



*The News of Women in Development, New York*

**SPECIAL 25TH ANNIVERSARY PROGRAM**  
**“Taking the Lead: Moving from Development Executive to CEO”**

FEATURING

Alair Townsend  
*Publisher*  
*Crain's New York.*

Aileen Hefferren  
*Chief Executive*  
*Prep for Prep*

Jennifer Herring  
*President and CEO*  
*The Maritime Aquarium at Norwalk*

Wanda Wooten  
*Executive Director*  
*Stanley M. Isaacs*  
*Neighborhood Center*

Monday, February 6, 2006 12:00 to 2:00 p.m.  
The Princeton Club 5 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 1, 2006



**Please join WID, New York for a special 25th anniversary panel featuring women from the development field who now serve in top leadership positions at three New York area nonprofit organizations.**

The discussion will address questions such as what inspired these women to make the leap to CEO, how they prepared themselves for their move up, and what challenges they faced during the transition to leadership. The panelists will also

explore views on how gender may have affected their ascendancy and salaries as well as their continuing role in fundraising at their respective organizations. Plenty of time will be reserved for questions from the audience.

**Alair Townsend—Moderator**

Alair Townsend became publisher of *Crain's New York Business*, a weekly newspaper covering the New York City economy and business community, in 1989. Ms. Townsend served as New York City's Deputy Mayor for Finance and Economic Development from February 1985 to January 1989. As Deputy Mayor, she was responsible for formulating and guiding the City's policies to encourage economic growth and the creation of jobs. Before becoming Deputy Mayor, she served three-and-a-half years as New York City's Budget Director, responsible for managing the City's expense and capital budgets, and was the first woman to hold that post.

Prior to coming to New York City, she served in Washington, D.C. as Associate Director of the Budget Committee of the House of Representatives; Assistant Secretary for Management and Budget of the United States Department of Health and Human Services, where she was responsible for the administration of that agency's then-\$250 billion-a-year budget; and Staff Director of the Subcommittee on Fiscal Policy of the Joint Economic Committee of Congress.

Ms. Townsend is a native of Elmira, New York, a *Phi Beta Kappa* graduate of Elmira College, and holds a masters degree from the University of Wisconsin.

*continued on page 2*

**Aileen C. Hefferren—Panelist**

Aileen Hefferren became the Chief Executive of Prep for Prep in 2002. Prep for Prep is an educational organization that prepares exceptionally able students of color for leadership roles in society.

Ms. Hefferren joined Prep for Prep in 1992, serving as the Director of Operations, the Director of Development, and later as Development Consultant. During her hiatus from Prep for Prep in the late 1990s, Ms. Hefferren was the Director

of Individual Gifts at New York University. As a consultant in non-profit administration and fundraising, she worked with Horace Mann School, Pequot Library, and REACH Prep.

Aileen is a graduate of Kenyon College, where she serves as a Trustee. She also studied at the London School of Economics. A former AFP Trustee, Aileen is a member of the Board of WID, New York. She is also the mother of two young children.

**Jennifer E. Herring—Panelist**

Jennifer E. Herring is the President and CEO of The Maritime Aquarium at Norwalk, the second-largest family attraction in the State of Connecticut. The Aquarium offers 525,000 visitors and schoolchildren a year an intimate, authentic experience with living creatures, especially life under the waters of Long Island Sound. It serves as the anchor for one of the most successful urban redevelopment programs in the region and generates \$42 million in economic impact for the State of Connecticut.

From 1994 until 2003 Herring served in senior management positions at the Wildlife Conservation Society, formerly the

New York Zoological Society. She was Vice President of Public Affairs and Development until 1999 when she was named Senior Vice President for Development and Membership.

Before her years with the Wildlife Conservation Society, she spent 10 years at the New York Public Library (1984-1994) as Deputy Director of The Campaign for the Library and finally as Vice President for Development. During five years with the New York City Opera (1979-1984), she served in a number of capacities culminating with Director of Corporate Gifts. Early in her career she was an opera company administrator, a music teacher and an opera singer.

**Wanda D. Wooten—Panelist**

Wanda D. Wooten is Executive Director of the Stanley M. Isaacs Neighborhood Center, a multi-service settlement house in Manhattan where she oversees diverse programs serving older adults, children and families and manages a budget of almost \$6M that is raised from government, foundations and individual donors.

She has worked in the non-profit human service field for more than 25 years. Prior to joining the Isaacs Center in 1984,

she held positions with the National Congress of Neighborhood Women, the Girl Scout Council of Greater New York and Women's Action Alliance. She is also the editor of two resource books.

Ms. Wooten completed executive management training at the Institute for Nonprofit Management at Columbia University Business School. She was elected President of the Board of the Council of Senior Centers and Services of New York in 2002 and serves on numerous other boards and committees.

## Women In Development Gets Local

We're bringing WID to you!

The New Programs Committee of Women in Development, NY seeks interested members who want to participate in **local gatherings for small but effective networking opportunities**. The format: WID members in the area meet in a local venue such as a café or bar for approximately 90 minutes to discuss any topics of interest. A WID host will be at the location to coordinate the event. Stay for 10 minutes or the full 90, it's up to you. Be sure to bring business cards! The first event will be held in Hoboken this winter. Anyone working or living close by are welcome to attend. More details to come...

It's just another way that WID is furthering its mission of maintaining a supportive and collegial network. **For more information on the Hoboken event or how to participate in an event in your neighborhood, please contact New Programs Committee member Jennifer Kirby at [jenniferpkirby@gmail.com](mailto:jenniferpkirby@gmail.com).**