



DETROIT EXECUTIVE SERVICE CORPS

VOLUNTEER
CONSULTANTS
FOR
NONPROFITS

COMMUNICATOR • DECEMBER 2006 *

DESC to host 2007 ESCAN event

Working Together with Clients, Funders and Volunteers was the theme for the 2006 Executive Service Corps Affiliate Network (ESCAN) National Conference, held in Oklahoma City. Representing the Detroit Executive Service Corps were DESC Board Chair Myron Frasier and DESC President Deanna McGraw.

Twenty-four of the 34 ESC affiliates nationwide were in attendance at the Oct. 26-28 event. Cities providing ESC services include New York, Los Angeles, Chicago, Seattle, Phoenix, Cincinnati, Houston, Charlotte, Boston and Washington, D.C.

Sessions offered insights on funders, volunteer performance, recruiting volunteers from the baby boomer generation, outcome-based evaluation, and multisector partnerships to rebuild downtown Oklahoma City. McGraw also presented the DESC HR consulting model currently under development.

“This is my seventh ESCAN conference and each one has been both fun and beneficial,” she noted. “It’s the best place I know to build friendships with people across the nation who share the passion of building stronger nonprofit organizations that serve our communities. I always return home



PRIMED TO PROMOTE attendance at the 2007 ESCAN conference in Detroit are DESC’s Deanna McGraw and Myron Frasier.

with fresh ideas, motivated to take on new challenges and projects.”

continued on back

Reception: “An eye-opener, and very informative”

An evening of food, fun and funding information for Detroit-area nonprofits was hosted Nov. 9 by DESC and sponsored by Merrill Lynch Iles Group at the Detroit Historical Museum. Nearly 130 nonprofit representatives and DESC volunteers strolled through the Streets of Old Detroit exhibit before hearing Scott Schropp’s presentation, “Tapping the upcoming wealth transfer – new tactics in nonprofit fund-raising.”

Vice President and Investment Associate of Merrill Lynch, The Iles Group, Schropp provided real-life strategies for success in a changing economic climate, as well as a Michigan nonprofit sector analysis. “I was very pleased with the re-

sponse from the audience and I hope provided them with some new ideas to help face the economic challenges in the community today,” he said.

Participants indicated that his hopes had been met. In a comment representative of many, Arlene Robinson, CEO of Girls Scouts of Metro Detroit, said, “The presentation was an eye-opener, and very informative.”

Jim Suhay, Detroit Historical Museum CFO, had the final word. “We were pleased to host this nonprofit reception at our updated and renovated museum. It’s a great way to show off the new exhibits and support the work of our nonprofit community,” he said.



SHARING SOME FRESH fund-raising ideas with a receptive audience is Merrill Lynch representative Scott Schropp.

DESC assists in “widening” Woodward Avenue

Picture a nonprofit agency 27 miles long, with 300 historic sites, 150 annual events, 55 major attractions and thousands of for-profit organizations. Meet the Woodward Avenue Action Association (WA3).

Early in 2006, the Detroit Executive Service Corps was asked to conduct an organizational assessment for the WA3. This free service for any nonprofit consists of a three-hour discussion between DESC volunteers and the agency covering every operational aspect.

The result is a two-page report of DESC opinions, with recommendations as to the

near-term focus and priorities for the agency. DESC volunteers may not be familiar with the particular nonprofit’s mission, but they bring their career business experience and their collective knowledge from having worked with hundreds of nonprofits to the challenge.

In the case of WA3, the “widening” came after the assessment, when DESC was asked to facilitate the agency’s Strategic Plan and Board Development.

Executive Director Heather Carmona credits DESC consultants John Keegan, Mike Long and Phil Russell with

facilitating a plan that allowed WA3 and its board to identify, prioritize and then focus on the most important strategic issues.

While DESC protects the confidential details of every project, the basic plan for WA3 included attention to Organizational Structure, Project Planning Process and Regional Teamwork. Asking themselves the questions, “Would we do this? Could we do this? Should we do this?” facilitated the finalization of the Strategic Objectives and Action Plans.

WA3 is developing a robust volunteer agenda, enhancing interpretive programs/



tours, planning activities for Woodward Avenue’s 200th anniversary, creating a Woodward “Tribute” public art project, and developing an international marketing strategy. This not only brings recognition to the historic and current importance of Woodward Avenue, but also supports tourism in the tri-county area.

Dialogues continue to draw participation and praise

The new school year is well under way, and so are the professional/student interactions known as Round Table Dialogues. Despite the challenges of an early-September school strike, the popular DESC program has 30 schools on its 2006-07 schedule.

While many schools and volunteers are returning participants, Henry Ford Academy and Denby High School are new host sites this year. And since new participants require more adult mentors, the addition of Comerica Bank as a source of dedicated volunteer professionals was especially timely and welcome.

The effect of the Dialogues, where retired and working volunteers talk with small groups of students about the importance of education in their lives, can be far-reaching.

“This experience renews student spirits and reinforces their faith in their own ability to positively impact the future,” DESC Board member Glenn Miller noted. “That in turn enhances the principals’ efforts to improve academic performance, increase school attendance, and foster a greater respect for learning.”

The Allstate Agency owner ought to know. A three-year Dialogue volunteer, he is also Chairman of the Facilitation Partnership Board, which has oversight of all DESC educational activities.



REFLECTING THE POSITIVE feelings generated by their Nov. 9 Round Table Dialogue are students of Ludington Middle School, shown here with facilitator Joseph Dickerson (far right).

The students at George Washington Carver Middle School, a long-time participant in the Dialogues, recently provided a demonstration of how much a renewed respect for their own abilities can inspire young people. When the school hosted the year’s first Dialogue in September, GWC students were ready with personalized business cards – known as Smart Kid cards – which they confidently exchanged with adult volunteers.

Conversation with a long-time partner

Community vitality is invaluable to ensuring a healthy, thriving and productive community, and for nearly a quarter century, the Detroit Executive Service Corps has played an active role in helping to improve the quality of life in our community.

Life is filled with challenges and the nonprofit community and our children are not immune from it, but where can they turn for assistance? Since its founding in 1982, the answer has been DESC. DESC is making an impact, but without the support of its dedicated volunteer corps and financial supporters, that impact would be limited.

One of DESC's long-term (since 1984) partners has been the DaimlerChrysler Corporation Fund. We recently sat down with Brian Glowiak, Vice President of the Fund and current DESC board member, to get his perspective on the impact DESC is making in the community.

Brian, give us a sense of why the Fund has invested in DESC for over 20 years.

First I'd like to say, for the past 53 years the DaimlerChrysler Corporation Fund has invested in our local communities by supporting a diverse cross-section of nonprofit organizations that enrich the physical, educational and cultural needs of our communities. We call it being a Good Neighbor and a Good Citizen.

Regarding DESC, our support is similarly based on the positive impact DESC makes in helping nonprofits and schools improve their performance.

Please elaborate on those similarities.

Our mission at the Fund is to improve the quality of life and to make a positive, lasting impact in the communities where our company does business and where our employees and neighbors live and work. This goal is aligned with the core of DESC's mission, which is to work with nonprofit organizations to improve themselves in order to make an even greater impact in our community. I see our two missions as being complementary, working to achieve a common goal of making communities stronger, more vibrant and attractive.

Can you provide us with some specifics?

DESC is a valuable resource in the community and serves a vital role in helping nonprofits and schools to develop and improve their leadership skills, their capacity building, their strategic thinking, and financial management. In short, DESC assists organizations to reach their full potential. DESC is truly unique in that they not only act as consultants, but as coaches. They help organizations to identify their strengths and weaknesses and then work with them to perform better; the end result is the entire community benefits. Another positive effect is that DESC offers invaluable consulting services at a cost far less than market rates because they utilize business professionals who volunteer their time and skills. As a result, DESC's clients benefit from professional services

they might not otherwise have an opportunity to receive.

Do you have any final thoughts?

Besides helping nonprofit organizations, DESC also provides individuals who are interested in giving back to their community an opportunity to receive personal satisfaction and fulfillment through volunteerism. I am privileged to serve on DESC's board and I commend all of our volunteers who are motivated and



Brian Glowiak

committed to sharing their time and professional skills. I also encourage others in the community to similarly make an investment in DESC through a financial contribution or by becoming a DESC volunteer.

Thank You Donors for Your Investment...

The Detroit Executive Service Corps wishes to extend its sincere appreciation to the following 2006 corporate, foundation and individual donors for their support of DESC initiatives. Thank you, partners, for helping us to make a difference in our community.

KEYSTONE (\$25,000 OR MORE)

DaimlerChrysler Corp. Fund
The Skillman Foundation

PATRONS (\$10,000 - \$24,999)

DTE Energy Foundation
Masco Corp. Foundation

SPONSORS (\$2,000 - \$9,999)

Borg Warner, Inc.
Charter One Bank
State Farm Insurance

Detroit Rotary Foundation
Harold and Carolyn Robison
Foundation

Thomas J. Grimaldi

UNDERWRITERS (\$500 - \$1,999)

Extang Corporation
Flagstar Bank
New Technology Steel
Strategic Staffing Solutions

The Allstate Foundation
The Anderson Fund
The R. C. Mahon Foundation
A. Alfred Taubman Foundation

William C. Adams
Anonymous
Kenneth Holloway
Gene Jacoby
Charles G. MacGregor
Alexander McKeen
Niccole Metzger
William Reminder
Lloyd Reuss

Teresa Sebastian
Benedict J. Smith
James W. Suhay
Henry Whiting, Jr.

FRIENDS (\$250 - \$499)

William Grier (In Memory of
Will Scott & Robert Magill)
Jennifer Tallman McLean
Hunter Pickens

ASSOCIATES (TO \$249)

IBM
Platform Learning

Alan Burger
James Conlan
John Dorsey
Alan Henderson
Neil Hitz
Michael Howard
Joseph L. Hudson
Michael Kennedy
Charles B. Kirkpatrick
Jerry Knoppow
Stanley Kramer
James E. Lee
Peter T. Milne
Michael O'Brien
Jack Rady
Gordon Riggs
Rudolf Russart
Alvie Smith
Mary Tacker
Carolynn Walton
Anne Williams
Earl Wolfe

Now onboard

Tapped in 2006 to serve on DESC's Board of Directors:

Judith A. McNeeley
Director of Business
Administration
The Diversity Network

Glenn Miller
Personal Financial
Representative
The Glenn Miller Agency
Allstate

Sherry E. Quinn
Coordinator of
Graduate Admissions
Marygrove College

Aimee E. Spurlock
First V.P. Customer
Relationship Management
Flagstar Bank

DESC to host

continued from front
McGraw also serves as
ESCAN Board Chair.

Frasier added, "I really enjoyed getting to know the people from other parts of the country who also serve the nonprofit community. I look forward to hosting the 2007 conference, and believe our board and consultants will learn from the work of the other Corps."

DESC will host the 2007 conference next October. With Tiger baseball hats and a Detroit promotional CD, McGraw and Frasier gave a presentation to encourage participation in the Motor City conference.

"We will need lots of help to plan and carry out a great conference in 2007, but I know DESC is up to the challenge," McGraw said.

In pursuit of New Visions ...

The third and final year of the New Visions for School Leaders program is serving a fresh crop of principals from Detroit's public, archdiocese and charter schools. Because effective communication is a key element in building successful schools, educators participated in several exercises aimed at building those skills in the opening session of the



program, pictured here. DESC is an active partner in the effort,

which is funded by a grant from the Skillman Foundation.

VOLUNTEER SPOTLIGHT ON



Nick Metzger has been a DESC volunteer for most of the last seven years, also serving on the Corps' Board of Directors during much of that same time span. The reason, she says, is simple: "I've found the experience to be a very rewarding one, and I believe deeply in the DESC mission."

Her attitude hasn't gone unnoticed, and in June she was also elected to the position of DESC Board Secretary.

While she also currently serves on an ad hoc committee discussing the missions and visions of all DESC programs, most of Metzger's volunteer hours

focus on those initiatives that relate to education.

"My passion is to educate the children; to help them learn and grow as students and as citizens of the larger world," she explained.

A 25-year employee of State Farm Insurance, where she works as a public relations specialist, Metzger is accustomed to questions about her unusual name, which is actually Nicole, a legacy of her Russian heritage.

Family includes husband of 30 years John, daughters Maddie and Megan and son Josh. Two years ago, that circle expanded to include her "absolutely adorable" granddaughter, Lillian.



Nick Metzger

In spite of her schedule, Metzger also finds time for one of her favorite recreational pastimes. "I play a pretty good game of golf," she confided.

When she's not working, volunteering or hitting the links, she calls the city of Marshall home.

Call: 248-395-2840 • Email: dmcgraw@esc-detroit.org
Website: www.esc-detroit.org