



Guest Speaker:

**Jeannie L. Howe**

President, BayCliff Associates, Inc.

## The Imperative of Entrepreneurial Leadership in Nonprofit Management

Nonprofit organizations rely on community support to pursue their missions, but not all of those “resources” are tapped through traditional fundraising. Ingenious partnerships and collaborations can more fully engage constituents and provide a critical source of visibility, in-kind donations, and good will. An entrepreneurial leader in the nonprofit sector must, particularly in times of great competition and need, create innovative avenues of support that will help further the organization’s mission.

Building on more than 20 years in leadership positions with nonprofit organizations, Ms. Howe founded BayCliff Associates in 2008. As a mission and results-driven executive, she has developed and secured funding for new initiatives including the creation of “signature events,” cause-related marketing programs, marketing and public relations tools, and campaigns to raise program and unrestricted support. She is skilled in engaging key constituents and celebrities in organizational activities including marketing campaigns and national legislative initiatives.

**March 30, 2009**

**12 - 1 p.m. • UC 312**

Contact Vivian Armor at [armor@umbc.edu](mailto:armor@umbc.edu) for more information or visit us at [www.umbc.edu/entrepreneurship/speakers](http://www.umbc.edu/entrepreneurship/speakers).

### **Work History**

- Interim President, The Marrow Foundation
- Director of Resource Development, Baltimore Reads
- Director of Marketing and Development, Maryland Committee for Children
- Marketing Manager, United Way of the Texas Gulf Coast
- Annual Fund Director, Alley Theatre, Houston, TX
- Box Office Manager, University of Denver Theatre

### **Volunteer Leadership Experience**

- Board of Directors, Scientists' Cliffs Association
- Past President, Everyman Theatre
- Founding Leadership Committee, Baltimore Book Festival
- Racial Justice Committee, YWCA
- Donor Availability and Minority Affairs Committee, National Marrow Donor Program

### **Education**

- M.A. Theatre, Miami University, Oxford, Ohio
- B.A. Theatre, St. Mary's College of Maryland, St. Mary's City, Maryland

## Speaker Series

The Entrepreneurship Speaker Series provides a monthly platform for successful entrepreneurs to candidly share their experiences and insights with UMBC students, faculty, staff, alumni, and the Baltimore business community. The series highlights experiences, lessons learned, and unique issues and challenges faced by entrepreneurs in the creation of a new enterprise.

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