



The Regional Leadership Series, IV

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

RLS401

Financial Statements & Tax Issues for Boards of Directors and Management

Allegany College of Maryland • Center for Continuing Education, Rooms 12-14

Wednesday, September 19, 2012 • 9AM-12Noon

RLS402

Being an Effective Board Member

Garrett College • Continuing Education Building, Room 207

Wednesday, October 3, 2012 • 9AM-12Noon

RLS403

The Power of a Good Brand

Frostburg State University • Lane Center, Room 111

Friday, November 9, 2012 • 9AM-12Noon



The Regional Leadership Series

COURSE DESCRIPTIONS

The Regional Leadership Series was developed by The Greater Cumberland Committee (TGCC), Potomac State College of WVU, and the three 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 has received rave reviews since its start in 2009. Based upon feedback from prior participants, the Regional Leadership Series IV includes the following new courses sponsored by the educational institutions listed.

RLS401: Financial Statements & Tax Issues for Boards of Directors and Management

**Allegany College of Maryland • Center for Continuing Education,
Rooms 12-14**

Wednesday, September 19, 2012 • 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

About the instructor: David W. Turnbull, CPA graduated summa cum laude from Frostburg State University with a Bachelor of Science degree in Accounting and a minor in Business Administration. He immediately obtained his CPA license and served in the audit and tax departments of an international accounting and consulting firm in Washington, D.C., before returning to Turnbull, Hoover & Kahl where he currently serves as President.

David has been actively involved in over 25 community organizations including leadership roles in Allegany County Chamber of Commerce, The Greater Cumberland Committee, Fidelity Bank (now PNC Bank), church council, Greater Allegany County Business Foundation, City of Cumberland Economic Development Commission, Frostburg State University Board of Visitors and MACPA Western MD Chapter.

David brings more than 20 years of relevant experience to this class and will provide up-to-date and relevant information to the participants.

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

RLS402: Being an Effective Board Member

**Garrett College • Continuing Education Building, Room 207
Wednesday, October 3, 2012 • 9AM – 12Noon**

Instructor: Dr. Roger Hanshaw

Join popular instructor, Dr. Roger Hanshaw, for this overview of the ins-and outs of Board Service. You may be surprised to learn what is and isn't involved as a member of a non-profit board – and you will certainly be amazed by Dr. Hanshaw's infectious enthusiasm for the topic! Included in the course:

- 1) Procedural and legal obligations and opportunities of board members and officers
- 2) Duties of participating on a board
- 3) Understanding the rules that dictate an effective meeting and how members are impacted by those rules

About the instructor: Dr. Roger Hanshaw earned his B.S. in Biochemistry from WVU in 2002 and his doctorate in chemistry from the University of Notre Dame in 2006. He is a professional registered parliamentarian and maintains an active practice advising nonprofit organizations on matters of parliamentary procedure.

For more information, please contact Connie Meyers at 301-387-3084 or email connie.meyers@garrettcollege.edu.

RLS403: : The Power of a Good Brand

Frostburg State University • Lane Center, Room 111
Friday, November 9, 2012 • 9AM – 12Noon

Instructor: Dr. Carol Gaumer

"Your brand is what people say about you when you're not in the room."

-Jeff Bezos, Founder of Amazon

One should never gloss over the power of branding. Branding is the DNA of a business or organization, i.e., its identity. Developing a successful brand will become the foundation for creating top-of-mind awareness in the community and marketplace. A brand should capture the organization's personality and declare benefits that resonate with customers, employees, and the general public. The workshop will also explore the importance of one's own personal brand and how best to manage it.

Through a format of lecture blended with interactive individual and group activity, you'll explore:

- Definition of Branding (corporate, organizational & personal)
- Importance of Branding
- Creation of a Brand
- Management of a Brand (corporate, organizational & personal)
- Promotion of a Brand
- Social Media and Branding

About the instructor: Dr. Carol Gaumer is an Associate Professor of Marketing and Chair of the Department of Marketing and Finance at Frostburg State University. She has over 22 years of university teaching and consulting experience. Dr. Gaumer earned her Ph.D. from the University of Sarasota, Florida. Her main research and consulting interests are organizational branding, relationship marketing, and social media in marketing. Dr. Gaumer's previous work experience was in marketing research.

For more information, please contact Dr. Carol Gaumer at 301-687-4052 or email cgaumer@frostburg.edu.

ABOUT THE GREATER CUMBERLAND COMMITTEE



Serving Allegany & Garrett
Counties, MD and Mineral County, WV

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

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

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 _____

SIGNATURE _____ DATE _____

I certify that the information on this form is correct. Must be signed and dated to be official. By signing this form, I agree to abide by the policies and procedures of the College, including without limitation, the Student Code of Conduct.

COURSE #	COURSE TITLE	BEGIN DATE / LOCATION	TIME	TRAINING FEE	COURSE TOTAL
RLS400	Regional Leadership Series IV: Includes all three courses at a 10% discount.	9/19/2012 Various	9AM-Noon	\$149.00	
RLS401	Financial Statements & Tax Issues for Boards of Directors and Management	9/19/2012 ACM	9AM-Noon	\$55.00	
RLS402	Being an Effective Board Member	10/3/2012 Garrett	9AM-Noon	\$55.00	
RLS403	The Power of a Good Brand	11/9/2012 FSU	9AM-Noon	\$55.00	
TOTAL PAYMENT: Please see NOTE below!					\$



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, 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 _____

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DEADLINE TO REGISTER

**1 week prior to course offering.
Series registration deadline is 9/12/2012**

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 3 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



TUITION

\$55 per person/per course.
Save 10% when you enroll in the entire series
(RLS400) for just \$149.00

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