



Institute for Organization Management

Celebrating 90 Years of Excellence in Nonprofit Education and Networking

Welcome to Institute for Organization Management, a professional development program of the U.S. Chamber of Commerce. Since 1921, Institute has been educating thousands of association, chamber, and nonprofit professionals like you, and providing them with practical solutions to everyday challenges.

Every year hundreds of association and chamber professionals come to any of the five Institute sites searching for education, industry credibility, and networking opportunities—and are in pursuit of the industry's best practices and trends. Nonprofit executives are coming to Institute to find answers—both through the resources we provide and through sharing ideas with you, their peer.

Here at Institute, we're dedicated to making sure you find those answers. With a diverse core curriculum and choice of electives to choose from, Institute provides education on all facets of running a nonprofit organization.

From membership recruitment and retention to legal issues to budgeting and marketing, Institute's curriculum focuses on the unique challenges facing associations and chambers today. Institute is designed to help you find ways to overcome any difficult situation affecting your organization. Additionally, the curriculum is tied to the CAE and CCE bodies of knowledge, allowing you and your staff to earn credit for industry certification in one simple step.

Graduates of the four-year Institute for Organization Management program receive the IOM Graduate Recognition, signifying 96 hours of course instruction in nonprofit management. Known nationwide as the standard for association and chamber training, the IOM recognition signifies educational achievement and indicates active participation in the nonprofit industry and their individual communities. Graduates use the letters "IOM" after their names in public mention, as well as in professional correspondence.



Top 10 Reasons to Attend Institute

Institute helps association, chamber, and other nonprofit executives build stronger organizations, better serve their members, and build stronger communities. With its unprecedented line up of classroom topics, it is the "must attend" professional training, networking, and educational program for those at all levels of their career.

1. **Up-to-Date Information and Industry Trends!** Institute's intensive coursework focuses on the unique challenges facing associations and chambers today. Our faculty will share real-world problem solving skills that will have you re-invigorated and prepared to tackle your greatest challenges, no matter the size.
2. **Enhance your Credibility.** Graduates of Institute receive the IOM recognition, signifying 96 hours of course instruction in nonprofit management. The IOM recognition sends your peers the right message; its proof that you're a reputable professional that actively participates in the nonprofit industry and surrounding communities.
3. **Networking, networking, networking!** Institute is a great opportunity to meet your peers and learn from each other... as well as make a friend or two.
4. **Share Best Practices.** Come participate in special classroom discussions on how to make your organization thrive in today's economy.
5. **Build Strong Business Advocacy.** Have a voice in issues affecting your industry. Institute's classes work on educating and assisting industry professionals who represent their community on local, state and national issues.
6. **Connect/IN!** Created by the staff here at the U.S. Chamber, Connect/IN is Institute's very own social networking site designed to help you connect with faculty, volunteers, and attendees, to introduce you to fellow Institute participants, and to help you learn from your peers all year round. Visit www.GetConnectIN.com to learn more.
7. **Tips, ideas, and more!** Institute provides a great way for you to pick up new ideas and strategies to reignite your campaigns, communications and activities.
8. **Did we mention networking?** Each site features a number of social events to allow time for casual conversation and some fun.
9. **Earn Credit Toward Your CAE and CCE Certification.** Institute's curriculum is directly tied to the bodies of knowledge, allowing you to achieve all your professional goals in one easy way.
10. **Five Sites to Choose From.** Institute is held at five sites around the country each year. Mark your calendar and attend a session right near your own back yard.



Institute Week at a Glance

2012 Schedule

Day 1

2:00 p.m.–5:00 p.m.	Registration
2:30 p.m.–5:00 p.m.	Bonus Sessions
3:00 p.m.–3:45 p.m.	What You Need to Know...
5:00 p.m.–5:45 p.m.	Homeroom
6:00 p.m.–6:30 p.m.	Institute Kickoff
6:30 p.m.–8:30 p.m.	Institute Mixer

Day 2

8:00 a.m.–11:30 a.m.	Core Course 1
11:30 a.m.–12:30 p.m.	Lunch
12:30 p.m.–4:00 p.m.	Core Course 2
7:00 p.m.	Class Dinners

Day 3

8:00 a.m.–11:30 a.m.	Core Course 3
11:30 a.m.–12 noon	Lunch
12 noon–2:00 p.m.	Elective Course 1

Day 4

8:00 a.m.–10:00 a.m.	Elective Course 2
10:00 a.m.–10:30 a.m.	Morning Break
10:30 a.m.–12:30 p.m.	Elective Course 3
12:30 p.m.–1:30 p.m.	Lunch
1:30 p.m.–5:00 p.m.	Core Course 4
6:30 p.m.–7:30 p.m.	Graduation Ceremony
8:00 p.m.	The Big Bash

Day 5

8:00 a.m.–11:30 a.m.	Core Course 5
11:30 a.m.–12:30 p.m.	Lunch
12:30 p.m.–4:00 p.m.	Core Course 6
4:00 p.m.	Institute Concludes

Interpreting Your Itinerary

What You Need to Know Before Your First Class

This interactive session is for first-year students or participants new to the site. Become familiar with your surroundings and meet other new students, staff, and Class Advisors.

Homeroom

Participants assemble in Homeroom to meet their classmates and to catch up with old friends. Class Advisors can answer your questions and help you make plans for the week.

Institute Mixer

This welcome reception is an informal and fun event for students to meet and mingle with their colleagues.

Class Dinners

Share good times and good food as you gather with your classmates for a special dinner.

Graduation Ceremony

Institute has a proven track record for creating leaders. Support your colleagues who receive their IOM at this graduation ceremony.

The Big Bash

Celebrate the week at this all-Institute event, which includes food, entertainment, and a silent auction.

Out of Pocket Expenses

Each participant is responsible for his or her dorm/hotel stay, transportation to and from the airport or train station, and the class dinner.

**This is a general schedule of events. Activity times may vary by site.



Institute Curriculum

Institute's curriculum is aligned with the knowledge requirements for CAE and CCE nonprofit industry certifications. Each year students take six core courses and select three elective courses, one from each group. Our electives allow students to further their professional development by focusing on a particular area. Upon graduation a student will have earned a total of 96 credit hours.

First Year Core Courses

C110 Financial Fitness
 C125 Hiring, Firing and Everything In Between
 C130 Unleash the Leader Within
 C150 Speaking with Confidence
 C180 Guide to Governance
 C185 Recruit, Retain, and Reward Your Members

Third Year Core Courses

C310 Budgeting and the Bottom Line
 C330 Everyday Ethics
 C340 Strategic Planning
 C341 Win-Win Partnerships
 C360 Innovate or Die
 C380 Volunteer Management

Group One Elective Courses

E110 Revving Your Revenue Stream
 E120 Executive Law
 E126 Dealing with Challenging Employees
 E140 Building Organizational Excellence
 E142 Economic Development
 E161 Technology Trends and Tools
 E180 Building Better Boards and Committees

Second Year Core Courses

C220 Is That Legal?
 C230 Managers Who Motivate
 C250 Customer Service Inside and Out
 C260 Marketing Strategies
 C261 Events: Strategy and Operations
 C270 Effective Government Affairs Programs

Fourth Year Core Courses

C430 Becoming a Strategic Manager
 C440 Collaborative Leadership
 C441 Industry Forecast
 C460 Integrating a Digital Strategy
 C470 Advocacy and Alliances
 C490 IOM and Beyond

Group Two Elective Courses

E210 Executive Finance
 E211 Sponsorship Solicitation
 E230 Managing Upward
 E240 Strong Associations for the Future
 E241 Strong Chambers for the Future
 E243 Developing a Competitive Workforce
 E244 Using Data to Grow and Sustain Your Org.
 E263 Communicating Through the Media

Group Three Elective Courses

E310 Dues and Don'ts
 E330 Learning to Let Go
 E331 CEO Lessons Learned
 E350 The Art of Persuasion and Negotiation
 E360 Rethinking Communications
 E362 Policy Development and Implementation
 E380 Delivering Value



Enrollment Incentives for New Students

Institute offers five different enrollment incentives for individuals interested in enrolling in their first year at Institute.

National Institute Scholarship

Who it's For: U.S. Chamber member organizations.

What You Do: Fill out an online application at www.uschamber.com/institute/scholarships.

What You Get: A \$500 scholarship toward a first-year enrollment. Six scholarships per site are handed out each year to first-year students.

Regent Scholarship

Who it's For: Everyone

What You Do: Fill out an online application at www.uschamber.com/institute/scholarships.

What You Get: A partial scholarship toward enrollment. Various scholarships per site are handed out each year to first-year students and returning attendees.

Pay It Forward: State Scholarships

Who it's For: Members of participating state chamber of commerce executives associations and association executive societies.

What You Do: Apply through your state chamber executive association or association executive society.

What You Get: When a state chamber executive organization or professional allied society partners with the U.S. Chamber to promote Institute, members of that organization will qualify to receive a \$500 scholarship toward his or her first-year tuition.

Group Pricing

Who it's For: U.S. Chamber member organizations.

What You Do: Enroll more than one student from your organization.

What You Get: After the first student enrolls at the regular enrollment price, each additional student will receive a tuition rate of \$995.

Friends & Family Discount

Who it's For: Members of the U.S. Chamber's Association Committee of 100, Chamber of Commerce Committee of 100, or Elite members of the U.S. Chamber.

What You Do: Enroll members of your staff in their first year at Institute.

What You Get: First year students are able to enroll at the discounted rate of \$725.

To participate in any of the enrollment incentives or to receive more information, contact the Institute office at 202-463-5570 or e-mail iom@uschamber.com.



Tuition and Fees

Winter Institute 2012

January 3–7, 2012
 University of Arizona
 Tucson, Arizona
 Scholarship Deadline: October 28
 Early Enrollment: December 2

Midwest Institute

June 3–7, 2012
 University of Wisconsin
 Madison, Wisconsin
 Scholarship Deadline: March 30
 Early Enrollment: April 30

Southeast Institute

June 24–28, 2012
 University of Georgia
 Athens, Georgia
 Scholarship Deadline: March 30
 Early Enrollment: April 30

West Institute

July 8–12, 2012
 Loyola Marymount University
 Los Angeles, California
 Scholarship Deadline: March 30
 Early Enrollment: June 1

Northeast Institute

July 29–August 2, 2012
 Villanova University
 Villanova, Pennsylvania
 Scholarship Deadline: March 30
 Early Enrollment: June 1

Enrollment Fees

Early Enrollment

U.S. Chamber Member	\$1,295
Non-member	\$1,745
Grad-Elective	
Member/ Non-member	\$299/499

Late Enrollment

U.S. Chamber Member	\$1,495
Non-member	\$1,945
Grad-Elective	
Member/Non-member	\$399/599

Promotional Codes

Group Rate

Available to U.S. Chamber members only.
 First attendees from organization \$1,295
 Each additional attendees \$995

Friends and Family

Available to all members of the U.S. Chamber's Association Committee of 100, Chamber of Commerce Committee of 100, or Elite members of the U.S. Chamber only.

First-year attendees	\$725
Returning attendees	\$995



Attendee Testimonials

"I have been able to bring in more revenues to my chamber from the ideas that I learned at Institute. These ideas more than paid for the cost of my tuition and my associated expenses during my four years in the program."

Rozelle Webb, IOM, Executive Director, Liberal (KS) Chamber of Commerce

"I earned my CAE designation more than ten years ago and wasn't sure how IOM would compare. It was an amazing experience and I know that there is always more to learn! Thanks for an invaluable experience!"

Lynda J. Patterson, CAE, Executive Director, Wisconsin Society of Association Executives

"My first year at Institute exceeded my expectations. I walked away with some excellent contacts, wonderful friendships, and at least a half a dozen great ideas for my association. The entire experience was well worth my time and was a positive return on the financial investment my association made to allow me to attend."

Michael Smith, Director, Finance, National Telecommunication Cooperative Association

"Institute is the best kept secret in the association management world. This experience is not about attending a seminar to learn best practices—it's about taking a hard look at yourself as a professional and building lifelong relationships. It's like getting another M.B.A.—only better."

Heather Singleton, IOM, M.B.A., Senior Vice President of Education, Rhode Island Hospitality and Tourism Association

"The information that I receive at Institute helps keep me up-to-date on the latest developments in our industry including important legal requirements, like changes to the new 990. The ideas that I take back to my chamber from Institute more than justify the time and expense of participation."

Lee Carr, Executive Director, Sumter County (FL) Chamber of Commerce

"The whole Institute experience, including lessons from instructors and real world advice from my classmates, has been the most beneficial professional development event in my career."

Allen Smith, IOM, President and CEO, Greater Greer (SC) Chamber of Commerce

"As a chamber executive with less than three years experience, Institute more than met my needs for deeper understanding in delving into the world of chamber organization. The lessons learned at Southeast Institute will pay for tuition many times over."

Thomas Jennings, President, Barrow County (GA) Chamber of Commerce