



NATIONAL ASSOCIATION OF
Community Health Centers, Inc.

Attend NACHC's training!

2010 TRAINING

Strategic and Business Planning Seminar

This seminar will offer instruction regarding the critical and optional tasks, analyses and participants needed to develop a strategic plan that directs your health center's future. The presenters will review each component of the strategic planning development process, including a case study that will give attendees practical experience.

Agenda: Understanding the Importance of Strategic Planning

The Strategic Planning Process

- Participants and Roles
- Developing a Community Needs Assessment
- Developing a SWOT Analysis
- Planning Logistics
- Documenting the Strategic Plan
- Developing an Implementation Plan

Strategic Planning Case Study

Basics of Business Planning

Presenters:

Curtis Degenfelder, *Managing Director, RSM McGladrey, Santa Monica, CA*

Michael R. Taylor, *President, Precision Resources, Inc., Hartford, CT*

San Francisco, CA March 24–25, 2010

Hyatt at Fisherman's Wharf
555 North Point Street
San Francisco, CA 94133
Tel: 1-800-233-1234

Room Rate: \$129 S/D per night

The last day to reserve your hotel room is **March 2, 2010**

Chicago, IL August 10–11, 2010

Hyatt Regency Chicago
151 E. Wacker Drive
Chicago, IL 60601
Tel: 1-312-565-1234

Room Rate: \$159 S/D per night

The last day to reserve your hotel room is **July 19, 2010**

Registration Fee: \$250

Duration of Training: 1½ days



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Strategic and Business Planning Seminar

AGENDA

DAY ONE

- 8:00am** **Registration and Continental Breakfast**
- 8:30am** **Strategic Planning - The Overview and Framework**
Objectives: This session will define and review the importance of the strategic planning process, review the underlying rationale for different planning cycles, link the strategic planning process to the development of annual budgets and business plans, discuss the roles and responsibilities of key participants in the plan development process, and review the relevance of mission, vision and value statements.
Speaker: Curt Degenfelder, *RSM McGladrey*
- 10:30am** **Break**
- 10:45am** **Strategic Planning - The Overview and Framework (cont'd)**
Speaker: Curt Degenfelder, *RSM McGladrey*
- 12:30pm** **Lunch Provided**
- 1:30pm** **Strategic Planning - The Process**
Objectives: This session will review the plan development process including key elements of Market and SWOT analyses, how to use the planning retreat to elicit broad input and reach consensus, translating goals into strategies.
Speaker: Mike Taylor, *Precision Resources, Inc.*
- 3:15pm** **Break**
- 3:30pm** **Strategic Planning - The Process (cont'd)**
Speaker: Mike Taylor, *Precision Resources, Inc.*
- 5:00pm** **Adjourn Day One**

DAY TWO

- 8:00am** **Continental Breakfast**
- 8:30am** **Strategic Planning Case Study**
Objective: This session will afford attendees an opportunity to apply the lessons learned on Day One by working with the presenters and other attendees on this group exercise to develop a strategic plan for Onawing Community Health Center.
Facilitator: Mike Taylor, *Precision Resources, Inc.*
- 10:30am** **Break**
- 10:45am** **Business Planning – Situations Requiring a Business Plan**
This session will review the situations that necessitate a business plan and will include key elements of its content, tips for implementing the plan and monitoring progress.
Speaker: Curt Degenfelder, *RSM McGladrey*
- 12:30pm** **Adjourn Seminar**

REGISTRATION FORM

Strategic and Business Planning Seminar



NATIONAL ASSOCIATION OF
Community Health Centers, Inc.

PARTICIPANT INFORMATION

Name _____

Title _____

Email _____

Organization _____

Address _____

City, State _____ Zip _____

Phone (_____) _____ Fax (_____) _____

Registration is not final until NACHC confirmation is received. This may take up to two weeks from NACHC's receipt of REGISTRATION FORM.

COST INFORMATION

Strategic and Business Planning Seminar

San Francisco, CA, March 24–25, 2010

Chicago, IL, August 10–11, 2010

Registration \$250 per person \$ _____
(includes continental breakfast beginning at 7:30am)

PAYMENT INFORMATION

Please check your method of payment.

Check (payable to NACHC) MasterCard Visa American Express

Total amount enclosed \$ _____

Card Number _____ Expiration Date _____

Print name as it appears on credit card _____

Cardholder's signature _____

Note: Payment MUST accompany registration form. DO NOT fax forms WITHOUT payment information.

Online registration
is available.
Go to www.nachc.com
"Conferences and
Trainings," find the date and
name of the training and
click.

or

Return with your
payment to:

NACHC – Meetings
7200 Wisconsin Avenue
Suite 210
Bethesda, MD 20814
Telephone 301/347-0400

or

fax to
301/347-0457

Registration information must be received at NACHC at least seven business days before the training date to assure complete processing of registration before the training.

NACHC Cancellation Policy

- ◆ Cancellations received seven calendar days on/before the seminar date will be assessed a \$100 processing fee.
- ◆ Cancellations received after the seven-day period are nonrefundable and non-transferable.
- ◆ "No-shows" are non-refundable.