



“It always
seems
impossible
until it’s
done.”

~Nelson Mandela

September-December 2013
Course Catalog



Letter from the Executive Director

“Don’t you love New York {Pittsburgh!} in the fall? It makes me want to buy school supplies. I would like to send you a bouquet of newly sharpened pencils...?” ~Nora Ephron

I wish I could send each of you a bouquet of newly sharpened pencils! Although regular readers of these missives know how much I love the summers in Pittsburgh, all of us have to welcome the advent of fall with our transitional dark cotton plaid new clothes and eagerly await the first fall colors. I get a major kick out of the creativity and ingenuity that the Bayer Center staff show in creating this fall catalog year after year.

Although we are always working to provide our clients and students with core classes in nonprofit management to help you compete in a perpetually roiling environment of changing funding, community needs and priorities, we also work with each passing season to respond to the *What’s next?* in your organization. So in this catalogue, you’ll see tested and valuable topics on technology, funding, human resources and financial management, but you’ll also have the opportunity to register for: *iPad Day!*; *The Third Age: Harnessing Boomer Expertise and Energy*; *Moving Beyond Good Intentions: Board Diversity*; *Tell Us a Story: A Nonprofit Storytelling Open Mic Workshop*; and *Thinking Like a Nonprofit Entrepreneur*. You’ll be encouraged to *Eat Your Veggies!* and learn things that you know are good for you.

But my favorite new series this fall is *Breakfast with Champions*. In a series of three fireside-type chats, we’ll pick the brains of some of the smartest people in Pittsburgh. We are fortunate to have some world-class thinkers and business people living amongst us – and we know they can help us better understand our world and our place in it by hearing their stories and having the opportunity to ask lots of questions.

- Why did you choose to pursue your career?
- What is the most important thing you have ever learned and from whom did you learn it?
- Where do you see the greatest opportunities to build a stronger, smarter Pittsburgh and southwestern Pennsylvania?
- What do you wish many people were thinking about as we shape our collective future?
- What are we missing in our organizational analysis of opportunity that you always consider – and from which you have benefited?

The Bayer Center has always been lucky in its friends...and this is no exception. We’re going to talk to Peter Lucas, author of *Trillions: Thriving in the Emerging Information Ecology* and founder of MAYA Designs. Pete’s mind is endlessly fascinating and his take on ideas is never traditional. I can’t wait!

How many of you start every Wednesday with *Pop City*? *Pop City* makes us see our city anew week after week and has contributed greatly to my quality of life by alerting me to people, places and events that rock. Tracy Certo is the genius behind the resource and also generously serves the nonprofit community by frequently giving nonprofits’ news pride of place in *Pop City* and demonstrating to her readers that nonprofits are integral to Pittsburgh quality of life. Finally, Matthew Pegula of Deep Local will join us just in time to explain to us how to use a robot to remotely decorate the Balsam Hill Communitree and other amazing projects that Deep Local has built. Does this sound like a great set of conversations – or what?

Because we deeply and truly know at the Bayer Center for Nonprofit Management at Robert Morris University that for leaders, it is always and forever about *What’s next?*. And you have my word that we get up every morning to try to anticipate how to partner with our nonprofit friends and allies to build the world we are all going to need tomorrow...

This fall, like every fall, will be over before we blink twice. Make sure you find time in all your hard work and doing of so much good, to see the beauty that surrounds us and to enjoy the fellowship of like minds.

As I started with one interesting woman, Nora Ephron, so in the spirit of unconventional thinkers, I’ll close with Yoko Ono...

*“Spring passes and one remembers one’s innocence.
Summer passes and one remembers one’s exuberance.
Autumn passes and one remembers one’s reverence.
Winter passes and one remembers one’s perseverance.”*

~Yoko Ono

Excelsior – ever upward! – beloveds!



Peggy Morrison Outon
Executive Director

The Bayer Center for Nonprofit Management

at Robert Morris University

Not like anybody else.

We're part of a university. We live the nonprofit life. We give you the time you need...

These are the things that set us apart, and are why thousands of organizations have come to trust the Bayer Center for Nonprofit Management at Robert Morris University as a comprehensive resource for education, consulting, coaching, research, and hands-on solutions for every aspect of nonprofit management.

Every one of our solutions is a custom solution.

At the Bayer Center, we build a stronger community by helping to build stronger, more knowledgeable nonprofits. We do this through collaboration, patience and relationships... combined with decades upon decades of diverse success experience.

Our approach to education is to stay on top of what's happening in the sector, plan for what's going to happen, listen to you, and offer the ever-adapting menu of classes you see described in this catalog.

Our approach to consulting and coaching is, when time permits and circumstances warrant, to enter into a process that builds mutual trust and respect and long-lasting results. And when time doesn't permit, to help you deal with crisis in the instant and on the ground.

Our approach to thought leadership is to leverage our role as a Robert Morris University Center of Excellence, and to listen to you – through conversations, surveys, research, and community gatherings – to bring together the best thinking on how our sector can most effectively enhance our community.

Your reality is our reality.

Organizations on the front line need realistic solutions. Sometimes that means taking a class. Sometimes it means an in-depth planning process. And sometimes it may mean figuring out how to keep the doors open next month.

In thirteen years of service to the nonprofit community, the Bayer Center has completed over 1,200 consulting engagements and educated over 6,500 students. Our consulting clients include human service, arts, faith-based, community development, environmental and education organizations with budgets ranging from \$100,000 or less to more than \$50,000,000. Our intensive and customized Management, Governance, Financial and Technology consulting services are designed to educate leaders and have resulted in:

- Higher functioning governing boards
- Enhanced financial planning and management
- Increased partnerships and strategic alliances
- More effective approaches to fundraising
- Better informed, evidence-based decisions for future directions
- More capable nonprofit leaders and organizations
- Effective management information systems
- Heightened brand awareness
- Prudent software choices and website design
- A strategic approach to decision-making

In short, at the Bayer Center, we work with you: *To provide effective and practical management and governance tools, information, education and research that strengthen nonprofit missions and multiply all investments of time, talent and money in regional nonprofit organizations.*

Executive Coaching

It doesn't have to be lonely at the top...

Not if you have a professional coach there with you.

Bayer Center coaches have all been trained in International Coach Federation approved programs, representing the **highest standards of coaching ethics and excellence**. More than just a sympathetic ear, our coaches can help you be more effective at:

- Managing others
- Managing yourself
- Managing change
- Balancing the demands of your professional and private lives
- In short...
being more effective at work and play

Coaches don't tell you what to do; they help you **draw on your own natural wisdom to make better decisions from a place of clarity and confidence**.

Coaching can provide you with targeted support in making difficult choices as you identify what is most vital to your organization's mission.

In short, coaching can help you achieve one of the most precious gifts of all – **a more effective organization and a peaceful night's sleep!**

For more information on affordable individual or peer-to-peer group coaching at the Bayer Center, please contact Scott Leff at **412-397-6006** or **leff@rmu.edu**.

“My coach provided a sounding board for ideas and concerns, made me think further ahead than I normally do, and increased my confidence in areas where I was not so sure of myself.”

– Roy Kraynyk, Director of Land Protection
Allegheny Land Trust

“Thank you. You're watching a life change right before your eyes.”

– Jeffrey Dorsey, Executive Director
Union Project

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Featured Series

Discovery Series: Eat Your Veggies!

Broccoli haters welcome! At the Bayer Center, we realize that, like eating your veggies, not all nonprofit management classes are... well...appetizing, but are important! Join us for these free (!) morning sessions where we will focus on some nonprofit management matters that may not be as appealing as chocolate cake, but will give you the vitamins and minerals your nonprofit needs!

HR Social Media Policies

Wednesday, Sept.25 from 8 – 9 a.m.

Social networking is here to stay and it is not a viable option for employers to ignore it in the workplace. Join us as we help you understand the ever-changing legal landscape that applies to this technology, and how to be proactive by having a well-tailored social media policy.

Instructor: Lisa Garrett, Cohen & Grigsby

Fee: FREE, but registration is required

HR Retirement Bonanza: Is Your Nonprofit Being Left Behind?

Tuesday, Oct. 15 from 8 – 9 a.m.

In the past 15 years, the U.S. has experienced a dramatic increase in Defined Contribution Retirement Plans (401ks, 403bs, 457s, etc.). The number of participating employees, the amount of their contributions and total value of plan assets has increased steadily despite the recent economic downturn. Learn more about how nonprofits measure up against each other and their corporate peers, how future trends in retirement savings plans will impact nonprofits the hardest and what you can do to prepare for and prevent this impact.

Instructor: Rod Diaz, McKinley Carter Wealth Services

Fee: FREE, but registration is required

HR Retirement: The Silver Lining Behind the Doom and Gloom

Tuesday, Oct. 22 from 8 – 9 a.m.

A lot of pessimism exists today about Americans' ability to retire, yet thousands retire daily. How do they do it? A concrete plan, disciplined habits and self-education. This session will touch on the plan, the habits and the financial awareness needed to get to your vision of life after 9 to 5. We will talk about (and keep it interesting!):

- Your post-career plan
- Saving and investing
- Estate planning, long term care insurance and social security
- Building your financial intelligence

Bring your questions and concerns. Debbie is available to stay after the session to talk one on one with those interested about their unique issues and plan.

Instructor: Debbie Moses, McKinley Carter Wealth Services

Fee: FREE, but registration is required

HR The Third Age: Harnessing Boomer Expertise and Energy

Wednesday, Dec. 4 from 8 – 9 a.m.

The Baby Boomer workforce has a diverse and profound expertise that, when utilized, is an invaluable asset. Creating volunteer opportunities that specifically target boomers is important for engaging this generation. Come and hear some success stories from ESC volunteers and volunteer managers successfully using this kind of partnership.

Instructor: Yvonne VanHaitsma, Bayer Center

Fee: FREE, but registration is required

Icons

Throughout this catalog, you'll find various icons. These icons point you to the courses you've told us you need, and they'll help you plan your semester at the Bayer Center.

They include:

F Fundraising

M Marketing

HR Human Resources



Nonprofit Management

What isn't nonprofit management? At the Bayer Center, we view nonprofit management as a holistic quilt that weaves together diverse and mutually supporting skills from governance to fundraising to financial analysis to technology to marketing to forming partnerships and alliances... the list goes on and on. Put them all together and what you have is a strategic approach to decision-making that accounts for human needs and organizational sustainability. The following classes will help you learn the techniques; our coaching and consulting services will help you put them into practice.

Some of the ways we assist organizations are:

- Performing comprehensive organizational assessments
- Facilitating inclusive planning processes that adapt to an evolving definition of needs identified in the course of planning
- Recommending and exploring opportunities for partnerships and collaborations
- Creating fund development plans that reflect donor realities
- Researching and performing environmental scans that clarify the organization's position within its service and competitive landscape
- Offering professional coaching to nonprofit leaders

For information about Bayer Center Management Consulting, call **412-397-6000**.

NEW SERIES: **Breakfast with Champions**

A recent study released by the Movoto Blog has ranked Pittsburgh as "America's Smartest City," (take THAT, Cleveland) so let's celebrate our smartness! Join us for breakfast and conversation with some of our city's best and brainiest entrepreneurs who are doing great things in and for our city. You're sure to leave inspired and proud to be living in such a gifted community!

Friday, Nov. 1 from 8 – 9 a.m.
with Peter Lucas, *MAYA Design*

Friday, Nov. 22 from 8 – 9 a.m.
with Tracy Certo, *Pop City*

Friday, Dec. 13 from 8 – 9 a.m.
with Matthew Pegula, *Deep Local*

Fee: \$10 to cover the cost of breakfast.

HR **Human Resource Roundtables**

Wednesdays, Sept. 18 and Nov. 20 from 8 – 9:30 a.m.

The HR job can be a lonely one – thank goodness there's strength in numbers. You need peers to challenge, listen, develop and encourage you. The HR Roundtable is just that. Every meeting the group discusses a topic with some insights brought from the trainer. Afterward, a good chunk of the meeting is dedicated to helping each other work through issues your organization is facing. Don't miss this unique development opportunity.

Instructors: Varies

Fee: \$10

Location: Urban Impact Foundation, Northside

M **Banish Boring Appeals: Fundraising** **F** **Writing that Gets Results**

Thursday, Sept. 19 from 9 a.m. – noon

Anger. Fear. A feeling of salvation. These aren't the stages of grief – they're three of the key emotional "triggers" for giving. If you're not tapping into emotions with your writing, you're not getting the most out of your direct mail appeals. Learn how you can punch up your writing by changing your approach and employ tips to improve readers' response to your letters. This course is for development professionals who know how to plan an appeal and have some writing experience, but who would like a fresh perspective. Bring a sample of an appeal letter you've done or that you're working on for hands-on experience.

Instructor: Amy Scanlon, Amy Scanlon Consulting

Fee: \$65 (\$55 if paid online)

HR **Leadership: Drawing Out the Best in You and Others**

Wednesday, Oct. 9 from 9 a.m. – noon

The right attitude and vision can help develop a can-do attitude for enthusiastic leadership and positive relationship building. This interactive workshop will teach you how to bring out the leadership within you and bring out the best in others. You'll learn the importance of positive psychology in the way successful leaders think, act and make decisions.

Instructor: Anthony Petroy, Robert Morris University

Fee: \$65 (\$55 if paid online)

Nonprofit Management *continued*

HR Protecting Your Organization: Risk Management and Insurance

Thursday, Oct. 10 from 5 – 7 p.m.

Nonprofits face increasing risks in an ever changing legal environment. In this class, we'll provide an overview of insurance issues relevant to nonprofits and discuss the types of insurance necessary for and available including Property, Liability, Volunteer, Directors & Officers, Workers Compensation and Professional Liability. We'll discuss insurance premiums as well as risk management techniques including the use of contracts, handbooks, policies and procedures and also allow for discussion on the specific exposures and needs facing your organization.

Instructor: Todd Whiteman, Enscoe Long Insurance Group, LLC

Fee: \$40 (\$30 if paid online)

M Fundraising is Sales – Admit It!

F *Thursday, Oct. 17 from 9 a.m. – noon*

Whether or not you're willing to admit it, fundraising is a lot like sales! In this highly interactive session, we'll take a look at some strategies and techniques of sales that are extremely helpful in fundraising, including where and how to start the "sale" and discuss the marketing wheel as it applies to allocating resources for your nonprofit. We'll also give you an outline of how to execute a commercial you can use with donors to uncover their motivation to give, and help you create a non-invasive script to get a "yes" or "no" in less time.

Instructors: Linda Dickerson, 501(c)(3)2; Len Petrancosta, Peak Performance Management

Fee: \$65 (\$55 if paid online)

Thinking Like a Nonprofit Entrepreneur

Wednesday, Oct. 23 from 9 a.m. – noon

Entrepreneurial Style Leadership (ESL) is not just for individuals who have a great idea and want to start up a new business entity and make money – it's a skill set many 21st Century organizations are seeking in employees of all levels. Thinking like an entrepreneur will equip you to think strategically, appreciate the benefits of entrepreneurship, bring entrepreneurial concepts to community outreaches, and help the nonprofit sector grow in ways that only an entrepreneur can. Participants will gain immediate applicable proficiency that is relevant to their job and gain confidence in entrepreneurial style techniques.

Instructor: Anthony Petroy, Robert Morris University

Fee: \$65 (\$55 if paid online)

PRESENTATION DAY!

M Effective Presentations

F *Tuesday, Nov. 5 from 9 a.m. – noon*

A narrative that lacks a human touch or a lack of audience interaction can contribute to wandering attention. We'll focus on planning and executing a presentation to maximize your audience's level of knowledge and interest in your topic and discuss the optimal blend of facts and stories that will make your presentations memorable. Stick around for the afternoon session on how to use PowerPoint to make those newly improved presentations sing!

Instructor: Jeff Forster, Bayer Center

Fee: \$65 (\$55 if paid online) OR \$50 when taken with "PowerPoint" (includes lunch)

M PowerPoint Skills and Secrets

Tuesday, Nov. 5 from 1 – 4 p.m.

The morning's Effective Presentations class offers a general context about how to use (and not to use) PowerPoint; this session will teach skills in alignment with that best-practice context. We'll get down to the nitty gritty of techniques for optimally using an existing PowerPoint presentation and how to create and edit PowerPoint files. In this hands-on class, you'll learn how to add charts, graphics, photos and media clips in PowerPoint. You'll also learn about formatting, using the different views available in PowerPoint and how to animate and transition between slides.

Instructor: Jeff Forster, Bayer Center

Fee: \$65 (\$55 if paid online) OR \$50 when taken with "Effective Presentations" (includes lunch)

Looking for grantwriting classes?

Our friends at the Foundation Center have got you covered! Visit their website at <http://www.carnegielibrary.org/locations/foundationcenter> or call 412-622-6277 to see what they've got on deck!

Survey Design: A “How to” for Effective Management

Wednesday, Nov. 6 from 9 a.m. – noon

Questionnaires and surveys are quick and low-cost methods of collecting information that can be used for program evaluation, quality improvement, or measuring performance. However, we too often design and administer surveys that do not produce results we can use or easily understand. In this we’ll cover simple techniques that will dramatically improve the usefulness, impact, and accuracy of your surveys and questionnaires including:

- Increasing your response rate
- Improving the quality of your survey
- Designing questions
- Common challenges
- Presenting your results
- Where to go for additional resources

The workshop will include time to practice the survey techniques learned as well as to answer questions about existing surveys, so bring them along!

Instructor: Megan Good, Allegheny County Department of Human Services

Fee: \$65 (\$55 if paid online)

M The Psychology of Giving –

F The Practice of Asking

Friday, Nov. 8 from 9 a.m. – noon

People are compassionate and giving by nature, especially to another human being with a name, a face, a need, and a story. But large and negative statistics about perpetual crises turn people away. How do we craft our “ask” to move volunteers and donors to address larger, chronic social issues such as poverty or education? In this workshop, we integrate decision-making science with practical and effective ways to analyze and design communication approaches for non-profit social/community services. Particularly suited for organizations who seek to connect with donors, volunteers, and the community.

Instructors: Ken Smythe-Leistico, University of Pittsburgh Office of Child Development; Junlei Li, Ph.D, Fred Rogers Company

Fee: \$65 (\$55 if paid online)

FUNDamentals of Project Management

Tuesday, Nov. 12 from 9 a.m. – 4 p.m.

If you’re new to project management, this is the class for you! We’ll spend the morning learning the basics of project management, including project planning steps, developing project objectives and managing a project team. In the afternoon, we’ll apply and practice this knowledge using the free, open-source project management tool Asana.com.

Instructor: Cindy Leonard, Bayer Center

Fee: \$125 (\$115 if paid online) and includes lunch



Nonprofit Leadership Alliance Program

BCNM is proud to partner with Robert Morris University’s Nonprofit Leadership Alliance (NLA) Program – a national nonprofit organization established in the 1940s which partners with universities and colleges to prepare the next generation of nonprofit leaders. Established at RMU in 2007, NLA is coordinated by the Office of Student Civic Engagement in the Division of Student Life. BCNM offers an eight week class series in the fall and a week-long boot camp in the spring designed for NLA students to address the unique leadership opportunities and challenges faced by nonprofit professionals. The March 11 – 14 boot camp was great fun for both students and staff! Thanks so much to all of the nonprofits who served as hosts during boot camp including:

- The Northside Christian Health Center
- Manchester Bidwell
- The Children’s Museum of Pittsburgh
- Father Ryan Arts Center
- The Western PA Humane Society
- CORO
- The United Way of Allegheny County
- Pittsburgh Historical Landmarks Foundation

Nonprofit Management *continued*

HR The 10 Most Common HR Mistakes Nonprofits Make

Wednesday, Nov. 13 from 9 a.m. – noon

Nonprofits face unique human resources challenges as they strive to fulfill their missions in times of financial belt-tightening, staffing shortages, increased government oversight and ever-changing regulations. It is more important than ever for nonprofits to understand and adapt to the rapidly changing employment and labor landscape. Virtually every aspect of employment including how we hire, pay, evaluate, promote, discipline, reward, provide benefits, record keep, settle disputes between employees, assign work, monitor social media and other technology use, control the workplace environment, etc. will be covered! This program is designed to address both the theory and practice sides of this challenging topic through lecture, case studies, real-world examples, class discussion and interactive role-playing.

Instructor: Albert Lee, Esq., Tucker Arensberg, P.C.

Fee: \$65 (\$55 if paid online)

M Tell Us a Story: A Nonprofit **F** Storytelling Open Mic Workshop

Thursday, Nov. 14 from 9 a.m. – noon

We've all been hearing that we need to be able to tell our organization's story well in order to enlist more help meeting our missions. Many would like to improve this skill set, but we lack the chance to practice. In this workshop, participants telling stories from their work is the main event. Our storytelling expert and your peers will provide feedback on what works and what doesn't, what to cut and what to expand, how you inspired, informed or (eek!) confused your audience. This session offers you a chance to try out your story and your storytelling technique on a friendly audience in a low-stakes setting.

Instructor: Jeff Forster, Bayer Center

Fee: \$65 (\$55 if paid online)

B Building Strategy: **P** Planning and Execution

Tuesday, Dec. 3 from 9 a.m. – noon

In this highly participative session, we'll identify why most strategies fail and teach you a guided, repeatable process for getting to results through the "VFO" (Vital Few Objectives) breakthrough system. You'll learn how to achieve alignment, focus and consensus within your leadership, engage team members in creating detailed initiative plans, and understand how to equip leaders with crisp messages that create clarity.

Instructor: Fiore Londino and Sherryl L. Nufer, Pareto Consulting

Fee: \$65 (\$55 if paid online)

C Challenges to Nonprofit Status

Friday, Dec. 6 from 9 – 11 a.m.

The tax-exempt status of nonprofit organizations is under increasing scrutiny. The debate over payment in lieu of taxes has been highly visible in Pittsburgh, drawing national attention in the March 2013 issue of the Nonprofit Quarterly. Join us for a conversation with three of our region's most influential government and foundation leaders around this ongoing concern.

Panelists: Bill Peduto, Pittsburgh Mayoral Candidate; Erin Molchany, Allegheny County State Representative; Fred Thieman, Buhl Foundation; Peggy Morrison Outon, Bayer Center

Fee: \$40 (\$30 if paid online)

H Hear From Your Peers: **A** Salesforce Users Panel

Tuesday, Dec. 10 from 9 – 11 a.m.

The Salesforce Foundation's license donation program for Salesforce.com has made this tool a subject of lively conversation over the last few years. You may be wondering if it's a fit for you and what the advantages of the platform are, relative to off-the-shelf software for nonprofit information management needs like donor management, outcomes tracking and general customer relationship management. We've assembled a group of your peers at different stages of implementation and use of Salesforce to share their experience with you.

Moderator: Jeff Forster, Bayer Center

Fee: \$40 (\$30 if paid online)

E Engineering Public Policy: **C** Civic Campaigns

Wednesday, Dec. 11 from 9 a.m. – noon

Instead of politicians asking us to vote for them, learn how a civic campaign can successfully ask a politician to vote for us – or a piece of legislation/policy that would help improve the lives of our clients, communities, or industry sector. This course will walk you through the various steps of developing a civic campaign strategy, how to go about implementing the strategy and use a real case study as an example of a successful and not so successful civic campaign.

Instructor: John Denny, Denny Civic Solutions

Fee: \$65 (\$55 if paid online)

United Way and Bayer Center Resources

The Wage and Benefit Survey of Southwestern Pennsylvania Nonprofit Organizations is a crucial tool for filling out the 990. You can access this free resource by clicking "For Agencies" then "Reports and Resources" at unitedwaypittsburgh.org.

Nonprofit Management Clinics

M **Storytelling Clinic**

F *60-minute sessions available by appointment*

Stories that capture the essence of your organization's mission can be powerful tools for enlisting support. If you know that your organization does great work but you lack those two or three stories that help to explain it to outsiders, come work on your stories with one-on-one structured help. Although storytelling is a creative act, all good stories have specific ingredients. An outsider to serve as guide and first audience can hone your stories into compelling tools in your communication strategy. Note: This clinic – unlike the others – may be done by phone if travel proves inconvenient.

Instructor: Jeff Forster, Bayer Center

Fee: \$50 per hour

Pinpoint Planning Clinic

60-minute sessions available by appointment

Tired of spending too much time and precious resources trying to figure out how best to improve your nonprofit? Consider using PinPoint Planning™, a tailored and time-limited approach that provides quick analysis of critical operations in the following areas: finances and financial management, fundraising, human resources, legal issues, governance and technology.

Each PinPoint Planning™ tool is a type of audit that will take organizations about an hour to complete. It provides executives and boards with concrete information about practice gaps so that they can focus resources on specific areas needing improvement instead of a complete overhaul.

Organizations receive an internal assessment to complete and return. The Bayer Center will assign an ESC volunteer from the relevant field to review your materials and then meet with you for a working session. After your face-to-face meeting, you'll receive a report containing a number of concrete, actionable suggestions to enhance your current operations.

This program was developed by the Bayer Center for Nonprofit Management in partnership with the United Way of Allegheny County.

Instructors: ESC Volunteers

Fee: \$50 per hour

Emerging Organizations Clinic

60-minute sessions available by appointment

Thinking of starting a nonprofit? We'll give you one-on-one guidance with the next steps – whether it is more research, looking into fiscal sponsorship, or reviewing an exemption application. We'll guide you through different options and the decision-making process.

Instructors: ESC Volunteers

Fee: \$50 per hour (*Due to the complexity of this topic, a 2-hour minimum is required.*)

HR **Employee Handbook Clinic**

60-minute sessions available by appointment

Is your employee handbook up to date? Does it include all the vital elements? Does its wording comply with wage and hour laws? Is it truly the employee information source that you would like it to be? We can help you get the answers to these questions and help you to modify and update your employee handbook as needed. During the clinic, we will do a complete review of your handbook and point out the sections that are missing or require revisions.

Instructor: Ray Frankoski, ESC Volunteer

Fee: \$50 per hour (*Due to the complexity of this topic, a 2-hour minimum is required*)

HR **HR Clinic**

60-minute sessions available by appointment

Do your HR policies need updating? Is expansion requiring more staff and more new job descriptions? Are you facing layoffs, or do you have a pregnant staffer and no maternity policy? We can help you with these and other issues including:

- Creating better performance appraisals
- Improving employee relations
- Restructuring benefits and compensation

The session is for any staff person with HR oversight. Bring your materials including employee handbook, performance appraisal form, and anything else HR-related to your appointment.

Instructor: Ray Frankoski, ESC Volunteer

Fee: \$50 per hour

Ask an Attorney Clinic

60-minute sessions available by appointment

Remember the good old days? Things were easier, less transparent, with fewer surprises. Now you have reason to be nervous about signing that lease. What does that insurance policy really cover? Are your personnel practices a lawsuit waiting to happen? Take advantage of affordable, one-hour consultations at LawLinks' Ask an Attorney clinics. Meet one-on-one with an attorney and discuss legal issues that concern you, like:

- Confusing "legalese" and contract terms
- Employment law and whether your organization's policies and procedures are compliant
- Protecting your organization against lawsuits
- Trademark and copyright protection

Instructor: Varies

Fee: \$50 per hour

M **Marketing Clinic**

60-minute sessions available by appointment

In this clinic, we'll review your current marketing strategy and materials, and give you advice about where you should focus your energy to align with your mission, customers, and needs.

Instructor: Dorothy Hufford, ESC Volunteer

Fee: \$50 per hour

M **Presentation Clinic**

60-minute sessions available by appointment

There is always room to improve the visuals that we use to aid our presentations. Get one-on-one help to make that presentation sing. Clinic can be used for step-by-step instruction on particular techniques (e.g., formatting, animation, incorporating media) or to workshop an existing presentation for ways to punch up its informative and persuasive power.

Instructor: Jeff Forster, Bayer Center

Fee: \$50 per hour

BOARDS *Work!* FOR NONPROFITS

What *is BoardsWork!?*

BoardsWork! (BW!) is a program of the Bayer Center for Nonprofit Management (BCNM) through which nonprofits receive a customized assessment, board retreat, and access to a pool of skilled and eager board prospects from local businesses and corporations who have been trained in all aspects of good governance. The program is focused on the practical and appropriate, with the retreat tailored to the needs of each individual nonprofit board.

Why *do I need BoardsWork!?*

Strong Boards build strong nonprofits...

BoardsWork! builds strong boards.

An organization achieves its best when it is supported by skilled and enthusiastic board members who bring energy and fresh ideas and enhance your board's portfolio and skillset.

BoardsWork! specializes in...

- Enhancing technical skills
- Sharpening strategic thinking
- Understanding succession planning
- Coaching on board/staff roles and responsibilities
- Streamlining policies
- Honing bylaws
- Increasing fundraising revenues

BoardsWork! is an excellent value for your hard earned funds!

Your benefits include...

- A custom assessment resulting in a board retreat planned and facilitated by BCNM
- A focused retreat to meet the needs of your board's development
- Matching your nonprofit with fully trained board members from your local business community
- Listing as a *BW!* Award Agency in a report to local funders and in the Pittsburgh Business Times
- Use of the *BW!* Award seal on your fundraising, grant, marketing and communication materials
- Periodic convenings of *BW!* Award winners
- A 20% discount for current board members on all BCNM classes

Where *does it all happen?*

You tell us! The retreat can be here at the Bayer Center downtown, at your facility, or at an offsite location.

When *should I take advantage of BoardsWork!?*

NOW. *BoardsWork!* has a pool of trained, enthusiastic members from businesses including American Eagle, Bayer Corporation and Huntington Bank waiting to serve on your board. *BoardsWork!* is ready to customize the retreat for your nonprofit. The group in our board matching pool is talented, skilled and ready to serve!

How *do I join BoardsWork!?*

Contact Program Director Lulu Orr at boardswork@rmu.edu or **412-397-6012** to send you a *BoardsWork! Request for Services* form, or to answer any questions you may have. The cost is only \$1,000 for your customized retreat, right to use the *BoardsWork! Award* seal, and to enter the matching pool, then \$250 annually to remain a *BoardsWork! Award Agency* and stay in the matching pool. *Partial scholarships may be available for organizations who qualify. Flexible payment terms are also available.*

Start earning your *BoardsWork!* Award TODAY!



Good governance is core to every organization's effectiveness and results. As an enhancement to our *BoardsWork!* program to train and match skilled board members with *BoardsWork!* Award agencies, we are offering this slate of governance classes. Attend these classes together and smooth the road for your shared journey.

HR Protecting Your Organization: Risk Management and Insurance

Thursday, Oct. 10 from 5 – 7 p.m.

Nonprofits face increasing risks in an ever changing legal environment. In this class, we'll provide an overview of insurance issues relevant to nonprofits and discuss the types of insurance necessary and available including Property, Liability, Volunteer, Directors & Officers, Workers Compensation and Professional Liability. We'll discuss insurance premiums as well as risk management techniques including the use of contracts, handbooks, policies and procedures and also allow for discussion on the specific exposures and needs facing your organization.

Instructor: Todd Whiteman, Enscoe Long Insurance Group, LLC

Fee: \$40 (\$30 if paid online)

HR Executive Performance Evaluations

Thursday, Nov. 14 from 5 – 7 p.m.

According to CompassPoint's 2011 "Daring to Lead" study, only 55% of nonprofit executive directors receive an annual evaluation from their board...and of those who do, only 18% find it useful. Yikes – it's time for boards to step it up! We'll look at real life examples and evaluation templates to explore how the board can create a meaningful review that not only engages and motivates the ED, but spurs them on to continued growth and development. You'll learn from not one, but two experienced instructors including a seasoned executive director and board member (Peggy Morrison Outon) AND a human resources director (Karen Campbell) – what a team!

Instructors: Peggy Morrison Outon, Bayer Center; Karen Campbell, ESC Volunteer

Fee: \$40 (\$30 if paid online)

Engaging Millennials in Board Service

Friday, Nov. 15 from 9 – 11 a.m.

Nonprofits are feeling the pressure from a constantly changing environment. How can we keep up? Engaging millennials in board service is a start! BoardSource indicates that only 2% of nonprofit board members are under the age of thirty, despite their passion, fresh ideas and knowledge of new technologies. Come and chat with three community leaders who are empowering young people to serve on nonprofit boards and experiencing the influence of this generation first-hand.

Panelists: Marcie Eberhart, American Eagle Outfitters Foundation; Rebecca Lucore, Bayer MaterialScience LLC, Chris Cooke, PULSE; Lulu Orr, Bayer Center

Fee: \$40 (\$30 if paid online)

Moving Beyond Good Intentions: Board Diversity

Wednesday, Nov. 20 from 9 – 11 a.m.

We are fortunate in our region's diverse communities. A diverse nonprofit board is vital to accomplishing a nonprofit's mission and increasing the understanding of their constituents and community needs. Join us as we discuss how harnessing our region's diversity can strengthen your board.

Panelists: Doris Carson Williams, African American Chamber of Commerce; Melanie Harrington, Vibrant Pittsburgh, Lulu Orr, Bayer Center

Fee: \$40 (\$30 if paid online)

Corporate *BoardsWork!* Clinic **NEW!**

60-minute sessions available by appointment

When your expertise is in the world of for-profit business, joining a nonprofit board can make you feel like a fish out of water. You want to be helpful, but suddenly you find yourself asking, "Why do they do it THAT way?" Come hash out your questions with a trained coach and nonprofit expert (who also happens to have a lot of for-profit background). Designed especially for new nonprofit board members matched through the Bayer Center's *BoardsWork!* program, this clinic will be helpful for anyone wondering how to become a more effective volunteer nonprofit steward. The clinic can be held in person or by telephone.

Instructor: Scott Leff, Bayer Center

Fee: \$50 per hour (*Due to the complexity of this topic, a 2-hour minimum is required.*)

Bylaws Clinic

60-minute sessions available by appointment

Bylaws are important in directing the board and the organization. Due to recent changes in the 990 legislation, many nonprofits' bylaws are not in compliance with best practices. During this clinic, we will review your bylaws, give you suggestions for improvements, and guide you on how to discuss these with your board.

Instructor: Sue McLaughlin, ESC Volunteer

Fee: \$50 per hour (*Due to the complexity of this topic, a 2-hour minimum is required.*)

74%+
seventy-four percent

Exploring the lives of women leaders in nonprofit organizations

Women comprise a great majority of the nonprofit workforce in Southwestern Pennsylvania. In fact, 74% of those working in the regional nonprofit sector are female. Approximately 225,000 of those 300,000 employed in nonprofits in Allegheny and surrounding counties are women. But wage equity is not a reality for most women working in regional nonprofit organizations.

Through generous support from the Eden Hall Foundation and Bayer USA Foundation, the Bayer Center for Nonprofit Management at Robert Morris University is leading on behalf of women in the nonprofit workforce through research and education to promote change in this picture. A "Kitchen Cabinet" consisting of over 170 leaders from the private, public and nonprofit sectors has been formed to guide new research efforts on the lives of women in nonprofits, to ask hard, relevant questions, and to distill knowledge into action. And we intend to engage the power of 74% to do just that.

In order to continue to pursue our multi-faceted research on this topic through education, we offer these classes and others which will speak to the on-the-ground reality faced by both women and men in the nonprofit sector.

HR Retirement Bonanza: Is Your Nonprofit Being Left Behind?

Tuesday, Oct. 15 from 8 – 9 a.m.

In the past 15 years, the U.S. has experienced a dramatic increase in Defined Contribution Retirement Plans (401ks, 403bs, 457s, etc.). The number of participating employees, the amount of their contributions and total value of plan assets has increased steadily despite the recent economic downturn. Learn more about how nonprofits measure up against each other and their corporate peers, how future trends in retirement savings plans will impact nonprofits the hardest and what you can do to prepare for and prevent this impact.

Instructor: Rod Diaz, McKinley Carter Wealth Services

Fee: FREE, but registration is required

HR Retirement: The Silver Lining Behind the Doom and Gloom

Tuesday, Oct. 22 from 8 – 9 a.m.

A lot of pessimism exists today about Americans' ability to retire, yet thousands retire daily. How do they do it? A concrete plan, disciplined habits and self-education. This session will touch on the plan, the habits and the financial awareness needed to get to your vision of life after 9 to 5. We will talk about (and keep it interesting!):

- Your post-career plan
- Saving and investing
- Estate planning, long term care insurance and social security
- Building your financial intelligence

Bring your questions and concerns. Debbie is available to stay after the session to talk one on one with those interested about their unique issues and plan.

Instructor: Debbie Moses, McKinley Carter Wealth Services

Fee: FREE, but registration is required

HR Executive Performance Evaluations

Thursday, Nov. 14 from 5 – 7 p.m.

According to CompassPoint's 2011 "Daring to Lead" study, only 55% of nonprofit executive directors receive an annual evaluation from their board...and of those who do, only 18% find it useful. Yikes - it's time for boards to step it up! We'll look at real life examples and evaluation templates to explore how the board can create a meaningful review that not only engages and motivates the ED, but spurs them on to continued growth and development. You'll learn from not one, but two experienced instructors including a seasoned executive director and board member (Peggy Morrison Outon) AND a human resources director (Karen Campbell) – what a team!

Instructors: Peggy Morrison Outon, Bayer Center; Karen Campbell, ESC Volunteer

Fee: \$40 (\$30 if paid online)

HR The Third Age: Harnessing Boomer Expertise and Energy

Wednesday, Dec. 4 from 8 – 9 a.m.

The Baby Boomer workforce has a diverse and profound expertise that, when utilized, is an invaluable asset. Creating volunteer opportunities that specifically target boomers is important for engaging this generation. Come and hear some success stories from ESC volunteers and volunteer managers successfully using this kind of partnership.

Instructor: Yvonne VanHaitsma, Bayer Center

Fee: FREE, but registration is required

Finance

If numbers were your favorite thing, you probably wouldn't have gone into nonprofits. But finance doesn't have to be scary, and it doesn't have to be hard. The Bayer Center's focus in our financial consulting and classes is always on the practical. We're pretty good with the numbers, but we've lost count of how many clients have told us that we made accounting understandable for the first time. Whether we're with you in a 3-hour class or working as your consultant, our goal is to help you use your finances as a tool for managing your organization and delivering your services more effectively. Clarity is our business.

Some of the ways we assist organizations are:

- Analyzing financial performance ratios to identify areas of concern and aid in management decisions
- Clarifying cost allocations to determine how individual programs contribute to the bottom line or require subsidization
- Educating boards on what to monitor in financial reports and how to interpret the data
- Considering financial issues in strategic decision-making

For information about BCNM Financial Consulting, call **412-397-6000**.

FINANCIAL WELLNESS SERIES

Demystifying Financial Statements

Wednesday, Oct. 2 from 9 a.m. – noon

In this overview for people with little knowledge of financial statements, we'll examine the key reports that reveal the economic health of your organization. By the end, you'll begin to know how to use all those "meaningless" numbers to really help with critical management decisions and fundraising requests.

Every Number Tells a Story

Wednesday, Oct. 16 from 9 a.m. – noon

There is a message in the maze of mystery. The numbers in your financial statements talk to each other, and if you know how to listen, they'll tell you some very valuable stories. Bring your latest audit or internal financial statements and a calculator to this highly interactive session. You'll work with your own numbers and leave with easy-to-use techniques for turning financial reports into decision-making tools.

Budgeting and Cash Flow: Can You Pay the Bills?

Wednesday, Oct. 30 from 9 a.m. – noon

Discover the most effective approach to forecasting your annual cash inflows/outflows and what financial information to include. We'll walk through creating a cash flow projection, work through in-class examples, and discuss why planning for cash flow is essential to running a healthy organization. Bring your organization's budget, a calculator and pencil for this interactive session on creating a tool that will strengthen your organization.

Instructor: Scott Leff, Bayer Center
Fee: \$65 a la carte (\$55 if paid online) OR \$150 for the full three-part series.

Prepping for an Audit Clinic

60-minute sessions available by appointment

Do the words financial audit make the hair on the back of your neck rise? Work with one of our volunteers to help make sure you're tracking your finances well, walk through the audit process, and gather required documentation long before the auditors arrive.

Instructor: John Eichenlaub, ESC Volunteer
Fee: \$50 per hour (*Due to the complexity of this topic, a 2-hour minimum is required.*)

Technology

Today more than ever, nonprofits need to use technology wisely to stay competitive, prove effectiveness and communicate with constituents. The Bayer Center's tech consultants have a broad and deep knowledge of the technology issues challenging nonprofits. Whether in your office or in our classroom, we speak English, not Geek, so that you can understand the entire process. If you need a new website, can't figure out what fundraising software to buy, want your own database, or just feel like chilling out at Access Camp, you'll find that our support is always real, never virtual.

Some of the ways we assist organizations are:

- Assessing the state of technology being used and helping to prioritize improvements
- Developing technology plans to enhance long-term impact
- Creating social media plans and strategies
- Building and improving databases that track key organizational information
- Providing custom training on software applications at the Bayer Center or on-site
- Planning and developing websites
- Supporting sound technology decisions – projects have included: software selection, vendor RFP development and selection, policy and procedure development, development of staff job descriptions, and hiring of IT staff

For information about Bayer Center Technology Consulting, call **412-397-6000**.

Bagels and Bytes

Join your nonprofit techie colleagues for a new season of this popular gathering. We continue our discussion of managing and maintaining your IT. If you're responsible for your nonprofit's technology challenges, you're someone we want to know! Visit <http://tinyurl.com/bcnmbagelsandbytes> for more information.

Bagels and Bytes Allegheny (Cost \$10)

Wednesday, Sept. 4 from 8:30 – 10 a.m.
at Rodef Shalom (Oakland)

Wednesday, Oct. 2 from 8:30 – 10 a.m.
at ACHIEVA (South Side)

Wednesday, Nov. 6 from 8:30 – 10 a.m.
at ACHIEVA (South Side)

Holiday party – Friday, Dec. 6 at 1 p.m.
at Dave and Buster's (Waterfront)

R.S.V.P. to Shelby Gracey at
gracey@rmu.edu or **412-397-6000**.

Bagels and Bytes Westmoreland (Cost \$5)

Tuesday, Sept. 10 from 8 – 9:30 a.m.
at YWCA of Westmoreland County
(Greensburg)

Tuesday, Nov. 12 from 8 – 9:30 a.m.
at YWCA of Westmoreland County
(Greensburg)

R.S.V.P. to Gina McGrath at
ginam@ywcawestmoreland.org
or **724-834-9390 x107**.

M Writing for the Web and Social Media

Thursday, Sept. 26 from 9 a.m. – 4 p.m.

Writing content for your website or social media channels is very different from other types of communications, in large part due to the way people read online. Most of your written materials must be altered for use on a web page or social media site in order to make them readable and usable. In this class, learn how to improve your written website and social media content, increase your site's usability, and leverage your website and social media as communication tools.

Instructor: Cindy Leonard, Bayer Center
Fee: \$125 (\$115 if paid online) and includes lunch

M Beginning Web Design with WordPress

Thursday, Oct. 3 from 9 a.m. – 4 p.m.

Are you a website novice who needs to know how to design a basic website that works? WordPress is a website content management system that is great for building and managing websites, even for beginners. Nonprofit staff without previous web design experience and web design staff who want to learn WordPress are welcome.

Instructor: Cindy Leonard, Bayer Center
Fee: \$125 (\$115 if paid online) and includes lunch

Planning Your Microsoft SharePoint Site

Tuesday, Oct. 8 from 9 a.m. – noon

You've heard people rave about SharePoint, but aren't really sure how your nonprofit might use it. In this session, our SharePoint experts will demonstrate what this tool can do for your nonprofit and present the planning process you need to make your site a success. We'll discuss and show SharePoint's capabilities, the versions available, where to get them and what equipment you need to run them. Finally, you'll learn about various popular features such as record management and versioning, flexibility of views, social network tools and connecting to SharePoint from Office for seamless use.

Instructor: Val Tassari, i-Squared, Inc.
Fee: \$65 (\$55 if paid online)

WEBINAR:

M Presentation Visuals that Work

Thursday and Friday Oct. 10 – 11 from 10 – 11 a.m.

Bullets are not only dangerous in guns. Although your presence and preparation make a huge impact on the success of a presentation's ability to inform and persuade, bad visuals can undermine your message. In fact, PowerPoint itself may have taught us bad habits. This webinar will help you create visuals that will make your facts, stories and ideas stick with your audience.

Instructor: Jeff Forster, Bayer Center
Fee: \$40

iPad DAY!

iPad Basics

Thursday, Oct. 31 from 9 a.m. – noon

Have you just gotten an iPad, but haven't done much beyond surfing the Web? In this class, we'll cover iPad with iOS 6 basics and walk you through the various configuration settings. Students should plan to bring an iPad 2, 3 or Mini to class.

Note: Only iPad and iOS will be covered in this class. Call the Bayer Center if you need a one-on-one clinic for Android or other types of devices.

Instructor: Cindy Leonard, Bayer Center
Fee: \$65 (\$55 if paid online) per session OR \$100 for the whole day (includes lunch)

Awesome iPad Apps You Can Use

Thursday, Oct. 31 from 1 – 4 p.m.

So many apps, so little time! In this class, you'll learn about the Apps Store and how to find useful, interesting and fun apps for productivity, communications and more. We'll teach you how to download, install and configure apps and how to uninstall them if you change your mind later. We'll go over the basics of using some of the more popular apps and give you plenty of time for guided experimentation. Students should plan to bring an iPad 2, 3 or Mini to class.

Note: Only iPad and iOS will be covered in this class. Call the Bayer Center if you need a one-on-one clinic for Android or other types of devices.

Instructor: Cindy Leonard, Bayer Center
Fee: \$65 (\$55 if paid online) per session OR \$100 for the whole day (includes lunch)

M PowerPoint Skills and Secrets

Tuesday, Nov. 5 from 1 – 4 p.m.

The morning's Effective Presentations class offers a general context about how to use (and not to use) PowerPoint; this session will teach skills in alignment with that best-practice context. We'll get down to the nitty gritty of techniques for optimally using an existing PowerPoint presentation and how to create and edit PowerPoint files. In this hands-on class, you'll learn how to add charts, graphics, photos and media clips in PowerPoint. You'll also learn about formatting, using the different views available in PowerPoint and how to animate and transition between slides.

Instructor: Jeff Forster, Bayer Center
Fee: \$65 (\$55 if paid online) OR \$50 when taken with "Effective Presentations" (includes lunch) on page 6

M Essential WordPress Settings and Plugins

Thursday, Nov. 7 from 9 a.m. – 4 p.m.

In this full-day course, we will discuss, install, and configure essential WordPress plugins that will help you:

- Secure your website and prevent spam
- Share your content via social media
- Add forms and surveys to your site
- Take donations online and at events
- Optimize your site for search engines and perform site backups

We'll discuss free vs. premium (paid) plugins, how to install and delete them and how you can use plugins for customizing and adding functionality to your website. WordPress experience not needed, but helpful.

Instructor: Craig Grella, OrgSpring.com
Fee: \$125 (\$115 if paid online) and includes lunch

M Mass Appeal:

Comparing Managed Email Tools

Tuesday, Nov. 19 from 9 – 11 a.m.

Have you been thinking about using a managed email tool to streamline your mass emails or improve their design or targeting? It would really help to hear from people who currently use the leading tools on the market, right? That's what we thought. We've assembled a panel of your nonprofit communications peers to talk about Constant Contact, Mail Chimp and Vertical Response. This moderated panel discussion will focus on the strengths and weaknesses of these various options, including list management, formatting, segmenting and operability with other tools. We can't make the decision for you, but you'll hear from people who have made this choice.

Panelists: Jeff Forster and Carrie Richards, Bayer Center; Julie Boyce Kuna, Southwinds, Inc.; Catherine Olteanu, Lemur Conservation Foundation

Fee: \$40 (\$30 if paid online)

Hear From Your Peers:

A Salesforce Users Panel

Tuesday, Dec. 10 from 9 – 11 a.m.

The Salesforce Foundation's license donation program for Salesforce.com has made this tool a subject of lively conversation over the last few years. You may be wondering if it's a fit for you and what the advantages of the platform are relative to off-the-shelf software for nonprofit information management needs like donor management, outcomes tracking and general customer relationship management. We've assembled a group of your peers at different stages of implementation and use of Salesforce to share their experience with you.

Moderator: Jeff Forster, Bayer Center

Fee: \$40 (\$30 if paid online)

EXCEL DAY!

Introduction to Excel 2010

Thursday, Dec. 12 from 9 a.m. – noon

Learn Excel basics in the morning session including:

- Worksheet creation
- Formula creation
- Cell formatting using "mouse pointers"
- Absolute cell references
- Printing your worksheet

Instructor: Cindy Leonard, Bayer Center

Fee: \$65 (\$55 if paid online) per session **OR** \$100 for the whole day (includes lunch)

Intermediate Excel 2010

Thursday, Dec. 12 from 1 – 4 p.m.

Learn more about Excel in the afternoon including:

- Worksheet templates creation and use
- Using functions
- Creating links between worksheets
- Database features
- Chart creation and formatting

Instructor: Jeff Forster, Bayer Center

Fee: \$65 (\$55 if paid online) per session **OR** \$100 for the whole day (includes lunch)

Custom Training

Got a great idea for a workshop? Searching for something that's not featured in our catalog? Having a tough time aligning schedules to attend a class? Custom training may be just what you're looking for. We can help you set up every aspect of your next staff workshop.

Frequently requested topics include:

- Technology
- Nonprofit finance
- Board development
- Fundraising
- Supervision and leadership
- Staff management

Our extensive experience in conducting workshops can be tailored to your organization's specific needs. For more information, contact the Bayer Center at **412-397-6000** or **bcnm@rmu.edu**.

TECH NOW

A TECHNOLOGY CONFERENCE FOR NONPROFITS **F**

Thursday, Oct. 24 from 8:30 a.m. – 3:15 p.m.

TechNow is:

The longest-running nonprofit technology conference in the Pittsburgh region - a whole day devoted to the new and important technology trends and resources for nonprofits. Technology affects nearly every effort to achieve our missions. TechNow connects you with the resources, information and people your nonprofit needs to succeed!

Who Should Attend:

Technology professionals, "accidental" techies, nonprofit leaders, board members, technology advocates and gurus, or anybody who thinks about and deals with technology at his or her nonprofit.

Keynote Speaker:

Gavin Clabaugh is vice president of information services for the Charles Stewart Mott Foundation – an international, private foundation supporting efforts that promote a just, equitable, and sustainable society. At Mott, Gavin oversees all administrative, developmental, and operational aspects of information technology, and has overall responsibility for the Foundation's library, archives, intranet, extranet, as well as other related technical, information, and communications services.

In addition to his work at the Foundation, Gavin serves on a variety of nonprofit boards including the Technology Affinity Group of the Council on Foundations (emeritus) and NTEN (emeritus). He is a founding member of the board of Aspiration, an organization dedicated to developing and funding IT solutions within the nonprofit sector. He regularly serves as an advisor to a variety of ICT projects within the sector, including the Foundation Center's GrantsFire initiative, TechSoup's "Net-Squared," the Council on Foundation's ICT for Philanthropy taskforce, and is an occasional advisor to the Brussels-based European Foundation Center. Current projects include OPDX, a TAG/GuideStar initiative to develop an open data standard for the exchange of philanthropic information.

In 2007, Gavin won the NTEN "Lifetime Achievement" award for service to the nonprofit sector, and was named twice to the Nonprofit Times' "NPT50" – a list of the 50 most influential leaders in the U.S. nonprofit sector – first in 2007 and again in 2008.

Learn More and Register:

www.technowconference.org

Fee:

Early Bird, \$110 (by September 30) OR \$135 (October 1 - 22)

Location:

Regional Learning Alliance
850 Cranberry Woods Drive
Cranberry Township, PA 16011

Presented by:


DonorPro
Power Your Purpose.™



Technology Clinics

Android Clinic

60-minute sessions available by appointment

Do you have an Android phone or tablet, but haven't done much with it yet? Get one-on-one help on using the Android operating system, configuring your phone and downloading/installing apps.

Instructor: Cindy Leonard, Bayer Center

Fee: \$50 per hour

M Dreamweaver/ WordPress Clinic

60-minute sessions available by appointment

Have a great idea for a website but no idea how to do it? Bring those Dreamweaver challenges and questions to our maven, and we'll help you create the site of your dreams! This problem-specific clinic is for all levels of current Dreamweaver users.

Instructor: Cindy Leonard, Bayer Center

Fee: \$50 per hour

M Social Media Clinic

60-minute sessions available by appointment

Have you just been handed responsibility for your organization's activities in the realm of social media? Are you baffled and unsure how to begin? Let our social media guru mentor you one-on-one, and you'll be an active social media user in no time! Whether you are attempting to use popular social media tools (such as Twitter, Facebook, YouTube, or Flickr), need help setting up a blog or a wiki, or need assistance with social media strategy, we can help.

Instructor: Cindy Leonard, Bayer Center

Fee: \$50 per hour

M Web Design Clinic

60-minute sessions available by appointment

Your website may seem just fine to you, but maybe it's time you had an outsider's take on it. Sit down with our website expert as she provides an honest (and kind) assessment of your site and recommends changes that may improve it.

Instructor: Cindy Leonard, Bayer Center

Fee: \$50 per hour *(Due to the complexity of this topic, a 2-hour minimum is required)*

Now What?:

A Clinic on Access Databases

60-minute sessions available by appointment

Struggling with an Access database that came with the job and doesn't make sense to you? Have you built a database that's grown completely out of control? Bring a copy of that problematic database, and we'll help you make sense of it. Our database guru will:

- Examine and assess its structure and functionality
- Recommend whether to scrap it and start over, buy something off-the-shelf, or clean it up and continue to use it
- Build in some specific tracking and search features if you decide to keep using it

For intermediate to advanced Access users.

Instructor: Jeff Forster, Bayer Center

Fee: \$50 per hour *(Due to the complexity of this topic, a 2-hour minimum is required)*

Excel/Spreadsheet Clinic

60-minute sessions available by appointment

Other people work magic with spreadsheets; so can you! For complete beginners to advanced users with specific questions, this clinic is your opportunity to become the Excel magician you've always wanted to be! We'll teach you handy tricks of the trade that save time and effort:

- Write time-saving formulas so that you never have to hand-tally again
- Read formulas in existing spreadsheets and follow those crazy links
- Format your spreadsheets for readability
- Use spreadsheets to dynamically analyze scenarios

Bring your questions – or even better – a spreadsheet you want to improve.

Instructor: Jeff Forster, Bayer Center

Fee: \$50 per hour

M Website Accessibility Clinic

60-minute sessions available by appointment

Do you serve a population that includes people with disabilities? Are you concerned that your website is not sufficiently accessible to your target audience members? Do you receive federal funding that requires you to be compliant with Section 508 guidelines for website accessibility? If the answer to any of these questions is "yes," we're here. These clinics are one-on-one sessions in which our expert will analyze your website for accessibility, answer your specific questions, and give you recommendations for improvement.

Instructor: Tiffany Kuchta, Allegheny Graphics Web Development, LLC

Fee: \$50 per hour

Staff Bios

Peggy Morrison Outon is the founding Executive Director of the Bayer Center for Nonprofit Management at Robert Morris University. She is also the founding Director of the Centers for Effective Nonprofit Management in Austin, Texas, and New Orleans, and the founding Board Chair of the Alliance for Nonprofit Management. A nationally noted consultant and trainer, Peggy has worked with more than 700 nonprofit clients. She served as founding member of the Drucker Foundation's international training team and as a trainer. She has been an active community volunteer, serving on 33 community boards and countless committees. In August 2006, she was named to the national Nonprofit Times Top 50 for Power and Influence and has been recognized locally by several organizations, including the Girls Scouts and Pittsburgh City Council.

Jeff Forster is Senior Consultant at the Bayer Center for Nonprofit Management at Robert Morris University. For over a decade, Jeff has assisted a variety of nonprofit organizations in the Pittsburgh area, specializing in technology, presentations and storytelling. He holds a master's degree in public policy and management from Carnegie Mellon University and a bachelor's degree from Yale University. He serves on the Alumni Schools Committee and is president of the board of the Yale Club of Pittsburgh and serves on the Stewardship Committee at Church of the Ascension, Oakland.

Shelby Gracey is Office Coordinator at the Bayer Center for Nonprofit Management at Robert Morris University, responsible for keeping the center's office functions flowing smoothly. After receiving an A.S. from Lake-Sumter Community College as well as certification as a professional secretary, she went on to work in healthcare public relations, word processing and computer support. Shelby is also organist and Director of Music at Sunset Hills United Presbyterian Church (where her husband is pastor) where she coordinates and plays music for church services, directs the adult, children's, youth, and handbell choirs, and teaches music for the Youth Club.

Scott B. Leff is Senior Consultant, Organizational Development and Strategy at the Bayer Center for Nonprofit Management at Robert Morris University with over 25 years' experience as a senior business executive, entrepreneur, nonprofit consultant and board member. His expertise is in strategy, finance, sustainability, business planning, marketing, social enterprise, mergers and alliances, organizational development, and executive management. He has served on over 20 nonprofit boards and is currently treasurer of the Mattress Factory art museum. Scott has an M.S. degree from Carnegie Mellon University, is a graduate of Leadership Pittsburgh, and an ICF-approved trained Professional Coach.

Cindy Leonard is Consulting Team Leader at the Bayer Center for Nonprofit Management at Robert Morris University. She works with the consulting team to maximize client satisfaction and identify areas for growth. Additionally, she creates and teaches Bayer Center classes, convenes Bagels & Bytes meetings and organizes the annual TechNow conference. Cindy's consulting specialty is helping nonprofits leverage technology to meet their missions. An experienced website designer, she adds website planning, design and assessment to BCNM's portfolio of services. Cindy holds a B.S. in computer science, an M.B.A. and a M.Ed. in instructional design technology, all from Seton Hill University.

Lulu Orr is Program Director of BoardsWork! at the Bayer Center for Nonprofit Management at Robert Morris University. As Founder and Executive Director of the Good Grief Center for Bereavement Support, she worked from the ground up in creating and running that organization for 10 years. Creating a Board of Advisors which transitioned into a Board of Directors, Lulu knows first-hand the importance of an educated and engaged board. She currently serves on the board of Hekima Place and Allegheny Cemetery and is an active member of the professional advisory boards of Forbes Hospice and Helping Hands Healing Hearts.

Carrie Richards is Programs Team Leader at the Bayer Center for Nonprofit Management at Robert Morris University. She offers management support for all of the BCNM programs, including the development of and implementation of BCNM's extensive nonprofit educational classes, clinics and convenings. A Northside resident and proud owner of a rescued pit bull, she's a volunteer for Biggies Bullies and a member of the Allegheny Elks Lodge #339. Carrie earned a degree in youth ministry from Eastern University, completed a master's degree in nonprofit management and is currently pursuing a second master's degree in human resources, both from Robert Morris University.

Carrie Tancred is Consultant and Researcher at the Bayer Center for Nonprofit Management at Robert Morris University, responsible for the collection and analysis of customer, demographic, and survey data. She also contributes original research to the 74% Project which explores the lives of women in the nonprofit sector. Carrie was a Schreyer's Scholar at The Pennsylvania State University, holds a master's degree in public administration from the University of Delaware and is currently pursuing her Ph.D. at Robert Morris University. An active board member and volunteer, she is a marathoner and proud parent to a sleep-less baby, Otto and a tail-less shelter cat, Rocky.

Yvonne Van Haitsma has been a Consultant at the Bayer Center for Nonprofit Management at Robert Morris University since 2000 and is the ESC Program Director. She has 15 years' experience consulting with nonprofits in collaboration development, strategic planning, board development, and executive transitions both locally and in El Salvador and Ecuador. Yvonne earned her master's degree in community organizing and nonprofit management at the University of Pittsburgh. She has consulted with many organizations including Girl Scouts Western Pennsylvania, YouthWorks, Inc., The Women and Girls Foundation, Pediatric Palliative Care Coalition, Fayette County Conservation District, and Metro Family Health Practice

Instructor Bios

Julie Boyce-Kuna is the Director of Development and Marketing at Southwinds, Inc. which provides quality residential care and life skills training for adults with developmental challenges through Pittsburgh and Allegheny County. Hired at Southwinds in 2007 as the Public Relations Specialist, she was promoted to Director of Development and Marketing in 2010. Julie graduated with a BS in human development and family studies from The Pennsylvania State University in 1995 and received her master's degree in nonprofit management from Carlow University in 2002.

Karen Campbell, SPHR, CCP, is a consultative Human Resources partner who has held positions in manufacturing, healthcare, education, and other industries. She served as Director and Vice President of Human Resources for Ellwood Group, Wesley Spectrum, SMC Business Councils, and RedZone Robotics, and was Director of Compensation for UPMC – Hamot. Karen's professional certifications include SPHR, Senior Professional in Human Resources, and CCP, Certified Compensation Professional. She received a bachelor's and master's degree from the University of Pittsburgh and a master's in business administration from California University of Pennsylvania, and has served as an adjunct faculty member for LaRoche College's Human Resources Graduate program.

Tracy Certo is founding editor and publisher of Pop City. Former editor of AIA Pittsburgh's Columns magazine with her own writing and marketing business, she has written about topics ranging from architecture and urban design to sustainability and economic development. A two-time boomeranger, she returned to Pittsburgh from Los Angeles where she worked in national media sales, with post-grad studies in writing and photography at UCLA. In June, 2009 she traveled to Turin, Italy and Essen, Germany as part of a German Marshall Fund trip to study the revitalization of the two regions that, like Pittsburgh, were nearly felled by single-industry decline.

Chris Cooke is the Executive Director of PULSE, a nonprofit organization that invites talented university graduates to partner with nonprofits for a year of service and leadership. During the past 14 years, the California native has worked in Pittsburgh in fundraising, training and campus staff roles with the Coalition for Christian Outreach. During his tenure at PULSE, Chris has spearheaded significant program expansion and

growth. He is on the board of Off the Floor Pittsburgh and has served in a number of church-related roles at Shadyside Presbyterian Church and Eastminster Presbyterian Church. Chris holds a bachelor's degree in chemistry from Westmont College.

John Denny has spent his career transforming ideas into action, playing a lead role in humanitarian, corporate, public affairs, and philanthropic initiatives including Pittsburgh Social Venture Partners, The Campaign for What Works, and The New Pittsburgh Collaborative. He has served as a special assistant and consultant to Elsie Hillman where his work spanned three decades and has involved leadership on a broad range of initiatives including director of community relations for the Hillman Company. John has been honored with Robert Morris University's Alumni Achievement Award, Pittsburgh Magazine's 40 under 40, The Pittsburgh Business Times' Changemakers of the Year, and Pittsburgh Magazine's Pittsburghers of the Year.

Rod Diaz serves as Retirement Plan Specialist for McKinley Carter. He has spent the last 20 years helping small to mid-size organizations establish, improve and manage their retirement. Previously, Rod was a Financial Advisor and founding member of a Wealth Management team for Parker/Hunter where he built a Corporate and Executive Service group to facilitate stock option exercise programs, employee stock purchase plans and retirement plans. Rod holds a bachelor's degree in architecture from the University of Notre Dame and an MBA from Carnegie Mellon University. He has also successfully completed the Chartered Retirement Plans Specialist Designation Program.

Linda Dickerson serves as Principal in 501(c)(3)2, where she works with nonprofit executives and their boards to optimize their performance and provide expert marketing counsel. She also works with for-profit corporations, assisting them in measuring the impact of their charitable investments and maximizing the return. Linda is an alumnae of Duquesne University, where she did her graduate work, and Carnegie Mellon University, who have both honored her as one of their distinguished alums. Widely acclaimed as an expert on community and government affairs, Linda is the recipient of numerous awards and is an active member of more than two dozen community agency and nonprofit boards.

John E. Eichenlaub has been a volunteer with Executive Service Corps since 2000 where he has participated in a number of financial planning, accounting and budgeting projects. He retired after spending the last 14 years of his career as Controller and CFO of Community College of Allegheny County. His work experience (which includes 7 years as a manager in the consulting practice of Price Waterhouse Coopers) centered on financial matters for both profit and nonprofit organizations. He holds a CPA certificate in the state of Pennsylvania.

Ray Frankoski joined ESC as a volunteer in 2001 following his retirement as Director of Human Resources at Westinghouse Government & Environmental Services Company. In addition to serving as an ESC Project Manager, Ray has consulted with the Holy Family Institute; ALS Association, Western PA Chapter; Braddock's Field Historical Society; Gwen's Girls; The Mattress Factory; Parkinson Chapter of Greater Pittsburgh; and Peer Support and Advocacy Network (PSAN).

Lisa L. Garrett, Esquire is a Director in the Labor and Employment Group at the law firm of Cohen & Grigsby, P.C., concentrating in representing management in employment related disputes. Her representation of management includes defending employers in employment litigation cases, unemployment compensation claims, discrimination claims before administrative agencies, counseling related to social media and employee terminations and reductions in force, and compliance with the Family and Medical Leave Act and the Americans with Disabilities Act. Lisa received her B.A., summa cum laude, Omicron Delta Kappa from the University of Pittsburgh and her J.D. with honors from the University of North Carolina School of Law.

Megan Good is the Manager of Reporting & Analysis within the Office of Data Analysis, Research and Evaluation at the Allegheny County Department of Human Services. In this role, she manages agency-wide reporting activities and oversees a unit of analysts with a wide range of technical skills. She has experience with quantitative and qualitative evaluation techniques, and has designed and implemented surveys in both government and nonprofit settings. Megan received formal training on survey methodology and design at the College of William and Mary, where she earned her master's in public policy.

Craig Grella is the Founder and Executive Director of OrgSpring.com. His goal is to help every nonprofit run an efficient website which helps the organization fulfill its mission online. He has been a nonprofit consultant and board member for more than a decade, and has helped several nonprofits grow from garage startups to international organizations. Craig has implemented dozens of nonprofit websites and databases for organizations in nearly every field of industry from health-care to after-school programs, international aid to housing development.

Melanie Harrington is CEO of Vibrant Pittsburgh, a nonprofit economic development organization spearheading initiatives to attract, retain, elevate and educate a diverse workforce in the Pittsburgh region. With a broad background in law, employment and diversity she received her J.D. from Emory University School of Law and her B.A. from the University of Pennsylvania. Melanie serves on the boards of Pittsburgh Downtown Partnership, Awesome Pittsburgh and Sustainable Pittsburgh and is a member of the Class XXVIII of Leadership Pittsburgh. Melanie has also served as Chair of the Dignity and Respect Campaign of Greater Pittsburgh, Co-Chair of the Power of 32 Community and People Committee.

Albert Lee, Esq. is a management-oriented employment and labor law attorney, who is also a professional speaker and educator. He is a Shareholder with the Pittsburgh-based law firm of Tucker Arensberg, P.C., which has received multiple Best Law Firm Rankings by U.S. NEWS & WORLD REPORT - BEST LAWYERS. His clients range from some of the largest international companies and insurers to regional family-owned businesses and are concentrated in the nonprofit, healthcare, manufacturing, service and educational sectors. He received his law degree from the University of Pittsburgh School of Law, where he served in a number of editorial positions on the Journal of Law and Commerce.

Junlei Li, Ph.D. serves as the Principal Research Scientist at the Fred Rogers Company and Associate Professor of Psychology at the Fred Rogers Center, St. Vincent College. He is deeply committed to continuing Fred Rogers' mission to promote healthy development for children and strengthen community and neighborhoods and works to integrate the scientific disciplines of child development, education, communication

and social change to support professionals who serve children. Junlei graduated from Carnegie Mellon University with a doctorate in psychology and M.S. in instructional science. He is the founding director of the Communication Alliance initiative to help child- and youth-serving organizations to strengthen their communication and advocacy.

Fiore C. Londino, Partner, Pareto Consulting, is an organization development consultant with more than 30 years' experience in operational and executive management experience which, combined with eleven years of consulting in a wide variety of industries, enables him to partner with clients to develop practical solutions that achieve desired results. Fiore's expertise is in strategy planning and execution, executive coaching, and talent management. His outside interests include chairing the board of a hospital system and an urban public high school, and serving on the boards of a faith-based outreach for the disadvantaged, as well as a local church.

Peter Lucas is co-founder of MAYA Design, Inc. which removes disciplinary boundaries that cause technology to be poorly suited to the needs of individuals and society. He received his Ph.D. degree from Cornell University, where he studied educational and cognitive psychology and psycholinguistics. His research interests lie at the intersection of advanced technology and human capabilities. Peter holds 15 patents and has authored and co-authored several books including the 2012 published *Trillions: Thriving in the Emerging Information Ecology*. He was the founding chair of Three Rivers Connect and is an Adjunct Professor at the CMU HCII Institute.

Rebecca L. Lucre is Chief of Staff at Bayer Material Science LLC where she has fifteen years of experience in the areas of corporate social responsibility, philanthropy, STEM education (Science, Technology, Engineering, Math) and developing partnerships with the nonprofit sector. A dedicated nonprofit board volunteer, she serves on the boards of Grantmakers of Southwestern PA, the Bayer Center for Nonprofit Management (where she is the 74% co-chair) and is Board President at ASSET STEM, Inc. She is a graduate of Leadership Pittsburgh, Inc., Class of XXVII.

Sue McLaughlin has been an ESC volunteer since 1995. Previously, she spent twenty-five years as an attorney at the U.S. Department of Housing and Urban Development, responsible for overseeing the planning, financing and management of FHA-insured hospitals, nursing homes and multi-family housing. As an ESC volunteer, Sue has worked with numerous nonprofit clients on review and revision of bylaws, board development, executive director mentoring, fundraising, and other tasks. She has also been a facilitator for the regional dialogues sponsored by Alan Kukovich, "The Power of 32," and is an active member of South United Methodist Church in Wilksburg.

Erin C. Molchany is elected to the Pennsylvania House of Representatives where her priorities include sustainably investing in transportation and mass transit, strengthening our commitment to public education, encouraging job creation and expanding training opportunities to meet the needs of a 21st century economy for all Pennsylvanians. After graduating from Duquesne University, Erin embarked on a 12-year nonprofit career, recently serving as Executive Director of the Pittsburgh Urban Magnet Project. She earned a 2009 appointment as co-chair to Pennsylvania's You Lead Initiative where she worked with former state Sen. Robert Wonderling to make Pittsburgh and Pennsylvania a better place for young entrepreneurs to invest their time, energy and passion.

Debbie Moses has extensive experience in financial management, having worked for over 20 years as an Investment Manager at PNC Financial and BNY Mellon and now with McKinley Carter Wealth Services. She took a break from the corporate world 12 years ago to run PowerLink, a nonprofit dedicated to advancing established women-owned businesses with advisory boards. Debbie earned her B.A. from Penn State University and her M.S. in Public Policy Analysis from Carnegie Mellon University. She has served on many nonprofit boards including PROGRESS, The Kitchen Cabinet of the Bayer Center for Nonprofit Management, and The Pittsburgh Foundation Arts Scholarship Committee.

Instructor Bios *continued*

Sherryl L. Nufer, Partner, Pareto Consulting, has over 30 years of organization development in hospitality, healthcare and technology, including international experience and global management. She also worked with a much broader range of industries as a Consultant and then VP of R&D for DDI, a Pittsburgh-based global consulting firm. Sherryl's expertise is in strategy planning and execution and leadership development. Sherryl is a Pittsburgh native, whose interests outside of work include church activities, cooking, gardening, and target shooting.

Catherine Olteanu is the Manager of Communications and Development at the Lemur Conservation Foundation. Her professional career includes serving as Facilitator for Quality Improvement with an interdisciplinary team at Dartmouth Hitchcock Medical Center, Director of Development at the Western Pennsylvania Humane Society, and Development Manager at the Carnegie Museums of Pittsburgh. Other professional experience includes market research and analysis with several Fortune 500 companies.

William Peduto is the 2013 Democratic nominee for the mayor of the City of Pittsburgh, having previously served as a member of Pittsburgh City Council. From co-creator and co-chair of the City's Comprehensive Climate Action Plan to writing the legislation to protect Pittsburgh's unique green hillsides, Bill has been the champion of protecting and enhancing Pittsburgh's new reputation as a leader in green initiatives. In his "free time," he runs his own charity fundraising video YouTube project, "Pedutube," teaches outdoor history lessons with Venture Outdoors through a program called "Pedal, Paddle, Peduto," Executive Produced a documentary about the Allegheny Observatory, and laces his skates as a member of Pittsburgh's Celebrity Hockey Team.

Matthew Pegula is a creative engineer for Deep Local, an innovation studio that creates remarkable experiences for brands. His contributions at Deep Local include helping to build a tweet-fed, chalk-spraying hydraulic robot that traveled the roads of the Tour de France printing messages of inspiration for the Livestrong Foundation, and a hugging, talking, vibrating robotic loveseat for the Conan O'Brien show. An AlphaLab awardee and the creator of "Yinzstagram," Pittsburgh favorite iPhone app, Matthew and his wife Holly are the proud parents of a beautiful baby girl, June, and a feisty French Bulldog named Angus.

Len Pentracosta started his career as an entrepreneur, owning and operating restaurants. After accepting a job with Sysco, he progressed through sales management into leadership and executive roles, and was named president and CEO of the Pittsburgh division in 2008. Now retired, Len uses his talents to serve nonprofits as an ESC volunteer and board member for Light of Life and CEED. He is currently COO for Peak Performance management, a sales and leadership training and coaching company.

Dr. Anthony R. Petroy is the Assistant Vice President for Online and Off-Campus Programs and Interim Department Head, Organizational Leadership at Robert Morris University. He has been instructing traditional, blended and online education since 1992 and has spoken to groups both domestically and internationally about motivation, knowledge creation, and inspiration. A United States Air Force veteran, Anthony holds a bachelors degree in accounting from The Pennsylvania State University, masters degree in management accounting from Troy State University, and a doctorate degree in Organizational Leadership from The University of Phoenix.

Amy Scanlon helps nonprofits raise more money by identifying the best fundraising strategies for them and helping tell their stories in ways that move people to get involved, as donors, volunteers, and advocates. Over the past 15 years, she has helped nonprofits measurably improve their fundraising and outreach and has raised nearly \$10 million for social justice, advocacy, and service organizations. When she's not working, she might be trying to pick up a split in her bowling league, or playing piano for Sunday church service – showing Mom and Dad that all those childhood lessons finally paid off!

Ken Smythe-Leistico is the Assistant Director of the University of Pittsburgh Office of Child Development (OCD) and is an invited national speaker, trainer and advisor to school districts on transition practices. He is the co-author of school readiness curriculum and a children's book and is currently funded to develop and provide technical assistance on national strategies to enhance school-family community partnerships in targeted neighborhoods. Ken teaches as an Adjunct Faculty at the University of Pittsburgh. Ken possesses a bachelor's degree in psychology and sociology from the University of Wisconsin-Whitewater and a master of social work from the University of Alabama.

Frederick W. Thieman is President of the Buhl Foundation, Pittsburgh's oldest multi-purpose foundation. Prior to his current role, he pursued a 30-year legal career that included both private practice and serving from 1993-97 as United States Attorney for the Western District of Pennsylvania. Mr. Thieman has served on numerous nonprofit and foundation boards including the Heinz Endowments and the Buhl Foundation, and is the recipient of numerous civic leadership awards from organizations such as the University of Pittsburgh, the Urban League and the Mentoring Partnership of Southwestern Pennsylvania. He is a *magna cum laude* graduate of the University of Pittsburgh School of Law.

Todd Whiteman is the Vice President of Property / Casualty at Ensco Long Insurance Group specializing in providing programs and consulting to the nonprofit sector. As a Nonprofit Insurance Specialist and a 15 year insurance professional he has had a long term focus on the nonprofit sector and currently provides his experience to over 50 nonprofit organizations in Pennsylvania. He is a founding member of YNPN Pittsburgh, board chair of Mental Health America Allegheny County and has served with Junior Achievement, AFP of Western PA and PPGC.

Doris Carson Williams is President & CEO of the African American Chamber of Commerce of Western Pennsylvania, a full service organization of over 550 businesses in the region. She is a lifetime member of the NAACP, Pittsburgh Branch and is the recipient of numerous honors. She was named as one of the 25 Influential Black Women in Business by New York City's Network Journal and the Racial Justice Award from the YWCA of Greater Pittsburgh in Business and Community. Doris is a graduate of the University of Hartford, Fairfield University's School of Banking & Finance and the University of Pittsburgh-Katz School of Business.

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QUESTIONS? Please contact the Bayer Center at **412-397-6000** or **bcnm@rmu.edu**.

REGISTRATION INFORMATION

The registration deadline for all classes is one week before the course begins (or the first session of a series). Register early – space is limited. You may register for any of the courses online at **rmu.edu/bcnmregistration** or by mailing the form on page 25 with payment in full by check or credit card. Need additional registration forms? Visit **bcnm-rmu.org** for a general registration form.

SCHOLARSHIPS

Scholarships of up to 50 percent of program costs are available to a limited number of participants. For more information or to access the scholarship application, visit the education section of our website at **BCNM-RMU.org** or call **412-397-6000**.

DISCOUNTS*

Online payments: A discount (*see individual class listing for amount*) will be applied for payments received online at the time of registration.

Three or more classes: Send three or more staff members from your organization to the same class, or one individual from your organization to three or more classes and receive a 20 percent discount on each course.

BoardsWork! Award Agencies: Current board members receive a 20 percent discount on each course.

**Not applicable for Bagels and Bytes, HR Roundtables, clinics or webinars.*

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A full refund will be granted if the Bayer Center is notified of withdrawal at least five business days prior to the start of the session. No refund will be granted if the individual fails to attend or notify the Bayer Center five days prior to the event. If payment has not been made in advance and the individual fails to attend without notification, payment is still required and will be invoiced. A student may transfer their registration to another member of their organization without penalty but must notify the Bayer Center at least 1 business day prior to the start of the session.

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The Bayer Center reserves the right to cancel any class. If a class is canceled, a full refund of tuition fees or credit toward another class will be given, per the registered student's preference. Please allow three to four weeks for processing of refunds.

PLEASE NOTE

Registration confirmations, notices of class changes, and other critical information are conveyed via email sent from **bcnm@rmu.edu** and **gracey@rmu.edu**. Please check your email the morning of any class for last-minute changes or cancellations. If your email program uses a spam filter, it may be necessary to add **bcnm@rmu.edu** and **gracey@rmu.edu** to your address book so that you receive updates and information.

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September–December 2013 Course Registration Form

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Name _____

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Registration **Please attach any additional registrations on a separate page as needed**

Course Name _____ Date _____ Registrants _____ x \$ _____ Fee _____ Subtotal

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339 Sixth Avenue, Suite 750, Pittsburgh, PA 15222

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