

The Arc Eastern Connecticut
125 Sachem St.
Norwich, CT 06360
860.889.4435 x 103
www.11secretsofexcellence.com

**National Publisher Announces 2nd Printing of 11 Secrets of Nonprofit Excellence,
The Arc Eastern Connecticut's Story of Advocacy and Excellence**

NORWICH, CT – NOVEMBER 8, 2025 — *11 Secrets of Nonprofit Excellence: Merger, Transformation and Growth* – the story of The Arc Eastern Connecticut's journey from a struggling, \$5 million agency to a thriving \$24+ million hybrid celebrates its second printing and the launch of a new web site this week: 11secretsofexcellence.com.

Released by Business Expert Press, among America's top 5 publishers of business books, *11 Secrets* is a project of The Arc ECT's Board of Directors and its talented leadership and nonprofit team. Written by The Arc ECT's CEO, Kathleen Stauffer, the book weaves vignettes from the agency's Eastern Connecticut journey with practical tips, advice and lively humor. Dedicated to local school administrator the late Rick DeMatto, the book mentions people and places throughout Eastern Connecticut as well as stories gleaned from the author's 30-year publishing career.

Muhammad Ali and Osama bin Laden add vibrance to the book, along with country star Dale Evans, whose own book royalties provided the seed money that launched The Arc of the United States, a human rights movement advocating for people with IDD and their families.

"Writing a book chronicling the journey of a 70-year agency founded by parents wanting a fair shake for their kids with developmental disabilities was Rick's idea," Stauffer says. "Rick was the ultimate mentor and friend, and the book wouldn't have been written without his encouragement and our Board of Directors and team." DeMatto, who died in 2022, was Past President of The Arc ECT's Board.

The step-by-step executive guide outlines the path to excellence for any organization and addresses the resource gap for navigating non-profit growth and innovative tech solutions. A how-to for launching profitable microenterprises, it also discusses game-changing legislative outcomes and dynamic strategic plans.

"Do you have what it takes to build agile, successful teams? Pursue mergers that transform? Do you want to leverage your mission for large-scale social change? Does your Board have a shared vision for innovation?" the book asks. *11 Secrets* has been compared to the work of Peter Drucker, and CNN Producer David Perozzi has declared it a "must-read".

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For more information, visit 11secretsofexcellence.com. To schedule an interview or discuss workshop options with the author, please contact Annemarie Bellenoit, The Arc ECT's Chief Administrator at abellenoit@TheArcECT.org.