

Leadership Oakland + DESC = Nonprofit benefits

The Detroit Executive Service Corps and Leadership Oakland have formed a partnership that will give more than 500 Leadership Oakland graduates a chance to volunteer at 200-plus area nonprofits.

Leadership Oakland is itself a nonprofit, formed in 1990 to help participants develop leadership skills through exploration of regional, social and economic issues.

Leadership Oakland President Dawn Magretta says the new partnership will offer just such



FORGING A NEW initiative are (from left) Leadership Oakland alumnus Jeannette Carney, DESC President Deanna McGraw and Project Coordinator Harvey Tull.

opportunities for the organization's alumni through volunteer training and placement in DESC programs.

That dovetails nicely with a growing demand for Corps services. "DESC needs more volunteers and Leadership Oakland alumni are

often looking for ways to improve their communities," noted Deanna McGraw, DESC President. "It's truly a win-win-win situation, because it benefits the community, the Corps and the alumni in one united effort."

A joint orientation was held in September to introduce Leadership Oakland alumni to the DESC mission. Ten alumni have joined the Corps and began service in October.

For more information about Leadership Oakland, call 248-952-6880.

DESC consulting services get thumbs-up

Are we meeting the needs of the clients we serve? This question is often asked by the Detroit Executive Service Corps Board of Directors, as well as the community at large.

To provide an accurate answer, each year the Corps conducts an evaluation of services from two perspectives: those of DESC clients and the consultants who work with them. DESC President Deanna McGraw reports that the 2002/03 annual evaluation indicates the Corps is right on target.

"One hundred percent of reporting clients stated that the consultants met or exceeded expectations in the areas of contract objectives, understanding of their organizations, reasonable recommendations, skill level and professional services," she notes.

For their part, 90 percent of DESC consultants indicated satisfaction with project results. However, 30 percent were concerned that the lack of commitment by some clients' boards of directors could interfere with implementation of recommended changes.

Client comments


"The consultants refocused our core business; we are now a more stable organization."

"We would not be in business today without DESC."

"Consultants were 'real,' and helped group confront difficult situations in a realistic way."

"Good, dedicated, knowledgeable, interested, sincere consultants."

Sherry Lafnear
Has What It Takes.
Do You?



The Leukemia & Lymphoma Society™
Fighting Blood Cancers



2003 Woman of the Year



Accepting Nominees for 2004
1-800-456-5413

Point of pride
Former DESC employee Sherry Lafnear has moved on to new challenges. But while she was still part of the DESC staff, Lafnear was selected as Woman of the Year for the Leukemia and Lymphoma Society. As a result, her photograph along with the DESC logo will appear on a billboard on West 14 Mile east of Coolidge in November and December.

JOINING THE DESC TEAM

IN EDUCATION ...

- ❖ Corey Bell
Detroit Tigers
- ❖ Joanna Castro
Wayne State University
- ❖ Martha Diez
Wayne State University
- ❖ Tonya Garth
Garth Financial Group
- ❖ Edwina Henry
Phylon Consultants
- ❖ Paula Hernandez
Wayne State University
- ❖ Joyce Hess
US Army Corps of Engineers
- ❖ Peter Kim
General Motors Corp.
- ❖ Thomas H. Magness, PE
US Army Corps of Engineers
- ❖ Catherine O'Malley
Fairlane Town Center
- ❖ Noelia Rodriguez
Wayne State University
- ❖ Dr. Ken Shmarak
Former Dentist

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THE NONPROFIT NOTEBOOK

Enhancing the effectiveness of not-for-profit endeavor

Need business skills?

We all know that having the correct tool makes the job a lot easier. And certainly it helps to be able to ask someone who has faced a similar situation for advice. However, nonprofit organizations, like many small businesses, must make do with what they have. There are times – all too frequent – when opportunities or problems present themselves and you as the Executive Director or Board Chairperson would really like to have an “expert” or a person familiar with the situation to consult with.

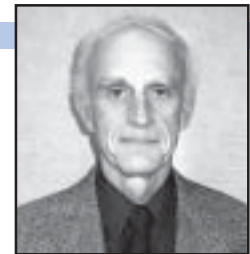
One place to turn that is often overlooked is the Board of Directors. A discussion with the Board outlining the situation might uncover a Board member (or friend of a member) who would be willing to volunteer time and talent to assist.

Another solution is the Detroit Executive Service Corps. DESC has more than 80 consultants who bring decades of experience in almost every business situation, plus years of working with nonprofit organizations – and the skills to connect the two.

When volunteers join DESC, they are asked to indicate their background in 19 different “skills” and level of experience with each. These range from Accounting to Public Relations, Information Technology to Government.

DESC provides assistance with Board Development, Strategic Planning and other general needs, but many nonprofits don’t realize that there is a wealth of talent available for specific situations. A DESC volunteer can act as a mentor, guide, catalyst and/or facilitator, using years of experience in situations like those faced by nonprofits.

The DESC Mission is, in part, “to enhance the effectiveness of nonprofits, by transferring the knowledge, skills, and expertise of executive volunteers.” To start that process, the only tool needed is the telephone: 248-395-2840.



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

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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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"A great reference source"

An informative new guide is recommended reading for DESC consultants and clients. *Michigan Nonprofit Management Manual 4th Edition* was released by the Volunteer Accounting Service Team (formerly Accounting Aid Society).

According to VAST Director of Nonprofit Services Linda Koch-Lafrenz, "This manual is a fundamental resource for helping to build capacity in nonprofits of all types and sizes. It is intended to stimulate sound decision-making."

The new edition was written by 43 experts in the field on nonprofit management and includes 20 chapters. Topics range from government reporting requirements, federal regulations and governance to volunteer management. There is also an expanded resource section so readers can find additional help.

"The Michigan Nonprofit Manual has been a great reference source to me for many years," DESC President Deanna McGraw said. "I want all DESC consultants to have a copy of this new edition."

To order, call Linda Koch-Lafrenz at 313-647-9620. Bulk rates are available. Let her know that you heard about the *Manual* in the *DESC Communicator*.



Sharing thoughts at a recent reception are (from left) Arnot Heller, Karen Kokeny, Jameson Teamor, Kevin Kondrat and Mardi Woods.

Corps honors educators

Detroit Public Schools (DPS) educators and DESC representatives convened for the Fifth Annual Principals Reception Sept. 23. The event honored the 30 DPS principals who are partners of the DESC Student Roundtable Dialogue Program. Corps business partners, DPS Compact Coordinators and Executive Directors, and DESC Board and Advisory Board members also attended.

Robert Brown, DPS Executive Director and Chair of the DESC Facilitation Board, commented on the positive efforts and dedication of education volunteers.

Heilman Middle School Principal Ronald Peart praised DESC programs and expressed gratitude on behalf of students who have participated in DESC educational activities like dialogues and field trips. He commented on the higher level of maturity shown by students after interaction with DESC volunteers in these programs. Guest speaker was *Detroit Free Press* Public Editor John X. Miller.

Focus on Funders



FLANKED BY GenCorp Foundation representatives Deanna Johnson (left) and Juanita Garcia, DESC Development Director Bill Grier happily receives Gen Corp's check for financial support in 2003.

GENCORP FOUNDATION, INC.

A generous supporter of DESC for more than 10 years, GenCorp Foundation's mission is to support education, health and human services, civic projects and the arts in communities where GenCorp employees live, work and volunteer. Since 2000, the GenCorp Foundation has contributed almost \$2.5 million to schools and community organizations in qualifying communities.

GenCorp was incorporated in Ohio in 1915 as General Tire & Rubber Company. Today, the company's headquarters is in Sacramento, CA. Its operations are organized in three segments: GDX Automotive, Aerospace, and Fine Chemicals. The automotive division is the world's second largest sealing systems supplier. For nearly six decades, Aerojet has played a major role in programs critical to national defense, including Minute Man, Peace Keepers and Polaris.

With more than 9,400 employees, GenCorp's net sales exceeded \$1.1 billion in 2002.

DESC maintains a close working relationship with the GDX Automotive facility located in Farmington Hills.

New talents at the top

Three new members have been elected to the Detroit Executive Corps Board of Directors. Adding their expertise to the 20-member board are: B. Craig Orr, Global Body & Exterior Commodity Manager for Ford Motor Company; Nick Metzger, Accounting Finance Supervisor at State Farm Insurance Company; and Denise Crittendon, Editor of *African American Family Magazine*.

The Corps also welcomed Advisory Board Members Andrew C. Richner, Attorney, Clark Hill, and Edward Deeb, President & CEO of Michigan Food & Beverage Assoc.

JOINING THE DESC TEAM

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❖ Silvia Vargas
Wayne State University

❖ Laura Whichello
Detroit Rotary Club

❖ Shaun Wilson
Wilson Bowens PR Firm

❖ Terry Wilson
Garth Financial Group

As CONSULTANTS ...

❖ Sally Lou Cloyd
SOC Credit Union

❖ Darrin Devereaux
Organization Analysis

❖ Briana C. Dubose
Headstrong

❖ James Gessner
DTE

❖ Carol Rodgers Gove
National Association of
Women Business Owners

❖ Michael Howard
Marketing & Sales
Consultant

❖ Swati Karve
Former TATA Technologies

❖ Julie Lichtenberg
Oakland University

❖ Penny Manning
IMD Consulting

❖ Daniel E. McNeill
Support Kids, Inc.

❖ Mark Rafdal
Huntington National Bank

❖ Robert F. Stoner
Kelly Services, Inc.

To add YOUR talents to the DESC team, call 248-395-2840



THE FIFTH YEAR of DESC's Principal Leadership Development Program began with a Sept. 30 orientation. Here, principals and assistant principals learn about Corps services.

DESC President takes teaching post

When Lawrence Technological University (LTU) introduces a nonprofit-centered educational initiative to students next year, DESC President Deanna McGraw will be part of the experience.

McGraw will be team-teaching "Topics in Management: For-Profit + Non-Profit = Partners for Success." The three-credit course will look at a growing trend – that of for-profit businesses entering into partnerships with the nonprofit sector – and the nature and types of these relationships.

The initiative was launched when LTU announced the creation of educational programs focusing on nonprofit management. A Mott Foundation grant was secured for the development and implementation of the new curriculum through the LTU College of Management. And, as a familiar figure on the nonprofit-support scene, it wasn't long before McGraw's talents were tapped for the project.

"I am very pleased to have been invited to join this exciting initiative," she said. "I know I will gain new skills while sharing DESC experiences with Detroit-based nonprofits. I believe the classes will address

the need to develop leadership in the nonprofit community and expand partnership with business."

The first graduate class will begin in January 2004 on the Southfield campus. Companion instructors will be LTU Professor of Management Dr. Bob Inskeep, and Jerry Lindman, J.D., consultant in nonprofit management.

For more information about the class, contact Dr. Inskeep at Inskeep@ltu.edu or by calling 248-204-3077.

DESC expenses are tax deductible

Since DESC does not reimburse volunteer expenses such as mileage and parking, the Internal Revenue Service assists, at least a little, by permitting a charitable contribution deduction.

If you are an active volunteer, you may be surprised by how quickly it will add up. Your only effort is maintaining modest records of your expenses. A calendar or diary should suffice, but you must retain receipts for expenditures of \$75 or more.

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

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

If you are an active volunteer, you may be surprised by how quickly it will add up.

Remainder reminder

A Charitable Remainder Trust can provide you with a lifetime income from your investment **and** provide a significant tax deduction to benefit your favorite charity! Consider the DESC Endowment Fund along with the many other available options in your estate planning.