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## Prominent Local Leaders Join Forces to Educate Non-Profits

**August 4, 2006 - Thousand Oaks, CA, USA**

As Ventura County non-profits gear up for fall, prominent local figures have joined with the newly formed **101 Leaders Alliance** to help groups grow their leadership potential and produce lasting success. The inaugural "*101 Leadership Summit for Non Profit & Charity Leaders*," scheduled for September 8, 2006 at the Sherwood Country Club in Thousand Oaks, promises an unprecedented line-up of local experts committed to sharing their expertise with fellow 101 corridor organizations.

101 Leaders Founder **Jim Cathcart** says, "Now is a crucial time for organizations to sharpen the skills of their leaders, as we enter the biggest fund raising time of the year with scores of Fall events being held. We scheduled this Summit so that the chair people, committee leaders, board members and staff who will be conducting these events will be ready to do the best they have ever done.

He adds, "This is especially critical in these times when charitable giving and philanthropy have changed from traditional channels and many organizations are finding that their donor base has moved away from them."

The curriculum for the day is built around three topics: Generating Net Revenue, Growing Your Leadership Team and Building A Community of Supporters.

Presenters include:

**Bob Brooks**, Ventura County Sheriff,

**Jim Cathcart**, Founder of the Alliance, Bestselling Author and Professional Speaker,

**Marty de los Cobos**, VP of University Advancement, Cal State University Channel Islands

**Art Hobba**, President, Principle Based Enterprises, Organizational Development Consultants,

**Mark Lefko**, President, The Lefko Group, Facilitators of Leader Retreats,

**Linda Livingstone**, Dean, Graziadio School of Business & Management, Pepperdine University,

**Charles Maxey**, Dean of California Lutheran University's School of Business,

**Hugh Ralston**, President, Ventura County Community Foundation,

**Charles Schultz**, President, Crescendo Interactive, Planned Giving Specialists,

**Jeff Tanenbaum**, Leadership Summit Partner, Business Coach & Fund Raising Specialist.

This full day event will concentrate on building personal leadership skills such as:

Motivating volunteers, generating more net revenue from projects and events, and building a community of supporters.

Another highly-anticipated session, "How to grow your organization through eMarketing and eRelationships," by Charles Schultz, will show how to leverage technology to strengthen connections with people.

Jeff Tanenbaum, 101 Leaders Summit partner, said, "Changes in donor habits can be very frightening to organizations that rely on donor support. But changing times also means opportunity. Understanding such concepts as eMarketing and eRelationships can lead to better targeted and more efficient outreach campaigns that produce more effective results."

For more information on the 101 Leadership Summit or the 101 Leaders Alliance, visit [www.101leaders.com](http://www.101leaders.com), or contact: [info@101Leaders.com](mailto:info@101Leaders.com), 805 777 3477 or 805 496 8087.

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## About the 101 Leaders Alliance

"101 Leaders Alliance" is a collaboration between Cathcart Institute, Inc. and Infinite Strategies both based in Ventura County. Professional speaker and author Jim Cathcart created the 101 Leaders Institute in response to the continuing need for skilled leaders at all levels of our society. Professional fund raiser and business coach Jeff Tanenbaum has joined him to create an alliance geared to increasing leadership skills throughout the region.

The targeted market for 101 Leaders is the "101 Corridor" from Calabasas through Ventura along the 101 highway itself. In these twelve communities there are more than 500,000 people, multiple universities, colleges and other schools, as well as scores of organizations designed to help the community sustain an already high standard and quality of living.

In casual surveys throughout this region, Cathcart and Tanenbaum have found almost unanimous agreement that in many cases: meetings are poorly led, projects disorganized, public presentations unclear or boring, volunteers though willing are not directed well, people skills are inconsistent, and more. There is an abundance of intelligence, education and talent for virtually every need, yet personal leadership skills still appear to be lacking. This is not merely true for the 101 Corridor; it is prevalent throughout the business and civic community nationwide.

"The problem," suggests Cathcart, "is that existing approaches to leadership development don't require people to learn to: lead meetings, deliver compelling presentations, motivate others, organize projects and follow through on agreements. People learn to be excellent at analysis, strategy, science, technology, systems, philosophy, and marketing but not at 'getting the job done'." For example, Cathcart asks his audiences, "think of the last time you attended a meeting that was led by a well educated person, yet the meeting ran over time, was confusing and boring or worse." He always gets acknowledgement that the need exists.

Tanenbaum adds, "The ability to get things done through others is still the most highly valued skill in our society." Leaders are valued and sorely needed. Consider the plethora of books on "leadership" over the past five years alone. Resources and information abound yet the skill levels haven't noticeably advanced. This is because application is needed, says Cathcart. We need "action learning" as our primary mode for developing leadership skills.

In the 1970's Cathcart was the National Program Manager for Leadership Training at the U.S. Junior Chamber of Commerce. His role there was to develop training programs and teach others to use them in the tens of thousands of "Jaycees" chapters nationwide. They had 356,000 members and Cathcart was kept busy flying from state to state to train and motivate other trainers. Today he works as a professional speaker and business advisor, serving currently on advisory boards for the Schools of Business at both Pepperdine University and California Lutheran University. Of the thirteen books he has written and published, all are focused on developing the individual's skills for leadership and sales success.

101 Leaders Alliance will hold its first Leadership Summit for Non-Profit and Charity Leaders at Sherwood Country Club, September 8, 2006. This all day program will include keynotes, breakouts, panels and discussions among the current and future leaders of "the 101 corridor." For further information, call 805 496 8087 and visit [www.101Leaders.com](http://www.101Leaders.com).