

Corps program delivery process enters a new era

The hallmark of any successful organization is the ability to identify weakness and implement change. As a leader in modeling effective management practices for area nonprofits, DESC has embraced that concept throughout its history.

The current year is no exception. "We've implemented a totally restructured program delivery system that will make DESC services friendlier to our clients and clearer to our stakeholders," DESC President Deanna McGraw said recently.

The restructuring was one outcome of a six-month strategic planning pro-

cess completed in March. "We held focus groups to solicit input from clients, funders and volunteers," McGraw said. "One conclusion was that we lacked a clear message of what we do."

The concerns and suggestions of those stakeholders were the basis for the in-house brainstorming that followed. "Our proposals to funders require that same clear message," McGraw explained. "As we sifted through what we'd learned, the basic 'bones' of the restructuring just seemed to fall into place."

The revitalized program structure

partitions Corps services into four major categories (see below): Management Improvement, Leadership Development, Building Strategic Alliances and Financial Development. Each category represents an area of need identified by clients.

With the new shape of program delivery now defined, implementation with staff, volunteers and clients is already under way.

The changes are just the first step in a sweeping review of all DESC services. "We are re-evaluating every program through the prism of client needs. We know that as those needs change, we must adjust to meet the changes," McGraw said.

Corps earns double honors

Over the years, the Detroit Executive Service Corps has seen many of its clients go on to win recognition in their fields.

This year, for the first time, DESC found itself a finalist for not one but two such honors: the DTE Achieving Excellence Awards and the Governor's Service Awards.

Nearly 100 nonprofits applied for the DTE distinction, while more than 170 vied for one of the 40 finalist spots in the Governor's Service Awards.

"We're delighted to be judged one of the area's premier volunteer organizations," said DESC President Deanna McGraw. "We work every day toward that goal."



Holding the DTE Achieving Excellence Finalist award, DESC President Deanna McGraw reflects her pride in the moment.

In a nutshell

MANAGEMENT IMPROVEMENT
From board development to strategic planning, there's a DESC program to help you implement better management practices.

LEADERSHIP DEVELOPMENT
Leadership demands a special skill set. Four Corps programs help to build and hone them.

BUILDING STRATEGIC ALLIANCES
SMART: Strategic Mergers & Alliances Resources and Training
Learn about the value that alliances can bring to an organization.

FINANCIAL MANAGEMENT
Financial Management Solutions for Nonprofit Success
Assessments, on-site trainings, workshops - and each is targeted to a specific area of financial management responsibility.

Planned giving: another way to support DESC

Detroit Executive Service Corps is able to continue to make a real difference in our community because of our valued supporters. Without their contributions, more than a million citizens annually would not feel the impact of our wide range of support and services.

To achieve our mission, DESC relies on various sources of revenue. We receive general operating support from individuals, corporations and foundations, as well as specific programmatic funding from a number of corporate and foundation partners.

As a partner of DESC, whether you are a volunteer or financial supporter, you may be wondering what else you can do to help the Corps continue to strengthen our community, one organization at a time.

The answer? Consider combining your desire to give to back to the community with your overall financial, tax and estate planning goals by making a planned gift to DESC.

Your contribution will give you a special connection to the Corps by helping to underwrite our ongoing work with the area's nonprofit and educational communities.

By becoming a champion of those efforts and honoring DESC in your estate plans, you leave a legacy that will help us make a difference in the lives of local citizens through the organizations we assist for many years to come.

Your planned gift will help DESC continue to make a difference in our community - now and for years to come.

Thank You, Donors, for Your Investment...

Detroit Executive Service Corps extends sincere appreciation to the following corporate, foundation and individual donors for their 2008 support of DESC initiatives. As a partner, you play an integral role in our success and ability to make a difference in our community.

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McGregor Fund

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Masco Corporation Foundation
Gene Jacoby

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

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Workforce Capacity
Herbert & Elsa Ponting Foundation
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Deanna McGraw
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Terry Murphy
Lynne K. Nagy
Tom Sklut
Ronald Swofford
Henry Whiting, Jr.
Lisa Zafarana

HONORIALS & MEMORIALS

In Memory of Robert Magill
William F. Grier

In Memory of Beryl Milne
Peter T. Milne

In Memory of Will Scott
William F. Grier

In Memory of Mary Louise Tacker

Michael R. Daily
Sue Ann Easton
ESC Affiliate Network, Inc.
Neil Hitz
Charles Lechner
Charles G. MacGregor
Nina McEachin
Deanna McGraw
Terry Murphy
Lynne K. Nagy
Jack Rady
Thomas W. Sklut
Ronald Swofford
Hank Whiting, Jr.
Lisa Zafarana

In Memory of Boyce Tope
William F. Grier

SMART services for nonprofits are now available

Put the strategic alliance concept to work for you

Good news for nonprofits seeking to stretch limited resources: The new Strategic Mergers & Alliances Resource Training (SMART) program is up and running!

A comprehensive resource for nonprofits, SMART was created to help organizations understand, identify and implement healthy strategic alliances.

The potential benefits are limitless. According to program director Vanessa Guillebeaux, "A strategic alliance might be anything from a simple sharing of equipment to joint programming to a full-scale merger."

A former United Way executive and freelance consultant, Guillebeaux's position as Program Director was created in January from new funding streams dedicated to implementing the SMART program.

■ Registration under way

"We're urging interested organizations to contact us now to register for our database and request a Strategic Alliance Analysis," Guillebeaux said.

The online database will provide a convenient source of networking opportunities for nonprofits. "Registration is really pretty simple; less than ten minutes," she noted. "We collect your input for what we call a Strategic Alliance Profile – basically general contact and organization information."

Once it's determined that you're a good fit for strategic alliances, SMART services include a strategic alliance workshop, consultant, and legal services.

Will the SMART concept work for you? "We're here to help you make that determination," Guillebeaux said.



SMART Program Director Vanessa Guillebeaux awaits your call.

"Just call 248-395-2840 and we'll go from there."

Those who prefer can also email her at smartorgs@gmail.com, she added.

SMART is a collaborative effort of some of the area's leading nonprofit support organizations, including Community Legal Resources, Michigan Nonprofit Association, Nonprofit Finance Fund, United Way for South-eastern Michigan and DESC.

Welcome aboard!

The following individuals have joined DESC as volunteer consultants in 2008.

Omer S. Ahmed
Assistant Director of
Global Net Development
Lear Corporation

Jerry Breuer
Former President/Owner
Breuer and Associates

Robert Hessler
Former VP Sales
& Marketing
WOMA Corporation

John P. Hobart
Office Manager
Wolverine American, Inc.

Tom Kowaleski
President, ACTK
Communication Consulting

Brandon P. Lesniak
Mgr, Market Development
HCR-Manorcare

Get a handle on financial management

For nonprofit organizations looking to realize their goals, financial management is where the rubber meets the road. With that in mind, DESC is providing a host of helpful options.

These services are under the program umbrella of Financial Management Solutions for Nonprofit Success, in partnership with the Michigan Nonprofit Association.

New offerings include:

■ **Financial Management Assessment**, a no-charge, in-depth review of your organization's strengths and weaknesses that provides written recommendations on how to improve.

■ **On-Site Financial Training**, with a DESC consultant providing hands-on assistance in the implementation of your organization's financial management plan.

■ **Financial Management Oversight Training**, an on-site education in board members' fiscal roles and responsibilities.

And it doesn't stop there. Non-accountant staff members must often handle book-keeping responsibilities, and the new **Lumity Bookkeepers Institute** will give them the skills they need to meet that challenge.

"The reality is, not all nonprofits can afford to keep a financial expert on staff," noted DESC President Deanna McGraw. "The Lumity program will help employees build both ability and confidence in this critical area."

Finally, **QuickBooks** and **Financial Management for the Executive Directors** are currently under development and will be available this fall.

The new offerings join proven programs like **Financial Policies and Procedures** and **How to Prepare Your Form 990**.

If you'd like to know more about any DESC Financial Management program, call Vanessa Guillebeaux at 248-395-2840.

VOLUNTEER SPOTLIGHT ON ... NINA McEACHIN

In 2005, when leaders of nonprofit management groups working with DESC sought expert input on a key area – strengthening financial competencies for non-profits – they knew Nina McEachin was definitely one authority to call. A public accountant for nearly 20 years, Nina is the owner of McEachin & Associates, CPA, P.C.

“Since a high percentage of my clients are nonprofit organizations, I’m very familiar with their tax and accounting issues,” she noted.

Nina became a DESC volunteer in June 2007, and took on her first assignment that August. But her most recent DESC project, a new service for Corps clients, developed from that 2005 focus group session.

“The consensus was that nonprofit organizations could greatly benefit from basic financial training,” she said.

“To that end, DESC and the Michigan Nonprofit Association decided to pilot a program called ‘Lumity Bookkeepers Institute.’ I assist by helping to tailor the material to the area and co-leading classroom activities.”

When she’s not volunteering, McEachin has plenty to keep her busy. The author of several articles and brochures on a variety of nonprofit and accounting topics, she’s in frequent demand as a lecturer and guest speaker.

The Walsh College graduate is also a member of numerous organizations, including the Michigan Association of Certified Public Accountants, the American Institute of Certified Public Accountants and Nonprofit Enterprises at Work.

On the personal side, Nina and husband Richard relocated to the Ann Arbor area in 2005. They have four grown children and a large extended family.

Although time is limited for favorite hobbies like cooking, Nina manages to exercise three days a week. She’s not complaining, though. “I really enjoy my work, and sometimes I consider it my current hobby!” she said.



Nina McEachin

Six new members join DESC Board of Directors

■ **Robert M. Bilkie Jr.** serves as President and CEO of Sigma Investment Counselors. A former Regional Director for CFA Institute, he was also on the Charles Schwab & Co. Institutional Advisory Board and was past President of the CFA Society of Detroit.

Bob has taught Personal Finance at Wayne State University and Portfolio Management at the University of Windsor. A University of Michigan graduate, he earned Chartered Financial Analyst designation in 1988.

■ During his career in organization and management control, **James Brisko** directed 17 managers and 265 engineers. His projects included developing organizational structure for the General Motors Powertrain Controls Group and restructuring organization for GM’s Vehicle Validation Group.

A former Advisory Board member of the Henry Ford Hospital Heart and Vascular Institute, James has been a DESC consultant since 2004.

■ Certified as an association executive in 1997, **Kay Fitzpatrick** has been in association management for 18 years. She has been CEO of four nonprofit organizations since 2006.

Kay served on the Board of Directors of the Michigan Society of Association Executives for six years, and currently serves on the board of the Women Lawyers Association of Michigan Foundation. She has taught university-level courses in law, association management and business, both face-to-face and online.

■ **Sandra D. Parker** is a Vice President, Associate General Counsel for Flagstar Bank, FSB. A graduate of the University of Toledo Law School, where she obtained her Juris Doctor degree in 1993, Sandra has been in practice for nine years.

An active participant in several community organizations, she is a member of the State Bar of Michigan Public Outreach Committee.

■ As a CPA with BDO Seidman, **Ann Stuntz** held financial positions with two automotive suppliers: Douglas and Lomason and Mark IV Industries. Her work experience includes tax compliance, accounting, forecast, budget management, financial analysis and divisional management.

She serves on the boards of Serenity Services and First Foundation, and on the Advisory Board of Birmingham Community House.

■ **William Tennant** is the Assistant Director for the Mental Health Association in Michigan. He received his Master of Public Administration degree from Wayne State University, after earning a BA from University of Michigan-Dearborn.

Bill’s prior experience includes several positions in state and local government. A past chair and member of the University of Michigan CASL Alumni Affiliate (2003-07), he also served on the Dearborn Disability Commission.