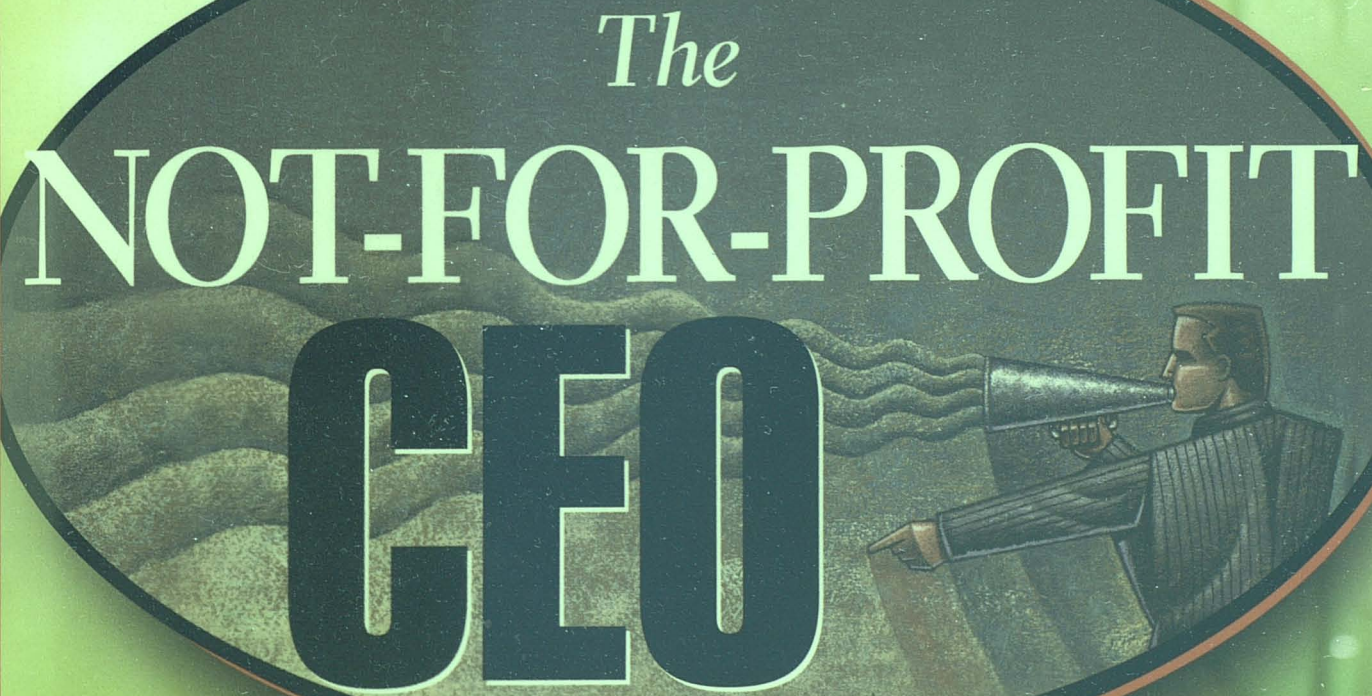


*The*  
**NOT-FOR-PROFIT**  
**CEO**

An illustration within a dark oval frame shows a man in a dark suit and tie, seen from the side, shouting into a megaphone. He is holding a briefcase in his left hand. The background of the illustration consists of rolling, grassy hills under a dark sky. The text 'The NOT-FOR-PROFIT CEO' is overlaid on this scene.

**How to Attain & Retain the Corner Office**

**WALTER P. PIDGEON JR.**

\$39.95 USA  
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## How to Attain & Retain the Corner Office

**T**he *Not-for-Profit CEO: How to Attain & Retain the Corner Office* is designed to help those who aspire to make a long-term career investment in a significant leadership role in the not-for-profit community.

Written by a respected authority and frequent speaker, it offers valuable guidance not only on attaining but also retaining the position of CEO by reviewing the life cycle of a professional leader. This book is a core reference on how to make a significant difference in the not-for-profit world and how to be properly positioned to become a key leader in the not-for-profit community.

Based on research conducted with the support of the American Society of Association Executives (ASAE) involving more than 100 not-for-profit CEOs, as well as the author's professional background, *The Not-for-Profit CEO* serves as both an authoritative reference guide and a practical workbook. In addition to sample tables, forms, and checklists, it offers case studies of leading not-for-profit CEOs, complete with illuminating interviews that enable readers to understand and implement the proven steps destined to get them to the top seat of any not-for-profit organization.

Packed with material covering every step of the journey to the CEO's chair, *The Not-for-Profit CEO* is conveniently organized into eight sections:

- The Evolution of the Not-for-Profit CEO Position

*(continued on back flap)*





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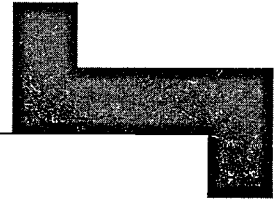




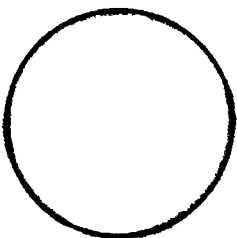
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WALTER P. PIDGEON JR.



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# Dedication

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**I**n thinking about who would be the ideal person to dedicate this publication to, several individuals came to mind. Should it be those who came before us, who started a whole new sector to serve humankind? They certainly deserve to be thanked. Should I thank those who understood the need to introduce the first paid, full-time employees to serve not-for-profit organizations? After all, without them, where would we be? I began to wonder if I should dedicate the book to those who transformed mere employees into trained managers of highly successful not-for-profit institutions in the last century. If it were not for those dedicated individuals, the role of the chief executive officers would not exist and they would not have become key players in our not-for-profit institutions today.

What about the current array of quality professionals who are playing a greater leadership role rather than just a pure management role? By doing so, they are helping to move the organizations they serve and the overall CEO role to a higher level than ever. They really need to be thanked as well.

I began to ponder what could happen in the future. Who is going to advance the full-time leadership role in not-for-profits to the level that it richly deserves; namely, a profession? Who are those individuals? Are they conducting research, or will they be conducting research in the future? Will they publish a work that profoundly affects our field, or will they speak out for elevating our career choice to a profession as recognized by people both within and outside of our sector?

So it is that a difficult choice became a little easier when I realized that everyone of these individuals are truly deserving of special recognition.

Therefore, it is my honor and pleasure to dedicate this book to those individuals in the past, present, and future who have spent or will spend their careers with distinction as professional leaders in the not-for-profit sector.

*August 2004*

WALTER P. PIDGEON JR.





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