

Ohio Urban Resources System LeaderLink Summit October 2021

*Don't adapt to the energy in the room.
Influence the energy in the room.*



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I find it inspiring that for the first time in American history, we are fostering authenticity, generational leadership and self-care practices in the workplace. By prioritizing those areas, we optimize human connectivity, purpose, and inclusion. As the CEO of the Ohio Urban Resources System, I am excited to continue learning during this LeaderLink Summit.

We are grateful you can join us for this three-day virtual event. Our stellar panel of presenters will help you explore and build your leadership capacity. By focusing on developing the personal and leadership skills of executives and managers OURS supports succession planning, strategic planning, and sharing of best practices from agency to agency. The Summit is based on competency in areas of diversity, equity, and inclusion throughout the learning experience.

This year, we are excited to feature Keynote Speaker Adam White who will be kicking off the conference Wednesday, Oct. 27. Adam's organizations are devoted to developing leaders, managers, employees, and individuals in business, non-profit, education, government and more.

We included a few additional heavy hitters in the areas of coaching and development, cultural CASH and examining multiple intelligences as a leader. I hope you will also take advantage of the networking reception and connect with other CAA professionals in your field.

Thank you for all the work you do. I look forward to seeing you during the Summit.

In Service,



Yvonne Cherell, CEO

Yvonne Cherell is the first CEO of OURS. A respected advocate of social justice, equity and fairness in the state of Ohio, Yvonne brings a wealth of expertise in leadership, sustainability, greater public policy visibility and leadership.



WHAT IS OURS?

The mission of the Ohio Urban Resources System (OURS) is to empower Ohio's urban Community Action Agencies for maximum impact. We envision the Ohio Urban Resources System as a leading entity strengthening the social and economic security of families and their communities.

Ohio Urban Resources System serves as a catalyst for capacity building and advocacy within urban Community Action Agencies (CAAs) in the State of Ohio. We do this in the following ways:

- ★ Promoting smart solutions and promising practices.
- ★ Providing direct leadership development, including mentoring.
- ★ Providing direct technical assistance to CAAs in the areas of consumer input and involvement, community engagement, community assessment, organizational leadership, board governance, strategic planning, human resources management, financial operations and oversight and data and analysis.
- ★ Directly advocating and promoting advocacy of the interests of low and moderate income residents in urban and metropolitan areas of Ohio.

In the early 1980s, Community Action Agencies in Akron, Ashtabula, Canton, Cincinnati, Cleveland, Columbus, Dayton, Lima, Lorain, Toledo, Youngstown and Zanesville realized that due to Ohio's unique demographics (more large urban centers than any other state in the country) networking to address issues collectively would be necessary. Ohio Urban Resources System (OURS) was incorporated in 1985 to represent the needs and interests of Ohio urban poor families and residents.

Today, OURS agencies represent 56 percent of the state's total population and 62 percent of those households are living at or below the Federal Poverty Level. We seek to reduce the number of households living in poverty so that no family experiences food insecurity or housing challenges and all are able earn a livable wage.

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BOARD OF DIRECTORS



Board Chair: Robert "Bo" Chilton, Impact Community Action Agency

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SUMMIT AGENDA

Wednesday, Oct. 27

10 a.m. Welcoming Remarks

10:30 to 11:30 a.m. Opening Address by Adam White

4 p.m. Virtual Reception

Thursday, Oct. 28

10 a.m. Welcoming Remarks

10:15 to 10:45 a.m. Plenary Session: Advocacy and State Policy

11 a.m. to 12:15 p.m. Breakout Sessions

Lunch Break

1:30 to 2:45 p.m. Breakout Sessions

3 p.m. Closing Remarks

Friday, Oct. 29

10 a.m. Welcoming Remarks

10:15 to 11:30 a.m. Breakout Sessions

11:30 to 12 p.m. Plenary Session: Leading with Purpose

12:15 p.m. Closing Remarks

OURS TEAM

OURS' team includes experienced and determined consultants. Legislative Consultant Larry Price has more than 30 years' experience with state and municipal processes, legislative and public procedures and urban community relations.

Financial Manager Anthony Redic is a business professional with more than two decades of experience as a financial strategist and leadership consultant. Anthony serves as a Chief Financial Officer for small businesses through his company Grow Forward.

Content Manager Sharon Bengel has more than 25 years experience in writing and communications and more than 10 years experience with the Community Action network in Ohio. In addition to crafting messaging, she is experienced in website management and publication design.

OPENING ADDRESS

BY ADAM WHITE

October 27, 10:30 a.m.

Adam White is CEO of AW Empowers, Inc. which includes the brands of Adam White Speaks, Adam Empowers and Adam White University, organizations devoted to developing leaders, managers, employees and individuals in business, non-profit, education, government and various associations.

Adam has spent more than 10 years studying human potential, leadership ability, organizational culture and what causes people to effectively live out their purpose in life, leadership and their work.

Adam has a magnificent obsession with identifying, analyzing, and solving problems for leaders and organizations.

Adam has developed a body of work that empowers leaders and organizations to connect purpose to performance, become more influential leaders and solve problems. His first book, *A Leader Others Will Follow: The Power of Influence*, is a deep dive into leadership principles that trains and develops leaders and managers. His second book, *Made For Greatness: The 7 Habits that Unlock Power Within*, is a powerful tool with built-in worksheets that empowers people to discover purpose and tap into their greatness both professionally and personally. His third book, *Cracked but not Broken*, empowers readers to learn the seven self-principles for discovering their extraordinary worth and value.

Adam has formed Adam White University, an online learning platform that hosts a number of professional learning and development programs.

Society of Government Meeting Professionals called Adam “simply the best speaker we have ever heard. WR-IPMA-HR President said: “HIRE HIM” after his keynote to hundreds of HR Professionals in the City of Los Angeles and was “very well pleased” with his closing keynote to more than 600 City of LA Housing Employees. Adam has shared the stage with Mayor Garcetti of Los Angeles, Former Mayor Goodman of Las Vegas, and many other top leaders and influencers.

Visit www.adamwhitespeaks.com to learn more about Adam or book him for your next event.



VIRTUAL RECEPTION

October 27, 4 p.m.

The Ohio Urban Resources System enjoys bringing its members and staff together. And we hope you will join us during the LeaderLink Summit on October 27 at 4pm for a virtual Networking Kickback.

There are many reasons to network: to form connections, to meet like-minded individuals, to find a solution to a problem, to gather leads. The list goes on and on. Virtual networking is a great way to connect with fellow urban CAA professionals around the state.

You only need to grab your favorite snacks and beverages and bring your good energy vibe for one hour. No RSVP necessary.

See you there.

ADVOCACY & STATE POLICY

October 28, 10:15 a.m.

Advocating effectively requires a thorough knowledge of processes and issues. In this plenary session, participants will learn key dos and don'ts of advocacy, significant steps in the state budgeting process and best practices for approaching legislators.

Participants will be equipped with critical tools that will allow them to advocate for children and families in Ohio and affect real change. Equally important, participants will learn how to lead others in the work of advocacy and develop employees into powerful champions for Ohioans in need.

Yvonne Cherell is a respected advocate of social justice, equity and fairness in the state of Ohio. Her more than 25-year career in the non-profit sector has taken her from a beginning program coordinator and substitute teacher to executive director of Franklin County's only social service chamber of commerce, she demonstrates continued passion for Ohio's children and families. Yvonne brings a wealth of expertise in leading a diverse collection of social service agencies through sustainability, greater public policy visibility and leadership.

As a graduate of the African American Leadership Academy Cycle IX 2013 and Cleveland Leadership Center – Bridge Builders Program 2009, Yvonne Cherell's style is energetic and impetuous. Her leadership interests are woven through her civic and community engagements such as Life Member of Sigma Gamma Rho Sorority, Inc., and other volunteer endeavors.



BREAKOUTS

October 28, 11 a.m. to 12:15 p.m.

Seasoned Leader Track

Best Practices in Managing Change and Transition with Beckie Schretter

Managing Change and Transition is a constant task in Community Action and Social Services agencies. Join experienced consultant Beckie Schretter for this session on Best Practices in these areas. If you are leading others during an organizational change or navigating a personal transition, this session is for you. We will define the difference between change and transition, outline best practices and address resistance to change. We will also learn about building personal resiliency.

Beckie Schretter is an Organization Development & Change Management professional with more than 20 years of business experience. She is an energetic leader who creates impactful organization development and change strategies unique to the needs of the client and the business situation. Beckie collaborates with people at all levels to enhance adoption of the new ways of working so that desired business results are achieved.

Currently Beckie is the Vice President, Talent Strategy for CareSource, a nonprofit health insurance plan which serves more than two million members and is headquartered in Dayton, Ohio. At CareSource, Beckie leads the talent acquisition, development and management functions.



Emerging Leader Track

Multiple Intelligences of a Leader with Anthony Redic

This workshop will unpack the theory of multiple intelligences and highlight the competencies that leaders naturally bring to the workplace. The workshop will further connect the participant's personal intelligence to their leadership intelligence and help frame their path for success. Participants will learn about the history and power of leadership, understand the six leadership intelligences and identify three flaws that will impact their leadership.



Anthony Redic is a business professional with almost three decades of experience. He honed his business operations and financial management acumen while working for the Department of Defense, IBM and a few international organizations. Currently, as an entrepreneur, Anthony provides critical advice to help clients improve business and financial processes, enhance results through effective decision-making, and develop strategies to manage economic shifts.

Anthony's goal is to complete his Ph.D. in organizational psychology and further contribute to the success of his clients by being a positive factor in how they respond to business challenges.

BREAKOUTS

October 28, 1:30 p.m. to 2:45 p.m.

Seasoned Leader Track

How to Build and Influence a High Performing Team with Dr. Patrese Mason

Have you ever wondered how some teams perform effectively and others simply bomb? What distinguishes a high performing team from those that are not? In this session, Dr. Patrese Mason will share specific characteristics, behaviors and best practices for how leaders can build and influence a high performing team focused on achieving its strategic goals and impacting the world. Create a shared sense of purpose, streamline communications and improve team dynamics.

Dr. Mason is a real-life rags to riches example. She is known to her educational clients as The Superintendents' Chief Consultant and to her incredible CEO women clients as "Coach." She went from aging out of foster care, being homeless, and attending GED class to graduating high school with an excellent state score, becoming a calculus, trigonometry school substitute teacher, school principal, and advising her then school superintendents.

Today, the self-made millionaire is an international speaker, consultant, life and business coach and CEO her own firm grounded in the beliefs of "love, literacy, leadership and lifestyle: love what you do, literacy for every child, leadership beyond a position, and creating a lifestyle of balance and freedom."



Emerging Leader Track

Advocacy for Impact with G2G Consulting

Advocating with impact is key to educating public officials on critical issues, raising awareness of how policies and funding levels impact their constituents and communities, developing strong relationships, influencing decision-making, and increasing funding for programs and services. Experts in government advocacy from G2G will provide a refresher on how government works and keys to effective advocacy, then delve into important federal initiatives and the Ohio budget process.



G2G is a bipartisan team of non-dilutive funding experts and government affairs professionals who have spent decades working for and with government on the federal, state and local levels successfully representing bioscience, healthcare, and high-tech innovators, entrepreneurs, research institutions, companies and nonprofits in securing \$322 million in non-dilutive government funding. Presenting will be Founder and President Liz Powell, Government Affairs Director Becky Watts, Public Affairs Director Greg Kapcar and Government Affairs Manager Andrea Harless.

Liz has more than two decades of experience working on health, defense, high-tech and economic development issues in Congress and as an attorney and

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lobbyist. She started G2G in 2007 and manages government relationships and operations in our Washington, D.C. and Ohio offices. Liz loves government affairs and brings enthusiasm, connections and significant legal, policy and grassroots know-how to all clients.

Becky joined G2G in 2008 and leads strategies for accessing government funding for clients. With 20 years of experience in federal, state and local government in Ohio she knows first-hand how to secure funds for growing businesses, municipalities, academic institutions and non-profit organizations. Most recently, Becky served as the Appropriations Director for U.S. Senator Mike DeWine, a member of the Senate Appropriations Committee.



Greg Kapcar brings more than two decades of experience and measureable results in public relations, advocacy, public policy, and strategic engagement to the G2G team. Based in Cleveland, he manages business development for G2G and government affairs for clients. For 12 years, Greg worked for the statewide non-profit, OhioGuidestone, which provides behavioral health treatment services, skill building programs, and prevention opportunities for children and their families. His unique blend of experiences, education and passion as an advocate, social worker, lobbyist and manager make him an asset to the G2G team.

Andrea leads the Columbus office for G2G after spending years as an aide and Ohio Legislative Service Commission (LSC) Fellow in the Statehouse. She spent three years working in the Statehouse where she served as the Senior Legislative Aide. Her experience in grassroots organizing as well as shepherding legislation through the process working with both sides of the aisle has made her a powerful advocate for clients.



October 29, 10:15 to 11:30 a.m.

Seasoned Leader Track

Between Activism and You: Cultural Awareness in Leadership with Simone Crawley

The year 2020 ushered in a wave of social activism across the globe. Many people have answered the call to action to fight for justice on behalf of their community. Effective leadership as an activist or ally starts first with a strong understanding of the identities, privileges and biases you carry.

These elements directly impact your ability to build trust, rapport and effectively bring awareness to your cause. Everyone holds bias and it is more likely to be called out when it manifests within our leaders. Calling for greater diversity, equity, and inclusion can only be effective if leaders are “walking the walk” themselves. This workshop will provide foundational knowledge of social challenges and best practices to achieve cultural awareness.

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Simone Crawley is the Founder and Chief Executive Officer of Crawley Cultural, a consulting firm guiding both businesses and individuals as they address their implicit bias and implement diversity, equity, inclusion, antiracism and cultural competence. Clients represent the finance, health, education, public safety, and legal fields.

She most recently served as the Executive Director for the Multiethnic Advocates for Cultural Competence (MACC), an Ohio non-profit managing cultural competence in health and behavioral health. Her career started in public policy with a seven-year tenure in the Ohio Legislature, during which she advocated for the Black electorate and aided campaigns as President of the Ohio Young Black Democrats. In an effort to expand the knowledge of her clients, Simone teaches the a concept she coined known as Cultural CASH (cultural competence, cultural awareness, cultural sensitivity, cultural humility). She is a certified instructor of the Adult and Youth Mental Health First Aid curricula and holds a degree in Political Science from The Ohio State University.

Simone Crawley is a passionate subject matter expert in diversity, inclusion, and Cultural CASH. She is a highly sought after speaker and master trainer helping businesses and individuals to address their biases and embody cultural humility.

Emerging Leader Track

How to Lead with Authenticity with Dr. Patrese Mason

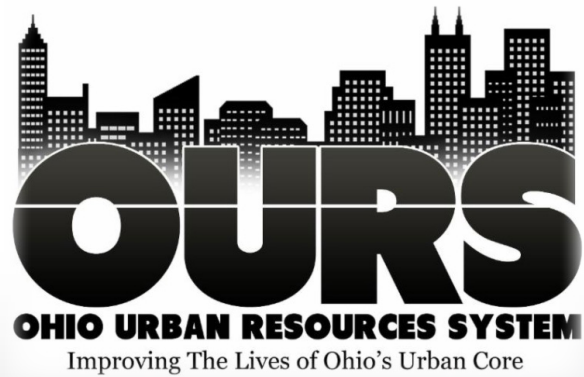
Leading in a world where stakes are high and competition is constant, leaders often feel the pressure to be someone they are not. This can lead to physical and emotional stress. Learning to be authentic will not only free you but it will free your team members, who are likely experiencing similar stress. Dr. Patrese Mason shares the value of implementing authentic theory. When a leader is not afraid to be vulnerable and authentic, his or her team is poised to be strong and unstoppable.

Please see page 9 for Dr. Mason's bio.

LEADING WITH PURPOSE

October 29, 11:30 a.m.

Don't miss the closing plenary session where you will be inspired to put all you have learned into practice. Important updates on the network will also be shared.



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Member Agencies

- ★ **Community Action Agency Cincinnati-Hamilton County**
- ★ **Community Action Akron Summit**
- ★ **Community Action Commission of Erie, Huron & Richland Counties, Inc.**
- ★ **IMPACT Community Action**
- ★ **Lorain County Community Action Agency**
- ★ **Mahoning-Youngstown Community Action Partnership**
- ★ **Miami Valley Community Action Partnership**
- ★ **Pathway, Inc.**
- ★ **Stark County Community Action Agency**
- ★ **Step Forward**
- ★ **Trumbull Community Action Program**