

**ROUND TABLE  
DIALOGUES  
TENTATIVE SCHEDULE  
FOR 2003/04**

SEPTEMBER

- 16 Cadillac Middle School
- 23 Boynton Learning Center
- 25 Martin Luther King Jr. HS

OCTOBER

- 7 Commun. & Media Arts HS
- 14 Murray Wright HS
- 16 Western International HS
- 21 Farwell Middle School
- 23 Coffey Middle School
- 28 Drew Middle School

NOVEMBER

- 4 Southwestern HS
- 6 Mumford High School
- 13 Henry Ford High School
- 18 High School of Commerce
- 20 Ludington Middle School

DECEMBER

- 2 Hutchins Middle School
- 9 Malcolm X Academy
- 11 Taft Middle School

JANUARY

- 8 Southeastern High School
- 13 Golightly Education Cen.
- 15 Duffield Elem/Middle
- 21 Marvin L. Winans Acad.
- 29 UPS Pelham

FEBRUARY

- 3 Osborn High School
- 5 Martin Luther King Jr. HS
- 10 Randolph Voc Tech
- 12 Heilman Middle School
- 17 Northern High School



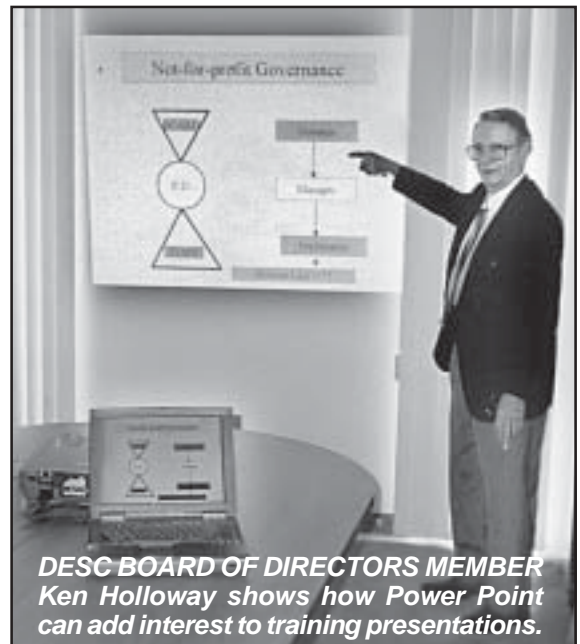
## Holloway makes a powerful point

With a single generous gesture, Ken Holloway recently demonstrated how one individual can significantly advance the effectiveness of the Detroit Executive Service Corps mission.

Holloway has donated a ChemBook 3300 Ultra Slim all-in-one high performance Notebook and an Epson PowerLite 53c/73c Multimedia Projector, designed specifically for Power Point presentations.

“This gift will professionalize our training presentations,” Holloway explained. “Training is a core ingredient in providing effective consulting services. Power Point allows us to visually emphasize key information in an interesting way. Improved quality training positively impacts our consultants and clients.”

DESC will now be able to provide Power Point presentations to potential clients in the areas of strategic planning and board development.



**DESC BOARD OF DIRECTORS MEMBER Ken Holloway shows how Power Point can add interest to training presentations.**

The Corps will host a training session in late September for Power Point presentations. All current and potential presenters are invited to attend. Make your reservations early by contacting Jacki Redmond.



## Consistent commitment

Since 1986, the Matilda R. Wilson Fund has provided generous financial support to the Detroit Executive Service Corps. Recently, fund president George D. Miller Jr. presented a substantial check to DESC President Deanna McGraw. This year's gift was made in memory of Robert M. Surdam, the former Chairman of National Bank of Detroit. A longtime DESC officer and director, Mr. Surdam was also a trustee of the fund. He died Oct. 4, 2002.

## JOINING THE DESC TEAM

- ❖ Elsa Alvarez  
Detroit Public Schools
- ❖ David Branch  
State Farm
- ❖ Kelvin Brown  
Detroit Public Schools
- ❖ Umar Brown  
Standard Federal Bank
- ❖ Jerry Cook  
Honigman, Miller,  
Schwartz & Cohn
- ❖ Michael Croom  
Abundant Life  
Retirement Planning
- ❖ Greg Davis  
Boy Scouts of America
- ❖ James Davis  
Omron Automotive  
Electronics
- ❖ Casilda de Benito  
TRW
- ❖ Jody Ferguson  
Ford Motor Company
- ❖ Arthur Fitzgerald  
Ford Motor Company
- ❖ Tiffany Funches  
Honigman, Miller,  
Schwartz & Cohn
- ❖ Sonya Harris  
New Technology Steel
- ❖ Donna Healy  
ABN AMRO  
Mortgage Group
- ❖ David Hennessy  
Cadillac Products
- ❖ Jacqueline Hughes  
Schools of the 21<sup>st</sup> Century
- ❖ Michael Kelly  
National City Bank
- ❖ Scott Kline  
Herman Miller, Inc.
- ❖ Harry Lassen  
Ford Motor Company
- ❖ Mary Lou Lee  
ABN AMRO  
Mortgage Group
- ❖ David Livingston  
M-Care
- ❖ Taneshia L. Marshall  
Johnson Controls, Inc.
- ❖ Tina McClendon  
Honigman, Miller,  
Schwartz & Cohn

*continued on page 4*

## Reorganization streamlines operations

**D**etroit Executive Service Corps office operations have a new look and feel these days.

“With the resignation of (DESC Program Manager) Sherry Lafnear, job functions have been reorganized to secure needed skills and direct staff proficiency to better support our consulting programs,” DESC President Deanna McGraw explained.

Technology support, book-keeping and technical writing have been outsourced. This has enabled DESC to

take advantage of professional expertise on an as-needed basis—increasing cost-effectiveness without sacrificing quality standards, she noted.

Program Manager (Consulting and Administration) Jacklin Redmond has assumed responsibilities for coordination and support of all consulting programs and volunteers. “This is helping to improve communications with consultants, as well as streamlining data-keeping,” McGraw said.

A part-time receptionist begins in September to manage telephones and provide general office support, she added.

The changes are expected to enhance operational efficiency and technology support. Upon completion of the initial reorganization, phase two will begin.

“During phase two, DESC plans to develop a shared database for our volunteers, clients and donors,” McGraw said. “At some time in the future, the database will be connected to our web site.”

## THE NONPROFIT NOTEBOOK

*Enhancing the effectiveness of not-for-profit endeavor*

### Who has time for financial organization?

Ensuring that clear, consistent, and sensible procedures are in place for the management of the money that flows into and out of a nonprofit may not be very high on anyone’s priority list. Getting the money to flow “IN”—now *that* is a priority. Keeping it from flowing “OUT” for unnecessary expenses is also near the top of the list.

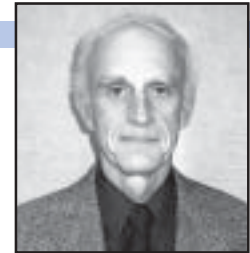
Unfortunately, the unstructured management of funds may result not only in wasted dollars, it can open the door for fraud or theft. Simple, easy-to-use accounting procedures for the receipt of cash, checks and donations-in-kind are vital for 501 C-3 reporting, to say nothing of the reports to Foundations or Corporations that you currently deal with or hope to attract.

Disbursements and bill-paying are often controlled by just one person, a situation

which, at the least, can lead to confusion when that individual is absent, and at worst, can result in funds going to a “personal” charity.

DESC recognizes this situation and has created a very simple set of procedures in printed and disc formats. Any nonprofit can “adopt” and “adapt” these basic precepts to its current operation by inserting appropriate details, job titles and names, and then reprinting the 30 pages. VOILA! A new Financial Policy and Procedure is in place that fits your nonprofit and covers such topics as Cash Receipts, Bank Deposits, Expenditure Approval, Petty Cash, Annual Budgets, Record Retention and Audits.

Contact Neil at DESC (248-395-2840) or visit [esc-detroit.org](http://esc-detroit.org) for more details on how to obtain this helpful publication.



*Former president of both Dawson Industries and Computerized Security Systems, “Notebook” author Neil Hitz is DESC Director of Management Services.*

### DESC COMMUNICATOR

Published by  
Detroit Executive Service Corps  
16250 Northland Drive,  
Suite 390, Southfield, MI  
48075  
DESC Chairman, Bill Adams  
President, Deanna McGraw  
Communicator Editor, Mary Frey

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.

**Telephone: (248) 395-2840**

Fax: (248) 395-2844

Email: [dmcgraw@esc-detroit.org](mailto:dmcgraw@esc-detroit.org)

Web site: [www.esc-detroit.org](http://www.esc-detroit.org)

# Ford funds bright new look for DESC brochure

The Detroit Executive Service Corps has an exciting new promotional tool, thanks to a special \$5,000 contribution from the Ford Motor Company Fund. Ford representatives felt that the good news about the

many positive programs DESC offers for schools, other nonprofits and governmental organizations needed to “get out there” in a more effective and memorable way. An updated brochure was the answer.

DESC President Deanna McGraw turned the task of coordinating the new publication over to Jameson Teamor, VP Education Programs. After reviewing the efforts of several communications firms, Teamor selected Kolka & Co LLC Visual Communication.

Kathleen and Jim Kolka decided on a collage format with a theme, referred to as a “talking billboard.” The collage includes clients, students, programs, school and nonprofit organizations, and DESC staff and volunteers.

It also features Michigan Governor Jennifer Granholm, Ford Motor Company Executive Floyd Washington Jr., DaimlerChrysler CEO Dieter Zetsche and W. Frank Fountain, President DXC Corporation Fund and Senior VP

***“I think we hit the ball out of the park.”***

Jameson Teamor  
VP Education Programs

Government Affairs, as well as DESC Board Member Peter Wong.

“An attractive pocket piece like this is essential to potential volunteers, clients and funders,” DESC Chairman Bill Adams noted. “I keep a half dozen in my briefcase all the time to be ready for any opportunity.”

“I think we hit the ball out of the park,” Teamor added. “The new brochure tells our story in a fresh manner, and demonstrates the power of wisdom and experience.”

## In their own words ...

DESC staffers are often asked by financial supporters, “How do you measure the benefits for Detroit Public Schools students attending field trips?” To better answer that question, each student is required to write a thank-you letter to DESC.

“The purpose of the letter-writing initiative is to encourage students to formulate their thoughts about the field trip experience and express them in their own words,” explained DESC Education Programs Manager Harriet Rivers.

Following are excerpts from letters by Farwell Middle School eighth-graders who attended a May 28 business luncheon hosted by the Detroit Rotary Club at the Detroit Athletic Club.

***“Thank you for inviting us to this program and thank you especially for giving us key information about life and school.”***

***“Thank you Mr. Buck for this wonderful opportunity – the advice given to us ... was very encouraging.”***

***“I enjoyed the whole experience. The unique art pieces caught my eyes as soon as I entered the building. Maybe one day I, too, will receive a scholarship award – that award presentation has inspired me to really start to think more seriously about my school work.”***

***“ I enjoyed the art pieces – but more importantly thank you for your time spent in talking and listening to us.”***

***“I met a lot of important business people – the luncheon was educational – please invite us again.”***

## New Clients/Projects

- ❖ Alternative For Girls
- ❖ Angell Primary
- ❖ Canton Community Foundation
- ❖ Charles H. Wright African American Museum
- ❖ City Year
- ❖ Clerical Consulting
- ❖ Common Ground
- ❖ Crossman Alternative
- ❖ Dixon Elementary
- ❖ Federation of Youth Services
- ❖ Ferry Elementary
- ❖ Front Porch
- ❖ Furniture Resource Cen.
- ❖ Genesis Elementary
- ❖ Great Lakes Maritime
- ❖ Greater Faith Transition
- ❖ Larned Elementary
- ❖ Latino Family Services
- ❖ Mariners Inn
- ❖ Methodist Children's Home
- ❖ Mycosis Fungoides Foun.
- ❖ National Assoc. of Women Business Owners
- ❖ Newberry Elementary
- ❖ N. Oakland Headwaters Land Conservancy
- ❖ Parker Elementary
- ❖ Pasteur Elementary
- ❖ Post Elementary
- ❖ Psychological Studies & Clergy Consultation
- ❖ Publius
- ❖ Rowan Elementary
- ❖ Simon House
- ❖ Tallships Michigan
- ❖ The Detroit Curling Club
- ❖ Think Detroit
- ❖ United Way Community Services BoardWalk Series
- ❖ Women's Survival Center
- ❖ Woodward Elementary

## JOINING THE DESC TEAM

*continued from page 2*

- ❖ Glenn Miller  
Allstate Insurance Co.
- ❖ George Moses  
Moses, Inc.
- ❖ Jay Nowak  
Lear Corporation
- ❖ Michael O'Brien  
Pulte Homes Inc.
- ❖ John O'Reilly  
Palace Sports &  
Entertainment
- ❖ David Padilla  
Kaufmann Corporation
- ❖ Tracie Perkins  
Honigman, Miller,  
Schwartz & Cohn
- ❖ Ken Pragner  
Parish Publishing LLC
- ❖ Rubin Rivetna  
Henkel Surface  
Technologies
- ❖ Dista Russell  
Honigman, Miller,  
Schwartz & Cohn
- ❖ Tanya Saldivar-Ali  
Detroit Hispanic  
Development Corp.
- ❖ Amanda Schneider  
Idea Integration
- ❖ Lillian Streck  
Ford Motor Company
- ❖ Ann Stringer  
Rabaut Law Firm
- ❖ Robert Tell  
North Coast Industries
- ❖ Michael Tranquilla  
Unisys Corp
- ❖ David Tsang  
Visteon Corporation
- ❖ Richard Turner  
Wayne County  
Community College
- ❖ Matthew Wegreznovick  
Detroit Rotary Club
- ❖ Cassie Williams  
UPS
- ❖ Tee Wilson  
State Farm Insurance
- ❖ LaDonne Young  
New Detroit, Inc.

## DCWS and DESC: Promoting beautiful music together

Are you a classical music lover? Then chances are you're already familiar with the nationally acclaimed musical group, Detroit Chamber Winds & Strings (DCWS). This organization features the area's most talented professional brass and wind musicians – all from the Detroit Symphony Orchestra or Michigan Opera Theatre.

The group recently completed its 20th year of local chamber music concerts, school programs, concert tours and performances at the Great Lakes Chamber Music Festival.

DCWS asked DESC for help in expanding their audience base through new marketing initiatives.

***“DESC’s involvement has provided us with some very intriguing new perspectives.”***

Maury Okun  
DCWS Executive Director

DESC consultants John Bissell and Dick Marcy worked with DCWS Executive Director Maury Okun to develop a two-phase marketing strategy, that includes building alliances with local musical organizations to encourage attendance at DCWS concerts, and testing the feasibility of expanding their concert venues to new geo-

graphic locations.

With the guidance of DESC, the project involved contacting similar musical organizations to generate ideas, as well as implementing and analyzing results from consumer research questionnaires used at several concerts.

“DESC’s involvement has provided us with some very intriguing new perspectives,” Okun commented. “Several of these ideas are already being implemented in our marketing programs for the upcoming 2003-4 concert season. We anticipate these initiatives are going to significantly contribute to our long-term future growth.”

## VOLUNTEER SPOTLIGHT ON ...



Tom Korn has been an active consultant specializing in Board Development with the DESC for about five years. Through interest and experience he has developed a considerable expertise in helping non-profit organizations make their boards more productive, knowledgeable and self-renewing.

Tom's clients have included Haven, Birmingham-Bloomfield Art Center, Restoration Housing, National Association of Women Business Owners, and Latino Family Services. He also serves as an instructor for DESC, New Detroit and United Way Board Development workshops. He finds

the DESC to be an excellent conduit for his mission of “giving back.”

Prior to his work with the DESC, Tom served on three non-profit boards of directors both as a member and president.

Tom has also done consulting for a non-profit treatment center and a homeless shelter in Detroit. All of this volunteer and service work, combined with his business career, positioned him well for the DESC experience.

Tom's primary business career was with Xerox Corporation where he worked for almost 25 years in a variety of sales and marketing management positions. His last assignment



Tom Korn

for Xerox was as Regional Manager for the Intermountain West area, from which he took early retirement.

Following a Marketing Degree from Miami University, Tom was commissioned as an officer in the U.S. Navy and served aboard a ship of the line during the Korean War.