationally known speaker, author, trainer and consultant who specializes in volunteerism, fundraising and governance. She has worked with a wide range of clients and has served on

29 boards, serving as president for seven.

Weisman is author of *Raising Charitable Children*, *Secrets of Successful Boards: The Best from the Nonprofit Pros*, *Build a Better Board in 30 Days: A Guide for Busy Trustees*, *Secrets of Successful Retreats*, and *Secrets of Successful Fundraising*, which is the first nonprofit management book ever to be selected by The Book of the Month Club.

She won a Telly Award for her PBS special "Building a Board with a Passion for Mission." Carol has a Master's Degree in Social Work from Washington University in St. Louis. Carol was a pediatric oncology and hematology social worker at St. Louis Children's Hospital and Children's Hospital National Medical Center.

## CONCURRENT PRESENTATIONS

### 1) Getting Past the 80-20 Rule: Involving Your Entire Board in Fundraising\*

**Presented by Carol Weisman**

A veteran trustee who has served 29 boards and been president of seven, Carol Weisman convinces us we can do the impossible – involve the entire board in fundraising. She reveals practical tools to inspire and motivate your board without literally lighting a fire under them.

\* recommended for board members

### 2) The Topic is Young Philanthropists

Do you suffer from young philanthropist envy? Do you turn green at the sight of other charities showing off their dedicated young philanthropists who have grown gray serving their organizations? Veteran fund raisers reveal the secrets of attracting the coveted young philanthropists.

**Panelists:** **Mike Boberg**, associate director, Fine Arts Fund; **Kevin Ghassomian**, member, Greenebaum Doll & McDonald PLLC ; **Bill Gioielli**, president & co-founder, WRG Associates; **Bleuzette Marshall**, director of development, University of Cincinnati Foundation

### 3) Report from the Field: Social Entrepreneurs Doing It Here

In the current environment of shrinking resources and increasing demands, many nonprofits struggle to make ends meet. Some nonprofits have decided to find new ways to generate revenue – social enterprises. Social enterprises are earned-income businesses or strategies undertaken by a nonprofit for the purpose of generating revenue in support of the nonprofit's social mission. Three forward-thinking agency executives will talk about the social enterprises they have started – the challenges they faced, the successes they have had, and the lessons they have learned.

**Panelists:** **Scott Boone**, executive director, New Housing Opportunities; **Debbie Dutton-Lambert**, chief vocational officer, Greater Cincinnati Behavioral Health Services; **Lisa FitzGibbon**, president and CEO, Easter Seals Work Resource Center

### 4) Shared Services Models — How They Work, How They Help, How They Contribute to the Bottom Line!

Hear about two very different shared services models , one involving a subsidiary arrangement and the other involving actual fee-based service provision by one non-profit to another. Learn about how these models are working, issues or barriers that had to be overcome, and how they are impacting the financial bottom line.

**Panelists:** **Neil Tilow**, president and CEO of Talbert House; **Marcia Rasch, Ph.D.**, clinical director of Talbert House and Affiliates; **Peter Bloch**, president and CEO of Jewish Vocational Service; **Sarah Weiss**, executive director, Center for Holocaust and Humanity Education

### 5) Tales from the Frontline: Getting and Retaining Development Professionals

Here's your chance to learn more about finding and keeping dedicated development professionals who will help you spread your mission and build a solid future for those you serve.

Meet our panel of experts who know and understand the challenges you face.

**Panelists:** **Jacqueline S. Golson**, director of human resources & training development, Beech Acres Parenting Center; **James D. Yunker**, president and CEO, Smith Beers Yunker

### 6) Grant Seeking: Learn Something New!

Learn two new techniques: Compression Planning and Story Boarding. These are great supports for strategic planning and proposal writing. We'll also cover other grant seeking tips, including the art of on-line proposals versus the three Rs – relationship, research and "riting." Participants will be exposed to "The Checklist for Success: Knowing when you are grant ready."

Sponsored by the Cincinnati Chapter of the American Association of Grant Professionals.

**Panelists:** **Linda Gatten Butler**, president, Butler Consulting; **Joel Kaplan**, development director of The Arc Hamilton and private fundraising and development consultant; **Leslie Mitchell**, grants manager, Planned Parenthood Southwest Ohio Region

## REGISTRATION

### Securing the Future Resource Development for Nonprofits

**Price:** \$70 Breakfast and lunch programs

Please choose **two** concurrent presentations you would like to attend.

**For conference information and to register, please call 513.579.3111 or visit [cincinnatichamber.com](http://cincinnatichamber.com)**

**Reservation deadline  
is Tuesday, March 25, 2008.**