

November 17, 2014

Michael Jacoby Brown
training & coaching

*Helping organizations achieve their goals
through recruiting and motivating others*

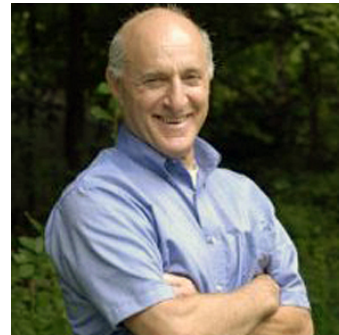
Organizer's Edge ▶

Visit our website

From Michael Jacoby Brown

News: Until November 23, 2014, my book is on Amazon's Big Deal for 99 cents on Kindle. See below

I'll have my social media with a cup of coffee, please...



I learned something about social media recently. I did some work for a new independent political party and went to see a young man who had contacted the campaign because he had seen an ad on Facebook. He had been targeted thru a social media campaign as someone likely to be interested in an independent political party. Maybe because he is in a heavy metal band but I really can't say.

I went to have a one on one with him at a local coffee chain and listened as he told me what he cared about it. He was 20, had gone to high school in a working class city north of Boston, and was working at a supermarket where he had started as a bagger at 16. As I listened he told me when he got his first full time job, he had no idea about finances, or how to find and pay for car insurance.

"They did not teach us any of those things in high school," he told me. .

"Why do you think something so practical was not in your high school's curriculum." I asked him, and later I asked him,

"So what are you going to do about it?" [Read on...](#)

Tobal Padilla-Galiano

Sr. Manager, Curriculum and Training
[NeighborWorks America](#)
EMAIL tpadilla@nw.org TELEPHONE
202-760-4212



Tobal Padilla-Galiano currently serves as Sr. Manager, Curriculum and Training at NeighborWorks America-NeighborWorks Services Group, where he directs the Community Engagement, and Neighborhood

Revitalization curricula. With over 30 years of experience in community development, Tubal has held multiple professional and volunteer positions and worked as a consultant to housing and community development organizations with a particular focus on community organizing and participatory planning for neighborhood revitalization, strategic planning and organizational development. He holds a BA in Community Development from the University of Massachusetts, and a Master of City Planning from the Massachusetts Institute of Technology.

Tubal Padilla, of [NeighborWorks America](#) in Washington, DC, said that his organizer's edge, working among many community development corporations (CDC) across the US, is the NeighborWorks' **Community Leadership Institute**, (CLI) which trains thousands of community leaders at the grass roots.

Recently, he said:

"Many CDC's are developing their own leadership training, developing their own CLI's, using training that NeighborWorks America provides at its National Training Institutes. These leadership trainings vary. Some are focused on issues in the community, as a preamble to an organizing campaign. Some are to develop leadership, in some cases to funnel people to their Board of Directors. Some have a focus on skills. Some are more generally educational, with a focus on how systems work, how the government works, how the economy works. Most have a combination of both, and I think this is a very exciting development. Many are modeled on NeighborWorks' Building Leaders, Building Community curriculum, which is taught at their National Training Institutes. Some have partnerships with universities and are quite structured."

For more information about this, contact Tubal Padilla at TPadilla@nw.org

We want to hear from you, your reactions, ideas, what is at the edge YOUR "envelope." Just go to...

MichaelJacobyBrown.com/Contact

Who else you will hear from.....

We are just starting, but so far you can expect to hear what the following people are thinking:

Jessica Tang: Boston Teachers Union, AFT

George Luse of the Mass Teachers Assn,

Scott Reed with the PICO Network, ,

Cathy Howell, in Oregon and El Salvador, formerly with the AFL-CIO,

Caesar McDowell of the Interaction Institute for Social Justice,

Diana Bell of Community and Labor United,

David Hernandez of the California Education Assn,

Linda Honold, of Wisconsin Voices
 Attica Scott, now an elected official in Louisville, KY, formerly with Jobs with Justice,
 Quinn Rallings in Alabama with the PICO Network,
 Bob Van Meter with the Local Initiative Support Corporation in Boston,
 Walter Davis, in Tennessee, of the National Organizers Alliance,
 Deb Askenase, of Community Organizing 2.0,
 Deb Fastino, of the Coalition for Social Justice in New Bedford, MA,
 Rebecca Gutman, with SEIU-1199,
 Tim Dean, of SEIU-1199,
 Claudia Horwitz, of Stone Circles in North Carolina,
 Mary Ochs, long time organizer in Los Angeles
 and others, hopefully, including YOU

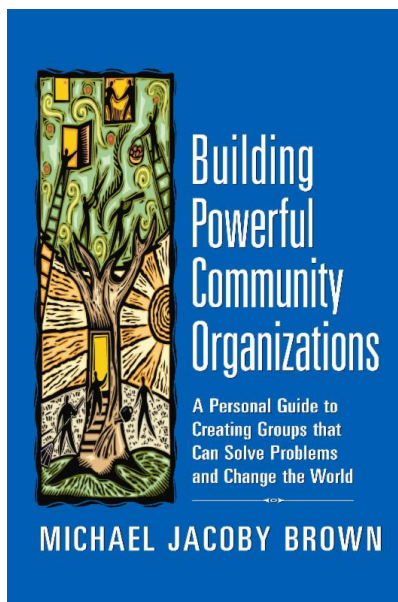
Other Useful Links

<http://michaeljacobybrown.com/>
[National Organizers Alliance](#)
[Road Map Consulting](#)
[Visions-Inc](#)

[Visit our Website](#)

 Like us on Facebook
 Follow us on **twitter**
 View our profile on **LinkedIn**

[Buy my book](#)



ading

Michael Jacoby Brown Training and Coaching | mjbrown246@gmail.com | <http://www.michaeljacobybrown.com>
 10 Brattle Terrace | Arlington, MA 02474