

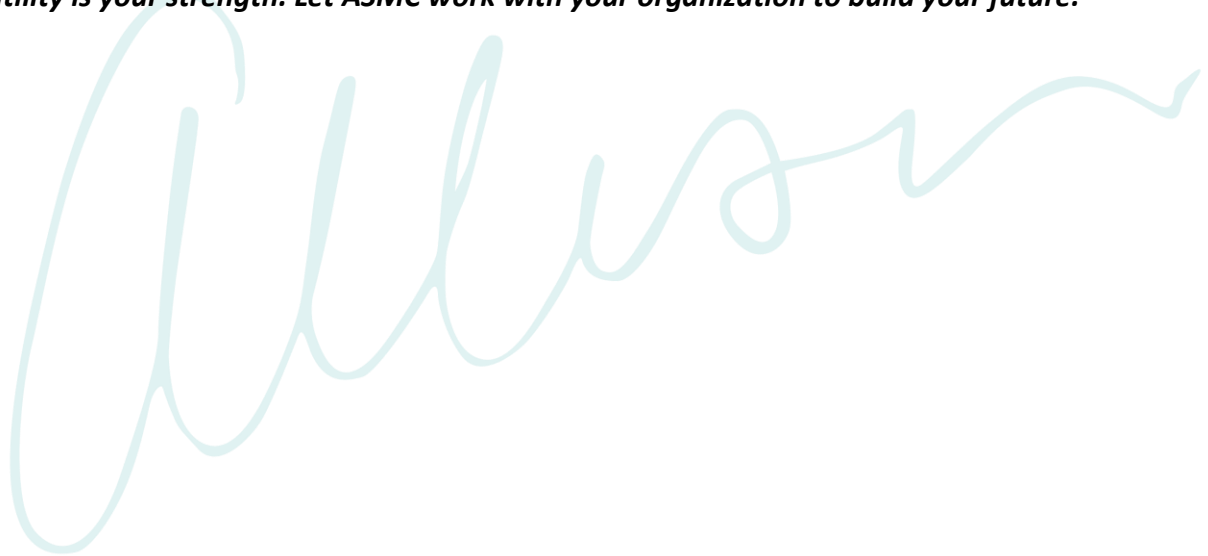


## Allison Sampson Management Consultants (ASMC)

Allison Sampson Management Consultants (ASMC) offers strategic planning, organizational development, and project management services to nonprofit and public sector organizations. Its principal, Allison Sampson, is a leading strategic adviser to California and national nonprofit and government agencies, and her company is a certified women-owned business.

Dozens of our clients have spent the last decade with us. From cultural institutions to municipal agencies, from zoos to libraries, from nonprofit health clinics to faith-based coalitions, all of which we've helped emerge successfully through change. ASMC offers breadth as well as depth on a onetime or ongoing basis, making our company a practical short or long-term choice. Our versatility is your strength.

***Our versatility is your strength. Let ASMC work with your organization to build your future.***





## services

**Allison Sampson Management Consultants (ASMC)** assists nonprofit organizations and public sector clients advance during times of opportunity, change, and crisis. From meeting facilitation to fundraising and from interim executive leadership to strategic planning and public affairs, we help our clients' achieve results.

- Board Advancement
- Facilitation
- Fundraising
- Leadership -- Interim Executive Director
- New Venture & Incubation
- Organizational Development
- Project Management
- Public Affairs
- Strategic Planning





## board advancement

**Allison Sampson Management Consultants (ASMC)** assists boards, commissions, and governments to advance by providing them with new and diverse skills that enable them to grow and manage change.

Specifically, ASMC helps evolve your organization to meet the changing needs of your constituents. At pivotal intervals, boards, commissions, and government entities must review how they conduct their business and their own performance. Advancement services include:

- Board retreats for strategy development
- Guidance on effective internal decision-making processes
- Preparation for changes in professional and volunteer leadership
- Performance measurement
- Board member recruitment
- Training board members for meaningful participation
- Board president and staff coaching

Working within the structure of the organization and taking into consideration the needs of the board and the day-to-day management, ASMC prioritizes actions, develops teambuilding exercises, and trains board members for superior performance. Whether counseling a nonprofit board or a public sector commission, similar tools are employed to advance an organization's leadership.

ASMC has worked with community organizations such as the **Cultural Council of Santa Cruz County**, a nonprofit arts organization dedicated to advancing the arts in Santa Cruz County. For the Cultural Council, ASMC conducted an organizational assessment during the time the council was searching for a new executive director. Working closely with the chair and the board, ASMC created new financial reports, reorganized board committee structures, and repositioned officers' duties. A new work plan developed by ASMC helped guide the organization in the hiring of new executive staff. The Cultural Council has successfully implemented this plan.

ASMC has also worked with many organizations ranging from the **Los Angeles Free Clinic** to the **City of Los Angeles Transportation Department**, facilitating board retreats as well as management and employee discussions to help organizations better meet their missions.

***Let Allison Sampson Management Consultants help your board of directors grow your organization for the future.***



## facilitation

Group facilitation is an art... and one that most organizations cannot accomplish internally, due to its sensitive nature. In advancing a group to its next stage of development, objective guidance and expertise in organizational management is key to a successful outcome.

**Allison Sampson Management Consultants (ASMC)** offers a range of services, including:

- Retreat, meeting, and brainstorming facilitation
- Organizational effectiveness models
- Retreat planning from agenda through participant interviews
- Outcome reports
- Follow-up action plans and assistance with implementation

**Deaf West Theatre**, a professional sign-language theatrical company based in Los Angeles, offers a perfect example of ASMC's effectiveness.

ASMC began assisting Deaf West Theatre 10 years ago in raising operating funds. Subsequently, ASMC guided the theater through a network of Los Angeles municipal agencies' actions in order to relocate its venue to a promising redevelopment area. ASMC conducted theater board retreats and has helped reorganize the theater's administrative structure to enable theater expansion. The result has been a 10-fold increase in the theater's budget, the number of its shows and in its touring - both nationally and internationally. Today, it is a Tony Award theater company.

Many public sector clients, such as **South Pasadena Library**, contract with ASMC for longterm solutions. Clients begin with facilitation of a specific objective leading to an action plan. For example, our initial engagement for the South Pasadena Library originated because of its need for expansion of the existing library site. This led to board development, program needs assessment, and organizing focus groups to determine the level of programming that would house and support such an expansion. We also consulted on fundraising and facilitating public involvement in the process. The result was an action plan that was supported by the City of South Pasadena and its residents.

***Let Allison Sampson Management Consultants work with your organization to build a vision for your future.***



## fundraising

Not all fundraising is alike.

While many nonprofit organizations successfully raise funds for existing programs or operational expenses, when it comes to expanding services, they may not know where to start to raise funds. **Allison Sampson Management Consultants (ASMC)** has a depth of experience to meet wideranging fundraising needs.

ASMC manages fundraising through several avenues:

- Assesses current fundraising efforts
- Advises on development strategy
- Conducts resource development, identifying potential funders
- Trains boards of directors and staff in fundraising techniques
- Coordinates and prepares government and foundation grants
- Produces special events

For the **Redondo Beach Library Foundation**, which supports the Redondo Beach Library System, ASMC provided counsel on how to secure funds for a new library branch building. ASMC advised strategies for tackling the fundraising initiative, wrote the foundation's first grant application, and conducted a fundraising campaign study. The foundation has launched its project.

ASMC has also worked with governmental entities such as the **Angeles Zoo** and its support group, the **Greater Los Angeles Zoo Association (GLAZA)**. Specifically, ASMC analyzed fundraising efforts and made substantive recommendations for change. The Los Angeles Zoo covers over 100 acres and is home to over 1,200 mammals, birds, and reptiles, including many rare and endangered species. The Zoo depends on its support group to raise programming funds necessary for its operations.

ASMC also studied the Zoo's concessions contract to further increase operating support for programming. For this assignment, ASMC, working with a team of experts, developed a new Request for Proposal (RFP) for the Los Angeles Zoo's food concession program. As a result, a new concession contract was award that increased the overall positive quality of guests' experience at the Los Angeles Zoo.

***Let Allison Sampson Management Consultants advance your organization with fundraising strategies to carry you into the future and improve your bottom line.***



## leadership - interim executive director

Newly incubating organizations are not always ready to hire a permanent executive director or hire right away in the case of a vacated office.

**Allison Sampson Management Consultants (ASMC)** provides interim executive services. This allows both new and mature organizations the time needed to determine the best next step. With the support of an interim executive, boards of directors and public agencies will not be rushed into a possible wrong decision.

Further, some organizations prefer long-term interim executive leadership assistance to remain flexible as their missions evolve and grow.

For the Colburn Foundation, the nation's largest foundation devoted to classical music, ASMC has provided an executive director for six years and hired all administrative, legal, and financial staff. As a result of ASMC's involvement, the **Colburn Foundation** has had a five-year period of perfect audits, and more important, it is a healthy foundation positively impacting classical music.

For **Santa Fe Stages**, a performing arts company in Santa Fe, New Mexico, ASMC helped to incubate the organization, acting in the role of interim executive leadership. In 1994, ASMC assisted the organization in the hiring of senior staff, including its financial officer, marketing manager, and executive director. The organization's first executive director remains at the helm of Santa Fe Stages today.

ASMC has also served in temporary leadership positions in order to interface with governmental entities on various programs. For example, the **Los Angeles Cultural Affairs Department** required administrators and technical advisers to assist small festivals in accessing financial resources and community support more effectively. Working on the department's behalf, ASMC counseled and advised multiple nonprofit organizations on how to improve their financial health and advance their programming. This includes working with them to secure funding from the City of Los Angeles in future grant cycles.

***Let Allison Sampson Management Consultants provide the necessary interim leadership to keep your organization running smoothly during times of transition and change.***



## new venture & incubation

**Allison Sampson Management Consultants (ASMC)** assists entrepreneurial thinkers to develop action plans that evolve into new nonprofit organizations, governmental entities, and programs.

New venture and incubation processes often include:

- Legal counsel and fiscal receivers interface
- Conceptual content development for applications for IRS nonprofit status
- Action or business plan creation
- First case statement development
- Board development
- Program development

**Women Incorporated** is an outstanding example of a client ASMC assisted with incubation. Working directly with the founding CEO and chair, ASMC successfully set up three separate entities and went on to provide the first chief financial officer of one of the organizations.

Governmental entities also utilize new venture and incubation assistance. On behalf of **Los Angeles Cultural Affairs Department**, ASMC set up a regional art council for the community of South Central Los Angeles. Through ASMC's relationships within the community, ASMC was able to recruit key council members who went on to formulate and direct arts policies in this underdeveloped arts district.

***Let Allison Sampson Management Consultants help you start up a solid and successful organization.***



## organizational development

Nonprofit organizations have unique stressors in the areas of human resources, shaping and responding to change, and building organizational strength with a combination of professional staff and volunteer leadership.

**Allison Sampson Management Consultants' (ASMC)** organizational development services include:

- Facilitating and creating a team-based positive environment
- Assisting organizations develop new processes and systems to overcome problem areas
- Working with organizations as well as their employees and volunteers to promote the inclusion of people, ideas, perspectives and cultures
- Stimulating collaboration and partnerships internally and externally to improve organizational systems

Organizational development approaches utilized by ASMC are highly respected strategies to help build confidence in organizations and their employees to help alleviate anxiety about change.

For example, the **City of Los Angeles' Department of Parks and Recreation** hired ASMC while the Department was in the process of recruiting a new General Manager. Management staff wanted to create a launch platform of critical issues and education for the new incoming management. Further, ASMC was engaged to coach staff and help build team approaches to problem solving.

Similarly, the **Bureau of Transit** within the **City of Los Angeles' Department of Transportation** hired ASMC to initiate a year-long Workplace Improvement Project, where cross-functional teams identified work processes and strategies to improve their work product. The results of this effort included an action plan that was implemented, improved overall performance of the agency, and greatly enhanced communications between staff and management.

***Let Allison Sampson Management Consultants work with your organization to create productive, effective, and healthy work environment.***



## public affairs

Organizations frequently need to work with a variety of constituencies, from community groups to governmental entities, to launch new programs and expand their service base.

**Allison Sampson Management Consultants (ASMC)** provides public affairs services to its clients, including:

- Coalition building and advocacy counsel to launch new initiatives
- Public meeting management
- Focus group implementation and analysis
- Community and government relations

ASMC frequently works with its clients to build community and government support for their programs through general outreach and communication programs.

For example, the **California State Library** system wanted to strengthen its cultural programming in public libraries and needed to determine the support for such an effort. ASMC --utilizing focus groups and town meeting methods --brought together urban and rural libraries across the state in two separate forums to determine areas of agreement and resistance. These meetings helped to produce a roadmap that will help bring new cultural programs to libraries.

As a follow up to this project, ASMC was asked to lead a meeting between the state library system and three dozen key representatives of the largest and most influential cultural programming resources in California. Building on earlier efforts, ASMC helped the group further develop a cultural agenda for California's public libraries.

***Let Allison Sampson Management Consultants reach out to your stakeholders and improve your programs and organizational activities.***



## project management

Projects concepts can often start fuzzy and undefined. Boards of directors and staff may have an idea of how to do something to yield better organizational or financial results, but they are not sure how to begin its development or whether the idea is even feasible.

**Allison Sampson Management Consultants (ASMC)** works with organizations to examine big and small ideas, to define project scope and to determine how to manage it effectively and efficiently. In fact, project management programs often combine many of the services offered by ASMC.

Take for example, ASMC's work on behalf of the **Chief Legislative Analyst Office (CLA) for the City of Los Angeles**. The CLA hired ASMC to determine how to improve the city's historic preservation systems, which are dispersed amongst multiple city agencies.

ASMC worked successfully, both as a project manager and as an organizational development consultant, to apply best-practice models. The project has led to the reorganization of historic preservation systems within Los Angeles. Today, only one city department is providing overall historic preservation leadership for the city, working cooperatively with other city agencies.

***Let Allison Sampson Management Consultants identify your action steps and turn your ideas into realities.***



## strategic planning

Good planning takes time and effort – and both are in short supply within busy organizations trying to meet day-to-day demands.

Using a proven methodology, **Allison Sampson Management Consultants (ASMC)** will analyze the complexity of an organization, including the roles of its staff, its constituencies, its external stakeholders, and its board. The objective is to design strategies that will guide the organization into the future.

ASMC provides a two-fold service:

- Operational overview and assessments to resolve current pressing issues or obstacles to planning
- Long-term strategic guidance and planning

Public sector clients, such as the **City of Los Angeles Department of Water and Power (DWP)**, frequently contract ASMC. In the case of the DWP, ASMC worked as part of a team to facilitate a series of focus groups and meetings. The objective was to create an organization-wide vision from which to develop a strategic plan for the water division. The largest municipal utility in the nation, DWP uses this strategic plan today.

ASMC often forms close working relationships with nonprofit serving unique or complex constituencies. We have a wide range of experience in helping arts, healthcare, and community-based organizations.

During the course of providing strategic counsel, we often work with nonprofits such as Plaza de la Raza and the YWCA on institutional growth, as well as on developing and carrying out their strategic plans. These successful organizations continue to thrive in a changing environment. Good strategic planning helped lead the way.

***Let Allison Sampson Management Consultants assist your organization on its way to future success in a changing economy.***



## our clients

**Allison Sampson Management Consultants (ASMC)** has been managing change for nonprofit and public sector agencies since 1992. From cultural institutions to municipal agencies, from zoos to libraries, from medical clients to faith-based coalitions, we've assisted our clients to grow and enhance their services to their customers, patrons, and employees, as well as to the public-at-large.

### Arts Institutions

- American Composers Forum
- Armory Center for the Arts
- Cal-Arts (California Institute of the Arts)
- Center Theater Group/Ahmanson Theater
- Colburn School of Performing Arts
- Deaf West Theater
- Inner-City Arts
- Hollywood Entertainment Museum
- Latino Film Festival
- Levitt Pavilions
- Los Angeles Master Chorale at the Music Center
- Los Angeles Philharmonic
- Music Center of Los Angeles County
- National Arts Marketing Project
- Pacific Conservatory of the Performing Arts at the Allen Hancock Community College
- Plaza de la Raza
- Santa Fe Stages
- Santa Monica Museum of Art
- SPARC (Social Political Arts Resource Center)
- Watsonville Cultural Center
- West Coast Jewish Theater

### Arts Festivals

- Ahmanson Theater Festival
- Los Angeles Festival
- Santa Fe Stages Theatre Festival (New Mexico)
- Very Special Arts Festival

## our clients (cont.)

### Government Agencies

- City of Long Beach, Economic Development Center
- City of Los Angeles, Chief Legislative Analyst's Office and Councilman Weiss' Office
- City of Los Angeles, Community Redevelopment Agency
- City of Los Angeles, Cultural Affairs Department
- City of Los Angeles, Department of Transportation
- City of Los Angeles, Department of Water and Power
- City of Los Angeles, El Pueblo Historic Monument
- City of Los Angeles, Office of Finance
- City of Los Angeles, Office of the Mayor
- City of Los Angeles, Recreation and Parks Department
- City of Los Angeles Zoo & the Greater Los Angeles Zoo Association
- County of Los Angeles, Senior Citizens Services
- County of Los Angeles, Human Relations Commission
- County of Los Angeles, Performing Arts Commission (Technical Assistance)
- City of Beverly Hills
- City of Burbank
- Central San Pedro Neighborhood Council
- Northwest San Pedro Neighborhood Council
- Santa Monica Public Library
- South Pasadena Public Library
- City of Pasadena, Cultural Affairs Department
- State of California, State Library System



## our clients (cont.)

### Advocacy Organizations

- All Saints Church
- American Women Economic Development Corporation
- Beth Shir Shalom Synagogue
- Californians for Higher Education
- Center for Integrative Health
- Cultural Council of Santa Cruz County (funded by the Packard Foundation)
- First AME Church and Cecil L. Murray Education Center
- Interfaith Coalition of Los Angeles
- Lactation Institute and Breastfeeding Clinic
- Literacy Network of Greater Los Angeles
- Metropolitan Cooperative Library System
- Muslim Public Affairs Council
- Project 180 (Urban Arts Complex Development Project in Little Tokyo)
- Redondo Beach Library Foundation
- Riverside Public Library Foundation
- Santa Monica Conservancy
- Veterans Park Conservancy
- West Adams Heritage Association
- Women Incorporated
- YWCA

### Foundations

- The Colburn Foundation & Colburn Music Fund
- County of Los Angeles Performing Arts Commission
- Getty Conservation Institute
- Irvine Foundation/Arts International
- Mortimer Levitt Foundation
- Robinson's-May Department Stores Charitable Giving Division



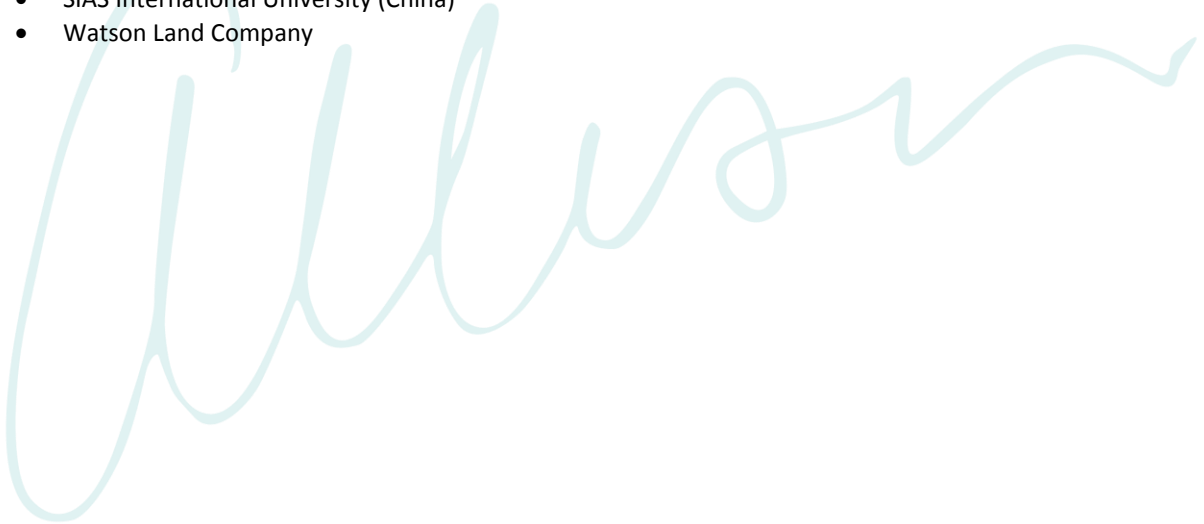
## our clients (cont.)

### Social Services

- Los Angeles Free Clinic
- Pajaro Valley Shelter Services
- South Bay Family Healthcare Center
- St. Anthony Medical Centers
- United Cambodian Center

### Other Industries

- Beltran, Leal & Medina
- Economic Resources Corporation (economic development)
- GenesisLA (economic development)
- Getty House Foundation
- KCET TV
- Meta Housing (affordable senior housing project)
- Dan Olincy
- SIAS International University (China)
- Watson Land Company





## our references

We think our clients say it best about our company and our principal:

"I know I speak for our entire staff and board of directors when I say that your contribution to our organization this season has been immeasurable. Thank you, again, for navigating us through our relocation issues, for helping us stay focused and balanced between our artistic endeavors and our operations, and for positioning us to launch a massive capital campaign, which is sure to succeed under your continued guidance."

- **Deaf West Theatre Company, North Hollywood, California**

"[ASMC] "...has tended to take on clients with special needs to be met, and once the situation has been set right, has handed off the ongoing management to someone else. Clients have often asked her to say on permanently, but she has declined to do so in order to preserve her independent and objective status."

- **The Music Center of Los Angeles County**

"[ASMC] "...performance surpassed my expectation. ...made a favorable impression with our trustees and was able to work effectively with our paid staff, whereas other consultants might have appeared threatening."

- **The Greater Los Angeles Zoo Association (GLAZA)**

"Although not a librarian herself, ...led both (focus group) sessions with great skill and knowledge. [ASMC] was objective and probing in her questions, especially her follow up ones, to ensure we received the information we needed. [ASMC] is a knowledgeable, objective and skillful facilitator."

- **California State Library**

- All Saints Church
- California State Library
- City of Long Beach
- City of Los Angeles- Department of Recreation and Parks
- City of Los Angeles- Department of Transportation
- Cultural Council of Santa Cruz
- Deaf West Theatre Company
- First AME Church
- Foundation for Max Strauss Camp
- Genesis LA
- Getty Conservation Institute
- Greater Los Angeles YWCA
- LA Free Clinic
- Los Angeles Zoo Metropolitan Cooperative Library System
- The Music Center
- Pajaro Valley Shelter Services
- Plaza de La Raza
- Redondo Beach Library Foundation

MANAGING CHANGE FOR NONPROFIT AND PUBLIC SECTOR AGENCIES SINCE 1992

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## our references (cont.)

- Richard D. Colburn
- Robinsons-May
- Santa Monica Museum of Art
- South Bay Family Healthcare Center
- South Pasadena Public Library
- Theatricum Botanicum
- Women Incorporated





## about us

**Allison Sampson Management Consultants (ASMC)** is a certified women- owned strategic planning, organizational development, and project management company dedicated to serving nonprofit and public sector organizations. Its principal, Allison Sampson, is an accomplished advocate within these sectors.

Allison has been assisting nonprofit and government entities for more than 20 years, the last 14 as the leader in her own consulting business. ASMC assists nonprofit organizations and public sector clients advance during times of opportunity, change, and crisis.

### Allison Sampson, Principal

#### About Allison Sampson

Allison Sampson, principal of Allison Sampson Management Consultants, is an accomplished private-sector and nonprofit executive who has operated her own company since 1992. Understanding the broad range of organizational issues frequently associated with nonprofit and public sector agencies, Sampson opened her business, offering clients a full-service approach to growth and sustainability.

Sampson has helped her clients build a variety of multifaceted programs from concept to delivery. She runs one of the few management consulting firms specializing in both nonprofit and public sector clients -- offering a breadth of diversity coupled with a strong skill base in organizational development and project management.

ASMC's strength lies in its focused approach to achieving results for complex institutional and organizational issues. At the heart of the company's mission is its commitment to working as a strong coalition builder and enhancing organizations' partnerships and financial resources while guiding them through change.

With clients across the United States, Allison Sampson Management Consultants is a nationally certified as a Women-Owned Business by the National Women's Business Council in Washington, D.C., and is a member of the International Management Consultants Organization.

ASMC also works with a variety of experts and independent contractors on a project-byproject basis enabling ASMC to expand services, scope, and people as needed to meet client needs.



## contact us

We invite you to call or e-mail us.

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