

We invite you to join Orr Associates, Inc. (OAI) and Leadership Greater Washington (LGW) for...

New Approaches to Strategic Planning

Discover new “cutting edge” approaches to strategic planning
Designed for nonprofit staff and board members

Featuring

John Bauser, Department Head, Strategy, OAI
George Jones, Executive Director, Bread for the City
Linda Mathes, CEO, American Red Cross in the National Capital Region
Steve Orr, Founder and Executive Director, Youth, I.N.C.
Tamara A. Smith, CEO, YWCA National Capital Area

Hosted By:



ORR ASSOCIATES, INC.



Sponsored By:



Where: Bank of America Merrill Lynch
1152 15th Street, NW
5th Floor
Washington, DC 20005

When: Wednesday, November 9th
8:00 AM—12:00 PM

Breakfast will be served.

About Orr Associates, Inc. (OAI)

Orr Associates, Inc. is a leader in the philanthropic consulting field in the areas of strategy, fundraising, development, event and nonprofit management. With nearly 20 years of experience working exclusively with nonprofit organizations, OAI has assisted more than 350 clients raise hundreds of millions of dollars for their specific causes.

About Leadership Greater Washington (LGW)

Leadership Greater Washington's mission is to identify and connect diverse leaders and stimulate collaboration through education and membership programs. With a membership of over 1,300 leaders throughout the Greater Washington region, LGW promotes dialogue, cooperation and involvement across all sectors to find effective solutions to regional challenges.

About Bank of America Merrill Lynch

Bank of America is a financial services company and the largest bank holding company in the United States. Merrill Lynch, the investment banking and wealth management division of Bank of America, is the world's largest brokerage firm. The firm provides capital markets services, advisory services, asset management, insurance, banking and related financial services worldwide.



About John Bauser

John is responsible for OAI's strategic planning, development assessment, campaign feasibility study and board development accounts. John brings 35 years of executive management, fundraising and advocacy experience to OAI and is fluent in several approaches to strategic planning, including the “cutting edge” Real Time Strategic Planning and Balanced Scorecard approaches.



About George Jones

George is the Executive Director of Bread for the City (BFC), where he has been responsible for the organization's growth from a \$1.2 million operation to a \$6.3 million operation in 2010. He currently serves on the Center for Nonprofit Advancement Board and is a member of the Major's Commission on Food and Nutrition.



About Linda Mathes

Linda, selected as 2008 Washingtonian of the Year, has been CEO of the American Red Cross in the National Capital Area since 1991 and Regional Chapter CEO for all the chapters in the National Capital Region since 2007. She is a member of the Board of Directors of the Fairfax County Chamber of Commerce, member of the Regional Human Services Working Group, and member of the Nonprofit Roundtable of Greater Washington.



About Steve Orr

Steve is the Founder and Executive Director of Youth, I.N.C. (Improving Nonprofits for Children), an organization that, over the last 16 years, has strengthened more than 88 youth-serving nonprofits and raised over \$37 million for New York youth. In addition, Steve co-founded Orr Associates, Inc. (OAI), a nonprofit consulting firm dedicated to helping clients reach their fundraising and strategic planning goals.



About Tamara A. Smith

As CEO of the YWCA National Capital Area, Tamara has led 45 staff and a \$4 million annual budget with an asset base of over \$20 million. She has held positions as CEO of two local managed care companies, Directed and Managed Government Relations, Strategic Planning and Marketing Departments at Kaiser Foundation Health Plan, Greater Southeast Healthcare System and Medstar Health.

BREAKOUT SESSION TOPICS

Putting Your Strategic Plan to Work
Integrating Your Strategic Plan into Your Operations

The 9 Essential Components of a Successful Strategic Plan
What Every Plan Should Include

Strategic Planning Pitfalls
How to Plan for Your Next Strategic Plan and Avoid the Most Common Mistakes

Please [Click Here](#) to register

For questions, please contact Keri Jacobson at (202) 719-8050 or
kjacobson@oai-usa.com

Please note that space is limited, so please RSVP as soon as possible to secure your seat!

Event Schedule:

8:00-8:30 Breakfast and Networking
8:30-9:30 Keynote Presentation and Q&A
9:30-11:00 Breakout Sessions
11:00-12:00 Panel Discussion and Q&A