



# Achieving a Nonprofit Mission in a For-Profit World

September 25, 2012

## Speaking Engagement

Presented by: EideBailly, Cushman & Wakefield, NorthMarq, Minnesota Bank & Trust and GPM

Nonprofit organizations tackle our community's toughest issues and needs, while for-profits are much more focused on the bottom line. But are the two worlds really so far apart? Do for-profit principles really work in the nonprofit world?

Please join us for a complimentary breakfast and conversation with other nonprofit executives, board members, and for-profit leaders. Hear from our panelists of nonprofit leaders who have applied business practices to their organizations, and from professional advisors who help incorporate these principles in working with their nonprofit clients.

Steve Rothschild, author of *The Non Nonprofit: For-Profit Thinking for Nonprofit Success*, will kick off our morning, followed by a panel discussion and conversation with all participants. We look forward to learning from each other.

### **Tuesday, September 25, 2012**

7:30 a.m. - 8:00 a.m. Registration and Breakfast

8:00 a.m. - 8:10 a.m. Welcome

8:10 a.m. - 8:30 a.m. Seven For-Profit Principles that Build Nonprofit Success—Steve Rothschild

8:30 a.m. - 9:30 a.m. Panel Discussion

**RSVP for this event by Friday, September 14 by email to [kbarth@eidebailly.com](mailto:kbarth@eidebailly.com), or by phone to 612.253.6500.**

### **About Our Speakers and Panelists:**

**Beth Bird** is a partner and leads the firmwide nonprofit practice of Eide Bailly LLP, a top 25 regional certified public accounting and business advisory firm. Her work with nonprofits includes assurance services and consulting to help organizations better manage financial and operational issues that impact them. Beth currently serves on the boards of Minnesota Fringe Festival, Give Us Wings, and the Guthrie Business Circle.



**Paul Donovan** is the Executive Director of Cushman & Wakefield/Northmarq's Advisory Services Group, a team focused on providing local and national real estate services (strategic planning, lease, buy and sell) for businesses, nonprofits, and education groups. Paul currently serves on the boards of Greater Minneapolis Crisis Nursery Center and Sisters of St. Joseph Carondelet Ministries Foundation.

**Sarah Duniway** is an attorney at Gray Plant Mooty who focuses on working with nonprofit organizations and health care providers. Sarah is currently on the steering committee for Building Bridges, a group of neighbors in South Minneapolis working to reconnect their communities which have been divided by race, time, and 35W.

**Sara Dzuik** is Executive Director of College Possible Twin Cities. College Possible makes college admission and success possible for low-income students through an intensive curriculum of coaching and support. College Possible has expanded in the past few years and now includes sites in the Twin Cities, Milwaukee, and Omaha.

**Kelly Elkin** is Senior Vice President of Minnesota Bank & Trust's Nonprofit Banking Group, and former board member of Make-A-Wish Foundation of Minnesota and Women's Advocates, Inc. Her work with nonprofits includes taxable and tax-exempt financing and cash flow management.

**Gary Grundy** is an independent business consultant, mentoring corporations and nonprofits on creating High Performance Organizations (HPOs) via the Business Capability Model (BCM), outlined in his 2009 book *The Fifth Breakthrough*. Currently, Gary is working as a Volunteer Consultant with Lifeworks Services.

**Judy Lysne** was named president and CEO of Lifeworks Services in 2000 after having served as co-president since 1994. She also served as director of career development and social enrichment where she piloted Lifeworks career development program for people with disabilities. She has presented this model locally, nationally, and internationally in Denmark and Norway.

**Steve Rothschild** is the author of *The Non Nonprofit: For-Profit Thinking for Nonprofit Success*, former president of Yoplait USA, and founder of Twin Cities RISE! and Invest in Outcomes.

**Location:**

The Metropolitan, 5418 Wayzata Blvd, Golden Valley, MN 55416