

Chair's Column



I hope you take time to thoroughly read this edition of Far Sight. In addition to a summary of Charles Quatt's presentation on executive compensation, I'd like to draw your attention to several other very relevant articles.

Board Elections

FAR is indeed fortunate to have so many talented and committed professionals willing to invest their time in our organization. For the first time using online balloting, in what turned out to be a very close election you elected the following Board members who will begin their two year terms in September: Patricia Adkins, Yasamin Al-Askari, Beverly Chin, David Diedrich, and Andrew Jens.

Their bios and photos begin on page 6. They will join current Board members

Steve Cocke, James May, Robyn Morris, Thomas Nordby, Paul Stilp, Mike Tryon, and Susan Staton. Finally, let me take this opportunity to thank our Nominating Committee chaired by former FAR Chair Thomas Nordby, CAE, and his committee for their work in helping us to identify future leaders.

SharePoint Discussion

Contributors and followers of the FAR Listserv have long appreciated the value of that member service. Our listserv not only provides instant benchmarking but also raises issues that suggest additional discussion in a face-to-face environment. Such an opportunity arose recently when there was significant discussion thread on the use of SharePoint for document management. Former Board member, Kristen Conte of The Meyer Foundation stepped forward and agreed to host a meeting at their offices. A summary of that meeting appears on page 5. In addition to thanking Kristen for the use of her conference room, I'd also like to thank FAR members Pam Poisson from Intermedia and Windora Bradburn of the American Wind Energy Association for providing their internal technology professionals to serve as experts to help other members obtain a better understanding of SharePoint.

Strategic Planning Input

In July, under the leadership of incoming Chair, Mike Tryon, CPA, of Tate and Tryon, the FAR Board will gather to begin the process of developing a new strategic plan for our organization. In this newsletter, on page 16 you'll find a link to a brief 3-question survey. We invite, indeed need, your input as we move forward to make sure FAR continues to offer you the value equation you need in your professional organization. Please do take a moment and complete the survey...I promise you your input is valued and will certainly be considered!

June Luncheon

On page 3 you'll find information on our June 22, 2011 luncheon. We're honored to have Jeff Tenenbaum Esq. back to give us an opportunity to ask any questions we may have during his presentation titled "Staying out of Legal Hot Water: Answers to Your Nonprofit's Most Pressing Questions." Be thinking about your questions...this is one of those unique occasions when you can ask for legal advice without "being on the clock"!

Patron Feedback Opportunity

Finally as a fellow Patron member, I value the opportunity to participate as a full partner with my nonprofit association colleagues in a "no sales" environment where we can learn together. Also, as your Chair, I recognize the significant contributions Patron members make through their investment in FAR. Therefore, we want to make sure we're continuing to dialogue with you to obtain your feedback on your organization. Here are two opportunities to enlist your feedback: 1. Complete the brief survey we've sent to you. 2. Following the June luncheon, please try to stay for an hour or so in order for us to discuss your thoughts and ideas on how to make FAR an even better organization that meets all member's needs.

As usual, my FAR office door is always "open." Please feel free to contact me at wtomer@verisconsulting.com See you later this month!

Inside this issue:

Chair's Column	1
Upcoming June Program	3
SharePoint Discussion Highlights	5
FAR Board Election Results	6-14
Pulse Survey for FAR Strategic Plan	16
April Program Highlights	19

Upcoming Events:

June 22, 2011 REGULAR MONTHLY MEETING

11:15 A.M.-1:30 P.M.

SunTrust Bank, 1445 New York Avenue, NW, 9th Floor, Washington, DC 20005, "Staying out of Legal Hot Water: Answers to Your Nonprofit's Most Pressing Questions", Jeffrey S. Tenenbaum, Esq.



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Upcoming Events: Don't Miss the FAR June Luncheon!

Be sure to register for the FAR June Luncheon:

"Staying out of Legal Hot Water: Answers to Your Nonprofit's Most Pressing Questions"

presented by

Jeffrey S. Tenenbaum, Esq.

Chair of Nonprofit Organizations Practice

Venable LLP

Washington, DC

Wednesday, June 22, 2011

11:15 a.m. to 1:30 p.m.

(No cancellations accepted after 6/20/11 at noon)

SunTrust Bank

1445 New York Avenue, 9th Floor

Washington, DC 20005

[\(map\)](#)

(Nearest Metro Station: McPherson Square (Blue/Orange Lines))

The program agenda will revolve completely around the specific questions and issues you want to hear about, so that you can fully and most directly benefit from the speaker's extensive knowledge and experience in nonprofit law.

This FAR Luncheon program is eligible for 1 CPE and 1 CAE credit.

This program will provide you with answers to the critical nonprofit legal questions and issues affecting your organization or your clients. Come armed with all of the questions you have been wondering about for some time. The program agenda will revolve completely around the specific questions and issues you want to hear about, so that you can fully and most directly benefit from the speaker's extensive knowledge and experience in nonprofit law. From social media legal issues to employment law to tax exemption, copyrights and trademarks, contracts and corporate governance, lobbying and political activity, antitrust, and more, use this unique opportunity to your fullest advantage. This is one Roundtable you will not want to miss.

Learning objectives:

1. Social Media - What are the biggest legal challenges for associations in connection with social media these days? (e.g., employee privacy, copyright and trademark protection and infringement, defamation, vicarious liability, etc.)
2. Corporate Governance - What are some of the hot topics for associations these days in the area of corporate governance? (e.g., conflicts of interest, executive compensation, board fiduciary responsibilities bylaws)
3. IRS - What are the current areas of focus of the IRS when it comes to associations (e.g., private inurement/executive compensation, private benefit, unrelated business activities, affiliated entities, joint ventures with for-profits)

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Program level is basic – update. There are no pre-requisites nor advanced preparation. It is Group-Live delivery method.

The FAR June Luncheon is sponsored by:

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SharePoint Discussion for Association Professional Members

Eleven FAR members gathered on Tuesday, June 7, 2011 in a meeting hosted by former Board member, Kristen Conte, Vice President for Finance & Operations of the Eugene & Agnes E. Meyer Foundation. The meeting was a result of recent postings on FAR's Listserv that indicating a strong member interest in learning more about using SharePoint in the non-profit environment. FAR members Pam Poisson and Windora Bradburn volunteered two of their colleagues, Thad Lurie, Director of Strategic Technology Services for the American Wind Energy Association, and Neill Chelliah, SharePoint Administer for Intermedia. Also, Mary Panke, Director of Strategic Knowledge for Population Action International and Jenny Burke, Business Operations Association for The Meyer Foundation, provided their experiential insights implementing SharePoint in their organizations.

The meeting began by listing participants their expectations a successful dialogue as follows:

- Better understanding of appropriate use of this technology
- Find software to manage documents
- Use of free version
- Behavioral issues
- Out of box applications
- Manage changes to documents
- Building applications for government relations, website development, and accounts payable
- Defining costs
- Work flows and business processes

At the conclusion of the two hour session all participants agreed that their expectations had been met and in fact were exceeded.

As a summary of key points to remember, Thad, Neill, Mary, and Jenny highlighted the following:

- Focus! Don't do all at once.
- Get power end-user involvement from the beginning thereby creating a champion for the technology
- Try to use taxonomy features – look at current file structures and keep it simple
- Take time to get background knowledge – and be comfortable knowing your technology weakness may in fact be a strength.



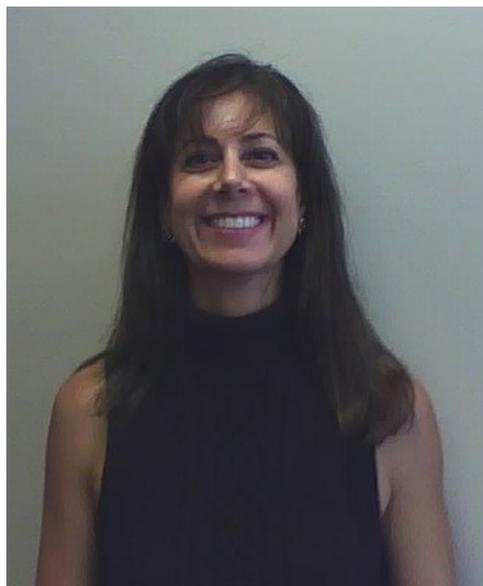
From Left to Right:
Renu Batheja, Neill Chelliah, Edward Szrom,
Thad Lurie, Randy Saba



From Left to Right:
Neill Chelliah, Edward Szrom, Thad Lurie,
Randy Saba, Mary Panke, Kristen Conte
(hosted meeting), Jenny Burke, Peter Frank,
Cris Collie (facilitated discussion)

A Warm Welcome to our 2011-2013 FAR Board Members!

In May the FAR membership elected, and re-elected, representatives to fill open board seats.



Yasamin Al-Askari (re-elected) Senior Vice President at SunTrust Bank

Yasamin Al-Askari is a Relationship Manager in the Not-for-Profit Group at SunTrust Bank, Greater Washington/Maryland, which is comprised of the District of Columbia, Maryland and Northern Virginia and operates a network of over 260 offices. Yasamin has worked at SunTrust for the last 10 years.

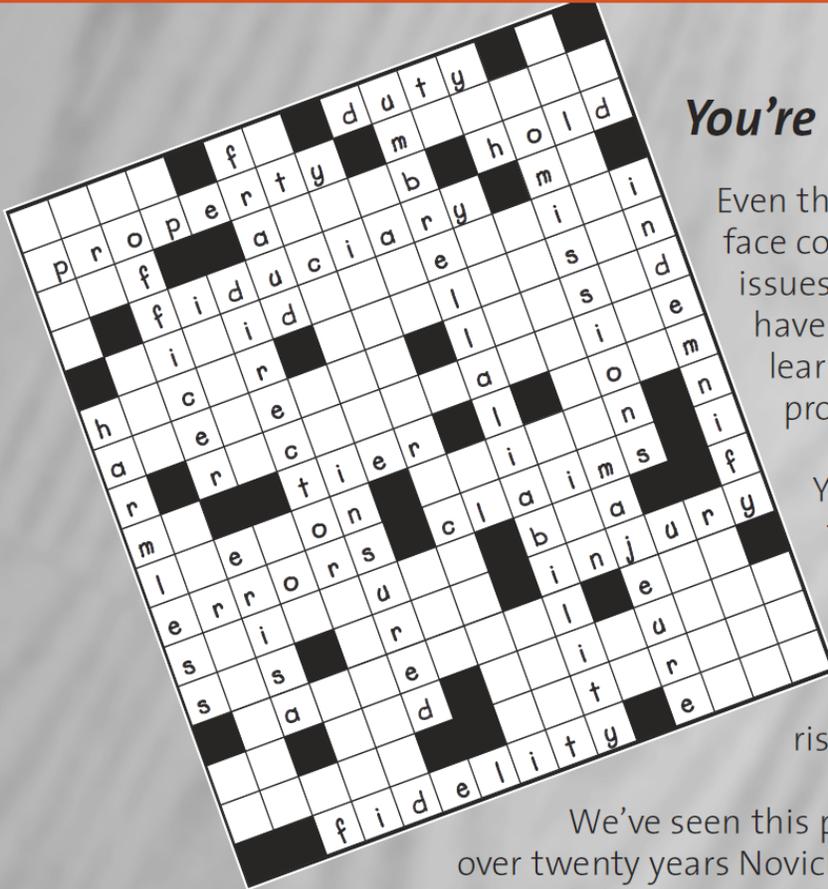
A 28-year veteran of the finance industry, Yasamin previously worked at the Export-Import Bank of the United States in their Aircraft Finance Group and held several other positions there including the lead Lending Officer for the Asian Desk. Her banking experience began at European American Bank (EAB) in New York City where she focused on commercial relationships in middle market industries.

“Thank you for all your support. I look forward to serving for the next term and being involved in providing valuable programs for the FAR members.”

She currently serves as the 2011 Diversity Council Chair for the Greater Washington/Maryland Region of SunTrust and sits on the board of DC Habitat for Humanity. Yasamin also serves as the 2010 -2011 Vice President of Chapter II of the Capital Speakers Club and was responsible for Michele Rhee’s presentation to the Club just moments after her October 2010 press conference. She has served as a board member of FAR for the last 2 years.

Yasamin earned a bachelor’s degree in Economics from New York University and an MBA in International Finance from George Mason University. She resides in Northern Virginia with her two teenage sons.

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**Patricia H. Adkins (re-elected)
Safe Kids Worldwide**

With the recent merger of the Home Safety Council and Safe Kids Worldwide, Patricia H. Adkins retains her position as chief operating officer and director of public policy for the new organization.

During almost eight years at the Home Safety Council, Patricia’s responsibilities included managing the financial and business affairs of the Council, as well as developing and implementing its public policy initiatives. Prior to joining the Home Safety Council, she served as the chief of staff to the chairman of the U.S. Consumer Product Safety Commission (CPSC) for over seven years.

Patricia served as FAR Program Chair from 2009 through 2010 and assisted with the updating FAR’s bylaws and policies to address the new Form 990 changes. She has been a member of FAR since 2004 and currently serves as the Secretary of the Board of Directors

Patricia earned her B.A. and M.B.A. from Howard University in Washington, DC.

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Senior Vice President - Financial Consultant of RBC Wealth Management's Chevy Chase, Maryland office, has been named to the list of the "Top 1000 Financial Advisors" in the February 22 issue of Barron's, a national financial newspaper published by Dow Jones & Company.

The nominees for the list are ranked based on several factors, including quality of service, regulatory records, assets under management and revenue generated for their firms. In the best advisors in Maryland listing, Ann Marie was ranked at #20.



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**Beverly Chin (newly elected)
Finance & Accounting Manager, District of Columbia Bar**

Beverly Chin has sixteen years of non profit experience. She currently is the Finance & Accounting Manager for the District of Columbia Bar; a Mandatory Bar with 95,000 members and a \$29 million budget. She has been with the DC Bar since August 2004. Prior to coming to the DC Bar she was the Accounting Manager with Adventist Home Health Care. She was in this position for six and a half years. She also worked for the Government of Ontario – Cancer Care Ontario as Senior Accountant.

She is a Certified General Accountant (Canadian) and has a BS and MS in accounting. She is a member of ASAE and assisted with the FAR annual review the past four years.

“Thank you. I am honored to be elected to the Board of Directors of the Finance and Administration Roundtable.”

In her spare time she provides pro bono accounting to a small Mental Health practice and participates in fundraising for the Midtown Washington Lion’s Club.

Beverly and her husband, of thirty one years, have three sons and live in Silver Spring, Md.

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“I’m honored to serve and confident that it’ll be a great experience.”

**David Diedrich (newly elected)
Director of Operations and Finance at N Street Village**

David Diedrich came to DC from Detroit with a stop in Mali, West Africa. As a Peace Corps Volunteer from 2001-2003, he helped Soro Yiriwaso, a rural micro-finance institution, grow its client base and expand its management capacity. Mali is one of the world’s poorest countries and most residents lack access to the many conveniences which we take for granted. Working in financial services for a growing Malian bank was a good match for his business skills and entrepreneurial leaning.

David graduated from Western Michigan University with a degree but had already started a small painting business to earn money during the summers. He brought in a business partner and within three years they expanded to 16 franchises in Michigan and Ohio. David earned his MBA from Wayne State University and, after ten years building a business, he joined the Peace Corps.

In 2006 David landed in DC for a job at The International Ecotourism Society (TIES). As Director of Finance and Administration he provided financial and operational expertise and gained insights into the challenges facing a small nonprofit with an out-sized mission. This experience provided an introduction to the nonprofit sector and David quickly discovered the Finance and Administration Roundtable.

As Director of Operations and Finance at N Street Village, David handles HR, IT and facility issues along with financials. Growing a business on a shoestring and working in Mali-- a country with few resources—proved to be appropriate training for a senior position at a growing social service agency. N Street Village is a leading provider of services to homeless and low income women. Clients are affected by addiction, mental illness, poverty and abuse, to name only a few issues. N Street is a one stop shop. Women can get a meal, wash their clothes, see a nurse, and participate in numerous activities. They get assessed by a case manager, find supportive housing and become members of a community while rebuilding their lives.

David and his wife, Kara, enjoy life in the Capitol Hill neighborhood and are expecting their first child, a boy, in June. David welcomes any opportunity to increase FAR’s capacity to provide value for its members.



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**Andrew Jens (newly elected)
Director, Finance and Operations, International Council
on Clean Transportation**

Andrew Jens is responsible for the finance and administration functions at the International Council on Clean Transportation (ICCT) a DC-based non-profit think tank formed to improve the environmental performance and efficiency of transportation vehicles. His current work focuses on improving the insightfulness, timeliness and accuracy of ICCT's accounting, financial planning and reporting; maximizing the value of ICCT's human resource capital; and, ensuring ICCT is using the most efficient and effective information technology. Prior to joining the ICCT, Mr. Jens was the Senior Vice President of Finance and Administration with the National Investor Relations Institute. Prior to that he held positions with Motorola, Time Warner, General Motors and Westinghouse. He holds a M.B.A. in Finance from the The University of Chicago and a B.S. in Industrial Engineering from the University of Wisconsin at Madison. In addition to the Finance and Administration Roundtable, he is an active member of Financial Executives International (FEI). Andrew enjoys clean commuting to work via bicycle. He resides in Reston, Virginia with his wife Amber, son Sam and daughter Evelyn.

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Attention FAR Members!

Your input is needed for the FAR Board's Strategic Planning for the 2011-2012 membership year!

1. What are the top 5 key business issues that are likely to have significant **POSITIVE** impact on FAR over the next three years?
2. What are the top 5 key business issues that are likely to have a significant **NEGATIVE** impact on FAR over the next three years?
3. What **NEW** services do you think are needed to effectively serve you in your job over the next three years?

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"What's Fair in Non-Profit Executive Compensation?"

On April 27, 2011, Charles W. Quatt, Ph. D, Quatt Associates, Inc. provided FAR members with an opportunity to consider various approaches to executive compensation.

Highlights of the discussion included:

- Current Trends in Executive Compensation
- Approaches to Market Pricing and Establishing Market Value
- Data Selection and Interpretation
- Valuing Benefits – Intermediate Sanctions
- Defending Compensation Practices with Stakeholders, The Board, and the IRS
- Defining "Fairness": as it Relates to Executive Compensation
- Executive Compensation Governance
- Impact on Compensation Committees
- Top Issues Committees are Facing
- Use of Compensation Consultants



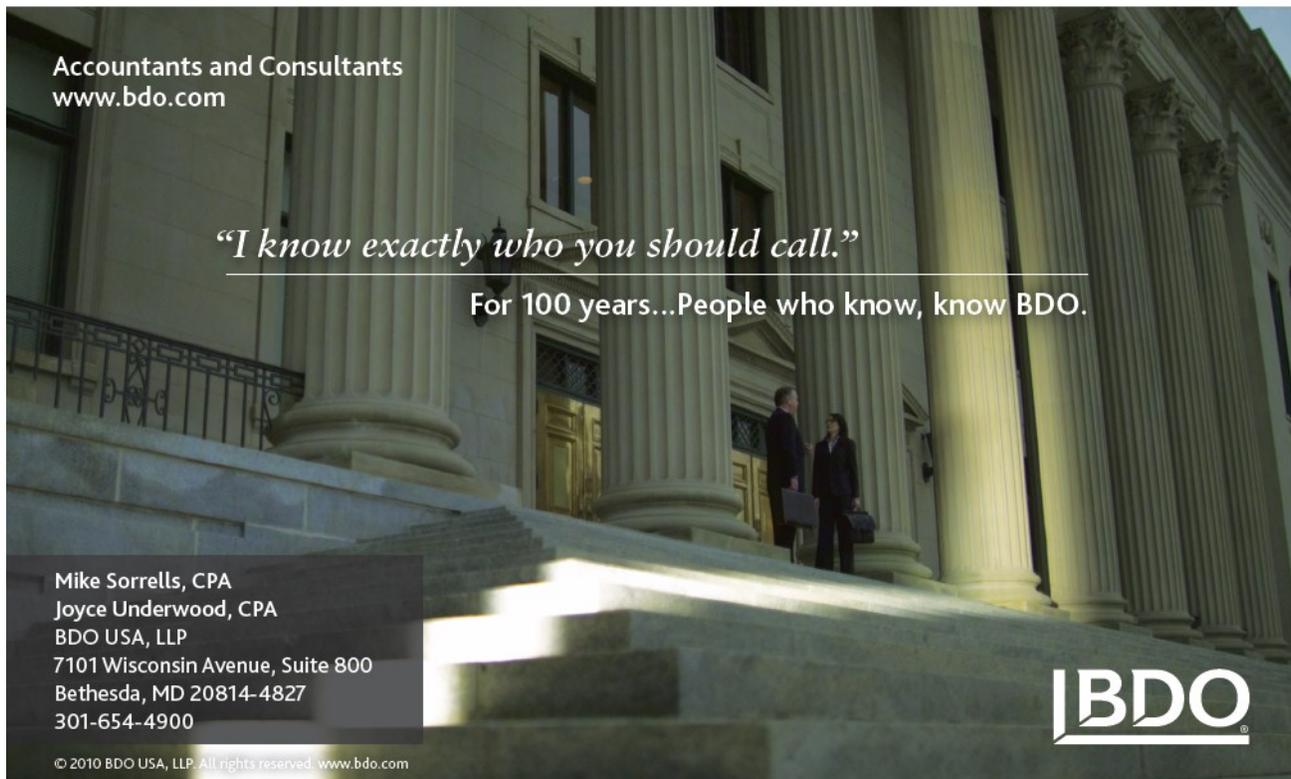
Charles Quatt

He continued with questions for organizations to think about including "Are you advancing the mission?", "What kind of return are you getting?". Charlie noted that these questions are difficult to answer because the outcomes are not easily measured. Executive compensation still has to add up to something defensible; you have to justify the *total* package, not just the salary.

He noted that top issues compensation committees are addressing include:

- Our comparable organization data or group – are they defensible?
- Incentive planning – do we have the right measures, targets and payout opportunities?
- Severance pay – is it necessary and reasonable?
- Deferred compensation – is it necessary, is it reasonable, and should it be re-structured with a link to long term pay-for-performance?
- Outside optics – how is our executive compensation program viewed and could it negatively impact our brand?
- How do we defend our compensation decisions, however justified, to our board members and other stakeholders if our decisions are different from their experiences in compensation?

For additional insight to executive compensation packages, click [here](#) to view Charlie's full presentation.



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As we look forward to the 2011-2012 FAR membership year and welcome new board members, our FAR Communication Co-Chairs, David Akridge and Mary Bowie, finish their final FAR board term. Thank you, David and Mary, for your hard work and dedication to the FAR membership.



**David Akridge, Deputy Executive Director,
American Inns of Court Foundation**



Mary Bowie, Currently Retired

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