



The
Regional Leadership Series

*Developed by The Greater Cumberland Committee in cooperation
with Allegany College of Maryland, Frostburg State University,
Garrett College and Potomac State College of WVU.*

RLS201

Working With the Media

Frostburg State University • Compton Science Center, Room 226
Thursday, June 17, 2010 • 1PM-4PM

RLS202

Grant Writing Workshop

Garrett College • Continuing Education Building, Room 207
Wednesday, September 22, 2010 • 9AM-12Noon

RLS203

How to Develop and Deliver Dynamic Presentations

Allegany College of Maryland • Continuing Education Building, Room 14
Thursday, October 14, 2010 • 9AM-12Noon

RLS204

Chairing a Meeting

Potomac State College of WVU • Davis Conference Center
Wednesday, November 3, 2010 • 9AM-12Noon



The Regional Leadership Series

COURSE DESCRIPTIONS

The Regional Leadership Series was developed by The Greater Cumberland Committee (TGCC) and the four sponsoring educational institutions to compliment existing leadership programs including: Leadership Allegany!, The Western Maryland Rural Leadership Academy, Leadership MD and Leadership WV. The goal of the series is to give graduates of these programs and other existing and potential civic and corporate leaders the tools they need to affect positive and sustainable change in our regional community. The first round of this topic-based, ala carte program ran in 2009 and was so well received that we've retooled the program for 2010. The Regional Leadership Series II includes the following courses sponsored by the educational institutions listed.

RLS201: Working With the Media

**Frostburg State University • Compton Science Center, Room 226
Thursday, June 17, 2010 • 1PM – 4PM**

Instructors: Liz Medcalf, Director, News & Media Services and Becca Ramspott, Public Information Specialist, Technology and New Media

The media landscape is changing rapidly, but some rules still apply. This workshop will explore the skills and principles of effectively working with the media and creating essential communication tools for your organization. Learn the nuts and bolts of media relations, including the basics of press releases and PSAs, getting publicity, communicating in a crisis and how "new" media such as Facebook, YouTube and blogs fit into the mix. Suggestions will be offered as well for handling participants' particular media needs. Members of the media will also be present to offer their perspective on working effectively with regional organizations and businesses.

The instructors will provide you with a variety of tools and tips, as well as some dos and don'ts in working with the media, including:

- Clarifying your message
- Getting publicity for your event or organization
- What to do when a reporter calls
- Planning for crisis communications
- Using media communication to support your organization's goals
- Understanding social media and how you can use it to your advantage

Join us for this informative workshop, designed to prepare you to work with the media in a variety of manners.

For more information, please contact Kathy Condor at 301-784-5121 or kcondor@allegany.edu.

RLS202: Grant Writing Workshop

**Garrett College • Continuing Education Building, Room 207
Wednesday, September 22, 2010 • 9AM – 12Noon**

Instructor: Josephine Gilman, Dean of Administration & Finance

There are millions of dollars available through federal, state and local grants. Wouldn't it be great if your organization had access to those dollars? This introductory workshop is for those who are unsure of how to write a grant,

approach funding sources, or make grant dollars work for their needs. Navigating through the grant writing process can be lengthy and involved, but it doesn't need to be difficult. Participants will learn how to find and track grants opportunities including: where to find federal, state and local grant programs, locating foundation grant programs, and where to find corporate giving programs—all of which can help you accomplish your goals.

The instructor will guide you through how to write dynamic, winning, and effective grant proposals, concentrating on:

- The essential components of a grant proposal package.
- How to customize a proposal to match a grant maker's interest.
- How to initially approach a funder.
- The differences between government and foundation proposals.
- How to report on a grant's progress and impact.
- How to develop working relationships with grant makers.
- What to do if your proposal is denied (don't give up!).
- The behind-the-scenes decisions that determine proposal acceptance and denial.

Join us for this concise and structured workshop, designed to offer individuals a quality grant writing overview in a short time!

For more information, please contact Sarah Friend at 301-387-3069 or sarah.friend@garrettcollege.edu.

RLS203: How to Develop and Deliver Dynamic Presentations

**Allegany College of Maryland • Continuing Education Building, Room 14
Thursday, October 14, 2010 • 9AM – 12Noon**

Instructor: Jeannette Rudy Fitzwater, RCC

Have you ever viewed a presentation where it was clear the presenter was ill-prepared? "Clicker culture" refers to the vast majority of people in our culture who have been conditioned by media. The average "sound bite" is 15-20 seconds and getting shorter. If your presentation doesn't grab and keep their attention, they'll "click and change channels." They may be physically present but mentally elsewhere. The worst part is that they may never fully understand your position and cause. As a regional leader, it is critical that you master this important skill! The instructor will lead you through the preparation, presentation and post-presentation phases, focusing on meeting the following key objectives:

- Define the objective for your presentation
- Tailor your message to your audience
- Incorporate the four "musts" for a presentation that captures audience attention
- Prepare for and skillfully respond to questions
- Identify appropriate post-presentation follow-up
- Avoid the most common complaints made about presentations

Join us for this "fast paced" program where you'll learn how to make your presentations meaningful, memorable and motivating!

For more information, please contact Kathy Condor at 301-784-5121 or kcondor@allegany.edu.

RLS204: Chairing a Meeting

Potomac State College of WVU • Davis Conference Center
Wednesday, November 3, 2010 • 9AM – 12Noon

Instructor: Dr. Roger Hanshaw

Far too often meetings are too long, too boring and unproductive. Professionals and volunteers would like to know the secret to shorter, more productive meetings. With the valuable information provided by professional, registered parliamentarian Dr. Roger Hanshaw, participants will be provided hands-on experience learning how to make business meetings less time-consuming, positive, and more productive.

Dr. Hanshaw will provide time-saving tips for meeting conduct, techniques for effectively using parliamentary procedure, understanding the rights of members of the group, using committees, and strategies for engaging members.

During this highly anticipated session, participants will be provided an opportunity to:

- Explore pre-meeting planning
- Conduct a meeting
- Conduct a post-meeting review
- Explore the organization of committees and task-forces
- Report meeting outcomes to members and the public

Join us for this engaging workshop, designed to prepare you for conducting productive meetings that produce tangible results.

For more information please contact Dr. Kerry Odell or Karen Peer at 304-788-6810 or email kerry.odell@mail.wvu.edu or kgpeer@mail.wvu.edu.

ABOUT THE GREATER CUMBERLAND COMMITTEE



The mission of TGCC is to:

- Help identify opportunities for collaboration to enhance the quality of life in the region.
- Negotiate broad and sound solutions to community issues.
- Serve as convener, facilitator, and catalyst for regional responsiveness and community improvement.

Organizational Concepts & Values

- Membership in TGCC is comprised of business and community leaders who can identify problems, needs, resources and opportunities in the community.
- Membership is limited to decision makers who have the authority to take action decisively and quickly.
- TGCC believes in the power of information and involvement. As our members become better informed and more involved in the issues affecting the region, TGCC becomes a catalyst for positive growth.
- TGCC employs a rifle shot vs. shotgun approach in addressing issues and projects.
- TGCC members demonstrate the willingness to take action without intent of personal gain.

For more information, please contact

Juli McCoy, Executive Assistant,
The Greater Cumberland Committee
71 Baltimore Street, 2nd Floor, Susquehanna Bank Building
Cumberland, Maryland 21502
Phone: (301) 722-0090 • Fax: (301) 722-0091

DEADLINE TO REGISTER

**1 week prior to course offering.
Series registration deadline is 06/10/2010**

REGISTRATION INFORMATION

To register for individual courses or the full series, please call or mail payment (payable to ACM) to the ACM Registration Specialist at the contact information shown below.

Allegany College of Maryland Registration Specialist
Center for Continuing Education
12401 Willowbrook Road, SE • Cumberland, MD 21502
or to register by fax, 301-784-5023 (credit cards or PO's, please)
or register by phone, 301-784-5341.

TUITION

\$55 per person/per course.
Save 10% when you enroll in the entire series (RLS200) for just \$200.00



CONTINUING EDUCATION UNITS and CONTACT HOURS

Continuing Education Completion Certificates will be awarded for each course. An additional Series Certificate will be awarded for those who complete all 4 courses. To receive course completion awards, participants are required to attend the full course and complete and submit the course evaluation.

COMFORT ZONE

Although every effort is made to have a comfortable temperature in the meeting room, everyone's comfort zone is different. Please bring a jacket or sweater in case the room is too cool for your comfort.

FOR YOUR CONVENIENCE

In case of inclement weather on the day of the course listen to local radio stations for information about early closings or cancellations.

DIRECTIONS

Please visit the following websites to obtain driving directions.

www.allegany.edu
www.garrettcollege.edu
www.frostburg.edu
www.potomacstatecollege.edu

The sponsoring institutions do not discriminate against students or prospective students for reasons of race, sex, color, religion, national or ethnic origin, age, veteran's status, conditions of disability, or sexual orientation in admission, educational programs and activities, scholarship and loan programs, or any terms and conditions of enrollment. The institutions comply with applicable state and federal laws and regulations prohibiting discrimination. This publication designed and printed by the Allegany College of Maryland Advancement Office.

REGISTRATION FORM for The Regional Leadership Series

Mail to: Registration Specialist
 Center for Continuing Education • Allegany College of Maryland
 12401 Willowbrook Road, SE • Cumberland, MD 21502-2596
 Phone 301-784-5341 • Fax 301-784-5023

Make checks payable to: Allegany College of Maryland (Payment must accompany this registration)

PLEASE TYPE OR PRINT ALL INFORMATION

Please circle any institution you have previously attended: ACM FSU Garrett Potomac State

If your prior registration was under a different name, please list previous name(s): _____

 Social Security # Last Name First MI

 Street Address City or Town County State Zip Code

 Birthdate (MM/DD/YYYY) Home Phone Business Phone Fax Phone

1. () Male 2. () Female Email Address _____

Please list the clubs or organizations to which you belong and any board position you hold or have held. Please attach a separate sheet of paper if needed.

ORGANIZATION	BOARD POSITION	DATES OF SERVICE: FROM/TO	

SIGNATURE (I certify that the information on this form is correct. Must be signed and dated to be official.) _____ **DATE** _____

Save 10%
 (RLS000)

COURSE #	COURSE TITLE	BEGIN DATE / LOCATION	TIME	TRAINING FEE	COURSE TOTAL
RLS200	Regional Leadership Series: Includes all four courses at a 10% discount.	6/17/10 Various	Various	\$200.00	
RLS201	Working With the Media	6/17/10 FSU	1PM-4PM	\$55.00	
RLS202	Grant Writing Workshop	9/22/10 Garrett	9AM-Noon	\$55.00	
RLS203	How to Develop and Deliver Dynamic Presentations	10/14/10 ACM	9AM-Noon	\$55.00	
RLS204	Chairing a Meeting with Dr. Roger Hanshaw	11/3/10 Potomac State	9AM-Noon	\$55.00	
TOTAL PAYMENT: Please see NOTE below!					\$

PLEASE NOTE!

To register for individual courses or the full series, please call 301-784-5341 or mail payment, payable to Allegany College of Maryland, to the ACM Registration Specialist at the contact information shown above. If you have any questions, please contact Kathy Condor, ACM/CE Coordinator of Professional Development & Extended Learning, at 301-784-5121 or kcondor@allegany.edu.

If employer is paying, please provide the information below.

 Agency's Name Contact Person Phone

 Email Address Street Address City State Zip

FOR CREDIT CARD USE ONLY () Visa () Mastercard () Discover
 Account No. _____
 Date of Expiration _____ V. Code _____

REGISTRATION OFFICE USE ONLY Type: ___ Cash ___ Check
 Amount Paid _____ ___ Credit Card ___ Bill To
 Date Received _____ Initials _____