

# LINC Commission Meeting

March 17, 2008

**TENSION ENVELOPE CORPORATION**  
819 E. 19th Street • Kansas City, Missouri 64108-1781

## Bert Berkley *Giving Back*

Tension Envelope Corporation Chairman Bert Berkley  
his new book - *Giving Back: Connecting  
Business, and Community*

March 5, 2008  
begins at 6 p.m.  
ends at 6:30 p.m.

Central Library  
14 W. 10<sup>th</sup> St.  
Free Admission

**giving  
back**  
CONNECTING YOU  
AND  
BUSINESS,  
COMMUNITY

LINC founder Bert Berkley's new book  
shares LINC's history and success.



**LINC**  
Local Investment Commission

3100 Broadway, Suite 1100 - Kansas City, MO 64111 - (816) 889-5050 - [www.kclinc.org](http://www.kclinc.org)

# Local Investment Commission (LINC) Vision

## Our Shared Vision

A caring community that builds on its strengths to provide meaningful opportunities for children, families and individuals to achieve self-sufficiency, attain their highest potential, and contribute to the public good.

## Our Mission

To provide leadership and influence to engage the Kansas City Community in creating the best service delivery system to support and strengthen children, families and individuals, holding that system accountable, and changing public attitudes towards the system.

## Our Guiding Principles

1. **COMPREHENSIVENESS:** Provide ready access to a full array of effective services.
2. **PREVENTION:** Emphasize “front-end” services that enhance development and prevent problems, rather than “back-end” crisis intervention.
3. **OUTCOMES:** Measure system performance by improved outcomes for children and families, not simply by the number and kind of services delivered.
4. **INTENSITY:** Offering services to the needed degree and in the appropriate time.
5. **PARTICIPANT INVOLVEMENT:** Use the needs, concerns, and opinions of individuals who use the service delivery system to drive improvements in the operation of the system.
6. **NEIGHBORHOODS:** Decentralize services to the places where people live, wherever appropriate, and utilize services to strengthen neighborhood capacity.
7. **FLEXIBILITY AND RESPONSIVENESS:** Create a delivery system, including programs and reimbursement mechanisms, that are sufficiently flexible and adaptable to respond to the full spectrum of child, family and individual needs.
8. **COLLABORATION:** Connect public, private and community resources to create an integrated service delivery system.
9. **STRONG FAMILIES:** Work to strengthen families, especially the capacity of parents to support and nurture the development of their children.
10. **RESPECT AND DIGNITY:** Treat families, and the staff who work with them, in a respectful and dignified manner.
11. **INTERDEPENDENCE/MUTUAL RESPONSIBILITY:** Balance the need for individuals to be accountable and responsible with the obligation of community to enhance the welfare of all citizens.
12. **CULTURAL COMPETENCY:** Demonstrate the belief that diversity in the historical, cultural, religious and spiritual values of different groups is a source of great strength.
13. **CREATIVITY:** Encourage and allow participants and staff to think and act innovatively, to take risks, and to learn from their experiences and mistakes.
14. **COMPASSION:** Display an unconditional regard and a caring, non-judgmental attitude toward participants that recognizes their strengths and empowers them to meet their own needs.
15. **HONESTY:** Encourage and allow honesty among all people in the system.



Monday, March 17, 2008  
4 – 6 p.m.  
**Kauffman Foundation**  
**4801 Rockhill Rd., KCMO**  
**Kansas City, Mo. 64110**

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## **Agenda**

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- I. Welcome, Announcements & Recognitions**
- II. Approvals & Review**
  - a. February minutes (Motion)**
  - b. New LINC Commissioner (Approval)**
- III. LINC President's Report**
- IV. Independence School District**
  - a. LINC in Western Independence**
  - b. Community Partnerships Independence**
  - c. Independence Child Welfare Initiative**
- V. Child welfare initiatives**
  - a. Youth Aging Out**
  - b. Other initiatives**
- VI. Other reports**
  - a. Hickman Mills School bond issue**
  - b. Foreclosure update**
  - c. Giving Back book update**
- VII. Adjournment**



## DRAFT MINUTES

THE LOCAL INVESTMENT COMMISSION – FEBRUARY 25, 2008

The Local Investment Commission met at the UMKC Administrative Center Conference Facility, 5115 Oak St., Kansas City, Mo. Commissioner **Bailus Tate** presided. Commissioners attending were:

Bert Berkley  
Sharon Cheers  
Jack Craft  
Steve Dunn  
Randall Ferguson  
Herb Freeman  
SuEllen Fried

Kiva Gates  
Anita Gorman  
Rosemary Smith Lowe  
Mary Kay McPhee  
Richard Morris  
Margie Peltier  
Gene Standifer

Tate made the following announcements:

- Following the business meeting there will be a reception to honor LINC founder **Bert Berkley** and the publication of his book *Giving Back: Connecting You, Business and Community*.
- There will also be an author event for Berkley March 5 at the Kansas City Central Library.

***A motion to approve the minutes of the January 28, 2008, LINC Commission meeting was approved unanimously.***

**Gayle A. Hobbs** gave the LINC President's Report:

LINC brought seven busloads of volunteers – many of them first-time participants from LINC's new Caring Communities sites. Hobbs recognized the efforts of LINC staff **Candace Cheatem**, **Nedra Bonds** and **Charlane Scranton** in organizing the event. A video of the event was shown.

The February 2008 *LINC in Review* video was shown.

LINC committee staff **Brenda Mitchelson** introduced several people involved in the welfare to work effort:

- **Marge Randle** and **Tom Jakopchek** – Jackson County Family Support Division (FSD)
- New LINC staff case manager **Janay Reliford**,
- **Bruno Finocharrio**, **Rosemary Bischarge**, **Robert Walker** and **Jason Gerig** – Jewish Vocational Services (JVS)
- **Elizabeth Haney** – Community LINC

LINCWorks co-chair **Terry Ward** gave a presentation on the area welfare-to-work effort. The report included data on bringing Temporary Assistance to Needy Families (TANF) participants into work or work-related activities in the attempt to meet the federal mandate of 50% participation. Information on the partnerships with FSD, JVS and Community LINC on providing case management aimed at helping clients overcome barriers to employment was presented.

Several persons reported on the issues around foreclosure in the Kansas City area:

- **Angela Myres**, site coordinator of Ingels Caring Communities, reported on a recent foreclosure forum at Ingels, which serves Ruskin Heights, a neighborhood with a relatively high rate of foreclosure. A video on the event was shown.
- **Jack Craft** reported on a ride-along that he did with LINC staff members.
- **John Santner** of NeighborWorks America gave a presentation on the national response to the foreclosure crisis and the regional efforts of NeighborWorks America to address the needs of persons facing foreclosure.
- **Craig Wolfe** of Neighborhood Housing Services gave a presentation on how his agency has been serving area homeowners facing foreclosure.

Discussion followed.

Hobbs introduced **Brad Smith**, who reported on the transfer of seven schools from the Kansas City, Mo. School District to the Independence School District. LINC has agreed to return to the schools with LINC site coordinators. That will occur this summer. At that point, 13 of 26 Independence schools will be Caring Communities sites.

The meeting was adjourned.

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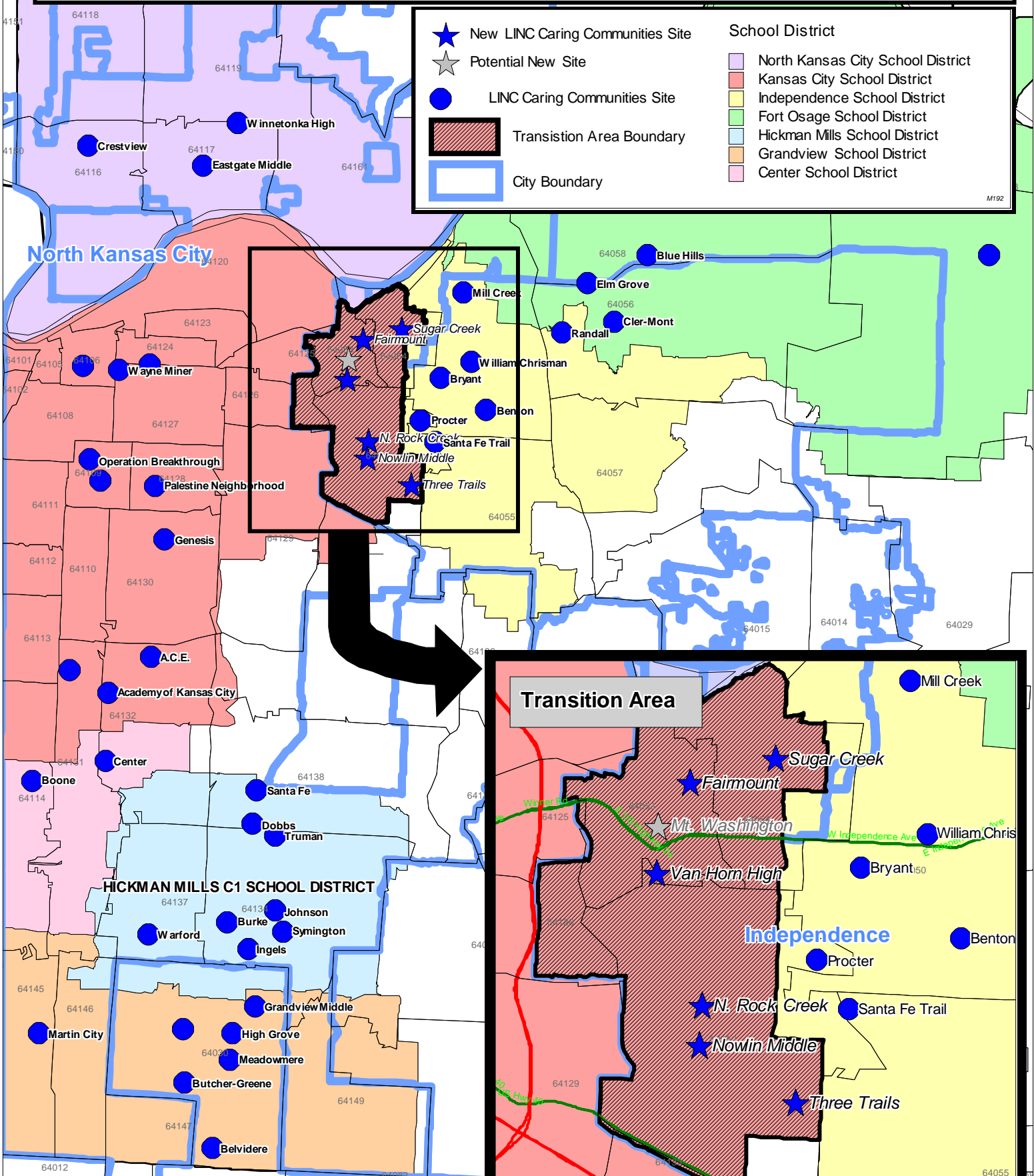
## **Biographical Profile – Rob Givens**

Rob Givens is the President/CEO of Mazuma Credit Union, a \$333 million Kansas City institution with ten branch offices, over 51,200 Members and 200 employees. Mazuma was founded in 1948 as Federal Employees Credit Union and serves many federal workers, the employees of over 130 local companies and anyone who lives or works in Jackson and Clay Counties, Missouri.

Over the past 21 years Rob has served as AVP of Data Processing, Chief Financial Officer and CEO of seven credit unions varying in size from \$75 million to over \$2 billion in assets. He was raised in St. Louis and has a BS in Business Administration from Kansas University. He also earned an MBA from the University of Utah. Rob served 11½ years in the U.S. Air Force as a Navigator, Accounting & Finance Officer, Fiscal Control Officer and Education Officer. After leaving the Air Force, he worked for Control Data Corporation, Quinox Corporation and IBM. Rob has been married to Debbie for 38 years and they have two children and six grandchildren.

In his six and a half years at Mazuma, Rob has helped create and served on the boards of a Marketing CUSO (Credit Union Service Organization – a for-profit subsidiary of a credit union); a mortgage CUSO with origination and servicing capacity, realty services and a title entity; a payday lending company and a statewide business lending CUSO. He was the sole CU participant a two-year Collaborative along with 14 other executives from banks around the country to develop a better needs assessment experience for small businesses. He has served on the Boards of a local YMCA building effort, and is President of the Board of Directors of Brush Creek Community Partners (BCCP), a local community redevelopment partnership. Rob is also a POWER mentor and serves on the Board of Directors of the Minority Business Alliance under the auspices of the Kansas City Chamber of Commerce.

# LINC Caring Communities Sites New Independence Sites



Map created by the Local Investment Commission  
3100 Broadway, Kansas City, Missouri, 64111  
(816) 889-5050 www.kclinc.org



Monday, Mar 10, 2008

Posted on Fri, Mar. 07, 2008

## Independence district sets enrollment times for former KC district schools

By MIKE SHERRY  
The Kansas City Star

The Independence School District has announced enrollment dates for the seven schools it inherited through last year's boundary change with the Kansas City School District.

Enrollment for Van Horn High School will run from 5 to 8 p.m. Tuesday and Wednesday at the school, 1109 Arlington Ave. Students should bring a parent or a guardian.

Enrollment for students in the six other schools involved in the boundary change will be two weeks later.

Kindergarten through eighth-grade enrollment will run from 5 to 8:30 p.m. March 25, 26 and 27 at Nowlin Middle School, 2800 Hardy Ave.

Kindergarten students must be 5 years old by Aug. 1 to enroll for the coming year. Individual school assignments will be made when boundaries are redrawn.

No appointment is necessary for any of the dates.

Items needed for registration:

- Proof of residency (two forms). Acceptable forms are a gas or electric bill and one of the following: copy of deed of trust, copy of rental agreement or a copy of Jackson County paid personal-property tax receipt for 2007.
- Proof of student health immunization.
- Birth certificate.
- Social Security number/card.
- Transcripts/school records if the student currently is attending a private, charter or home school.
- For special-education students, the most recent individual education plan and evaluation report.

For additional information, call 816-521-2700.

To reach Mike Sherry, call 816-234-7806 or send e-mail to [msherry@kcstar.com](mailto:msherry@kcstar.com).

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<http://www.kansascity.com>





Wednesday, March 5, 2008

## KC School District pressing ahead with transition plans

By John Martin, Ed. D. | Interim superintendent of schools Kansas City School District

On behalf of the district's leadership team, I want to thank you for your patience and support as we've worked through the details of the Independence annexation.

The effort to draw new school boundaries, develop staffing assignments and create a transition plan requires much due diligence and has made it difficult to convey all that is occurring. The June 30 departure date is looming, and we're on task developing solid answers regarding the future of this district. We plan to keep our community partners well informed in a timely manner as decisions are made while seeking input on the road ahead.

Here are some immediate post-annexation activities:

- The School Board is close to selecting a proposal for the reorganization of the district's boundaries. Those options include creating a K-8 school at J.A. Rogers Middle School and returning East Elementary School to its former status as a high school. We recently hosted a forum at J.A. Rogers to present options to the community. We have taken that input and woven it into our plans.
- We are determining how to best reintegrate the employees currently working in Independence. At this point, there will be positions to allow each employee to remain part of the district. The district's normal number of retirements and other employee departures will leave openings for relocated employees. An incentive program to identify retirements/resignations has begun.
- We understand there is a desire among teammates to remain together as they transition to their new schools, and we'll do our best to accommodate all employees. We anticipate the announcement of assignments as we get closer to the end of the school year. The leadership team hopes to keep successful teams together, and we'll do all we can to make that a reality.
- Students transitioning from Independence will be folded into their neighborhood schools. As we open our K-8 schools, relocated students will be placed at the school nearest to their home, unless they are currently enrolled in a signature school such as Lincoln College Prep, Paseo Academy or Kansas City Middle School for The Arts. Many schools could see a small increase in enrollment.
- Our curriculum strategies and programs will remain intact, and full accreditation by 2010 remains priority No. 1. The Board of Directors recently reaffirmed its support of K-8 neighborhood schools, meaning we're on track to allow our students to attend school close to home. PE4life, Pre-K for All, dual-language schools and other major initiatives will not be altered.

As we move forward, the district encourages anyone with concerns or input to share them with the leadership team or Board of Directors members. We'll use that information to craft actions that reflect the community's desires and create the best possible future for our students. The Board of Directors, administrators, staff and students thank you for your continued support.



Monday, Mar 10, 2008

Posted on Tue, Mar. 04, 2008

## Stepping away from the school board but toward reforms

*Editor's note: The following is the statement Bill Eddy wrote explaining his decision to withdraw from the upcoming school board election.*

After a great deal of thought I have decided to suspend my campaign for re-election to the Kansas City Board of Education.

In observing the operation of the school district during my four years on the board it has become increasingly clear to me that the district organization is fraught with long-term dysfunction, our children are being under-served and we have lost the public's confidence.

As a life-long educator I have concluded I can no longer support the present situation. I believe I can better serve the children of the district if I join with others in an effort to reform it.

After nearly 30 years under this system of governance there is too little in the way of sustained gain. We are grasping to hold on to provisional accreditation, many of our graduates are unable to do college-level work, and a large number of students are well below the state's standards of acceptable performance.

The system is not functioning as our children deserve and there is little prospect of significant change under the present model. About these facts there is virtually no disagreement. Things must change, but real reform will take more than finger wagging, motivational slogans and noisy meetings.

The problem begins with the governance structure. This system is a \$300 million organization with highly complex policy, fiscal and educational issues.

The board is too large, too Balkanized with parochial alignments and special interests, and too hampered by relationships that divert attention away from a focus on education.

Major change will require a board that demands a complete overhaul of the organization and has the understanding, will and political independence to remove the many roadblocks thrown in the way. Current efforts tend to put "band-aids" on concerns rather than solve problems.

While there are promising programs and many good people in the organization, their success is thwarted by a culture of low expectations, entrenched bureaucracy and lack of professionalism. Rather than continuing to help prop up a faltering organization I will devote my efforts to effecting changes that will lead to a re-invented educational enterprise.

I will explore alternative governance models and consider working toward any new approach as long as it treats all children fairly and equally and has demonstrated success in significantly improving student achievement. There is no reason why our children can't all receive a high-quality education. Other urban districts are doing it.

My sincere thanks to those of you who have supported me. Your efforts have convinced me that there are many citizens in Kansas City who will stand up for real educational reform. You will be hearing from me. Or, let me hear from you.

**Bill Eddy is a retired professor and interim provost and former dean of the Bloch School of Business at the University of Missouri-Kansas City. He lives in Kansas City.**

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<http://www.kansascity.com>

## LINC Commissioner Report – Dec. 14, 2007

# LINC helps youth aging out of foster care

Under a \$300,000 contract with the **Missouri Dept. of Social Services**, LINC provides supportive services to children aging out of the foster care system in Jackson, Clay and Platte counties. In the three-county area, there are approximately 650 youth eligible for this service.

Historically these services were provided through a range of local providers, resulting in a fragmented system of supports. LINC staff help the foster youth to reach individual goals and provide skill-building related to finances, employment, housing and other needs.

LINC brings a strong connections and supports in the communities where these youths live, including LINC's Caring Communities school sites.

LINC was selected for the work based on its longtime involvement in child welfare issues and by virtue of being the state's "community partner" for the three-county area.

LINC staff involved include **Steve Winburn, Devon Robinson and Archie Williams**.

## Background

### What is it?

The Foster Care Independence Act of 1999 was passed by congress to help young people who were transitioning from foster care. Until 2007, the Missouri program was administered by the Children's Division.

Although the Children's Division offered supportive services to these young people they recognized they were lacking in community contacts and resources that were needed to support these young people on an ongoing basis. LINC's efforts support the larger work of the Children's Division case managers who are working with these youth.

| Program Service Data |    |            |
|----------------------|----|------------|
| Age                  | #  | % of Total |
| 14                   | 4  | 4.4%       |
| 15                   | 10 | 11.1%      |
| 16                   | 22 | 24.4%      |
| 17                   | 19 | 21.1%      |
| 18                   | 15 | 16.7%      |
| 19                   | 10 | 11.1%      |
| 20                   | 10 | 11.1%      |
| 90                   |    | 100.0%     |

### Eligibility

Must be referred by the Children's Division

Likely to remain in foster care until age 18

Must be between the ages of 14 and 21 – in care youth

Former foster youth who have left foster care at age 17.5 or after, but have not reached age 21 - aftercare

### Services Provided

Survival Skills Classes

Emergency Funds – Food, shelter, car repair, transportation

Educational Assistance –graduation expenses, applying for loans, grants,

Job Assistance – training skills, work clothing, transportation

Emergency Housing Assistance – Deposits, Application fees, utility assistance, short term rent



**Hickman Mills  
C-1 School District**



# 2008 Bond and Levy Fact Sheet

## **MANAGING GROWTH: The Bond & Levy Facts**

In 1902, when the tracks of the Santa Fe, Oregon and California Trails were still fresh, the Hickman Mills C-1 School District made history, becoming the first consolidated school district in the state of Missouri. In order to continue our history-making tradition and continue to blaze new educational trails, the Hickman Mills C-1 Board of Directors is seeking community support of two school funding initiatives on the April 8, 2008 ballot.

**Bond Facts** A \$15 million No -Tax-Increase Bond to build a new early childhood center, renovate elementary library/media centers and upgrade security in all schools. This is no cost to home owners.

**Levy Facts** A 60-cent levy increase to support the day-to-day operations of the school district. Using the median home price in the Hickman Mills C-1 School District, this 60-cent increase translates into just \$97 a year for a home valued at 85,000!

## **WHY IS THE BOND NEEDED?**

- Construction of a new, larger Early Childhood Center on the grounds of the former Union Point Elementary School near Bannister and Elm
- Library Media Center expansions or renovations at each of the district's elementary schools to make these facilities more functional for students and staff, and to bring them into alignment with State standards
- School building security upgrades across the district
- Major maintenance projects, including removal of asbestos tile, and repair or replacement of parking lots, sidewalks and fences (as needed)
- New outdoor running tracks and gymnasium floors at both Middle Schools to enhance student safety

## **WHY IS THE LEVY NEEDED?**

- After the 2008-2009 school year, the state freezes Hickman Mills C-1 School District funding, effectively asking the district to do more with less
- Increased funding for day-to-day expenses
- Funds to maintain competitive salaries for teachers and other staff members, allowing the district to attract sufficient staff to protect current class size levels

## **BALLOT LANGUAGE**

### BOND QUESTION

**Shall Hickman Mills C-1 School District of Jackson County, Missouri, issue its general obligation bonds in the amount of \$15,000,000 for the purpose of acquiring, constructing, improving, furnishing and equipping school facilities, including constructing, furnishing and equipping an early childhood center and renovations and additions to media centers?**

### LEVY QUESTION

**Shall the Board of Education of Hickman Mills C-1 School District of Jackson County, Missouri, be authorized to increase the operating tax levy ceiling of the District to \$5.4717 per one hundred dollars of assessed valuation for the purpose of paying costs associated with enhancing student performance, improving employee wage and benefit schedules and ongoing facility maintenance and operations?**

**If this question is approved, the adjusted operating levy of the District is estimated to increase by \$0.60 cents from the current operating levy of \$4.8717 to \$5.4717 per one hundred dollars of assessed valuation.**

**Register to Vote  
by March 12, 2008**



**Save the Date!  
Don't forget to  
vote April 8, 2008**

[www.hickmanmills.org](http://www.hickmanmills.org)



**Hickman Mills  
C-1 School District**



## **Bond and Levy Frequently Asked Questions**

### **What is included in the bond issue?**

- Construction of a new, larger Early Childhood Center on the grounds of the former Union Point Elementary School near Bannister and Elm
- Library Media Center expansions or renovations at each of the district's elementary schools to make these facilities more functional for students and staff, and to bring them into alignment with State standards
- School building security upgrades across the district
- Major maintenance projects, including removal of asbestos tile, and repair or replacement of parking lots, sidewalks and fences (as needed)
- New outdoor running tracks and gymnasium floors at both Middle Schools to enhance student safety

### **What will the bond issue cost me?**

The bond issue will NOT result in a tax increase, due to the district's careful management of its long-term debt.

### **How were these projects selected?**

The district conducted a scientific research study late last year to find out what patrons thought the district's priorities should be. Using that information, district leadership and a group of district patrons created the two proposals.

### **Some of these items sound like routine maintenance; why does the district need a bond to take care of them?**

The maintenance items that will be addressed through the bond issue are larger projects that require more funding than is available through the district's regular operating budget.

### **Will every school have the same changes in security?**

Each school's security system will be upgraded as a result of the bond issue, but the specific plans may likely differ, based on each school's specific security needs.

### **Why do the middle schools need new tracks and gymnasium floors?**

The current tracks and gymnasium floors at the middle schools have outlived their usefulness and need to be replaced to ensure continued student safety.

### **I thought the district already had an Early Childhood Center; why do we need a new one?**

The current Early Childhood Center is full, and there are already more than 100 children on a waiting list for this program. Replacing this facility with a larger Early Childhood Center would allow the district to address the needs of all families seeking such services for their children.

**Isn't Early Childhood just another way of saying "day care?"**

Not at all. The Hickman Mills Early Childhood Center provides a complete educational program with degreed teachers and a research-based curriculum tailored to meet the needs of preschool age children. The children must qualify based on assessment scores in order to be eligible for preschool. Study after study has affirmed that children who participate in a high quality Early Childhood program are more successful in school than their peers who have not attended a preschool program.

**What is included in the levy proposal?**

- Increased funding for day-to-day expenses
- Funds to maintain competitive salaries for teachers and other staff members, allowing the district to attract sufficient staff to protect current class size levels

**What will the levy proposal cost me?**

The owner of an \$85,000 home in the district will see an annual tax increase of about \$97 per year – or a little more than \$8 per month. Those whose homes are valued lower will see a lower increase, while those whose homes are valued higher will see a higher increase.

**How do our teachers' salaries compare with other districts in the Kansas City metropolitan area?**

Our salary structure is currently in line with districts of similar size. What these funds will do is allow us to maintain our competitive position, so that we don't lose our teachers and staff as other districts increase their salary structure.

**Can't the district just cut expenses?**

The district is very diligent about expense control, and believes that these needs cannot be fully addressed through further cuts without negatively affecting what takes place in the classroom.

**What's the chance the State will change its mind and decide to NOT freeze the funds it provides to school districts?**

The State's position on this matter has been made very clear. While changes are always possible, this levy increase would allow us to maintain suitable funding levels without regards to what the State may or may not do. Even if the State were to change its policy, it would take years for the district to see increased funding as a result of that change.

**I don't have children in the schools right now. Why would I want to support this?**

A healthy public school district is a critical component of a community's well-being. Patrons invest their time, their talents, their enthusiasm and, of course, their financial resources, to keep their school district vibrant and healthy. While a patron's direct involvement may be less when there are no children in the school, the need to sensibly reinvest remains for the good of the community.

These two proposals focus on such sensible reinvestment – major repairs, a new Early Childhood Center, expansion and renovation of Library Media Centers, upgraded security, and increased funding to protect staffing levels. The district urges all patrons to become familiar with the proposals and what they would mean for the community, and to vote on April 8.



# Berkley's book belongs on leaders' reading lists

Several years ago, I wrote a column describing Kansas City's Berkley family as a great local asset.

Further proof of that thesis is a wonderful new book written by Bert Berkley, chairman of Tension Envelope Corp., and Peter Economy, a professional business author. Their book, "Giving Back: Connecting You, Business and Community," is published by John Wiley & Sons Inc.

Bert Berkley not only leads one of our country's largest envelope manufacturers, he also is the founder of

the Local Investment Commission, or LINC. He is on the board of the Institute for Education Leadership and is a past chairman of the Greater Kansas City Chamber of Commerce. He always has walked the walk of "giving back."

A quote on the book jacket from Henry Bloch summed up the essence of the book and also of the man: "I have long believed that we cannot rely on government to provide the answer to society's most pressing needs. Business people have a long history of applying their unique skills and resources

to lend a hand to those who need it, and I consider this book essential reading for anyone who wants to learn how to make a difference."

I totally agree with Henry, and I believe "Giving Back" belongs on the required reading list at every business school.

I particularly was taken with the authors' detailed list of nine ways businesspeople can give back. Their list comprises:

- Donating money
- Directing company resources to philanthropic causes
- Starting a foundation
- Starting a nonprofit organization
- Starting a company with a community mission
- Doing as Bert Berkley did when he started a quasi-governmental agency to act as an intermediary between the government and citizens
- Donating time and expertise
- Acting as a catalyst for change
- Being a volunteer

The book is filled with lots of examples of prominent business leaders giving back. The list includes S. Truett Cathy, founder and chairman of Chick-Fil-A, and Kent C. Nelson, retired chairman of United Parcel Service.

In the book's last chapter, the authors explain five best practices for business leaders to follow in leading community efforts to improve the lives of others.

First, "stay focused" and "avoid grand, all-encompassing approaches." The authors add: "Don't lose patience with the people you are trying to help."

Second, "avoid magic solutions." Here, Berkley and Economy caution that "management systems that work in corporate settings may not work for a government agency or community."

Third, the authors suggest not acting like a typical CEO. This involves "respecting community realities."

Fourth, "use your best people." Company representatives on good works projects must have "strong public backing from senior management."

Finally, they encourage business leaders to "hang in there." They properly point out that leaders should "expect the unexpected because life in poor neighborhoods can be politically messy."

I hope that I have sufficiently motivated you to read "Giving Back."

The book demonstrates why I have incredible respect for my friend, Bert Berkley.



**MARKETPLACE OF IDEAS**

Michael Braude

## BERT BERKLEY'S

community involvement in Kansas City shows he always has walked the walk of 'giving back.'

Company representatives on good works projects must have "strong public backing from senior management." Finally, they encourage business leaders to "hang in there." They properly point out that leaders should "expect the unexpected because life in poor neighborhoods can be politically messy."

I hope that I have sufficiently motivated you to read "Giving Back."

The book demonstrates why I have incredible respect for my friend, Bert Berkley.

**Michael Braude** | [lmbraude@aol.com](mailto:lmbraude@aol.com). He writes weekly for the *Kansas City Business Journal*.

# ANNOUNCING THE CFO of the YEAR AWARDS

*The CFO of the Year Awards are given to financial professionals in the Kansas City region for outstanding performance in their roles as corporate financial stewards.*

*Nominees must be chief financial officers or hold equivalent positions in the counties of Jackson, Cass, Clay, Ray and Platte in Missouri, and Johnson, Wyandotte and Leavenworth in Kansas.*

*Awards will be given in several categories, including: public company CFO, private company CFO and nonprofit CFO.*

*Finalists will be introduced and the winner in each category announced at an awards program on June 23 at the Hyatt Regency Crown Center. Winners and finalists also will be featured in a Kansas City Business Journal supplement on June 27.*

**To compete for the award:**

1. Complete an online nomination form **BY MARCH 28** at <http://kansascity.bizjournals.com/kansascity/nomination/1055>.
2. In addition to the online nomination form, entrants must submit separate answers to the questions listed on the nomination Web site. Send the answers to [clockyer@bizjournals.com](mailto:clockyer@bizjournals.com). Supplemental information must be submitted **BY APRIL 11**. Late nominations and supplemental information will not be accepted.

**Questions? Please contact Christine Lockyer at 816-777-2218 or [clockyer@bizjournals.com](mailto:clockyer@bizjournals.com).**

**KANSAS CITY BUSINESS JOURNAL**

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## Bert Berkley's book promotes civic engagement

By: Beth Lipoff, Staff Writer

Anyone can contribute to the community. That's Bert Berkley's message in his book "Giving Back: Connecting You, Business, and Community."

The former president of Tension Envelope co-wrote the book, published by Wiley, with Peter Economy and will be speaking on its themes next Wednesday at the Kansas City, Mo., Central Library, 14 W. 10th St. (See *below for details*)

"It's about individuals who have jobs and who spend their time, energy and talent helping those in need. Money is normally the least important part of it," Berkley said. "I consider this book essential reading for anyone who wants to learn how to make a difference."

The book features seven different stories of individuals and companies from all over the country who embody this spirit. Berkley emphasized that it's a how-to guide for individuals and businesses who want to be philanthropic in their respective communities.

Berkley initially wanted to write about the Local Investment Commission, or LINC, an organization he started in 1992 to get feedback from the community about what improvements the city needed, but publishers told him that subject was too narrow. His wife, Joan, suggested that he look at other communities in addition to Kansas City.

Berkley's talk will focus on the chapter regarding Kansas City and LINC.

"In LINC, we have a situation where monies for the social services are overseen by the community itself to determine how money will be spent," Berkley said. "Rather than going to the neighborhood and telling people what they need, we go to the neighborhood and listen. We ask what the problems are, what they want to do and we help them do it."

The library plays host to a range of authors for book talks, and Berkley's local ties made him a logical choice to draw a hometown crowd.

"It's a local individual who's written a compelling book ... with intimate connections to Kansas City, so it seemed like a natural fit for us," said Steven Woolfolk, a communications specialist in public affairs at the Kansas City Public Library. "We try to be a part of the revitalization of downtown, and Mr. Berkley's book is a popular one in that sector."

### Family tradition

Berkley's focus on civic activism is part of a family tradition that he said he passed on to his son, Bill, who has been president of Tension Envelope since 1988.



"My grandfather and my mother and father were my role models," Bert Berkley said. "My grandfather was one of the founders of what is now the Jewish Federation ... my mother and father worked in the community as long as I can remember. I've carried on that tradition, and so have my children."

Berkley has plenty of advice for businesses that want to get involved with the community.

"A good first step is for one of the top officers to become involved personally with a charity, actually devote time and effort to it, and understand how important it is to the community and also ask his associates to become involved," Berkley said.

Berkley does not advocate a specific cause; he recommends that people pick causes they feel a connection with personally.

As a former chairman of Greater Kansas City Chamber of Commerce and the Civic Council, Berkley has the experience and knows how to get things done.

### Book talk set for KC public library

Bert Berkley will discuss his new book, "Giving Back: Connecting You, Business, and Community," at 6:30 p.m. Wednesday, March 5, at the Central Library, 14 W. 10th St.

A reception at 6 p.m. precedes his talk. Both the talk and reception are free. The library requests reservations via its Web site, [www.kclibrary.org](http://www.kclibrary.org), or by calling (816) 701-3407.

There is free parking in the library garage at 10th and Baltimore streets.