



Board of Directors Training:

Working Together Effectively to Best Serve the Community



CHOOSE THE ONE DATE AND LOCATION BEST FOR YOU: [AdvantageOakland.Eventbrite.com](https://www.eventbrite.com/e/advantageoakland-board-of-directors-training-tickets-754444444444)

Advance Registration is free and required. Light dinner included. Check-in begins at 5:30 PM. Workshop starts at 6 PM.

OCTOBER 20, 2026 | 5:30 pm to 9 pm

Oak Park Municipal Services Building,
14300 Oak Park Boulevard, Oak Park | Room #4

OCTOBER 21, 2026 | 5:30 pm to 9 pm

Wixom City Hall, Council Chambers,
49045 Pontiac Trail, Wixom

OCTOBER 27, 2026 | 5:30 pm to 9 pm

Orion Art Center - Moosetree Studio,
3191 Clarkston Road., Lake Orion

ABOUT THE WORKSHOP

Designed specifically for DDA and Main Street board members and staff, this interactive workshop delivers a turnkey training solution. Instead of spending valuable time creating original training materials, downtown managers receive a ready-made, essential tool to seamlessly integrate into their annual meeting and professional development schedule.

Empower your board volunteers to understand their vital roles, enhance individual leadership, and operate as a high-performing team – making this a must-attend event for every local board member.

POW! Strategies delivers a tailored, engaging two-hour session complete with interactive Q&A. Custom-crafted to address Main Street Oakland County's specific community needs and opportunities, the program covers core fundamentals of board management, including:

- Master downtown management: Striking the perfect balance between Main Street and DDA frameworks
- Implement proven best practices for effective boards of directors
- Realize the full value and economic impact of dedicated downtown management
- Optimize staff and board management dynamics
- Clarify roles and responsibilities for boards, committees, and chairpersons
- Actionable tips and strategies to take back home: Recruiting volunteers, engaging colleagues, empowering passionate advocacy, successful fundraising, conflict resolution, consensus building, and more
- Define clear boundaries and collaborative responsibilities for professional staff
- Experience a dynamic peer-to-peer environment where you will explore the real-world nuances of leading boards and managing downtowns through interactive dialogue, tackling tough questions, and sharing high-impact engagement strategies.
- Navigate governance rules and procedures effortlessly (OMA, Robert's Rules, PA57, and reporting requirements)

Before the workshop, participants complete a brief online organizational self-assessment so we can target and address the real-world issues most relevant to your community during and after the session.

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SPEAKER



Cristina Sheppard-Decius, CMSM

Founder/President

POW! Strategies, Inc.

POW! Strategies, Inc., is a strategic planning, business development and communications firm helping communities and businesses grow. With over 25 years of downtown management and public relations experience, Sheppard-Decius also provides educational training, assessments, coaching, project development and executive management services. She is known nationally and locally for her proven track record of revitalizing Downtown Ferndale (2000-2015); building a collaborative organizational framework in Downtown Dearborn (2015-2022); and serving as the executive director for the Birmingham Shopping District (2022-2024). She has served as the Chairwoman of the Michigan Downtown Association since 2020. Recognized as one of Crain's Detroit Business 40 Under 40 (2009), Sheppard-Decius holds a B.A. in Public Relations from Western Michigan University and is a Certified Main Street Manager (CMSM) of the National Main Street Center.

AGENDA

5:30 p.m. – Check-In and Light Dinner

6:00 p.m. – Training Begins

9:00 p.m. – Training Ends

Questions? Contact

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