

Promoting principals

An overview of the successful partnership between Detroit Public Schools and the Detroit Executive Service Corps opened the fourth annual Principals Reception. The Oct. 28 event took place at Marygrove College in Detroit, and the comments came from DESC President Deanna McGraw.

Keynote speaker was Jennifer Joubert, DPS Chief of Staff. Characterizing its principals as the “backbone” of the DPS educational system, she touched on their many responsibilities, including the well being of students and staff. “They must be business managers, social workers, disciplinarians and referees,” she noted.

Corps support has been vital in helping to meet those diverse demands, Joubert added. “DESC has been an outstanding partner to our principals for more than 15 years,” she said. “We are grateful for DESC’s commitment ... and we are committed to DESC.”



Deep in Dialogue

Twenty executives and 100-plus Cadillac Middle School seventh-graders recently gathered for the first Round Table Dialogue of the 2002-2003 school year. Here, Jack Riley, Fifth Third Bank Vice President of Marketing, shares a light moment with his group. The Oct. 3 event marked the fifth annual Dialogue with Cadillac students.

New production in final stages

DESC video coming

Being one of “the best-kept secrets in town” has long hampered Detroit Executive Service Corps efforts to reach out to clients, donors and potential volunteers.

One strategy to improve Corps visibility was obvious: create a video to showcase important DESC services. The problem – the cost of making a quality production – was also clear.

Now, DTE Energy has stepped up to the plate and is producing just such a video. Filming is complete and final touches are being made to the narrative.

The finished product will feature DESC programs, clients and services. Community support will also be demonstrated, with clips from Dr. Kenneth Burnley, CEO of Detroit Public Schools, DaimlerChrysler’s



Vice President of Government Affairs W. Frank Fountain, and Shirley Stancato, New Detroit CEO.

The unveiling of the video is expected at the December DESC Board meeting. Watch for future announcements on how you can get a copy to show and share.



Making a point

Providing an eloquent example of effective communication at an Oct. 22 Presentation Skills workshop for Corps consultants, DESC Board member Dr. Karen Roth discusses 12 basic keys for success with her attentive audience.

JOINING THE DESC TEAM

... AS CONSULTANTS

- ❖ Hilary Clemens
Michigan First Credit Union
- ❖ Edwin David
Blue Cross Blue Shield
- ❖ Londre Gilkey
Wayne State University
- ❖ Daniel Gonos
Citynet Telecommunications
- ❖ J. Thomas Grimaldi
Reuant Die & Engineering Co.
- ❖ Audrey Harvey
Blue Cross Blue Shield
- ❖ Michael Hines
Parson Consulting
- ❖ Kenneth Lawton
KALCon Consulting, LLC
- ❖ Jeanne Leonard
Ghafari Associates, LLC
- ❖ Melanie Odom
Comerica Bank
- ❖ Keith Oswald
Wayne State University
- ❖ Regina Powers
Blue Cross Blue Shield
- ❖ Cheryl Rice
Comerica Bank
- ❖ Rolf Russart
Ford Motor Company
- ❖ Thomas Saeli
Lear Corporation
- ❖ Carmen Sims
Comerica
- ❖ Dorothea Thomas
Parson Consulting
- ❖ Toya Thomas
Blue Cross Blue Shield

- ❖ Samuel Titus
Blue Cross Blue Shield
- ❖ Carolyn Walton
Blue Cross Blue Shield
- ❖ Kathy Yakubison
Raytheon Prof. Services

... IN EDUCATION

- ❖ Sarah Bates
New Technology Steel
- ❖ Carl Bentley
Strategic Staffing Solutions
- ❖ Gregory Bowens
Shaun Wilson & Assoc. LLC
- ❖ Dan Bully
Detroit Public Schools
- ❖ Minnie Cheney
Former Federal Government

- ❖ Steve Durant
Wayne State University
- ❖ Rachael Elliott
Dana Corporation
- ❖ David Gamlin
New Detroit
- ❖ Jay K. Ganatra
Business Building Knowledge
- ❖ Sharon Gipson
Schools of the 21st Century
- ❖ Darryl Gray
Krumsnatcher Cookies
- ❖ Russ Ives
Rose Exterminator Co.
- ❖ Dr. Pam James
Schools of the 21st Century
- ❖ James Lee
Former DPS Principal

- ❖ Henry L. McClendon
New Detroit
- ❖ Judith McNeeley
Detroit Public Schools
- ❖ Frederick Payne
Detroit Public Schools
- ❖ Dr. Frederick Pearson
Wayne State University
- ❖ Dr. Isabel M. Rose
Wayne State University
- ❖ Peter Turco
LaFarge, North America
- ❖ Arnold Wicker
Fairlane Town Center
- ❖ Tina Williams
Marshall Fields



In Memoriam



Robert M. Surdam, one of Detroit Executive Service Corps' best-loved directors and supporters, passed away October 4, 2002, at the age of 84.

A powerful force in the building of the Corps, he became DESC Director upon his retirement as Chairman of the National Bank of Detroit in 1982.

While serving as DESC Vice Chairman, he was respon-

sible for encouraging many prominent individuals, corporations and foundations to financially support the Corps.

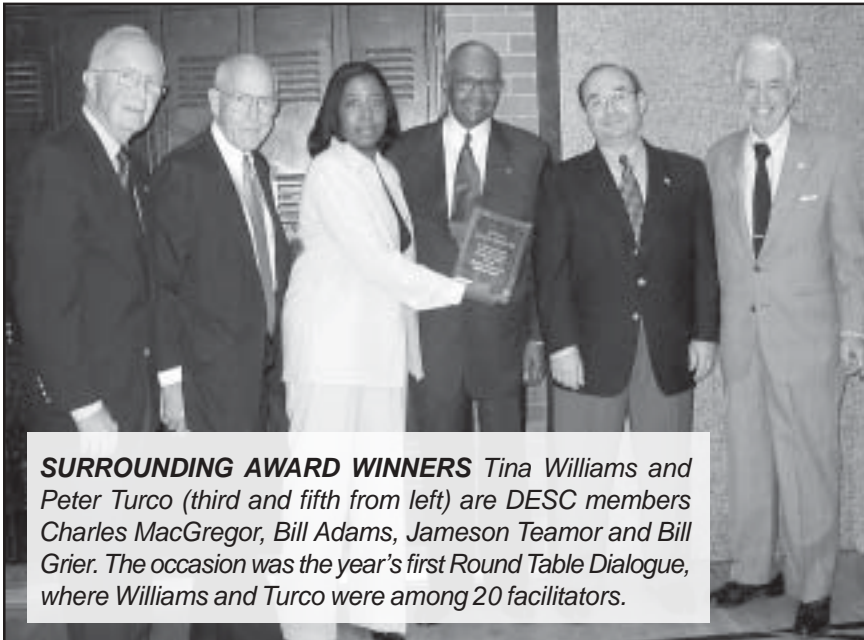
Presented with an Outstanding Leadership Award by the DESC in May 1999, Robert continued to be active in the affairs of the organization as Director Emeriti until the time of his death.

"Dusty" Surdam will be sorely missed, and long remembered as a warm, friendly, first-class



gentleman who had distinguished military, business and community involvement careers.

Giving credit where credit is due



SURROUNDING AWARD WINNERS Tina Williams and Peter Turco (third and fifth from left) are DESC members Charles MacGregor, Bill Adams, Jameson Teamor and Bill Grier. The occasion was the year's first Round Table Dialogue, where Williams and Turco were among 20 facilitators.

A new program to publicly acknowledge special corporate supporters was initiated this fall.

Bestowed during regular DESC events, the honor will recognize contributors of 10 or more years.

A plaque commemorating the generosity that is the very life blood of DESC will provide recipients with a permanent memento of the occasion.

Receiving the first such award on Oct. 3 were Tina Williams, Human Resources Manager of Marshall Fields Northland, and Peter J. Turco, Human Resources Director of LaFarge, North America.

Financial accountability made easier

Nonprofits across the nation struggle with implementing best practices for financial management to ensure accountability of revenues and expenses. Aware of this challenge, New Detroit's SCOPE project sought DESC's help to improve financial management for small community-based organizations (CBOs).

After considerable exploration, DESC determined that CBOs would benefit from having written financial policies and procedures that could be easily modified to fit their unique situations. It was also understood that while some CBOs had good practices in place, they lacked board-approved written policies.

DESC's solution was based on three basic assumptions:

- Effective financial management is crucial to the vitality and success of any organization.
- Systems for controlling, administering, safeguarding and utilizing an organization's resources provide ac-

countability and stewardship, increase staff efficiency, and help detect and prevent theft and fraud.

- Most small nonprofit organizations lack the necessary skills and time to develop written procedures.

Under the leadership of Howard McKenna, six volunteers wrote and edited a *Financial Policies and Procedures* manual over the past summer. The first training and distribution (hard and electronic copies) of the manual took place in October.

"Those who attended seemed very pleased to have a firm written guideline they can take back to their office," McKenna reported. "We stressed in training that there are not necessarily right or wrong ways, there just needs to be a consistent way to manage finances."

Sonia Plata of New Detroit who attended the October training was impressed with the manual. Her recommendation: "DESC needs to find a way to get this in the hands of other

nonprofits. It has great value in helping organizations better manage their financial situation."

DESC President Deanna McGraw said, "We plan to develop a service delivery model for distribution of the recommended procedures early next year. We think for the manual to be most effective, some one-on-one training will be needed."

DESC COMMUNICATOR

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DESC is a non-profit organization of both retired and working executives who give management counsel to non-profit agencies, governmental units and public schools on a voluntary basis.

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Good news! Those DESC expenses are tax-deductible

Since DESC does not reimburse volunteer expenses, the Internal Revenue Service assists, at least partially, by permitting a charitable contribution deduction.

The only effort required on your part is maintaining modest records of your expenses as a DESC volunteer. A calendar or diary should suffice, but you must retain receipts for expenditures of \$75 or more.

DESC is a charitable organization under Section 501(c)(3) of the Internal Revenue Code. Therefore, volunteers are entitled to a charitable contribution de-

duction in their federal income tax returns for unreimbursed, out-of-pocket expenses incurred in performing their volunteer services.

The deductibility is specifically sanctioned by IRS regulations. Claiming this deduction does not increase the likelihood of your return being selected for audit.

Examples of unreimbursed expenses qualifying as deductions include mileage at the greater of actual expenses (excluding depreciation) or \$.14 per mile, parking and tolls, and meals purchased in conjunction with a meeting.

NEW CLIENTS FOR 2002

- ❖ Asian Pacific American Chamber of Commerce
- ❖ Birmingham Bloomfield Art Center
- ❖ Birmingham Bloomfield Symphony
- ❖ Carter Metropolitan Church
- ❖ Clinton River Watershed Council
- ❖ City Year
- ❖ Detroit Chamber Winds & Strings
- ❖ Family Services of Detroit
- ❖ Fierk Vision Council
- ❖ Forgotten Harvest
- ❖ Furniture Resources of Oakland County
- ❖ Five Loaves & Two Fishes
- ❖ Friends of the Rouge
- ❖ Hunger Action Coalition
- ❖ Latino Family Services
- ❖ Michigan Quality Council
- ❖ Motor City Blight Busters
- ❖ Mycosis Fungoides Foundation
- ❖ National Association of Business Women
- ❖ River of Life
- ❖ Simon House
- ❖ South Oakland Shelter
- ❖ Sweet Dreamzzz
- ❖ St. Anne's Mead
- ❖ The Ellington White Group
- ❖ UU Community
- ❖ Very Special Arts of Michigan
- ❖ Warm Training Program
- ❖ West Warren Residential Council

SPOTLIGHT ON ...



Howard W. McKenna's volunteer service with DESC began Sept. 1, 1996, following a 40-year career with General Motors and EDS (Electronic Data Systems). During his career he served as Program Manager at EDS and Director of Information Systems at General Motors.

Howard attended the University of Detroit, where he earned both his Bachelor of Engineering and Masters of Business Administration degrees. He also received specialized training in information technology, electronic data interchange, and electronic commerce.

His outstanding volunteer contributions at DESC have included work with Detroit

Compact, Detroit Public Schools, Peoples Community Services, Matrix Theatre, and most recently, the Detroit Residential Council.

In addition to providing direct service to clients, Howard has served on the Community-Based Organization committee guiding DESC in developing an effective service delivery model, created mentor and assessor training programs, and developed technology needs assessments.

Howard's most recent and challenging project has been to lead a committee to write financial management policies and procedures, which will guide organizations to improve their accountability practices. This project has



Howard McKenna

laid the foundation for new programs at DESC.

DESC President Deanna McGraw states, "I am grateful to Howard for his willingness to take on difficult tasks. This project has the potential to improve the financial management of nonprofits throughout our community. Howard has been patient, practical, and very helpful in advancing that goal."

MARK YOUR CALENDAR!

BOARD OF DIRECTORS

Dec. 12 9:30 a.m.
March 20 9:30 a.m.

Annual Meeting:

June 19 9:30 a.m.

ROUNDTABLE DIALOGUES

Dec. 4 Farwell Middle
Dec. 10 Coffey Middle
Dec. 12 Drew Middle
Dec. 16 Barbour Magnet
Jan. 7 Western Int. High
Jan. 8 Southwest. High
Jan. 15 Murray Wright
Jan. 29 Mumford High
Feb. 5 Henry Ford High
Feb. 11 Northern High
Feb. 18 H.S of Commerce
Feb. 20 Ludington Magnet
March 6 Hutchins Middle
March 11 Malcolm X Acad.
March 20 ML King High
March 27 Taft Middle
April 2 Southeast. High
April 9 Crosman Alt. High
April 15 Randolph High
April 17 Osborn High
May 6 Earhart Middle