



JANET S. COHEN

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CAREER OBJECTIVE: Trainer and Consultant for nonprofit organizations

MAJOR ACCOMPLISHMENTS:

Consultant and Trainer, Janet S. Cohen, Consulting & Training Services, San Carlos, CA 1995-pres and CompassPoint Nonprofit Services, 1998-present.

- * Consulting services and interactive worksessions for nonprofit organizations throughout the U.S., focusing on diversification of revenue through creation of new businesses or expansion of existing services. Teaching and coaching in market research, feasibility analysis, marketing and business planning.
- * Facilitating strategic planning, marketing, earned income planning meetings and processes, as well as other meetings and focus groups for local and national organizations.
- * Providing management consulting services to nonprofit organizations, their executive directors and Boards of Directors.
- * Serving in interim executive positions in nonprofit organizations during periods of, or after, a transition.
- * Training nonprofits nationally on working as Employer Networks under Social Security's new Ticket to Work program, under contract with NISH.
- * Teaching courses in S.J. State University Certificate in Nonprofit Management program.

Director of Business Development Services, Sr. Consultant, The National Center for Social Entrepreneurs, Minneapolis, MN, 1997-2002.

- * Developed business development processes and materials for use by consultants working with nonprofit organizations which want to develop an idea into a business.
- * Developed and delivered a six part training series for Honolulu nonprofit organizations to do portfolio analysis for opportunities to generate earned income from their operations.

- * Delivering consulting services to nonprofit organizations throughout the United States who are pursuing the generation of earned income from existing or new services or products and target markets. Coaching on market research, business and marketing plans, new product or service development with individual client organizations.

Chief Executive Officer, Executive Director, Project HIRED, Sunnyvale, CA, 1984-94.

- * Directed Project HIRED, which has placed over 2500 disabled persons, managing all legal, financial, and program responsibilities. Created new program ideas, then obtained and maintained funding through Federal and State grants, foundation grants, corporate cash and in-kind contributions.
- * Increased program budget from \$82,000 to \$2.3 million, with in-kind support through office space, equipment and services exceeding \$175,000 per year.
- * Diversified sources of funding from 96% Federal to multisource revenue with Federal grants supplying 15% of revenues.
- * Developed innovative business ventures from inception of idea to funding, start-up, and successful programs. Launched HIRE TEMPS, a temporary employment service, with annual revenue in excess of \$1 million in its third year. Opened San Mateo office of HIRE TEMPS in 1994. Created Managed Services division in 1994 with 2 contracts to employ disabled persons at V.A. Medical Centers.
- * Wrote all proposals for Federal and foundation funding, eliciting five-year Federal grants and several foundation grants in nationwide competitions. Negotiated and managed grants as well as temporary services contracts with major corporations.
- * Directed the incorporation of Project HIRED from a field office of the Electronic Industries Foundation into an independent nonprofit employment service.
- * Created Board of Directors and Business Advisory Committees. Recruited private sector volunteers with a variety of expertise from major corporations. Over 3300 corporate manhours were devoted to various projects in FY'94.
- * Developed and implemented marketing strategies which attracted and retained over 850 local businesses as participating employers.
- * Designed public awareness marketing plans, resulting in annual Recognition Breakfast which draws 500 corporate individuals, public service announcements in local print and broadcast media, and feature stories on local, national, and international television.
- * Frequently presented informational seminars to corporate staff and the public on issues relating to the employment of disabled persons, including the ADA, and business ventures in nonprofits. Delivered keynote addresses, as well as customized programs for employers, job fairs, and personnel associations throughout the Bay Area.
- * Consulted nationally with nonprofit agencies. Served on Department of Education Site Audit Team as well as peer review teams for Federal project awards. Conducted training sessions at national and regional conferences, including groups such as the Inter-National Association of Business Industry and Rehabilitation, California Association of Nonprofits, National Industry Liaison Group, and other human resource association

* **AWARDS:**

DISTINGUISHED SERVICE AWARD from President's Committee for Employment of Persons with Disabilities to Project HIRED in 1993.

DISTINGUISHED SERVICE AWARD from Governor's Committee for Employment of Disabled Persons to Project HIRED in 1992.

AWARD FOR EXCELLENCE by Management Center of San Francisco to Project HIRED in 1989.

CURRENT LEADERSHIP POSITIONS ON BOARDS OF DIRECTORS:

Vice Chair, TransAccess
Executive Committee, HOPE Rehabilitation Services

RECENT PUBLICATIONS:

Entrepreneurial Spirit: Opportunity's Knocking. Are You Ready?
Nonprofit World, Vol. 16, #5, Sept-Oct '98

You've Got to Know When to Hold 'Em, Know When to Fold 'Em
Nonprofit World, Vol. 17, #1, Jan-Feb '99

EDUCATION:

Marketing certificate, New Product & Services Marketing, Univ. of California, Santa Cruz

M.A. - University of Maryland - Speech Pathology.

B.A. - University of Massachusetts - Speech Pathology

Coursework at University of Virginia in **Special Education** and other areas.

Janet S. Cohen
Interactive Training Services for Nonprofit Organizations

Jan Cohen wants your nonprofit organization to be thriving in the Year 2005, regardless of changing priorities of your funding sources!

Learn from these interactive, skills-building worksessions:

- EndDependence 2005:** Worksessions for those who want to diversify to be less dependent on public or foundation funding. Get started on a step-by step proven process. Customize templates to begin work on your ideas to generate revenue from services, products, and businesses.
- You've Got to Know When to Hold 'em, Know When to Fold 'em:** On-site worksession for groups who don't have the excess resources or capacity to create new services for their current and future customers. A process to objectively decide together whether to keep, change, contract out, give away, or discontinue programs or services.
- It's a Business: Manage it Like a Business:** A worksession for those who want to manage world class nonprofit organizations utilizing the best trends in management from the business world -- made relevant to the nonprofit world. Features lots of examples and time to plan your own implementation.
- "Someone please tell me: Is this idea feasible? Can we do this...and make money too?"** A worksession for those with lots of great ideas -- or 1 special one, who want to utilize a process to assess feasibility before committing scarce resources or seeking new resources for implementation. Discussion, examples, step-by-step guidelines.
- Marketing Secrets 101: Listen! Your customers are designing your future services! Listen....Strategize....Focus....Plan....Check back....Deliver:** A worksession on Market Planning to help focus your planning efforts on the services needed and wanted by current and potential customers. Don't expend resources "guessing" what they might want! Get started: discover, then be the first to offer those services.
- Temporary Employment Services: Is it too late to get on this train?** A worksession for organizations whose job seeker customers are welfare recipients, persons with disabilities, teens, etc. to learn: What is involved, both costs and risks, in setting up and managing this business? How does this business work? How do you find niches? What partnerships are possible? Can a nonprofit really make money in this business?

Jan Cohen has been a trainer and consultant to nonprofit organizations throughout the U.S. for over 18 years. Jan is also an Affiliate Consultant with CompassPoint Nonprofit Services Consulting Group. Jan's background includes 5 years as Senior Consultant with the National Center for Social Entrepreneurs, and 10 years as Chief Executive Officer of Project HIRED, a nonprofit employment service for persons with disabilities. Under her leadership, Project HIRED grew from a budget of \$50,000 to a budget of \$2.3M, with 85% of revenue self generated from businesses, such as HIRE TEMPS, Managed Services, and a Corporate Services Division. Jan is a Board member of local and national nonprofit organizations. In addition to her B.A .and M.A., Jan has a New Product and Service Marketing certificate from the University of California at Santa Cruz.