

Course Instructors



Ray D'Agostino

Executive Director, Lancaster Housing Opportunity Partnership
Ray is the Executive Director of the Lancaster Housing Opportunity Partnership (LHOP) and is also currently the chairman of the Lancaster County Planning Commission. Ray previously served as State Senator Smucker's first Chief of Staff and spent 15 years in municipal and authority management.



Ken Mueller

Owner, Inkling Media
Ken was the Central PA Marketing Coordinator for WXPB and has worked in radio and in media for 30 years—including 13 years as a Radio Curator at the Museum of Television and Radio in New York City. Ken earned his B.A. in Broadcasting from Geneva College and an M.A. in Mass Communication from Penn State.



Mark L. Duncan, Sr. Vice President for Development & Community Engagement, WITF

With over 23 years of experience in working for nonprofit organizations, Mark has served in executive management and fundraising roles as well as program development and implementation. He oversees WITF's philanthropic program, communications, marketing, and audience relations—raising \$3.2 million annually through annual giving, major gifts, endowment growth, and planned giving.



Shanon Solava-Reid

Co-Creator, YouYou Juju
A passionate change maker and community creator, Shanon's public sector experience includes positions in nonprofit organizations, education, and philanthropy. She works as a Change Consultant, Facilitator, and Creativity Coach.
www.solavareidconsulting.com



Alyson Earl

Co-Creator, YouYou Juju
Trained in Industrial and Labor Relations at Cornell University, Alyson has studied human behavior in a variety of settings and has worked as a facilitator, mediator, and conflict coach. She is highly skilled in teaching people how to increase their self-knowledge. www.alysonearl.com



Cindy Stewart

President/CEO, Family Health Center of Central Pennsylvania
Cindy is President/CEO of the Family Health Council of Central Pennsylvania, Inc. She previously served as President & CEO of Family Service and as Executive Director of the Welsh Mountain Medical and Dental Center.



Mark Esterbrook

President & CEO, Community Action Program of Lancaster
MARK is the CEO of the Community Action Program (CAP) of Lancaster County. With over 310 employees, CAP delivers 34 different programs for low-to-moderate income families. Mark has a diverse background in the private, public, government, and military sectors of our economy.



Dave Taylor

Owner, Taylor Brand Group
A graduate of Franklin & Marshall College, Dave was a veteran of two decades of service with three leading agencies before founding Taylor Brand Group in 2005. Dave currently leads brand strategy efforts and writes a column for the Central Penn Business Journal. www.taylorbrandgroup.com



Leo Gilmore

Managing Principal, L Gilmore and Associates LLC
Leo served in senior leadership roles for Christiana Care Health System and Lancaster General. His background in Operations Research positioned him to lead major automation endeavors for several companies. Today, he focuses on the "people side of technology" as a coach, innovator, and agent of business change.



Heather A. Wilson

Director of Major Gifts, Lancaster General Health Foundation
Heather has 20+ years of experience in the human services field. She is a Certified Fundraising Executive and holds an MSW from Temple University. She is a member of the Association of Fundraising Professionals, the Association for Health Care Philanthropy, the Linden Hall Alumnae Association, and the United Auxiliaries to LGH.



Jason Moffitt, Vice President of Corporate Integrity, Family Health Council of Central Pennsylvania, Inc.

A former Marine, Jason is currently the Vice President of Corporate Integrity for the Family Health Council of Central Pennsylvania. He held previous positions with the Dauphin County Drug and Alcohol Commission and in the private sector and continues to serve in volunteer positions.



Russ Woodling

Lead Fiscal Officer, Family Health Council of Pennsylvania
Russ is the Lead Fiscal Officer for the Family Health Council of Central Pennsylvania, Inc. He has also held accounting positions in private industry, has done consulting work for several nonprofit organizations, and has conducted several training sessions related to nonprofit accounting.



Joe R. Morales, Sr.

Community Volunteer
Joe is an administrator with extensive experience in adult education, human services, and nonprofit management. Joe has been an English as a second language instructor, diversity consultant, nonprofit Executive Director, and popular trainer/presenter at the local, state, and national levels.

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Friday, February 10, 2012
Calvary Church - Lancaster

1051 Landis Valley Road
Lancaster, PA 17601-4887

Leadership Advantage

Leadership Advantage is an experiential workshop for nonprofit and for-profit professionals. Prospective or current community volunteers—including board members—professional staff from the nonprofit and for-profit sector, staff, and decision makers are encouraged to participate.

Conference Details

Registration is \$75 per person/\$90 at the door. A group rate of \$50 a person is available for groups of 5 or more. The cost for full day session includes breakfast, lunch, four workshops, and conference materials. The cost for half day session is \$35 and includes breakfast (for morning session), two workshops, and conference materials.

Each workshop space is limited. All cancellations must be received at least 48 hours prior to the event. No refunds will be given after that time. Registrants who cancel will not receive the conference materials.

Schedule

7:30-8:00 a.m. Registration
8:00-8:15 a.m. Welcome
8:15-9:45 a.m. Workshop 1
9:45-10:00 a.m. Break
10:00-11:30 a.m. Workshop 2
11:30-12:15 p.m. Lunch
12:15-1:45 p.m. Workshop 3
1:45-2:00 p.m. Break
2:00-3:30 p.m. Workshop 4
3:30 p.m. Conference concludes

Our Mission

Developing outstanding community leadership to support the needs of Lancaster County

Morning Workshops: Choose 2 Sessions

1. Grant Writing

Learn how to find and write for grants. We will review the organizational infrastructure and skills necessary to respond nimbly to grant opportunities. We'll explore the importance of a seamless process that moves the overall strategy of your organization and engages key partners that draw the skills, connections, and resources to effect short or long term change. Facilitator: Heather Wilson

2. Leading in a Diverse Workplace

Creating a genuinely diverse workplace requires more than good hiring practices and strict adherence to labor laws. This interactive session will highlight the value of a diverse workplace as well as common sense methods to recruit and retain qualified employees who possess a variety of talents, experiences, and perspectives.

Facilitator: Joe R. Morales, Sr.

3. Fundraising

Today's economy presents fundraising professionals with greater challenges when it comes to face-to-face fundraising. Donors are much more selective when they are considering how their financial support will impact a mission—creating more competition for the philanthropic dollar. It's no secret that donors appreciate a straightforward approach when asked to part with treasure. In this workshop, we'll discuss the importance of establishing and maintaining relationships. Learn valuable tips on how to make it about THEM first!

When you can do this, success will follow.

Facilitator: Mark Duncan

4. Social Media

Are you taking full advantage of what Social Media has to offer? Do you understand how to integrate it into your business? Learn the benefits and opportunities of connecting your organization to the community through the social web.

Facilitator: Ken Mueller

5. Finance for Non Profits

Learn what different types of financial statements are being used by various nonprofits and what the statements can tell you about the organization. The session will also offer a brief review of the different types of IRS 990 forms. This session is designed to help demystify the world of fund accounting.

Facilitator: Russ Woodling

6. Developing and Evaluating Your Brand

Through the 3-D Branding method, Dave Taylor of Taylor Brand Group examines brands from the inside out and offers valuable insight into the construction and maintenance of your brand. Expect to gain a better understanding of how your corporate/organization brand works as well as insights into the process of how brands can be made more effective.

Facilitator: Dave Taylor

Afternoon Workshops: Choose 2 Sessions

7. Lead, Follow, or Get out of the Way

This session will review leadership styles (including Servant Leadership), contrast each style, and review management vs. leadership. In addition, we will review when and how to be a great follower (team member) and how followers can innocently negatively affect a high performing team. A model for optimal communication within teams will be introduced as an example of a "leadership principle" for high performing teams. Facilitator: Leo Gilmore

8. Consensus Building

Relationships are the basis of consensus building and at the heart of relationships is trust. Explore how to build trust and lead using your unique gifts. You will leave this session with a better understanding of how to leverage your personal strengths to build consensus in your workplace and community. You You Juju emphasizes authenticity and abundance for optimal business performance, adaptability, and personal development. Facilitators: Shanon Solava-Reid and Alyson Earl

9. Board Governance

What is the role of a board member? In this interactive workshop, you will learn the roles and responsibilities of a board member. Learn the difference between governance and management, and distinguish between governors and organizational supporters. You will learn the role of governance documents and how to keep directors focused on mission and thinking forward.

Facilitator: Mark Esterbrook

10. Leadership Partnership

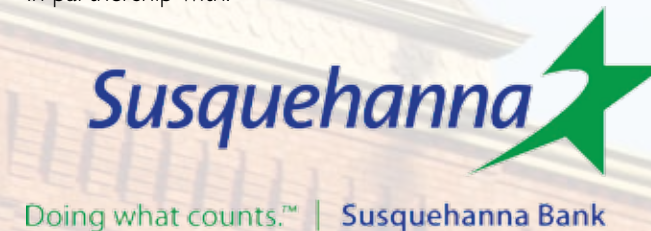
Learn about the critical partnership between the CEO and Board Chair. Explore how this relationship can be leveraged when the responsibilities for leadership are negotiated and executed. Facilitators: Jason Moffitt and Cindy Stewart

11. Executing Your Strategic Plan

Organizations put so much effort into developing strategic plans, and then many experience challenges in implementation. How do you develop a Strategic Plan that is goal-oriented and challenges your organization but, at the same time, is actually used to guide the organization to its vision of the future? This session will provide practical thoughts, drawn from experience, on the implementation of strategic plans.

Facilitator: Ray D'Agostino

In partnership with:



Leadership Advantage 2012 Registration Form, Friday, February 10, 2012, 7:30 a.m. - 3:30 p.m.
Calvary Church (1051 Landis Valley Road, Lancaster, PA). Register online at www.leadershiplanaster.org

Name: _____ Company: _____

Title: _____ Non-Profit Affiliation: _____

Mailing Address: _____ Phone: _____

E-mail Address: _____ Staff: _____ Volunteer: _____

Affiliation with organization: _____ Board Member: _____

Morning Workshop choices in order of preference (choose two):

____ 1. Grant Writing ____ 2. Leading in a Diverse Workplace ____ 3. Fundraising ____ 4. Social Media ____ 5. Finance for Non-Profits

____ 6. Developing and Evaluating Your Brand

Afternoon Workshops choices in order of preference (choose two):

____ 7. Lead, Follow, or Get out of the Way ____ 8. Consensus Building ____ 9. Board Governance ____ 10. Leadership Partnership

____ 11. Executing Your Strategic Plan

Amount Enclosed \$ _____ \$75 per person (\$90 at the door) Half day session is \$35. Scholarship opportunities are available, please inquire. Mail this card and a check

made payable to "Leadership Lancaster" to PO Box 1558, Lancaster, PA 17608 or register online at www.leadershiplanaster.org. For additional information, call Leadership Lancaster at 394-9393. Confirmation will occur through email. Registration deadline is February 6, 2012.

