

## Leaders Circle Program really rolling now!

A year ago, there were only two, operating as unfunded pilot programs. But the number of Leaders Circles offered by the Detroit Executive Service Corps in the Detroit area is about to explode!

The growth is due to a substantial grant awarded to DESC this spring. Writ-

ten by executive director Deanna McGraw, the application for funding was submitted late last fall.

In April, the Knight Foundation pledged \$34,000 to the Leaders Circle Program. The award will assist in development of an additional 35 Leaders Circles with Detroit-area

nonprofit organizations during the next two years.

The Leaders Circle Program is designed to increase leadership and management skills of nonprofit staff, create strategic alliances among non-

profit organizations, and help individual members meet their professional and personal goals.

Each Circle has four to six participants and is facilitated by a DESC volunteer consultant.

For information on Leaders Circle enrollment or becoming a Circle facilitator, contact Linda Campbell, Leaders Circle Coordinator, at 313-964-7511 or send email to [lstewart22@aol.com](mailto:lstewart22@aol.com)

## Upcoming school year sees participation leap

The 2001-2002 academic year promises to be an active and exciting one for DESC educational programs. The number of student and parent/student dialogues and field trips will increase, as participation in the Skills Development Program and several other joint ventures will be fostered.

The expansion in student dialogues was generated through a partnership with the Schools of the 21<sup>st</sup> Century, coupled with a growing awareness of DESC programs. This

year, DESC welcomes Whitney Young Magnet School, Boynton Middle School and Crockett Vocational Technical Center.

Parent/student dialogues will be held at six schools during the upcoming school year - a 50-percent increase over last year!

The Field Trip Program has been restructured to include local colleges and universities such as U of M, Wayne State University, and Uof D Mercy. There will also be trips to

*continued on back*



Man with a message

Keynote speaker at the DESC Volunteer Recognition Luncheon, Ford Corporate Responsibility Manager Brad Simmons shares his company's philosophy. For more on the May 23 annual event, turn to the back page.

## Partners in promotion

What catches prospective clients' attention? How does the public come to recognize and remember your name? Effective promotion is the answer, but that bridge to the larger world is often beyond the means of nonprofits.

Enter Detroit Newspapers Partnership for Humanity – a program that links advertising agencies with nonprofit organizations to create awareness ads that run in *The Detroit News* and *Detroit Free Press* over the course of a year.

This summer, The Berline Group, an advertising and marketing communications firm in Bloomfield

Hills, agreed to partner with DESC. The ad on this page is the first result of that collaboration.

With the help of such creative professionals, the impact of the DESC message can resonate more clearly through the communities it serves. That's just what the Corps' own creative professionals are seeking.

"We are hopeful that this ad will increase the general community's awareness of DESC and eventually lead to new clients and volunteers," noted Neil Hitz, Chair of the DESC Client Recruitment Committee.

Berline Ad here

## DaimlerChrysler commitment to Corps continues

Metropolitan Detroit is blessed with a number of outstanding "corporate citizens" – public-spirited companies that support the non-profit community. The DaimlerChrysler Corporation is one such citizen. Their continuing support has been a key element in the DESC success story.

**A special thanks to Lynn A. Feldhouse** who recently retired as Vice President and Secretary of the DaimlerChrysler Corporation Fund, after years of providing leadership for the company's role as an outstanding corporate citizen.

That's especially noteworthy during the tightening economy of 2001. But despite financial challenges, DCX has continued their tradition of generosity. The company's contribu-

tion of \$50,000 annually has been a major motivator in realizing the DESC mission. That support is also demonstrated in the automaker's representation in DESC educational

activities. Many DCX retirees and active executives are involved, including W. Frank Fountain, Senior Vice President of Government Affairs, who serves on the DESC Advisory Board.

## Office assignments realigned

Sherry Lafnear has joined DESC as Program Manager, enhancing support to volunteers. Responsibilities have shifted to maximize effectiveness in each DESC service area.

Sherry joins Jacklin Redmond and Harriett Rivers in coordinating activities. Jacklin continues to manage traditional consulting programs (contracts, reporting and training) and all administrative activities (board

meetings, bookkeeping, and office management). Harriett manages all educational programs (dialogues, field trips, and coordination with schools), as well as corporate development. Sherry will tackle consulting special projects (Community-Based Organizations, Detroit Public Schools Financial Knowledge and Skills, Leaders Circle, Leadership Development for Principals), and foundation and individual development.



Sherry Lafnear

Prior to joining DESC, Sherry attended Baker College in Business Management. Past employers include Saturn Electronics, Quest Diagnostics and Mike's Market Share.

# New hands take the helm at DESC

The date of June 21, 2001 marked a changing of the guard in the leadership of Detroit Executive Service Corps, as Dick Bortfeld, DESC Chairman for six years, passed the gavel to Bill Adams.

Officials said Bortfeld will be remembered not only as an exemplary chairman, but as the person who served as acting executive director for several months in 1997, a critical time period for DESC. With no executive director, and no money for a new one, the organization was in crisis. Under Bortfeld's leadership, the Corps not only survived, but thrived.

Adams said while it will be a challenge to fill his predecessor's shoes, he has a good base to build on. "I'm heartened at the momentum Dick has established and the fact that



**JOINING DESC BOARD** Chairman Bill Adams (right) in new leadership roles are board members (from left) Jeanne Vogt, Jeanne Towar, Leslie Touma and Patricia Kurtz. Not pictured are Myron Frasier, Hank Webb and Dr. Glenda Price.

he'll still be around to lend his counsel," he added. "I'm also ably supported in my new role by Charles MacGregor as Vice Chairman, Martin Oetting as Secretary and Ken Holloway as Treasurer."

Other mid-year administrative changes included the election of seven new directors, some retired and others actively employed.

"Their individual and collective talents add immeasurably to the knowledge and intellectual capacity of the board," Adams said. "Their skills in nonprofit management, journalism, finance, corporate relations, local government, information systems, investments and banking, and educational governance add to our collective knowledge. Their input will better equip us to deal with the service needs of the Detroit-area nonprofit community."

## ALSO NEW IN 2001

### CONSULTANTS

■ Bernadette Dore  
United Way Community Services

### ADVISORY BOARD MEMBERS

■ Gerald Smith  
Detroit Youth Foundation  
■ Shirley Stancato  
New Detroit, Inc.

## Puppeteers join DESC family

A unique organization has joined the DESC client ranks: PuppetART/Detroit Puppet Theater.

Puppetry has had a rich history in the arts, education and popular entertainment in Detroit since early in the 20th century.

In 1998, Detroit Puppet Theater (DPT) was founded by a group of creative Russian performers. Working with local artists and puppeteers, they have created a puppet theater of the highest artistic value for both adults and children. In a year's time, 70 DPT performances are made to the general public; 50 performances and workshops are made on field trips to schools, and 31 performances are made on tours;

and four workshops are given. In addition, an international collection of puppets is exhibited in the DPT lobby in downtown Detroit.

The puppeteers have a vision to extend exposure to their art to the entire metro area. In order to do so, they called upon DESC to help strengthen the organization. Consultants (Alex McKeen, Ben Smith and Suzanne Dibble) have completed a strategic plan, budget development, and human resources review. Currently a board development project is in process, under the leadership of Bob Smith.

Detroit Puppet Theater is located in downtown Detroit and can be contacted at 313-961-7777.

## DESC COMMUNICATOR

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## Welcome Wambui!

Wambui Karimi joined DESC as a volunteer after relocating to the United States from Kenya, Africa.



Wambui has extensive experience as a management consultant, having worked for Pricewaterhouse, Coopers & Lybrand, KPMG, and Peat Marwick. She has led projects in several service areas: HR Management, Training & Development, Program Management and Strategic Change Management, as well as Knowledge Management.

Wambui holds a Bachelor of Education Degree from Kenyatta University in Kenya, and an MBA in Business Strategy from the University of Cape Town in South Africa.

At DESC, she is coordinating schedules for upcoming dialogues.

## Volunteers: Good to the Corps

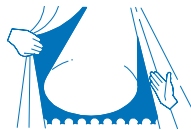
A May 23 gathering of some of the area's most influential business leaders signaled the 2001 DESC Volunteer Recognition Luncheon was under way. The third annual event took place at the Birmingham Athletic Club, with 70 Corps' supporters in attendance.

Keynote speaker Brad Simmons of the Ford Motor Company shared his enthusiasm for the DESC mission, reminding listeners of the wealth of business knowledge their participation is providing to Metropolitan Detroit's non-profit community. Outgoing DESC board chairman Richard Bortfeld presented Simmons with the 2000 Corporate Award, an engraved plaque recognizing Ford for its financial contributions and support of DESC.



**RECEIVING THIS YEAR'S** Outstanding Service Awards were (from left) Phil Buck, Ken Holloway and Charlie MacGregor. The striking commemorative plaque was unveiled at the annual luncheon.

## SPOTLIGHT ON ...



In December 1997, Suzanne Dibble joined DESC after years as a Human Resources Manager with Michigan Consolidated Gas. She brought with her a wealth of experience and expertise in the areas of organizational development, personnel policies and procedures.

Most recently, she led a team on a board development assignment at St. Anne's Mead, a retirement residence in Southfield. Previous client teams include a board development project for HAVEN in Pontiac and a strategic planning project for the PuppetART/Detroit Puppet Theater in Detroit.

Suzanne Dibble



Suzanne has also been the energetic chair of the client recruitment committee for DESC. Many new and innovative approaches have been developed by this committee to help expand the Corps' client base.

## Upcoming school year

*continued from front*  
the new Detroit Science Center, Detroit Institute of Arts, and the Museum of African American History.

The Sears Skills Development Program has added two new schools; Pershing High School, where students will be assigned to Macomb Mall, and Henry Ford High School, whose students will face similar challenges at Fairlane Mall.

The DESC partnership with Detroit Public Schools and the Detroit Area Pre College Engineering Program will once again come together to lead DPS students in the First Lego League this fall.

Two new projects that are raising excitement levels for the coming year are the "PC for Kids" Program and the Detroit Riding Academy. Watch for more about these programs in a future *Communicator*.

## 2001 CLIENTS

- Brother Rice High School
- HAVEN, Inc.
- Birmingham Bloomfield Art Center
- Turning Point
- St. Anne Mead
- South Oakland Shelter
- Eureka
- Northeast Guidance Center
- PuppetART/  
Detroit Puppet Theater
- M.O.S.E.S.
- Adult Housing Corporation
- Village of Armada