



**Building Blocks for Non-Profits  
The Missing Link – The Lifeline Between  
Planning, Communications and Development  
Wednesday, June 8, 2011**

8:30 a.m. – 11:30 a.m., Pre-registration at 8:15 a.m.

**Program Overview**

The purpose of this program is to demonstrate the vital link between strategic planning, communications and development. Even in the best of times, effective development cannot happen in a vacuum. In challenging times like these, it is essential that your development program be supported by the strongest foundation you can build. An organization's success in raising money is inextricably related to its ability to articulate and communicate a compelling vision for the future and a well crafted, practical plan for achieving that vision. This interactive program will feature a discussion led by three experienced professionals in the fields of strategic planning, communications, and development. The discussion will focus on the "Top Ten" issues organizations need to be able to spot and address to ensure that they maximize the coordination and integration of these key areas.

**The Presenters**

**Jane Vanderhorst**, President, Vanderhorst Consulting, Inc. brings more than 20 years of marketing expertise from her broad-based background in developing and implementing strategic marketing plans, on-target communications and dynamic educational events. Jane holds a BS degree in Business Marketing from Miami University. She is a past president of the Cincinnati Chapter of the American Marketing Association, as well as a former board member of the Sales and Marketing Executives of Cincinnati.

**Elizabeth (Betsy) DeLage**, President, Arlington Business Solutions has more than 25 years of experience in strategic planning, leadership development and marketing/communications. Betsy consults with non-profits in a variety of industries including healthcare, social services, higher education and municipalities.

**Barbara W. Wolf, J.D.** Principal, Talbot Wolf Ahearn, a full service development consulting firm, has more than 23 years of experience in development and charitable gift planning. Previous development positions include Director of Gift and Estate Planning and Development Counsel, Xavier University and Development Director, WGUC-FM. Barbara is the former President of the Greater Cincinnati Planned Giving Council and member of the Bar in Ohio and Pennsylvania.

Please return this form by June 1 with your organization's check for \$25 (\$35 for non-members) made payable to ReSource. **Please note we have a 24 hour cancellation policy in order to receive a refund.** Mail application and check to:

**June 2011 Seminar Registration**  
 ReSource (Phone 513.554.4944)  
 3610 Park 42 Drive (Fax 513.554.4966)  
 Cincinnati, Ohio 45241

➡ **Seminar Location: Programs are held at The Health Foundation of Greater Cincinnati located in the Rookwood Tower, 5<sup>th</sup> floor 3805 Edwards Road Cincinnati, OH 45209**

(Attendee's Name)	(Job Title)		
(Organization's name)	<input type="checkbox"/> ReSource Member <input type="checkbox"/> ReSource Non-Member		
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