

ISSUE TWO

BUSINESS SMARTS. CARING HEARTS.™

\$2,977,210
IMPACT IN THE COMMUNITY

EIA ACCELERATES CAREER EXPANSION OPPORTUNITY

The EIA experience led one executive to consider opportunities she had only once dreamed possible. Di Ann Sanchez came to EIA in February 2010 and was able to transition from a career in corporate America to becoming a business owner and teacher.

With more than 25 years of human resource experience, Di Ann joined EIA for the community service aspect of the organization, but was also interested in exploring the impact of the HR discipline in the nonprofit sector.

Di Ann completed three EIA projects, which gave her insight into a full range of nonprofit HR functionality. She worked with United Way to create an updated HR policy manual—requiring hours of research to ensure the guidelines were accurate and matched nonprofit sector requirements. Di Ann also created new job descriptions for over 100 employment positions, outlined a new salary grade format and provided a full job and compensation analysis for MADD (Mothers Against Drunk Driving). In addition, she created an HR Strategy Plan for Project Transformation.



DI ANN SANCHEZ

HR Executive, Entrepreneur & Teacher

“Even with my corporate experience, my consulting work and several years of teaching, I never would have been able to gain the in-depth knowledge about the nonprofit HR perspective like I did through my experience at EIA,” Di Ann said. “I feel my time with EIA helped to make me a more versatile HR executive.”

Di Ann is completing her PhD in Organizational Management and Human Resources. She has presented at the SHRM (Society of Human Resource Management) 2012 Talent Management Conference highlighting research regarding the Hispanic/Latino workforce. Additionally, she teaches the SHRM Essentials of Human Resources for Tarrant County Community College (TCCD) and is a national instructor for Institute for Applied Management (IAML).

EXECUTIVE FEEDBACK

“I got so much out of the time I spent with EIA and each project I worked on. I feel I have been able to expand the focus of my career in the education area specifically due to what I learned. I feel it opened up my world.”
- Di Ann Sanchez

Congratulations, Di Ann!

NONPROFIT SPOTLIGHT

Raising the Fundraising Bar

The American Diabetes Association of Dallas (ADAD) is committed to educating the public on how to stop diabetes, as well as supporting those who live with the disease. As a nonprofit organization, fundraising is a vital part of ADAD’s ability to continue its commitment to the community. When ADAD realized it needed assistance with its primary fundraising event, it turned to Executives in Action (EIA) — first in 2011, and again in 2012, based on the success of the prior year’s partnership.

EIA connected ADAD with Kathy Jo Usher in 2011 and Mica Barton in 2012. Both executives served as Media and Public Relations contacts for Stars of Texas...Racing Against the Odds, a fundraiser that is ADAD’s largest revenue driver, with all proceeds going directly to the organization’s cause. Kathy and Mica worked with media outlets in North Texas for pre- and post-event publicity. As a result of their hard work and enthusiasm, media exposure was increased by 100% in 2011 with continued progress in 2012. Their combined efforts raised \$660,000 for ADAD.

“From the moment I first interviewed with EIA, I knew I was part of something unique and dynamic,” said Kathy. “EIA provides such a great service to so many individuals and non-profits. It is a resource and conduit for true servant leadership—I was consistently encouraged, guided and educated by my colleagues and EIA staff.”



Donate Now!

<http://www.active.com/donate/executivesinaction>
*Every dollar you invest in EIA will generate \$10 of high-impact consulting for a nonprofit.

Special thanks to recent donors:

- Anonymous
- Capstone Partners
- Harold Simmons
- Robert Bertino
- George Ellis
- Foundation
- Debra Bradley
- Michael Gorton
- Jerry Sanders
- Jorge Calderón
- Dale Petroskey
- Stephen Smiley
- Capital One
- Robert Wright

EIA welcomes our newest nonprofit partners:

- Catholic Charities of Fort Worth
- Journey of Hope Grief Support Center
- Children & Community Health Clinic
- L.A.W. (Life After Whistles) Inc.
- Children’s Craniofacial Association
- Leadership DISD
- Citizens Development Center
- LIFT (Leadership Instruction for Texas)
- Mothers Opposing Bullying Foundation
- Dallas Leadership Foundation
- Operation Kindness
- Dallas Social Venture Partners
- Paul Quinn College
- Empower American Children
- PediPlace
- Forward Tutoring
- PLAN of North Texas
- Good Street Learning Center, Inc.
- REAL School Gardens
- Health Services of North Texas
- Sisterbration
- Voices of Change
- The Launch Collaborative
- The Mexico Institute
- The Turner Twelve, Inc.
- The Warren Center

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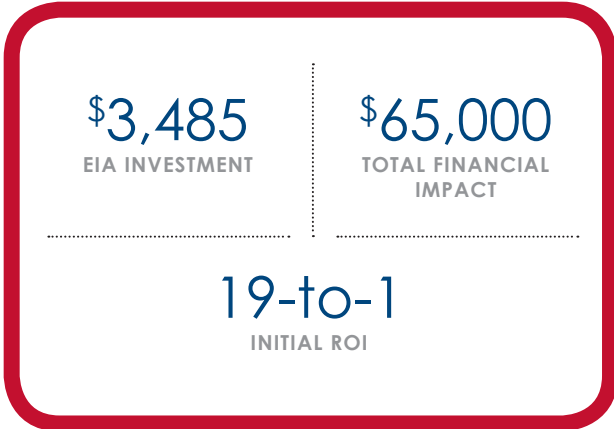


PROFITABLE IMPACT

Develop marketing communications plan and brand strategies to raise visibility for Project Transformation locally and with its national expansion.

EIA gave us access to a seasoned marketing executive with a track record of success. His level of professionalism, leadership and dedication helped us achieve our goals.

ERIC LINDH
Executive Director, Project Transformation



Project Transformation improves the educational success of children from low-income communities in Metropolitan Dallas through high-quality summer and after-school programs. The nonprofit also engages college students in purposeful leadership and ministry through internships that provide them hands-on exposure to leadership training, career exploration and ministry opportunities. Through their programs, Project Transformation fosters servant leadership and academic excellence, with over 4,000 hours spent each year reading one-on-one to Dallas children.

When Project Transformation found itself in need of a new brand strategy and improved marketing communications, it turned to Executives In Action (EIA). EIA connected Project Transformation with Vin Hoey, a senior marketing executive with extensive nonprofit and business leadership experience. Vin worked with the staff, board and key stakeholders to develop brand strategies, improve positioning and create a full marketing communications plan. He also provided advice on implementation to successfully promote Project Transformation locally and to support its national expansion.

"Vin has been a huge asset to our nonprofit—from our initial meeting of expectations and goal setting, to organizing and creating a custom-fit long-range plan with us. We are grateful for his passion he brought to the project."

19/1 ROI

EXECUTIVES' FORUM



Chris Westfall presents *The NEW Elevator Pitch* to EIA.

Executives Learn to Stop Pitching, Start Connecting

In April, Chris Westfall presented lessons from his new book, "The NEW Elevator Pitch – Stop Pitching, Start Connecting," to our EIA executives. Chris, who is the reigning elevator pitch national champion, shared tips for creating a unique elevator pitch using methods to construct a story that really resonates with a listener—ultimately building a connection and a message that matters. He encouraged our executives to deliver pitches that inspire action and leave a listener saying, "Tell me more." At the conclusion of his presentation, a drawing was held and Chris presented signed copies of his book to two EIA executives. Thanks to Chris Westfall!

EXECUTIVES' CORNER

Mike Mason is a seasoned Corporate Finance Executive. During his time with large companies like Frito Lay and American Airlines, he gained experience in financial planning and analysis and became uniquely skilled at cross-functional teamwork to achieve strategic objectives.

Mike joined EIA in 2010 and has completed five successful nonprofit projects with a focus on financial process restructuring. When Mike joined EIA, several nonprofits asked for help in opening new resale stores or optimizing the effectiveness of current locations. EIA saw the potential of matching Mike's expertise in strategic planning, revenue and profit growth and project management to the specific needs of four nonprofits trying to establish their resale stores and community service centers. Mike boosted sales and efficiencies by re-engineering processes, evaluating staffing needs and floor layouts, creating cost analysis models and five-year financial projections. The following nonprofits benefitted from Mike's expertise:

- Allen Community Outreach
- Consumer Credit Counseling Service of Greater Dallas
- Community Lifeline Center
- Jewish Family Service of Greater Dallas
- Metrocrest Social Services

Total Financial Impact: \$85,275

"Helping organizations that are so vital to so many people is very gratifying. I have remained close to each of the organizations I served and am frequently called on for further advice on business matters. Executives In Action is a tremendous service, both to the nonprofit community and to the business executives that serve as consultants." - Mike Mason, Senior Management Consultant



MIKE MASON

Senior Management Consultant

TRANSFORMING LIVES THROUGH RELATIONSHIPS



If learning to read is something you need
Change your life and take the lead.
Learning to read will raise you up!!!
Don't be afraid, don't give up!!!
Come to LIFT and learn to read.
If you try hard, you will succeed!!!



APRIL SERVICE DAY featuring nonprofit LIFT

EIA Executives Pitch in at LIFT

EIA's Project Service Days give our executives a chance to help our nonprofit partners with onsite needs. From painting rooms or bagging lunches to planting trees and cleaning, our EIA executives are making a significant impact. The April 2012 service day took place at LIFT (Literacy Instruction For Texas), one of the largest and most respected adult literacy education programs in the country. EIA executives cleaned classrooms and packaged supplies. We all got a LIFT from the experience and invite you to join us at the next Service Day!

