

## BOB GRAGSON

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### STRENGTHS

#### **Nonprofit Management... Business Management... Leadership**

22 years demonstrated ability as nonprofit chief executive officer. In-depth generalist experience in all non-profit operations. 7 years experience as volunteer community organizer. Catalytic leader. Creative problem solver. Capable administrator and public speaker. Politically astute. Computer administrator. Former business owner.

### EDUCATION

#### **MBAc, Entrepreneurship (2009)**

Walden University

#### **Graduate Studies, Public Administration – 54 hours**

The Evergreen State College, Olympia, WA

#### **BA, Business Administration and Philosophy**

Furman University, Greenville, SC

### EXPERIENCE

COMMUNITY GROUNDWORKS, Madison, WI

Sept. 2007 – Mar. 2009

#### **Executive Director**

Responsible for overall management including fundraising, budgeting, planning, operations, board and public relations, networking, advocacy, program development, and 26-acre site. Oversaw 4 full-time staff and 7-10 interns. Administered budget of \$280,000.

- Led planning process transforming organization from a local grassroots organization to a regionally-oriented gardening and farming community education agency with broader vision and mission
- Overhauled financial reporting system improving financial management
- Established fund development, nominating, planning, and finance committees
- Developed fundraising plan to diversify revenue streams
- Developed organization's first e-commerce website
- Developed, wrote, and edited two email newsletters doubling subscriptions to 1,600

SOLAR LIVING INSTITUTE, Hopland, CA

Mar. 2003 – Sept. 2007

#### **Executive Director**

Responsible for overall management including fundraising, budgeting, planning, operations, board and public relations, networking, advocacy, program development, and 12-acre site. Oversaw 9 full-time and 1 part-time staff and up to 25 interns annually. Administered budget of over \$850,000.

- Decreased annual deficit \$65,000, or over 85%, in first year, eliminated deficit in 3 years, and generated \$100,000 surplus by fourth year
- Developed, maintained, and promoted original e-commerce site with over \$350,000 annual gross sales of workshops, memberships, donations, and books
- Managed systems upgrade to integrate website, ecommerce, and back office database operations to improve productivity and prepare for future growth
- Developed, wrote, edited semi-monthly e-newsletter (increasing circulation from 2,000 to 21,000) to increase sales revenue
- Reduced annual insurance cost by \$10,955, over 40%, with no coverage reduction
- Developed web-based flood relief campaign raising \$80,000 in 6 weeks and managed 5 restricted flood funds for rebuilding site and intern village (2006)
- Eliminated property taxes through welfare exemption with Board of Equalization
- Expanded mailing list by over 25,000 names, or 300%, by establishing registration stands on site, and through festival outreach events and website registrations
- Developed monthly continuous giving program to broaden revenue streams
- Initiated first organizational independent audit
- Created first fundraising plan to increase revenue and revenue streams
- Wrote organization's first personnel policies, initiated first safety program, developed first organizational investment policy, improved budgeting, and established agency's employee health insurance program

GRAGSON.COM Apr. 1998 – Mar. 2003

**Web Developer**

Developed and maintained websites for Wild Goats Coffee & Café (1998-2003), Streetsboro Chamber of Commerce (1998-2000), Streetsboro Visitors and Convention Bureau (1999-2000), Portage County Literacy Coalition (1998-2000), United Way of Portage County (1998-2003), and Green Party of Ohio (2000-2003).

DANCING GOATS, INC. (Wild Goats Coffee & Café), Kent, OH Nov. 1996-Mar. 2003

**Vice President (Owner)**

Managed IT, website, ecommerce sales, and early morning operations of family business.

UNITED WAY OF PORTAGE COUNTY, Ravenna, OH Nov. 1995 – Mar. 2003

**President and CEO**

Responsible for overall management, fundraising, fund distribution, communications, community building, and program development. Administered budget of \$1,180,000. Supervised 6 full-time and 2 part-time staff. Maintained LAN with 10 workstations.

- Led \$108,281, or 10.1%, increase in fundraising in 5 years
- Obtained \$25,000 matching grant for leadership giving program
- Created volunteer center to broaden organizational focus and appeal
- Designed/implemented program funding to improve fund distribution system
- Initiated community needs and assets assessment to focus fund distribution process
- Coordinated media strategy to raise visibility and promote effective public relations
- Implemented strategic planning process for more organizational direction
- Established “open door” policy to facilitate office communication among staff
- Upgraded computerization to increase productivity and data utilization
- Developed/maintained website and produced email newsletter distributed to 2,000

UNITED WAY OF CHAVES COUNTY, Roswell, NM July 1991 – Oct. 1995

**Executive Director**

Responsible for overall management, fundraising, fund distribution, communications, and program development. Administered budget of \$665,000. Supervised 2 staff and coordinated over 150 volunteers.

- Provided \$100,000 of in-kind gifts to local nonprofits with gifts-in-kind program
- Managed \$35,000 federal grant starting child sexual assault victim interview program
- Conducted 25-hour planning process for a community agency in financial trouble
- Initiated development of 5-county CFC reducing costs and increasing revenue 60%
- Increased visibility with 500+ yard signs/banners
- Established staffed leadership giving program
- Decreased expenses by 8% in first 2 years and facilitated first planning process
- Initiated Youth United Way resulting in \$500 in fundraising, 29 students attending agency tours, and 7 students allocating \$2,319 in program’s first year

UNITED WAY OF LEWIS COUNTY, Centralia, WA Mar. 1987 – July 1991

**Executive Director**

Responsible for overall management, fundraising, fund distribution, communications, and program development. Administered budget of \$370,000. Supervised 3 staff and 5 loaned executives. Coordinated over 100 volunteers. Increased revenues \$139,000, or 60%.

- Started volunteer center (3 grants) creating stronger community volunteer programs
- Founded leadership giving club (91 members/12% of total revenue in first year)
- Created assistance fund and raised over \$19,000 to respond to county flood
- Improved financial stability by creating initial reserves of \$32,000, initiating financial audits, and implementing financial statement and budgeting changes

THURSTON COUNTY COMMISSIONERS, Olympia, WA Jan. 1987 – Feb. 1987

**Budget Intern**

## **ADDITIONAL EXPERIENCE**

### **Public Speaking**

- *Valley Voices Toastmasters*, Roswell, NM (President, Club Specialist, 1994-95)
- *Roswell Noonday Toastmasters*, (1991-94; President, 1992; First Place, Div. E, Dist. 23 International Speech Contest, 1992; Chairman, PR Committee, Dist. 23 Conference Planning Committee, 1992; Judge, Dist. 23 Reading Contest, 1993)
- *Chehalis-Centralia Toastmasters*, (1987-91; President, 1991; 2<sup>nd</sup> Place, Dist. 32 Int'l. Speech Contest, 1991; Chairman, Registration, Dist. 32 Conf., 1991)

### **Community Organizing**

*Central America Action Committee*, Olympia, WA (Coordinating Council, 1983-85)

- Created and coordinated citywide canvass campaign and phonebank fundraiser

*Friends United for Safe Energy*, Greenville, SC (Coordinator and Spokesperson, 1978-79)

- Conducted live TV/radio interviews and organized press conferences
- Organized two citywide, four-day speaking/media tours for out-of-town speakers
- Organized 43-passenger, 500-mile bus trip to event of 100,000
- Liaison to statewide organization and national conference

### **Community Involvement**

- *Rotary Club of Madison* (Member, 2008-2009)
- *Greater Madison Chamber of Commerce* (Member, 2008-2009)
- *Rotary Club of South Ukiah* (Secretary, 2004-2006; Member, 2003-2006, Triathlon Committee (Bike Race co-chair and chair), 2004-2006; booked 17 programs)
- *Greater Ukiah Localization Project - GULP* (Steering Committee, 2005-2006)
- *Kent Rotary Club* (1996-2003; booked 14 programs; 2 years perfect attendance)
- *Streetsboro Chamber of Commerce* (President, 1998; Board of Directors, 1996-99)
- *Chaves Co. Emergency Food & Shelter Board*, Roswell, NM (Chairman, 1992-95)
- *Chaves Co. United Literacy Action Coalition*, Roswell, NM (1992-95; Convener, 1992; Chairman, Grant Development Committee, 1993-94)
- *Roswell Rotary Club* (1991-95; Chairman, Membership Development., 1992-95; recruited 16 members; Foundation Board, 1993-95; 4 years perfect attendance)
- *REACH 2000*, Roswell, NM (1991-95; Exec. Committee, 1993-95; Treasurer, 1994-95; Chairman, Admin. Committee, 1994-95; Planning Facilitator, 1994-95)
- *Job Service Employers Council*, Roswell, NM (1991-95; Treasurer, 1993-95)
- *Job Service Employers Committee*, Lewis County, WA (Chairman, 1988-91)
- *Centralia Rotary* (1987-91; recruited 7 members; Chairman, Membership, 1990)
- *Thurston County Literacy Council*, Olympia, WA (President, 1983-84)

### **Professional Training**

- Building Your Business: Implementing the United Way Brand Strategy (2002)
- Major Individual Gifts Development (1997)
- National Conference on Philanthropy and Development (1995)
- Group Facilitation Methods, Institute of Cultural Affairs (1994)
- IBM Transformational Leadership (1993)
- Financial Management for Non-Finance Personnel (1988)
- The United Way System: The Role of the Professional (1987)

### **Other**

- Candidate: Ukiah (CA) City Council (2004); Kent City (OH) School Board (2001)
- Secretary, Green Party of Ohio (2000-2003)
- Treasurer, two city council campaigns (1984, 2001)
- County coordinator of two presidential campaigns (1999, 2000)
- Leadership Portage County (Class of 1997)
- United Way South Central Regional Council (1994-95; Co-Chair, Training, 1995)
- NM First (Participant, 9<sup>th</sup> NM Town Hall: "Financing NM Government," 1992)