

# ! SPRING/SUMMER 2009 Workshops

## Long Beach Nonprofit Partnership

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### May 21

#### CHEAPER, Faster, Better 2.0 – Practice with a New Generation of Web Tools

##### MARKETING/PUBLIC RELATIONS

Your content, messages and stories are a click away from vast networks of supporters, the media, decision makers and the public. There are profound implications for how causes educate, advocate and fundraise as our audiences change how they consume, create, and share information. You will learn how to build a web presence, and then reach beyond your own website to tap into social networks and social media. Learn to build a strong web presence and the next steps in using supercharged tools from Facebook to Flip cams and more!

Instructors: **Larry Eason**, *Internet Strategist, Founder and President, Dot Org Power*, **Shelley Wenk**, *Master Storyteller and New Media Strategist, Dot Org Power*

### June 9

#### New Era of Federal Funding: What's in it for Your Organization?

##### FUND DEVELOPMENT

With the Federal government issuing RFP's through the American Recovery and Reinvestment Act (ARRA) of 2009, you may want to position your organization to apply for these and other federal funds. This workshop will address in detail federal funding opportunities.

Instructor: **Carol Geisbauer**,  
Trainer in Grantsmanship

### June 18

#### Managing the Money— Managing the Organization

##### ADMINISTRATION-FINANCIAL MANAGEMENT

The current financial environment will create some of the greatest challenges facing nonprofit organizations today. This workshop will focus on budgets, financial reporting and cash flow projecting – helping you get a handle on just where you are and where you are going financially. We will address

strategies boards and managers can use to make it through this economy.

Instructor: **Alan Strand**,  
*Owner and Principal, Strand and Associates*

### June 23

#### How to Lead a Meeting That People Enjoy Attending!

##### PROFESSIONAL AND PERSONAL DEVELOPMENT

Meetings can – and should – be productive and enjoyable. Unfortunately, most of us think that meetings are a place where “minutes are taken and hours are wasted!”

Stop being frustrated by pointless meetings. You can change this thinking around. You can conduct a meeting that produces results.

Instructor: **Danny Rocks**, *The Company Rocks*

### July 16

#### Building Effective Teams That Make a Difference

##### PROFESSIONAL AND PERSONAL DEVELOPMENT

Is your workgroup living up to its potential? Would you like your group to work more effectively together? Helping people learn how to work effectively as a team can make or break any organization. Learn about the 10 key characteristics needed for a healthy, motivated team. In this workshop, we will focus on the essential characteristics needed by teams, the challenges that teams face and how to overcome them, how to use a coaching leadership style to move your team forward.

Instructor: **Del Black**, *Deep Roots Consulting*

### August 4

#### Enhancing Communication and Managing Difficult Situations

##### PROFESSIONAL AND PERSONAL DEVELOPMENT

In any work setting, there are times when communication is difficult because of the environment, the specific issue at hand, the personalities involved, and/or the feelings that arise in the “players”. Ironically, these difficult times are the very same times when skills in communication are most valuable to have. This workshop will focus on communication skills, and developing confidence in the participants’ competence in using those skills even in difficult situations.

Instructor: **Dr. Susan Rice**,  
*Professor Emerita, CSULB School of Social Work*

### August 13

#### Leadership and Performance Management

##### ADMINISTRATION – HR

It takes more than being a good manager to be a good leader. Your success as a leader is measured by the success of your team. Understand your people resources and maximize their potential. You will learn new ways to help motivate employees to succeed, including setting measurable goals and follow-up to build high performing teams.

Instructor: **Anne Laguzza**, *The Works Consulting*

### August 18

#### Now Discover Your Strengths

##### PROFESSIONAL AND PERSONAL DEVELOPMENT

*Fees: \$50 for Members; \$65 “Not-Yet-Members”. This includes the book purchase. Advance registration required to complete assessment prior to the workshop.*

The ‘best of the best’ people build their lives around their strengths. Average is the best we will ever become when focusing on weakness. Based on the book, “Now Discover Your Strengths”, this workshop will help you identify your talents and understand how top achievers develop talents into strengths in roles that best suit them. You will purchase this book and access the “StrengthsFinder Profile” on the internet in preparation for the workshop.

Instructor: **Darick Simpson**,  
*Executive Director, Long Beach Community Action Partnership*

#### TOOLS OF THE TRADE

##### MANAGEMENT SERIES

#### LBNP-Members - Price Break!

In our continuing effort to provide constituents with opportunities to enhance management skills, we are offering a series of workshops called ‘Tools of the Trade’. This series addresses core competencies in Human Resources, Financial Management and Communication skills. To encourage our members to take all four workshops, we are offering LBNP members four workshops for the price of three!

Sign up for the entire series and pay only \$90 instead of \$120; that’s \$22.50 per workshop!



8:00 am to 9:30 am  
 One free breakfast per paid membership  
 \$10 for "Not-Yet-Members".

# Networking Breakfasts

## May 19 — Nonprofits and the Stimulus Package

The American Recovery and Reinvestment Act (ARRA) of 2009 was signed by President Obama on February 17.... with an unprecedented timetable to get unprecedented amounts of \$\$\$. Come and hear from a panel of representing various levels of government about the many opportunities for communities, and the nonprofits who serve them. Join us to learn about the federal stimulus package's impact in our region and possible opportunities for your organization.

## June 30 — Nonprofits Can Go Green

Are you wondering how to make your organization more environmentally friendly, while saving money and modeling the way for your constituents at the same time? Discover easy ways to reduce, reuse, recycle, and conserve energy and water.

## July 28 — What are the Keys to a Successful Strategic Planning Process?

Strategic planning is essentially an organization alignment process. The process attempts to provide a nonprofit organization with an integrating mechanism that focuses on a desired future, confirms the organization's mission, establishes long term goals and establishes a short term action plan to achieve its goals. Learn from a panel of experts what to include in your strategic plan, how to accomplish it, and who can help with it.

# NEW

## LBNP Volunteer Management Certificate Program

June 16, July 14 & August 11

9:30 am to 1:30 pm

Fees: LBNP Members: \$150

Not-Yet-Members: \$210

Fees include lunch for each session and materials

Instructor: **Gayle Clock**, LBNP Affiliate Consultant, Volunteer Management

The Volunteer Management Certificate Program consists of three, half day sessions designed to present the dynamics for managing a winning volunteer program. Participants who successfully complete all three course sections will receive a certificate of completion from the Long Beach Nonprofit Partnership.

This certificate program is aimed at current directors of volunteers.

**Session One: First Steps to a Successful Volunteer Program.** Session One will cover needs assessment, strategic planning, service position descriptions, advertising recruitment, screening, oversight, centralization or decentralization and steps to becoming a volunteer.

**Session Two: Training to Retain.** Session two will focus on learning objectives, orientation, placement and training, developing volunteer potential, evaluation, the volunteer handbook, and retention.

**Session Three: Supervision, Management & Recognition of Volunteers.** Session Three will present legal concerns, volunteer relationships, supervision, delegation, communication, conflicts, documenting volunteer participation, formal and informal recognition and leadership styles.

## WORKSHOPS

9:30 am to 12:30 pm unless otherwise noted\*  
 \$30 for Members/\$50 for "Not-Yet-Members", unless noted\*\*

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**June 9** — New Era of Federal Funding

**June 18** — Managing the Money— Managing the Organization

**June 23** — How to Lead a Meeting That People Enjoy Attending!

**July 16** — Building Effective Teams That Make a Difference

**August 4** — Enhancing Communication and Managing Difficult Situations

**August 13** — Leadership and Performance Management

**August 18** — Now Discover Your Strengths

\*\*Fees: \$50 for Members; \$65 "Not Yet Members".

## ROUNDTABLES

### EXECUTIVE DIRECTORS

8:00 am to 9:30 am - LBNP Offices (Executive Directors only)

**May 29**

**June 26**

**July 31**

**August 28**

### FUND DEVELOPMENT PROFESSIONALS

8:00 am to 9:30 am - LBNP Offices

**May 14**

**June 11**

**July 9**

**August - no meeting**

### DIRECTORS OF VOLUNTEERS

Noon to 1:30 pm - locations TBA  
 Bring Brown Bag Lunch

**May 19**

**June 16**

**July 21**

**August - no meeting**

## BOARD LEADERSHIP

4:00 pm to 6:00 pm

**June 9**

**August 11**

**Andy Robinson in Long Beach**  
**May 28**  
**Tools for These Times**  
**Raising Money, Sharpening Your Program & Engaging Your Board**

**8:30 am to 4:30 pm**

This full day workshop is for you if you're concerned about today's economic climate and want to—

- Rethink your work and fundraising strategy
- Develop contingency plans for fundraising, programming and financial management
- Train and motivate your organization's leaders
- Build an effective fundraising board who enjoys raising money for your mission

Members: \$75, \$50 for additional participant(s)  
 Not-Yet-Members: \$100

**Register Today @ [www.lbnp.org](http://www.lbnp.org)**