



VOLUNTEERS

CBODN's services are made possible by the many volunteers who contribute their time and energy to our network and its members. We offer special thanks to those who have volunteered during the 2009 fiscal year:

“Volunteers don’t get paid, not because they’re worthless, but because they’re priceless.”

– Sherry Anderson

James Alexander
Cherie Beck
Mary Cogan
Barbara Collins
Stephan Dix
Mike Fandley
Stacey Guenther-Doten
Shirley Gross
Leni Gurin
Sunny Hester
Marty Kaufman
Nina Kern
David Lassiter
Everett Marshall

Laura Mendelow
Margaret Miller
Matt Minahan
Laurie Reuben
Sandra Robinson
Mark Sachs
Kathleen Sack
Liz Smith
Harrison Snow
Bill Tilles
Kate Trygstad
Marilyn Weinstein
Sara Williams
Ruth Zimmerman

2009 LEADERSHIP TEAM

OFFICERS

President
Michelle Poché Flaherty

Vice President
Kathryn Gaines

Past President
Laura Gramling

Treasurer
Chuck Turner

2009 ANNUAL CONFERENCE CO-CHAIRS

Lisa Gardner
Varun Malhotra

PROGRAMS CO-CHAIRS

Zsofia Paizs Greenbaum
Donna Read
Gloria Trope

COMMUNICATIONS CO-CHAIRS

Michael Berens
Erica Tetuan

MEMBERSHIP CO-CHAIRS

Jason Whitehead
Maria Furr

CAREER RESOURCES CO-CHAIRS

Barbara Rinaldi
Pam Walker

SPECIAL INTEREST GROUPS (SIGS) CO-CHAIRS

Beth Dumesco
Neville Uhles

AT LARGE MEMBERS

Joe Conroy
Yvonne Green
Lorri Manasse

WEBSITE REDESIGN COMMITTEE CHAIRS

Stacey Guenther Doten
Jason Whitehead

BUILDING NETWORKS COMMUNITIES CHESAPEAKE BAY PRACTICAL EXPERTISE THEORETICAL KNOWLEDGE ORGANIZATION DEVELOPMENT PLACE TO CONNECT EVOLVING PROFESSIONAL FIELD VISIBILITY VIABILITY ONGOING COLLEGIAL FORUMS PROFESSIONAL SKILL KNOWLEDGE DEVELOPMENT LEVERAGING PEER RELATIONSHIPS BUSINESS NETWORKING EXPANSION OF THE ORGANIZATION DEVELOPMENT FIELD SPECIAL INTEREST GROUPS NETWORKING BUILDING NETWORKS COMMUNITIES CHESAPEAKE BAY PRACTICAL EXPERTISE THEORETICAL KNOWLEDGE ORGANIZATION DEVELOPMENT PLACE TO CONNECT EVOLVING PROFESSIONAL FIELD VISIBILITY VIABILITY ONGOING COLLEGIAL FORUMS PROFESSIONAL SKILL KNOWLEDGE DEVELOPMENT LEVERAGING PEER RELATIONSHIPS BUSINESS NETWORKING EXPANSION OF THE ORGANIZATION DEVELOPMENT FIELD SPECIAL INTEREST GROUPS NETWORKING BUILDING NETWORKS COMMUNITIES CHESAPEAKE BAY PRACTICAL EXPERTISE THEORETICAL KNOWLEDGE ORGANIZATION DEVELOPMENT PLACE TO CONNECT EVOLVING PROFESSIONAL FIELD VISIBILITY VIABILITY ONGOING COLLEGIAL FORUMS PROFESSIONAL SKILL KNOWLEDGE DEVELOPMENT LEVERAGING PEER RELATIONSHIPS BUSINESS NETWORKING EXPANSION OF THE ORGANIZATION DEVELOPMENT FIELD SPECIAL INTEREST

ANNUAL REPORT 2009

WWW.CBODN.ORG

President's Report



May 1, 2009

Dear Fellow Members:

Welcome to our newly reinstated Annual Report to members. We are proud to count its production among our successes this year, as we have sought to strengthen our governing and operating infrastructure to enable CBODN to provide increasingly exceptional services to our members.

Major accomplishments in 2009 reflect our response to feedback we've received in our annual member surveys. Our members identified improved communication and networking as high priorities. We unveiled a redesigned Web site with improved navigation and updated informational postings, and introduced an online networking presence through LinkedIn. We expanded our electronic newsletter distribution from monthly to bimonthly. We reintroduced social/business networking events to supplement our popular monthly speaker programs. These improvements have been well received by our members who've communicated their approval thus far, and we're scheduled to solicit more comprehensive feedback in our next member survey later this spring.

Developments planned for fiscal year 2010 include updating our bylaws and institutionalizing the professional review of our financial and administrative practices. We also hope to significantly improve member services through expanded administrative support services to supplement and provide consistency to the significant work conducted by the members who volunteer to serve on our Leadership Team.

Because this is CBODN's first annual report to be permanently available on our Web site, we've committed a little extra space to honor what came before with a summary of the organization's history in the section titled "Origins." You'll find more details about our 2009 programs and benefits in the "Services" section. Data you'd expect to find in any annual report, including our financial health and membership demographics, are included here as well.

CBODN is a network of members. Our programs, services, culture and value are defined by you, our members, and we are grateful for the contributions you bring to our community. Thank you for your engagement with CBODN, and please continue to provide us with your input about how we can continuously improve ourselves to meet your expectations in partnership with you.

Warm regards,

Michelle Poché Flaherty, President 2008-09

Financials

CBODN has enjoyed financial growth over the past couple of years thanks to our outstanding annual conference productions. We have plowed those revenues back into improving member service and support, primarily by investing in continuously improved conference experiences. In fiscal year 2009, we also committed resources to the investment of our Web site redesign, in response to feedback from members requesting improved electronic communication and networking.

For fiscal year 2009, CBODN has adopted an operating budget of \$118,586.

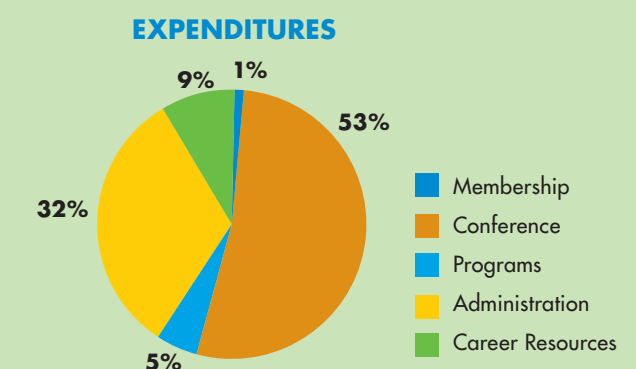
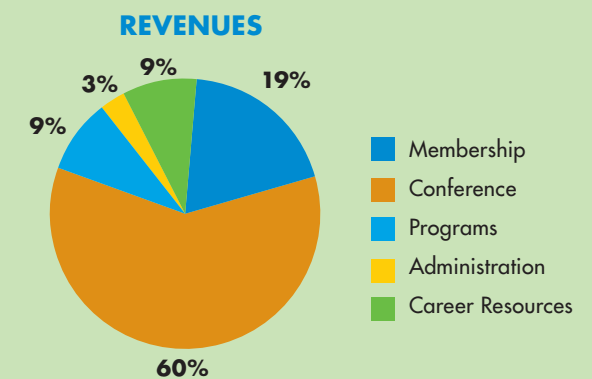
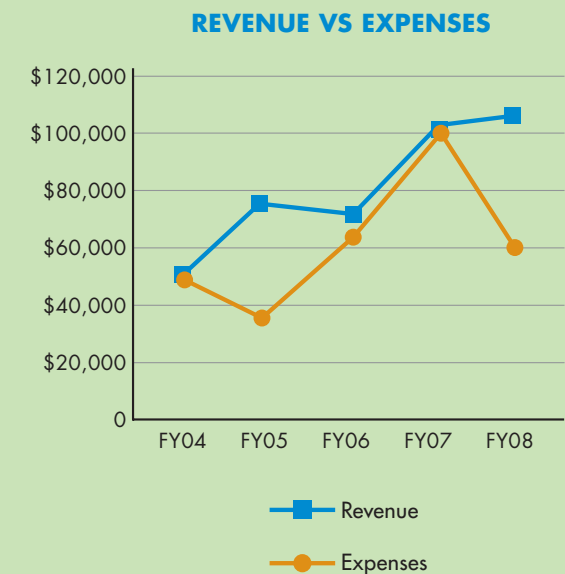
REVENUES

The majority (60%) of our revenues are budgeted from annual conference registrations, sponsorships and advertisements. Fewer than 20% of our revenues are budgeted from membership fees. The bulk of our remaining revenues are generated from monthly program registrations and through our services in career resources, which include special workshops and job postings on our Web site.

EXPENDITURES

The majority (53%) of our expenditures are budgeted for our annual conference. Another 14% is budgeted for the direct costs of monthly programs and special workshops offered by our career resources committee. It is important to note that much of the 32% budgeted for administrative costs translates into member services. For example, this category includes the cost of Web site maintenance, distributing the electronic newsletter and updates, and online event registration services. It also includes staff support for accounting and administrative services, and board support.

Feedback received through our 2008 member survey indicated a strong desire for improved communication and administrative support. In addition to the one-time investment in a Web site redesign, our Leadership Team issued a request for proposals for new aspects of administrative support. In fiscal year 2010, we anticipate some changes to the administrative portion of the budget based on changes in administrative support services and will report to our members on the status of that effort through our Web site. Furthermore, we have initiated a professional review of our financial and administrative operations, in accordance with our bylaws and generally accepted standards for non-profits. As a result, we are establishing new budget requirements for these necessary administrative expenditures in future fiscal years.



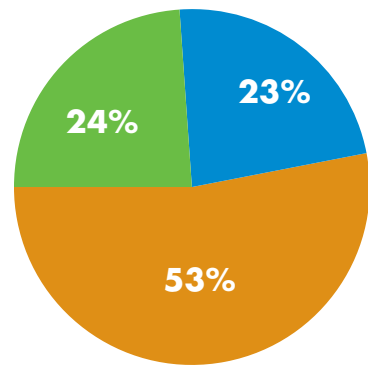
Membership

CBODN's membership totals just over 300 active members. This number has remained consistently just above or below the 300 mark for several years.

CBODN conducts an annual survey of our membership every spring. In the 2009 fiscal year, approximately 40% of our members responded to the survey. More than half our survey respondents are external consultants, and about one quarter are internal consultants. 46% are self employed, 19% work in the private sector and 17% hold government employment. Notably, 50% have 10 or more years of experience in the field of Organization Development.

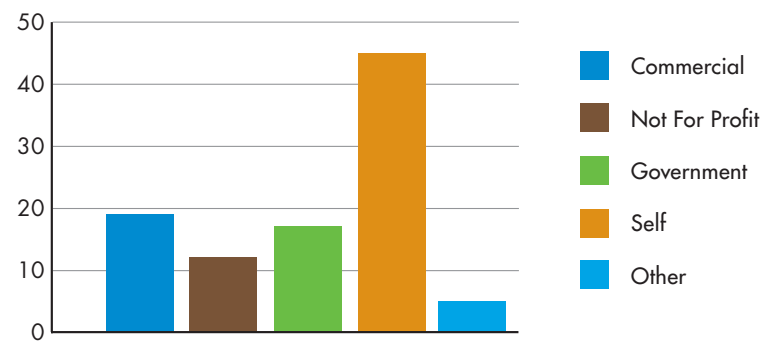
Membership fees in 2009 are \$115 per year, renewed annually on the member's anniversary. Members who renew early, without letting their membership expire, receive a discounted rate of \$95. We also offer a student membership aimed at graduate school students for \$50.

CONSULTING MEMBERS

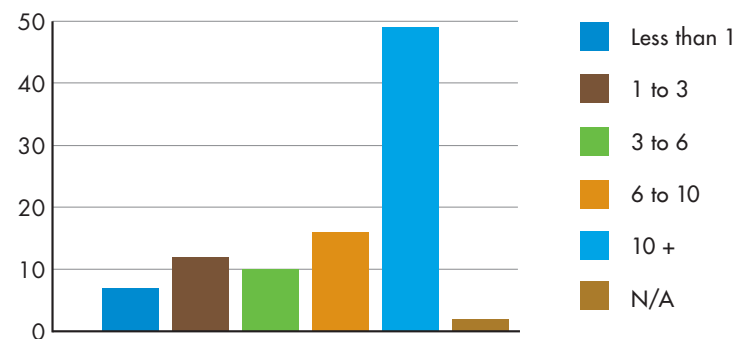


- Internal
- External
- Other

MEMBER EMPLOYMENT



YEARS IN PRACTICE



- Less than 1
- 1 to 3
- 3 to 6
- 6 to 10
- 10 +
- N/A

Origins

The Chesapeake Bay OD Network grew out of a 1984 national Organization Development Network conference held in Washington, D.C. Galvanized by participating in the creation of the conference, our founders committed to build a network that spans all the communities around the Chesapeake Bay, including Baltimore, Maryland, the District of Columbia, and Northern Virginia.

CBODN draws from a unique resource: the critical mass of higher education graduate study programs centered in the Washington, D.C. metropolitan area that contribute practical expertise and theoretical knowledge of the field of Organization Development.

Over the years, CBODN has emerged as one of the largest and most dynamic of the regional OD networks. We hold the sole distinction of having twice received the Outstanding Regional OD Network Award from the international Organization Development Network.

VISION, MISSION AND CULTURE

The intent of our founding leaders was to provide Organization Development professionals with a place to connect with each other and to help this evolving professional field grow in visibility and viability. From this vision emerged CBODN's mission to support

- Ongoing collegial forums
- Professional skill and knowledge development, leveraging peer relationships
- Business networking
- Expansion of the Organization Development field

Our association culture centers on inclusion and valuing diversity to share, network and learn about "cutting edge" OD practices.

CBODN Founders

Ralph Bates
Kari Fisher-Uman
Denny Gallagher
Jane Gouveia
Paul Hottle
Gail Hughes
Bob Marshak
Nedra Weinstein

CBODN Presidents

Michelle Poché Flaherty 2008 - 2009
Laura Gramling 2007 - 2008
Laura Gramling 2006 - 2007
Mike Fandey 2005 - 2006
Laurie Reuben 2004 - 2005
Patricia DiVecchio and Todd Erickson 2003 - 2004
James Alexander 2002 - 2003
Sharon Newman 2001 - 2002
Linda Smith 2000 - 2001
John McCall 1999 - 2000
Myrna Beal 1998
Betsy Hostetler 1997
Diane Hetherington 1996
Judy Lewis 1995
Sheila Haji 1994
Brenda Jones 1993
Peter Norlin 1992
Judith Leibowitz 1991
Judy Vogel 1989 - 1990
Nedra Weinstein 1988 - 1989
John Shannon 1987 - 1988
Ralph Bates 1985 - 1987

Note: from 1991 through 1998, CBODN operated on a calendar year. From 1984 through 1990 and again beginning in 1999, CBODN has operated on fiscal year of July 1 - June 30.

Services

ANNUAL CONFERENCE

Our one-day conference continues to stand out as CBODN's signature event. In 2009, our keynote speaker is Edgar H. Schein, credited for coining the term "organizational culture" and best-selling author of 14 books, including *Organizational Culture and Leadership* and *Career Anchors*. Schein is the latest addition to a strong legacy of keynote speakers for the CBODN conference that includes Peter Block (2008), Peter Senge (2007) and Margaret Wheatley (2006).

The 2009 conference, themed "Organization Development and Change: Helping Organizations Navigate Tough Economic Times," also features 15 different breakout sessions covering the extraordinarily wide range of topics we include under the vast umbrella of Organization Development. 2009 session topics include case studies in change management, coaching, project management, the importance of diversity and cultural competence, knowledge retention, attachment theory, leadership development, global consulting, data gathering to measure return on investment, a Buddhist approach to emotional intelligence, and how to build trust with clients. Presenters of sold out breakout sessions are invited to return to CBODN at future monthly programs.

With special early-bird pricing (\$299 in 2009) and member discounts, conference registration continues to be a great bargain for CBODN members, as well as a great opportunity for non-members and students.

Networking mixers allow our members an opportunity to socialize with like-minded professionals and develop substantive business leads with other consultants in the region.

MONTHLY PROGRAMS

Our monthly programs are the mainstay of CBODN's member services. We alternate between mixers and presentations. Networking mixers allow our members an opportunity to socialize with like-minded professionals and develop substantive business leads with other consultants in the region.

Presentations are offered on professional development topics by speakers with new perspectives in the OD field. Given the availability of graduate degree and certificate programs offered by universities in our region, we seek to avoid redundancy with those offerings by making a concerted effort to feature topics that would be of interest not only to newcomers to our profession but also to seasoned OD practitioners, thereby serving the full range of our members.

Professional programs offered during fiscal year 2009 have included:

- *Institutional Strategies for Sustainable Development*
PRESENTED BY Linda Likar and Robert Clement-Jones
- *Using the Gallup Q12 to Measure and Increase Employee Engagement*
PRESENTED BY Neville Uhles
- *Negative Capability and Its Role in Leadership and Organizational Consulting*
PRESENTED BY Anil Behal
- *Adding Human Performance to Your Toolkit: A Key to Ensuring Success with Your Clients*
PRESENTED BY Dr. James Alexander
- *Secrets of Our Breath: A Holistic Approach to Organizational Development*
PRESENTED BY Aman Gohal
- *Use Stories to Elicit Trust and Loyalty: A Cornerstone of Talent Retention*
PRESENTED BY Annabelle Reitman and Lynne Feingold

Professional programs are offered at \$35 for members on the fourth Tuesday of the month at rotating locations in the DC metro area. Presentations are from 6:30 – 8:30 p.m., preceded by networking and a light supper. A calendar of upcoming events can be found on the Web site at www.cbodn.org.

SPECIAL INTEREST GROUPS

Special Interest Groups, or SIGs, are self-defined and self-directed groups with shared interests related to Organization Development that meet monthly. Their purpose is to provide ongoing dialogue and peer relationships around their identified commonality. Some SIGs are organized around a geographic sector of our region and welcome all OD practitioners in that area for networking purposes. Others are structured according to a particular topic of interest, and attract practitioners from throughout the region with an interest in their given subject.

Our SIGs have remained a strong and popular networking opportunity in our community. Active SIGs during the 2009 fiscal year include:

- Baltimore-Washington Corridor
- Coaching
- Government Practitioners
- International
- Northwest DC
- Organizational Constellations

Most SIG gatherings are free, and membership in CBODN is not required to participate in SIG meetings. SIGs are not managed directly by CBODN but are supported by CBODN through announcements in CBODN's newsletters and Web site. In turn, SIG leaders announce all upcoming CBODN news and events at their gatherings.

CBODN WEBSITE

In 2009, CBODN completed a comprehensive redesign of our website. Thanks to the exceptional volunteer work led by Stacey Guenther Doten and Jason Whitehead, this two-year project has resulted in the unveiling of our new logo, our new and improved Web site, and an improved image and communication system for our organization. In addition to posting news and information, our Web site features exclusive benefits for dues-paying members to connect them to the business community, prospective employers and clients.

Consultants Directory

As an exclusive service to our members, CBODN lists members' professional contact information and areas of specialty on our Web site. This searchable directory is accessible to any prospective clients who contact CBODN or come across our Web site in search of OD service providers.

Job Postings

Accessible to CBODN members only, the job postings page of our Web site lists OD consulting positions and similar opportunities available in our metropolitan region.

MENTOR PROGRAM

For several years, CBODN has offered a mentoring program at no charge to its members. The program matches seasoned practitioners who have volunteered to serve as mentors with members who have expressed an interest in the program. These self-appointed protégés typically gain professional and career advice, coaching and networking support from their mentors.

In 2009, CBODN has evaluated its mentoring program and is considering revisions. With only six current pairs of members participating in the program, CBODN's leadership team may redirect the resources that support this program toward other networking services that might benefit a larger number of members. Alternative methodologies, including those supported by electronic file sharing and Internet networking, will be explored during the 2010 fiscal year.

ELECTRONIC NETWORKING

In 2009, CBODN launched a new members-only service by establishing a group on LinkedIn. LinkedIn is a business-oriented social networking Web site. CBODN's group presence on LinkedIn provides our members with a convenient online environment to professionally network, share information, find job leads, ask and answer questions, and participating in online discussions among professionals with shared interests. As of March 30, 2009, 115 members had already joined the CBODN LinkedIn group.