

Lottye Brodsky



**Lottye Brodsky, 1967, M.Ed., Special Education
Founder and President of Lottye Brodsky and Associates**

After many years in public education and being associated with non-profit volunteering and non-profit management, **Lottye Brodsky** turned her experience and passion for helping others into a business of her own, a service specifically designed to provide interim management for non-profit agencies. Lottye had served in both Dallas and Richardson ISDs, holding the position of Coordinator of Special Education in Richardson, when suddenly, programs were cut. She became an elementary consultant, but was looking for something more fulfilling. She was soon hired as the CEO of Special Care and Career Center. Thus began a very interesting career path, that of business owner.

When **TWU Alumni Connection** asked how she got started in this unique venture, Lottye answered this way. –

“I started my business in 1992. I had been the Executive Director of a non-profit agency that provided services to severely and profoundly handicapped children and had gained experience in working with the United Way, the public school contracts and mental health agencies, all of which provided funds to Special Care and Career Center. “

“Then I married and rather than working, had begun volunteering with a variety of non-profit agencies that helped women and/or children. One day I got a call from a friend who was on the board of the Dallas Children’s Advocacy Center. She asked me to come to the agency and talk

with one of the founders and the board president. The co-founder had resigned and was pursuing legal action against the board. The board needed someone to run the agency who knew the responsibilities of running a non-profit and also knew the responsibilities of serving on the board of a non-profit. They knew they would be tied up with legal issues and wanted a CEO who could keep them on track even while their attention would be diverted. I did a good job, loved the work and the board members started referring me to other agencies that needed interim services.”

“I generally stay at an agency on an interim basis for 3-5 months. I stay until the search committee and Board can find a permanent CEO. My shortest term was one month at Educational First Steps and my longest was 6 months at Boys and Girls Clubs of Greater Dallas.”

Other agencies that Lottye has served on an interim basis include Camp Summit, Down Syndrome Guild, Boys and Girls Clubs of Greater Dallas (twice), Dallas Children’s Advocacy Center (three separate times), Hope Cottage, Contact Crisis Counseling, and Vogel Alcove.

TWU Alumni Connection – What are some of the duties of the interim CEO?

Lottye - “As an interim CEO of a non- profit, I try to get a list of what priorities the Board has put forth even before I take the job. I get a sense of how the board sees the agency. The first thing I do is to meet with the staff in total and also individually to see how I can help them. In doing so, I get a sense of the priorities of the staff and am able to see if the staff and board are in sync. “

“I try my best to let the staff know that I am able to lead the agency, and that I’m in tune with the issues. They are generally in a sense of upheaval, whether or not the departure of the CEO was a good thing or a tragic thing. I try to keep the boat afloat without others jumping overboard. I try NOT to hire nor fire while I am there because I believe that the permanent CEO should have that duty, but occasionally I have to bring in staff or change staff.”

When **TWU Alumni Connection** inquired “**Was there some part of your TWU experience that sparked your interest in non-profit work?**” she replied.

Lottye - “Oh yes! In our Masters program at **TWU** we had to do practicums and I loved being in small non-profits for those. It really piqued my interest in getting out of public schools and into non-profit agencies.”

TWU Alumni Connection – What is your favorite part of your work? Your least favorite?

Lotty – “I love working with people who work for non-profits. They have the biggest hearts. They want to do good work. They certainly are not there for the money. I have met some of the greatest people in the world in my work and I remain friends with most of them long after I have left.”

“My least favorite part is having to cut services to very deserving clients when we can’t raise enough money.”

TWU Alumni Connection – Do you have a favorite or special TWU memory?

Lotty – “The personalized attention that the professors gave each of us in the masters program will always stay with me. I am only 5 feet tall and my feet did not touch the floor in the chairs of one of my classes. My professor would bring a six pack to class each week for me to use as a foot stool! He wouldn’t let me drink the beer but he would let me use the carton for the three hours that I had to sit there. That was just one example of how each of us was treated by the professors – it was truly family!”

On a personal note – “I moved to Dallas when I graduated from UT Austin with a bachelor’s degree in secondary education. I taught American History and Senior English for a couple of years and did not feel that I was in the right slot for me. I was at a dinner party on a Friday night and discussing my lack of enthusiasm for my work. A woman at the party suggested that I go to **TWU** and talk to someone about Special Education. I drove to Denton the following Monday and it happened that it was summer school registration. I enrolled in a couple of Special Education summer courses, loved both of them and continued with course work until I had my Masters. I have always loved **TWU** and was thrilled to be asked to join the **TWU** Foundation Board. I served there for 11 years, one as President. The highlight for me was being asked to give the Winter commencement address for the College of Education. Now I am back to volunteering and spending time with my 6 year old grandson.”