

Dan Schuberth, MPA, MSOD
Nominated by NAMI Alaska

CANDIDATE NARRATIVE

Strengths and attributes the NAMI Board has identified as high-priority needs for the 2021-2022 board; any strengths/attributes identified by the candidate are starred and in bold:

- **Diversity of age, race, ethnicity, language, experience and national geography****
- **Knowledge of the philanthropic community and track record with donor cultivation****
- **Experience with a variety of revenue models and financial oversight and management****
- **Human capital management including professional experience in human resources and personnel development & management****
- Legal and risk management
- **Criminal Justice experience, professional and/or lived****

In 250 words or less, please explain how you will use your skills in the above areas to move the mission of the NAMI Board forward. If you do not have any experience in these areas, please explain what qualities you possess that the NAMI Board of Directors should consider when making their recommendations to the membership.

Developing a diverse Board, one composed of individuals with unique backgrounds, experiences, and complimentary skills, is critical to the success of NAMI as we seek to grow our organization and our impact on individuals and families experiencing mental illness. I offer three specific value propositions to the NAMI Board:

Fundraising & Financial Management Expertise- NAMI must grow its revenue in order to grow its impact as America's premier mental health organization. I am eager to put my decades of fundraising and financial management experience to work to support our President & CEO and his development team as they strengthen existing revenue streams and explore new opportunities and partnerships.

Human Capital Management Expertise- NAMI will achieve its mission by building a world-class team of professionals and volunteers. We must also set ambitious goals, develop the skills within our team to achieve those goals, and hold ourselves accountable. I've had the opportunity to build and lead teams in the private, public, and non-profit sectors for the past fifteen years. I believe fundamentally in the power of dedicated, passionate individuals to achieve great things through solid management and the acknowledgement of hard work. I am eager to help NAMI build a world-class team.

Next Generation NAMI- NAMI needs a new generation of leaders to build on the work of our founders, and to carry our message of hope directly to students and young professional who often suffer in silence. I can be one of those next generation leaders for NAMI.

I have personally helped advance the NAMI mission in my community by...

Leading the NAMI Mercer NJ Board of Directors, helping to raise over \$600K in support of our mission, and making NAMI a household name in my hometown of Robbinsville, NJ. I raised awareness through the official dedication of May each year as "Mental Health Month" in Robbinsville and eventually every community in Mercer County, and I created a community-based NAMI Walks team with over 100 participants. Our annual NAMI Walk became a cherished event in Robbinsville, and many residents found NAMI in their time of need through our awareness campaign. NAMI must become a household name in communities across America!

I work well in coordination with other leaders to accomplish goals as evidenced by...

My track record of accomplishment as President of the 5-member Robbinsville, NJ Township Council and several non-profit boards. In most organizations, little can be achieved without a concerted team effort. Differing opinions must be considered, tactics must be weighed and measured; and once decisions are made,

team members must support those decisions as one. I've collaborated with leaders to tackle challenges ranging from public safety to pediatric brain tumor research funding, and I've learned to listen, engage with respect, and be decisive when it's time for action. I will take the same approach as a NAMI Board member.

NOMINATOR NARRATIVE

Richard Fagnant
President, NAMI Alaska

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In 250 words or less, please explain how the candidate will use their skills in these areas to move the mission of the NAMI Board forward. If the candidate does not have any experience in these areas, please explain what qualities you feel the candidate possesses that the NAMI Board of Directors should consider when making their recommendations to the membership.

Financial oversight, human capital management:

- Dan has worked in financial management in the corporate, non-profit, public, and political arenas- all with distinct revenue models.
- He is currently leading business development for a national trade association and is studying and experimenting with a variety of revenue-generation models for a membership-based trade association.
- While in this role, he is also helping the trade association develop and implement HR best practices in the areas of compliance, employee welfare, recruiting, and compensation.

Philanthropic community and track record of donor cultivation:

- Dan has developed a deep network in the philanthropic community in his state, and his professional role is dependent on deep relationship cultivation with Corporate CEOs in the distribution industry.
- He has brought value to each of the non-profit boards on which he has served, having an effective fundraising expertise. His current role as Chief Business Development Officer is a revenue development role.

Prior for-profit or nonprofit board service for other organizations

- Dan has served on the boards of NAMI Mercer NJ, Thea's Star of Hope, and the New Jersey State Advisory Committee to the US Commission on Civil Rights
- He was an elected member and President of the Governing Body of the Township of Robbinsville, NJ

National-level leadership experience—professional or volunteer

- His current service is as Chief Business Development Officer for a National Trade Association.

Corporate, administrative or managerial-level experience

- 13 years of corporate leadership experience, including director-level experience with a \$4 billion dollar national industrial supply company.

This individual has helped advance the NAMI mission in my community by...

Dan was very involved and committed to the NAMI mission during his tenure with NAMI Mercer County, and his passion for ending the stigma of mental illness continues on in his life. The experience he gained at this affiliate has given him great insight into the relationships between affiliates and the national organization, and he believes his skillsets will help him to make a difference at the national level.

This individual works well in coordination with other leaders to accomplish goals as evidenced by...

He has a deep career in trade associations, and for-profit and non-profit organizations, and understands the importance of establishing operating standards, strategic plans, performance management, diversity and inclusion, risk mitigation, and compliance, all areas that are applicable to the work of NAMI National.

Because of Dan's service on multiple boards, his selection as city township president, and NAMI Board President, these positions speak to his leadership quality and willingness to work as a team member.

Dan's educational background in organizational leadership and change management, program evaluation, public finance and human resource management are all valuable assets that can be put to good use. In addition, his political career and understanding of fundraising principles would offer a rich resource to NAMI as the national organization moves forward.