



President's Column

Dear WID Members,

Haven't been to a WID luncheon lately? Consider yourself in a dwindling minority. In the nonprofit world, it's clear that WID-NY has one of the best and most well-attended power-lunches going these days. That we're an impressive group of professional women is a common refrain, not only from one after another of our power roster of luncheon speakers and sponsors—but also from our newest members. And that's not all. More and more organizations are using our Jobs Bank to woo top talent to their ranks. Our reputation as a key networking group in our industry is a big reason why our membership has more than doubled in the past five years. This year, we're more than 600 members strong, and our renewal rate has averaged an impressive 70% from one membership year to the next.

And who wouldn't want to network with us? Our membership survey confirms that we're an influential and dynamic group of women. Many of us have worked in the field of fund raising for an average of 10-15 years, and we possess, as a group, the specialized skills now in top demand. According to our survey, we work in corporate, foundation, or government relations, in leadership positions and in the area of major gifts. Many others of us work in the fields of education, health or consulting. Just under half of us—44 percent—are in senior management and nearly the rest of us, 40 percent, are middle managers.

What else makes us special? We're big on mentoring, too. In the last year, we have initiated a scholarship program for students and women new to the field of fund raising.

Indeed, as members of WID, each of us has a priceless support network which, when tapped, can offer members valuable resources as they take on the challenges of today's workplace and strive for ever-better careers.

Our board, to a great degree, reflects the face of our membership. Of the 32 women who serve as board members, 22 of them have been in the field of fund raising for more than a decade. Five are in higher education fundraising and three others are in secondary education. Three board members work with health organizations and 10 members are consultants.

Add it all up, and the experience we share with each other comprises a huge career asset. Mix in the board's enthusiasm for the organization and its commitment to serving you, its members, and the results can be transforming us, this organization and your career.

It's true. We, as a board and an organization, are there for you. Don't be shy. Ask us for advice, share with us your ideas, request our help arranging an introduction to someone who might help you land your next job or career. We on the board have a very strong sense of fellowship and we are eager to help you. That's what WID is all about—making a difference. Help us make a difference for you.

With warmest regards,


Brenna Sheenan Mayer
President

"Advocating For And Garnering Public Support"

FEATURING

Marilyn Hoyt

President and COO, New York Hall of Science

Monday, March 7, 2005

12:00 to 2:00 p.m.

The Princeton Club

15 West 43rd Street

Members: \$40 in advance/\$65 at the door

Non-Members: \$50 in advance/\$65 at the door

Cancellations not accepted after Wednesday, March 2, 2005

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Marilyn Hoyt, former Deputy Director of External Affairs for the New York Hall of Science led fundraising for the Hall's recently completed \$92 million capital expansion. The Hall exceeded its original \$68 million goal by \$24 million. In recognition of this achievement, the Hall's trustees promoted her to President and COO in January 2005.

Ranked as one of the best science museums in the country, the New York Hall of Science is designed to improve public understanding of science and technology through exhibits, programs and media. It is New York City's only hands-on science and technology museum, featuring the largest collection of interactive exhibits. Prior to expansion, the Hall attracted approximately 275,000 visitors each year and an additional 250,000 visits to its web site.

Throughout the past seven years at the Hall, Ms. Hoyt has grown its operating budget from \$3.2 million to \$10 million. She also launched a corporate gala that now delivers 10 percent of the Hall's operating support.

As Deputy Director, she managed the Hall's government affairs activity with the support of the city, state, and federal counsel and worked with elected officials and their staff to secure resources for science education, exhibitions and science/technology labor force development. In the Hall's \$92 million campaign, \$65 million was raised via line items and discretionary funds from government sources. Their goal going forward is to bring in \$1 million a year in discretionary public funding.

At the March WID luncheon Ms. Hoyt will discuss:

- Ascertaining the levels of government that have discretionary funds;
- Cultivating a relationship with elected officials and letting them know what's going on in your organization;
- Handling solicitations from elected officials for their campaigns;
- Engaging trustees who are supportive of elected officials;

- Knowing when its appropriate to hire a lobbyist;
- Funding and the role of women; and
- Women in leadership.

She will also provide the audience with a case study of how this process has worked to grow the Hall year by year.

Ms. Hoyt began her career as a grant maker for the Washington State Arts Commission and, subsequently, for the Council for the Arts in Westchester. From there, she was recruited for the "start-up" New York Hall of Science. "I crossed over with the idea that I'd do a few years and go back to grant making but I found it so much more interesting," she said. "It's such a more dynamic side of the field that I've continued with it."

She worked for the Hall as Director of External Affairs from 1985-1994, leaving to serve as Vice President of J.C. Geever, a consulting firm, for three years. She returned to the Hall in 1997 as Deputy Director for External Affairs and now to President and COO.

She has published numerous articles on the subject of public support and fundraising in general and has taught at the Foundation Center, the New School for Social Research Non-Profit Management Program, and the Marymount Manhattan College Arts Management Certificate Program. She has also given seminars on various fundraising and arts topics at Baruch College, the Brooklyn College MFA Program, Fund for New York Public Education, Harvard Business School Club, Moscow Zoo International City Conference, New York City Partnership, New York University, United Way of Westchester, and Young Audiences.

Ms. Hoyt serves on the Advisory Council for the Columbia University Non-Profit Management Certification Program, the Government Affairs Committee of the Cultural Institutions Group, and as a Trustee of The Exhibition Alliance and the Salvatori Center. Last year she served as Co-Chair, Program Committee, of the AFP Fundraising Day in NY.

Career Advancement Corner

In need of career advice? Sign-up at www.widny.com for resources and the opportunity to register for career coaching.

Do you have more than 5 years in the field? Would you like to provide advice? Contact bobbiebk@hotmail.com to offer your expertise as a Career Coach.

WID Asks

Given Marilyn Hoyt's vast experience and leadership role in fundraising—both as a grant maker and a development officer—WID asked her if she had any advice she could pass on to those new in the field. With a nod to colleagues she admires who are outspoken and great “boosters” of young women, she offered the following:

- “The best advice is to try to identify the nexus between ambition and idealism. If the ambition side is the strongest side, then you should just look at health and hospitals and higher education right now and be done with it. Try to get into the development department of the best school you can. And I don't care if it's the school for janitorial supplies within Harvard. Go to top of the heap. If on the other hand you're idealistic, you should be shrewd and say, 'If I care about the arts, is the local arts center, where I really, really love everything that is going on, the only place where I could be happy or should I think about the symphony or the art museum or the history museum, which are institutionally larger, are going to have more staff that can train me, are going to pay a better salary and provide better benefits from minute one.' After I've done my first couple of years on the job and I want to move up, saying I'm coming from the New York City Ballet is going to be a very different stepping stone than saying I'm coming from a community arts center, as respected as it may be.”

- “You have to do the best you can wherever you are. You have to think about, 'How can I make myself more valuable every minute both to myself as Me, Inc. and also to those with whom I work.'”

- “I think men, even very young men, are very good at articulating their desire to move ahead. When one manages young men, you assume you have to keep giving them challenges, you have to keep moving them along, you have to keep giving them money or you'll lose them. You don't have that feeling with women. My personal sense is that the really interesting challenge about being a female in any profession, this one included, is trying to use our terrific consensus building skills, which most of us have been raised to have and at the same time to be just dangerous enough, like young men are, to say, “if you take me for granted I might not be here.” There are different ways of sharing that but sometimes its stuff that anybody, even a shy person, could do. Like joining the AFP and being on a panel or writing an article for a newsletter, and then sharing that with your supervisor and making it clear that you're a go-getter in terms of your own career. I think everyone has to find their own personal style for doing it.”

- “Waiting is such a female thing. To wait until someone gives you permission, calls on you, asks you, invites you, makes you feel welcome—before you get on with it. What's the worst thing that can happen? In most instances, they'll say they don't need you. They'll say ‘thanks for interviewing but you don't fit what we need.’ And then you can turn around and say, ‘Well, who else should I be talking to because the kind of thing you do is exactly what I want to do.’ They may come back and want you anyway because you've made it so clear that you'd just be terrific.”

- “This was given to me by a female executive years ago. I thought she was so mean and scary I didn't even know why she was talking to me. But I remember I was trying to draw consensus on something straightforward and no one was paying attention because I was too young or something, and she just turned to me and said, ‘Go until they stop you.’ And it became my life motto.”

Welcome New Members

WID's ranks grew by 180 this year. New member names are listed below and will be continued in subsequent newsletters. If you are a new member (with a last name A-G) and your name does not appear in this list, please notify the WID management office at www.widny.org.

Lillian Anne Abreu, MSW, Buena Vida Continuing Care & Rehabilitation Center

Erin Adler

Giustine Altschuler, The Julliard School

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Keli Anthony-Tianga, NAACP Legal Defense & Educational Fund

Jamee Ard, The Julliard School

Ali Hodin Baier, Aging in New York Fund

Allison Ball

Kimberly A. Barwick, Foundation of UMDNJ

Marina Belessis-Casoria, CFRE, MercyFirst

Jennifer Alderson Benson, East Woods School

Anna Benyo, Lower East Side Harm Reduction

Durfee Betts, Environmental Defense

Christina Bishop-Feeny

Julia Bissell

Lauren Bogner, The Fresh Air Fund

Betsy Bowman, Hunter College

Dale Ann Brooks

Jimena Buitrago, New York Law School

Sandra Cahn, Diabetes Research Institute Foundation

Diane Carillo

Judy Chicurel, 1199 SEIU Training & Upgrading Fund

Ann Christenson

Stephanie Christopher, The Advertising Council, Inc.

Angela Ciminello, The Leukemia & Lymphoma Society

Marie Coichy, University of Chicago

Jennifer Colletti

Cheryl Corn, Highbridge Voices

Theodora Corsell

Vanessa Crews, The Desmond Tutu Peace Foundation

Suzanne Culhane

Francine Darragh

Nicole Davidson, International House

Nicole de Jesus, Auburn Theological Seminary

Maisie Deely

Gretchen DeMatara

Claire Dezotell, The General Society of Mechanics & Tradesmen of the City of NY

Fatou Diaw, National Urban League

Susan DiMarco, Project Renewal

Claudine Dolberry

Ann Dubiel

Louise Dunbar, College of New Rochelle

Laura Ehoodin, Maryknoll

Judie Eisenberg, Proposal Pro, Inc.

Sheila Emery

Lori Evans, NewYork Weill Cornell Medical Center

Sandra Feeney-Charles, Concern Worldwide

Gardenia Ferrond, The Spence School

Julia Fischer, The Alan Guttmacher Institute

Jennifer Flax, The Advertising Council, Inc.

Kristen Fox, American Cancer Society

Betsy Fuchs, Primary Care Development Corporation

Cathy Galon, International House

Joanne Galvin, The Spence School

Kathleen Garrett

Lynda Geller, Asperger Foundation International

Andrea Gifford

Lilyane Glamben, NAACP NYC ACT-SO

Leah Goldberg, Exhibitions International

Jennifer Goldstone

Erika Goodman

Joan F. Grzybowski, Deerfield Associates Executive Search, Inc.

Sangita Gupta, International Rescue Committee



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New York

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