



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.*

RLS301

Visioning & Strategic Planning

Frostburg State University • Library, Ort Room
Thursday, August 11, 2011 • 9AM-12Noon

RLS302

Working in Coalitions II: Motivating and Leading in a Multi-Generational World

Allegany College of Maryland • Continuing Education Building, Room 14
Friday, September 9, 2011 • 9AM-12Noon

RLS303

Financial Statements & Tax Issues for Boards of Directors and Management

Garrett College • Continuing Education Building, Room 205/207
October 19, 2011 • 9AM-12Noon

RLS304

Building Organizational Capacity

Potomac State College of WVU • Davis Conference Center
Wednesday, November 9, 2011 • 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. This program received rave reviews in 2009 and 2010. Based upon feedback from prior participants, the Regional Leadership Series III includes the following new courses sponsored by the educational institutions listed.

RLS301: Visioning & Strategic Planning

Frostburg State University • Library, Ort Room
Thursday, August 11, 2011 • 9AM – 12Noon

Instructors: Dr. Amit Shah and Dr. Tom Sigerstad

Have you wondered why some firms seem to have mission and/or vision statements and others do not? Does the size of the organization or whether it is a for-profit, non-profit, governmental, family business, or a huge corporation really matter? Find out what these statements do for an organization and why they can be an important part of your success.

Do you have to be a big corporation to engage in strategic planning? Do you need a dedicated staff of strategic planners or some vice president in charge of strategy to make it happen in your organization, big or small? What exactly do strategists do? What are the differences between strategic and tactical moves? How do you engage in "intelligence gathering" to be a well informed strategist? Are there some basic tools to assist any type, or size, of organization when it wants to get involved in strategic planning? Where does the strategist start? How do they make heads or tails of all the things they find out to determine what is important to success? How do they make the tough choices between strategy "A" and strategy "B"?

Walk away from this informative workshop with the knowledge that anyone can engage in strategic planning and take home some tools to get involved in the process whether you are planning a strategy for yourself personally, your smaller firm, or a larger organization. Become a "big picture" person which enables you to focus on more than the fires you need to put out today, but rather what tomorrow should look like...that "tomorrow" that happens down the road next year, or even further away, that you see in your "vision".

For more information, please contact either Amit Shah at ashah@frostburg.edu or Tom Sigerstad at tsigerstad@frostburg.edu.

RLS302: Working in Coalitions II: Motivating and Leading in a Multi-Generational World

Allegany College of Maryland • Continuing Education Building, Room 14
Friday, September 9, 2011 • 9AM – 12Noon

Instructor: Jeannette Rudy Fitzwater, RCC

In today's "do more with less" environment, a generationally diverse coalition can be a tremendous asset, bringing a variety of skills, knowledge, and experience together to meet your goal(s). However, coalition building is always a challenge, and finding ways to connect effectively with the various generations can create additional hurdles. Once you understand the generations, how do you effectively leverage their talents and motivate each to their fullest?

Learn how each generation's unique experiences impact their view of organizations. Then learn some effective ways to motivate your generationally diverse team to their full potential, without having to add to your budget.

Through a format of lecture blended with interactive group activity you'll learn how to:

- Understand the benefits and challenges of creating and working in coalitions
- Identify the various generations, and the challenges associated with each
- Recognize and overcome stereotypes
- Use techniques that foster positive and effective communication
- Employ strategies that create unity within your coalition to meet your common goal
- Implement seven practical strategies for motivating members of your team
- Fill your toolbox with more than 50 low or no-cost motivational ideas

Join us for this fun, interactive session where you'll gain a better understanding of coalitions and the four generations that may be a part of your team.

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

RLS303: : Financial Statements & Tax Issues for Boards of Directors and Management

Garrett College • Continuing Education Building, Room 205/207
October 19, 2011 • 9AM – 12Noon

Instructor: David W. Turnbull, CPA

As a non-profit Board member, fiscal responsibility may seem like just another "task" associated with the many duties you accept when you agree to serve. What many volunteers fail to accept is the true seriousness of this "task" and what is really associated with the many aspects of reviewing finances.

Don't let the subject matter force you into hitting snooze just yet - we promise to make this an interesting and worthwhile program. You are guaranteed to walk away with increased knowledge that will improve your comfort level and effectiveness in the financial oversight process.

Through a format of lecture blended with interactive group activity, this course includes:

- Financial Statements
 - How to read and analyze
 - Basis of accounting – advantages of each
 - Required statements
- Services of CPA
 - Types of services and related reports
 - Materiality issues
 - Audits
 - » Requirement for audit
 - » Audit Committees/Board of Directors responsibilities
 - » Fraud
- Tax Issues
 - Filing requirements
 - Unrelated Business Taxable income
 - Best practices
 - Types of 501(c) organizations
- Mock Presentation of a CPA meeting with a not-for-profit Board of Directors/Management
 - Planning Conference
 - Wrap-up Meeting
 - Board of Directors Meeting
 - » Financial statements
 - » Tax filings
 - » Common management letter comments for improvement

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

RLS304: Building Organizational Capacity

Potomac State College of WVU • Davis Conference Center
Wednesday, November 9, 2011 • 9AM – 12Noon

Instructors: Dr. Russ Dean, Senior Associate Provost, West Virginia University; Mr. Narvel Weese, Vice President, Administration & Finance, West Virginia University

Capacity building refers to intentional, well planned mission-driven efforts aimed at strengthening the performance and impact of an organization.

In the life of any thriving organization, growth in demand for goods or services is inevitable. Leaders must be able to assess the extent to which the organization has the capacity to respond to growing demands and yet maintain quality and fiscal stability (profitability). This seminar is designed to explore:

- Identification of key factors that could limit growth.
- Assessment of current capacity related to these factors.
- Estimation of marginal cost vs. marginal revenue resulting from increasing capacity related to key factors.
- Estimation of the potential for further market penetration.

We will explore how to address some methods for assessing these issues, explore how an existing organization addressed these questions as it grew nearly twice as large while anticipating efforts to move into a more competitive segment of the market, engage in group activities that help participants think about how they would identify and address these issues as an organization, and share ideas about how to assess impediments that may not be well defined.

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 Greater Cumberland Committee (TGCC) envisions a vibrant region

where

Population growth is supported by strategic economic development; Natural, cultural and heritage resources are valued and cultivated; Educational institutions are poised to provide services to increasing populations; and Infrastructure investments encourage sustainable development and next generation investment.

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, Assistant Director

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 08/08/2011

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.

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



TUITION

\$55 per person/per course.
 Save 10% when you enroll in the entire series (RLS300) for just \$200.00

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

COURSE #	COURSE TITLE	BEGIN DATE / LOCATION	TIME	TRAINING FEE	COURSE TOTAL
RLS300	Regional Leadership Series: Includes all four courses at a 10% discount.	8/11/11 Various	9AM-Noon	\$200.00	
RLS01	Visioning & Strategic Planning	8/11/11 FSU	9AM-Noon	\$55.00	
RLS02	Working in Conditions II: Mentoring and Leading in a Multi-Generational World	9/9/11 ACM	9AM-Noon	\$55.00	
RLS03	Financial Statements & Tax Issues for Boards of Directors and Management	10/19/11 Garrett	9AM-Noon	\$55.00	
RLS04	Building Organizational Capacity	11/9/11 Potomac State	9AM-Noon	\$55.00	
TOTAL PAYMENT: Please see NOTE below!				\$	

PLEASE PRINT NAME
 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 Condon, ACM CE Coordinator of Professional Development & Extended Learning, at 301-784-5121 or kcondon@allegany.edu.

If employer is paying, please provide the information below.

Agency's Name _____ Contact Person _____ Phone _____

Street Address _____ City _____ State _____ Zip _____

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

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

