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Volunteer Management Pioneer, Marlene Wilson, Shares Favorite and Most-requested Presentations



September 1, 2008 — [Energize, Inc.](http://www.energizeinc.com), an international training, consulting, and publishing firm specializing in volunteerism, is proud to announce the release of Marlene Wilson's new book, ***Visionary Leadership in Volunteer Programs: Insight and Inspiration from the Speeches of Marlene Wilson*** (Energize, Inc; September 2008; Trade paper; \$16.95; e-book, \$12.00).

One of the true pioneers of volunteer management, Marlene Wilson has shared her vision and practical advice with practitioners around the world for over 40 years. Her seminal 1976 book, *The Effective Management of Volunteer Programs*, was the first attempt anywhere to outline what volunteer management is all about. She delivered hundreds of keynote speeches, conference workshops, and certification classes, always challenging and encouraging her audience to engage volunteers in the best of ways.

Building on that best-selling book, Marlene moves from the *hows* to the *whys* of leading volunteer programs. She urges all who lead volunteers to move beyond thinking of themselves as managers to thinking of themselves as leaders—those who develop vision for volunteer programs and impart that vision throughout an organization.

She offers her most memorable speeches from the 1970s to the present in one book, including:

- Musings of a Chronologically Gifted Crone
 - The Case for Effective Management of Volunteer Programs
 - Motivation: Placing Right People in Right Jobs
 - Influencing Outcomes You Care About
 - Polishing the Potential of Volunteer/Staff Teams
 - What Are You Marketing? VISION Is the Job of Leadership
 - Leading with Soul and Vision
- ▶ If you were lucky enough to have heard Marlene give one or more of these speeches in person...we hope her words re-inspire you.
- ▶ If you are meeting Marlene for the first time in these pages...we hope you discover the wisdom of one of the field's favorite leaders and find motivating guidance in her words.

Marlene Wilson's stories and ideas provided inspiration and vision for countless volunteer program managers. They still do. Enjoy and learn!

Early Reviews

As one who has heard many of these speeches in person, I reveled in the retelling, in the rereading. Marlene's body of work challenges us in the profession of volunteer administration: we are prodded to excellence, to improvement, to soul-deepening, to servant-leadership. As a trumpet-blower for the profession, she describes what our work ought to be in all its glory. For those who have not connected with Wilson's speeches before, what a wonderful gift of wisdom she has given you! Your way of looking at your vocation will never be the same! This book restores hope, prompts to excellence, invites reflection and rouses energy.

—Suzanne Lawson, Principal of Suzanne Lawson and Associates and former Executive Director, ALS Canada

This book captures the wit and wisdom of Marlene Wilson's significant legacy to the field of volunteer administration. Through her speeches, Wilson laces her personal reflections and keen observations with insights gleaned from popular authors. In many ways, Wilson's advice and recommendations are as timely today as they were when first shared with the field. This treasure builds on the significant and timeless contribution Marlene Wilson made, and will continue to make, to the world of community engagement.

—Sarah Jane Rehnberg, RGK Center for Philanthropy and Community Service,
LBJ School of Public Affairs, University of Texas at Austin

About Marlene

In 1968, Marlene helped create and became the executive director of The Volunteer and Information Center of Boulder County, Colorado. This was the first volunteer center in Colorado and one of only a few existing in the United States. The center became a national model for developing volunteer centers across the country. She then founded The University of Colorado Volunteer Management Certificate Program in 1972, the first program of its kind to provide volunteer management training for volunteer professionals. Marlene served as faculty director until the program's end on its 25th Anniversary in 1997.

Marlene is a former editor-in-chief of the *Volunteer Administration Journal*. In 2001, she hosted the radio talk show *Ask the Experts* on KPNX in Phoenix, Arizona. From 2003-2005, she served as an advisor to Group Publishing's Church Volunteer Central. Since 1975, Marlene has served as president of her own publishing and consulting firm, Volunteer Management Associates. She continues to write and consult on a limited basis.

Marlene Wilson's basic philosophy about volunteerism is summed up in these few words (for which she was quoted by President George H. Bush during National Volunteer Week in 1991): "Caring must strengthen into commitment and commitment into action."

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For a review copy or to interview the author, please contact Cara Thenot, Publishing Manager, Energize, Inc., at 215-438-8342 or cara@energizeinc.com.

Visionary Leadership in Volunteer Programs: Insight and Inspiration from the Speeches of Marlene Wilson

Marlene Wilson

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Please feel free to reprint the following excerpt in your next newsletter, e-mailing, or publication.

A Vision for the Future of Volunteerism

By Marlene Wilson

Marlene Wilson shares her sage advice and inspirational stories for becoming visionary leaders of volunteers in her new book Visionary Leadership in Volunteer Programs: Insight and Inspiration from the Speeches of Marlene Wilson (Energize, Inc., 2008). Here is one of those stories from Marlene's 1998 speech, "Listening Today—Envisioning Tomorrow."

As I look toward the new century and the multiplicity of issues, challenges, difficulties and opportunities...my personal goal is to remain an "optimistic pragmatist," informed and hopeful.

There is no crystal ball, and I have been around long enough to not even pretend to try to predict the future. Annie Dillard observed, "We are most deeply asleep at the switch when we fancy we control any switches at all." Or, as Woody Allen put it, "If you want to make God laugh, just tell him what your future plans are."

I saw an interview on the *CBS Sunday Morning Show* on February 8, 1998. The guest was the talented Maestro Seiji Ozawa who conducted the chorus and orchestra in an amazing rendition of *Ode to Joy* during the Opening Ceremonies at the Winter Olympics in Nagano, Japan. He conducted five choirs and five orchestras simultaneously from five continents connected by satellite. As the marvelous music filled the stadium and airways from Beijing, Sydney, Cape Town, Berlin and the United States it was impossible not to weep, it was so magnificent.

In the interview, Ozawa said he "wanted the music to come from all the people...all for joy...everybody, everywhere at the same time...then it becomes a prayer." He grew up in the mountains outside of Nagano and he even recruited some of those mountain people to come to the stadium and join in the choir. He wasn't worried that they didn't know how to sing, he just said, "We teach them."

In responding to a compliment about the beauty of his music, Ozawa said humbly, "I don't make music, the orchestra makes the music. All I can do is invite them to make sound." This, my friends, is perhaps the best definition of a volunteer manager I've ever heard.

And, what a magnificent vision for the future of volunteerism:

- Using the wonders of technology and the blurring of global boundaries to lead the efforts of volunteers around the globe—combining not just their voices, but their energy, talents and creativity to truly make the world a better place for all of us....
- To be leaders who are wise enough to know that we don't make the music, we invite the volunteers to make their own music. And, we are the teachers and mentors to help those who don't yet know how, so they can join us.

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