



President's Column

Dear WID Members,

One of the great benefits of belonging to WID is the opportunity to network. In this fundraising climate, it has never been so important.

To be sure, WID has always made networking part of the program, but this year, we're eager to make it a whole lot easier, productive—and fun.

For those of you who attended our delightful networking evening earlier this season at NYU's George H. Heyman, Jr., Center for Philanthropy and Fundraising, you'll remember the fishbowl exercise: At the start of the evening, each attendee was asked to put her business card in a large fishbowl—and then, later, to fish one out. The object of the game: Match the business card you chose to the person in the room to which it belonged.

The game was fun: In order to be successful, you had to do some serious schmoozing: Simply to find the person whose card you picked required introducing yourself to many more people than you might have done otherwise.

But not only was it enjoyable, it was also a great lesson in the art and benefit of networking out-of-the-box.

Expect more inventive programming for the coming year—all aimed at helping us to sharpen our career and interpersonal skills.

This spring, for example, we're planning an entire luncheon on the whys and hows of networking, providing some working tips on how to do it better. As fundraisers, we all need to "work the room" from time to time and this program will show us each how to do it like the best of them.

To that end, we will also return to offering affinity tables at our luncheons. Members from the same development constituency will have opportunities to sit together, compare notes, share challenges and learn from one another.

We also plan to host a series of workshops, including one for consultants—a large segment of our membership.

In addition, look for programs on the pay gap—and how to keep yourself from falling into it. As women, I believe some of us have a tendency to short-change ourselves when negotiating a salary, asking for a raise or pushing for better benefits. Within the WID membership, we have expertise to share on overcoming pay disparity in our field—and doing it successfully, without alienating those with whom you work.

It's all about getting even better results—in your career, in your fundraising, on the job.

I'm excited by the work of our committees, which have developed these and other events for the coming months. One of WID's signature strengths is the eagerness and generosity of its members to help each other, and these programs aim to tap into that network for mutual gain. I'm enthused about the year ahead, and invite you all to join me in making it a turning point for you in your professional development and effectiveness on the job.

WID is a network, after all—one of the best in our field and getting better all the time.

Warmest regards,

Brenna Sheenan Mayer
President



"The Challenges and Opportunities of Independence: Transitioning from Public to Non-Profit"

FEATURING

Laura R. Walker

President and CEO

WNYC—New York Public Radio

Monday, February 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, February 2, 2005

Laura R. Walker is president and chief executive officer of New York Public Radio, the largest public radio station in the country. Heard by over one million listeners each week, WNYC extends New York City's cultural riches to public radio stations nationwide.

Under Ms. Walker's direction, WNYC Radio raised the \$20 million necessary to purchase its licenses from the former owner, the City of New York. Through this independence, she transformed the station from a city agency into a not-for-profit broadcaster, and allowed the station to grow dramatically. During Ms. Walker's nine-year tenure, WNYC Radio has achieved record listenership in the station's history on both its AM and FM stations. The station's annual budget has grown from \$8 million to \$23 million, its membership has expanded from 60,000 to 89,000, membership donations have increased from \$4 million to \$8 million, and underwriting revenue has increased from \$652,000 to \$5.1 million.

Following independence, Ms. Walker spearheaded many new programming initiatives, including the expansion of WNYC's news and documentary units, extended live concert programming, the introduction of American standards host Jonathan

Schwartz, and the creation of new national programs Studio 360 with Kurt Andersen, The Next Big Thing, and Satellite Sisters. In 2002, she received Public Radio International's Award for Innovation and Entrepreneurship.

Ms. Walker began her professional career as a journalist and producer at National Public Radio, where she received a prestigious Peabody Award for Broadcast Excellence. In 1983 she joined the staff of Carnegie Hall where she launched the award-winning series, AT&T Presents Carnegie Hall Tonight. She joined the Sesame Workshop (formerly Children's Television Workshop) in 1987, where for eight years she was a trailblazer for children's media, launching the acclaimed children's television series, Ghost Writer, leading the organization's efforts to establish a cable television channel (now Noggin), and heading the development efforts to fund these initiatives as well as other priorities of the organization. In addition to the WNYC Board of Trustees, Ms. Walker sits on the Board of Advisors for the Yale School of Management and the Board of Directors for Public Radio International and Educational Development Center.

Ms. Walker holds an MBA from Yale University School of Management and a B.A. in History from Wesleyan University.

Career Advancement Corner

Do you need career advice? Sign-up at www.widny.org

Do you have 5+ years in the field and have advice to offer?
Sign up with bkraus@mfy.org

Would you like to get more involved in our committee?
Sign up with tmoran@frygroup.com

WID New Programs Committee Announces Schedule of Events for 2005

Mark your calendars now for the exciting slate of events prepared by our New Programs Committee. More information will be forthcoming in the mail and on our website, www.widny.org.

WIN WIN NEGOTIATIONS

Monday, January 24, 2005, 5:30 to 7:30 p.m.
The Support Center, 305 Seventh Avenue at 27th Street, 11th Floor
Featuring: Sally-Ann Hard, President, The SAH Consultancy
Barbara Leshinsky, Executive Vice President, Corporate Development,
The Advertising Council Inc.
Jane Englehardt, Executive Director, Hasbro Foundation
Fee: \$25.00

NEGOTIATING FUNDRAISING GOALS

March, 2005 (date to be announced)
National Hemophilia Foundation, 116 West 32nd Street (between 6th and 7th Avenues)
Featuring: Chandra Anderson, Senior Vice President, Development,
Apollo Theatre Foundation
Lorri Greif, Senior Consultant, Myerberg Shain & Associates

EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT NETWORKING (AND THEN SOME)

The April WID Luncheon
Monday, April 4, 2005
The Princeton Club, 15 West 43rd Street
Featuring: Nancy Fox, Quantum Leap Alliances and Fox Coaching Associates
Ginny Pulos, President, Pulos Communications, Inc.
Fee: Members: \$40 in advance/\$65 at the door; Non-Members: \$50 in advance/\$65 at the door

CONSULTANTS WORKSHOP

May, 2005 (Date and location to be announced)

AFFINITY TABLES

The New Programs Committee is also pleased to announce the return of **Affinity Tables!** Those interested should come to the **February 7th** luncheon between 12:00 and 12:15 pm prepared to meet new colleagues and reconnect with friends to discuss common career topics. Each table will be facilitated by a knowledgeable development professional who will keep the conversation flowing. The list of tables is still in formation, but at press time includes:

PLANNED GIVING

Facilitator: Lorri Greif, Senior Consultant, Myerberg Shain & Associates

DEVELOPMENT OPERATIONS

Facilitator: Gloria Kao, Director of Development Operations, NewYork-Presbyterian Hospital/Weill Cornell Medical Center

NEW TO THE PROFESSION

Facilitator: Poonam Prasad, Founding Principal, Prasad Communications & Research

For more information on Affinity tables, contact Barbara Paxton, bpaxton@ywcanyc.org.

Moving On and Up...

Our congratulations go to these WID, New York members who have made recent career moves.

- **Durfee Betts**, Major Gifts Officer
Environmental Defense
- **Kathy Garrett**, Director of
Development, Cystic Fibrosis
Foundation
- **Hue-Lu Hu**, Manager of Corporate
Relations, The New York Botanical Garden
- **Paula T. Jennings**, Director of
Development, Division of Libraries,
New York University
- **Donna Lieberman**, Director of
Development, School of American Ballet
- **Gretchen McGarry**, Development
Officer, NewYork Weill Cornell Medical
Center
- **Jacqueline D. McLeod, M.Ed., M.P.H.,**
Senior Vice President for Financial
Development, Recording for the
Blind & Dyslexic
- **Regina Rodwell-Bell**, Director of
Development, China Institute

Please notify the WID, New York office (www.widny.org) if you change jobs. We will publish additional listings in future issues of the newsletter.



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New York

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