The Lebanese International Business Council and
Lawrence Technological University's Center for Nonprofit Management present

Nonprofit Governance and Marketing

A workshop for 501(c)(3) nonprofit board members, senior managers, and volunteers

Saturday, April 9, 8:30 a.m. – 4 p.m.

Buell Management Building, Room 218
Center for Nonprofit Management, College of Management
Lawrence Technological University
21000 West Ten Mile Road
Southfield, MI 48075

Program

Registration and Networking, 8:30 – 9 a.m.

Nonprofit Governance, 9 a.m. – Noon (includes break)
Instructor: Gerald Lindman, Director,
    Lawrence Tech Center for Nonprofit Management

- Board roles and responsibilities
- Four primary governance roles of the nonprofit board
- Personal liability for board service
- How to choose a nonprofit board

Lunch, Noon – 12:45 p.m.

Marketing Nonprofits, 1 – 4 p.m. (includes break)
Instructor: Nadia Shuayto, Lawrence Tech Marketing Professor and
    Chair of Master of Business Administration and Bachelor of Science
    in Business Management programs

- Marketing strategy
- Communication
- Positioning
- Market segmentation
- Relationship to fund development and volunteer management

Registration

To register, visit www.libcusa.com.

Workshop cost: $50 (including lunch)

*For more information about the workshop, contact the Lebanese International
Business Council at reima@libcusa.com or 313.414.8188.*

*For more information about Lawrence Tech's Center for Nonprofit Management,
contact nonprofitcenter@ltu.edu or visit www.ltu.edu/management/nonprofit.asp.*

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Nonprofit Governance and Marketing Workshop
Registration Form

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Print this form and mail it with your check or credit card information to:

Lebanese International Business Council
10800 West Warren Ave.
Dearborn, MI 48126

Workshop Cost: $50

_____
FIRST NAME   LAST NAME

_____
TITLE   ORGANIZATION

_____
ADDRESS

_____
CITY   STATE   ZIP

_____
PHONE   FAX

_____
EMAIL

Are you currently a board member of a 501(c)(3) nonprofit organization?
☐ yes   ☐ no

☐ Enclosed is my check payable to **Lebanese International Business Council**
☐ Please bill my credit card:
          ☐ American Express   ☐ Discover   ☐ MasterCard   ☐ VISA

_____
CARD NO.   EXPIRATION DATE

_____
NAME ON CARD (PLEASE PRINT)

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SIGNATURE