



25

Years of Empowering Women in Development New York

The News of Women in Development, New York

PRESIDENT'S COLUMN

Dear WID Members,

I joined Women In Development, New York when I was a Division Director for the United Way. My job was wonderful. Many of my United Way colleagues and I grew up together. We worked with the wonderful corporate leadership of the greater New York community and almost every day was a new adventure.

The national organization had an incredible "old boys network." In the early 80's as my Tri-State organization started to change, we began to see the power of that network. While the work remained exciting, encounters with the *old boy* network left me concerned regarding my continued opportunities for advancement. Not being an old boy myself, I was eager for my own network of support. The national United Way was an interesting model and one I sought to replicate. I found that network already in place when I joined WID. Attending the luncheons and comparing notes with fellow members not only encouraged me, but provided a variety of role models to assist me with my own advancement.

In the 90's I decided to become more active. I committed myself to exchange business cards with at least one person at every luncheon and to meet at least one of those individuals every other month. These meetings took place over breakfast, lunch, dinner, drinks or even tea. Again, the idea was to compare notes and learn from my colleagues. If I could walk away from each encounter with one or two good ideas, the experience was well worth the time. More often than not, I was encouraged by the camaraderie and energized by the connection. These contacts have also helped me to recruit new staff and even identify new funding sources.

In the last few years as I have become more involved with WID and, as a member of the Board, I regularly seek advice and inspiration from my colleagues.

If I had one wish for the coming year, it would be that we embrace our tag line—*25 Years of Empowering Women In Development*—and that we actively seek to empower each other.

Warmest regards,

Brenna Sheenan Mayer
President



Brenna Sheenan Mayer, President, Women In Development, NY; Emily Kernan Rafferty, WID Woman of Achievement 2005; Poonam Prasad, WID Board Member and Chair of the 25th Anniversary Committee, and Darcy Gilpin, WID Board Member and Chair of the Awards Committee at the 2005 Woman of Achievement Award Luncheon.

Photo by Dan Root

This Year in WID: Linking the Past, Present, and Future

Women In Development, New York (originally Women In Financial Development) was founded in 1980 as a support network for women seeking opportunity in the fundraising profession.

Twenty-five years later, the organization remains focused on its four pronged mission:

- To promote the professional growth of women in development;
- To provide peer support and informal information exchange;
- To keep members abreast on relevant issues;
- To foster professional behavior in the development field.

As we celebrate this silver anniversary year, we strive to communicate effectively with our diverse membership of 650 women strong. In order to uphold our mission for the benefit of all, in the months ahead you will note changes in the way WID communicates with you.

We have expanded the newsletter to coincide with the launch of 25th Anniversary events honoring this landmark year. In this issue we look back 25 years with the help of WID founding members, Libby O'Connor and Marguerite Gilpatric. For those who missed the April luncheon presentation, "Everything You Always Wanted to Know About Networking—And Then Some," we offer important tips shared by our gracious guest speakers, Nancy Fox of Fox Coaching Associates and Ginny Pulos of Ginny Pulos Communications, Inc.

The November 2005 issue of the newsletter will report on issues regarding the present state of women in development and in April we will address concerns for the future.

Look for the newly introduced "Focus On" flyer, which will report on different sectors of the development community. Scheduled areas include healthcare, the environment, and arts and culture sectors. It will accompany the job bank mailings. In May "Focus On" dealt with the area of services to the elderly and aging.

To make information more readily accessible, The WID, New York website (www.widny.org) is in the process of being redesigned. By year's end we expect to offer a more interactive and user friendly resource for members and non-members who seek information on WID events, issues in the field, and employment opportunities.

We continue to look both inside and outside the membership for leaders who are willing to share their expertise and career advice at our luncheon meetings. The May 2005 Woman of Achievement Award Luncheon honoring longtime member of WID Emily Kernan Rafferty, President of the Metropolitan Museum of Art, was a fitting and inspiring way to commemorate this milestone year.

Please join us for cocktails on July 13th at The Helen and Martin Kimmel Center for University Life, New York University, 60 Washington Square South, 9th Floor, as the celebration continues by honoring the founding members and welcoming new members.

Our February luncheon program will feature a panel of women who have broken through the glass ceiling and are now the leaders of their organizations. Want to know how they did it? We'll see you there.

In an effort to meet the needs of members who are unable to attend luncheons but want to partake in active membership, WID will offer evening events.

Next May, we will close out the Anniversary year by honoring the 2006 Woman of Achievement at a special event that will pave the way for the future of Women In Development, New York.

All this and our customary insightful luncheon speakers, (dates for 2005/2006 are noted elsewhere in the newsletter), job bank, workshops and camaraderie among colleagues with whom you can share ideas, experiences, and advice.

As we strive to provide more value and information to the membership, we recognize that we all share in this dialogue. Please let us know what you would like to see or hear—send us an email: phyllisd@aspc.org.

Happy Anniversary, Women In Development, New York!

Please join us to celebrate
**Women In Development, New York
25th Anniversary**

at a Summer Networking Reception
with special surprise honored guests

Wednesday, July 13, 2005

5:30 pm New Members Orientation
6:00–8:00 pm Networking Reception

Helen and Martin Kimmel Center for University Life
New York University
60 Washington Square South, 9th Floor
(between LaGuardia Place and Thompson Street)

Generously underwritten by
NYU Heyman Center for Philanthropy and Fundraising
\$10 for members and non-members, \$20 at the door

Register at www.widny.org

Establish Rapport

By Ginny Pulos, *President, Ginny Pulos Communications*

What is rapport? Tony Robbins defines it as “going from my map of the world into your map of the world.”

People listen to you not for your expertise, not for your titles or degrees, but because of who you are. And, believe me, who you are is not only enough, it's extremely powerful.

Whether you have a quiet style like that of Ruth Bader Ginsburg, or one that's really out there, like Bette Midler or Robin Williams, it's who you are that people are after. People often mistakenly use their titles, degrees, and their “track records” to put up an invisible, but palpable, shield between themselves and others. This may keep you safe by making you unapproachable, but the result is that people never really know who you are or

what you stand for. As a result, people will never really make a connection with you, and people can never really trust you.

When you remove that wall, and reveal who you truly are, people not only make a connection with you, they want to listen to you and they want to know you more. They want to understand the way you think and why you've come to a particular conclusion—because they trust and value your opinion.

The tradeoff, of course, is that you may in fact be more vulnerable. But experience has taught me that letting people really know you and know how you'll come down on an issue because of your consistent approach—even if people don't like your position—build respect and loyalty and trust.

There are so many ways that you can build rapport, depending on who you are. For instance, you might use humor as a bridge between people. Humor puts the listener at ease and makes him/her more open and receptive to whatever you may have to say. Just be sure that your humor is about universal truths and does not involve race, religion, gender, etc.

Ginny Pulos Communications helps people communicate facts and ideas with power, passion and persuasion; manage their media contacts like a pro and develop leadership abilities that help them achieve excellence. Contact Ginny at 1120 Avenue of the Americas, 4th Floor, New York, NY 10036; 212-626-6597; info@ginnypulos.com; www.ginnypulos.com.

The Fun-damentals of Networking

By Nancy Fox, *President, Fox Coaching Associates*

I recently gave a presentation to a well-known networking organization with many members who had been around the block in the business world. The topic was “Turning Networking Into Business.”

The room was packed, telegraphing that folks very much wanted to know more about networking. Some of my concerns as I began to address the audience were: Will they think that the content is too elementary for them? Don't they already know all about networking?

As is often the case, a number of folks came up to chat with me after the presentation to share what they had learned. One such participant was an experienced financial services exec. Having heard about one of my clients during the presentation, he saw an opportunity and asked about the possibility of my introducing them. I regard linking people as one of my most gratifying services, so I handed him my card and suggested that he contact me to discuss this. Not only did I not hear from him, but **I contacted him**, left a message, and **never heard back from him!**

Here's the bottom line: Networking works if you work it, and doesn't work if you don't work it.

The easiest way to make **networking** really productive is if networking becomes **netplaying**©.

So how does one turn networking into **netplaying**© and thus into business?

- **Recognize that there isn't a direct cause and effect relationship between networking and results.**

In the current mindset of networking, we look at it like sowing a seed from the package. The picture tells us exactly what the emerging flower will look like, and the directions say when it will sprout.

Netplaying© is enjoying the mystery of planting a seed and not knowing what plant will come up, where, or when. But that's the game, and games are a lot more fun than work. And if you keep playing the game, there will be growth, sometimes a whole lot more than you ever dreamed.

- **Networking is about you; netplaying is about us.**

Which game is more fun—solitaire or monopoly? Which sport is more fun—hitting a ball against the backboard, or baseball, football, hockey? Would we watch a marathon being run by only one runner?

If you approach networking with “**what will I get out of this?**” versus “**Who will I meet that will be a good person to co-create opportunity with?**” or “**Who can I contribute to at this event?**” the potential for disappointment is a lot higher than for new opportunity.

- **Networking is a great game if you make it one.**

When there isn't pressure on you or others, people enjoy being around you more, are more interested in hanging out with you, getting to know you.

The biggest bores are the ones who incessantly talk about themselves, and don't really give care at all about what anyone else has to offer. They are also the ones having the least fun. And it shows.

Nancy Fox is President of Fox Coaching Associates, a professional business coaching and training organization specializing in strategic planning, management and leadership development, and business enhancement. She can be contacted at nancy@personal-power.com; 845-358-2525.

2005 Woman of Achievement Luncheon



Patti Harris, Deputy Mayor for Administration, City of New York, Emily Kernan Rafferty, Women In Development Woman of Achievement, and Brenna Sheenan Mayer, President of WID.
Photo by Dan Root



Former WID, NY Woman of Achievement Award Winners Elizabeth Hicks and Jane Blumenthal.
Photo by Dan Root



Eladia Riggs Bing, Jennifer Kirby, and Arlene Swartz at the Woman of Achievement Awards Luncheon.
Photo by Annalee VanKleeck

Strong Voices From The Past

Conversations with two of the founding members of Women In Development, New York

Libby O'Connor

What Libby O'Connor, one of the founding members of Women In Development, NY, remembers most vividly about 1980 is how she was often the only woman at industry functions. Currently Director of Trusts and Estates with Planned Parenthood Federation of America, Inc. (PPFA), Ms. O'Connor recalls how she yearned for an organization that would mobilize the few women in the field. That year, while Director of Major Gifts and Direct Mail for the YWCA Girls Clubs (now Girls, Inc.) she and Development Director Betty Becker decided to take action. Joining forces with a handful of female colleagues, they hosted an after-work wine and cheese event at the Y. "Betty and Sanky Perlowin (a vice president at Oram Associates) were the guiding spirits in those early days," she recounts. By 1982 the group shifted into a monthly luncheon program for fundraising professionals, a concept that took hold and continues today with wide-reaching impact.

Elisabeth O'Connor, a native New Yorker, was recruited by PPFA from the YWCA in 1988. During her tenure at PPFA the planned giving group grew from a department of one to eight today. While the program is successful, and the organization is thriving due to a committed constituency, Ms. O'Connor recognizes that occasionally she is "preaching to the choir." The challenge lies in identifying new resources, especially during times of political adversity to the pro-choice mission. "But we will prevail," she says with confidence.

Although Ms. O'Connor's career has mainly focused on women's issues, she came to the field via a circuitous route. A liberal arts degree from Barnard College led her to the magazine world and a stint as an expatriate in Paris. Upon her return from Europe, Ms. O'Connor embarked on a series of public relations and publicity posts. Her early positions were in organizations operated by women, such as Elizabeth Arden and Hatie Carnegie. Subsequently, her collaboration on charity balls led directly to her work with the YWCA, where she served for eleven years. Ms. O'Connor devotes much of her spare time doing pro bono work on environmental issues, particularly in New England.

During the course of her career, Ms. O'Connor has observed the industry shift from male domination to female saturation. Yet in the leadership roles, men still seem to be in the forefront. Is there a glass ceiling? Possibly, although she believes more likely it is question of strategy. "Men focus on the goal of promotion, while women may be more easily distracted," she observes. Where women have made great progress, in her opinion, is with the client relationship. "In past decades, clients preferred dealing with men, while that is fortunately no longer the case."

At this juncture of her career, Ms. O'Connor finds that the Planned Giving Group, of which she is president emerita, provides for her professional needs. She is proud of the achievements of WID as a place where "anyone is welcome and can ask for help," and encourages efforts to network nationally with like-minded groups. Opportunities for women continue to proliferate and, she concludes, "We have to keep working politically to ensure that the growth never slows down."

Marguerite Gilpatric

In the early 1980's, Marguerite Gilpatric was used to the occasional telephone calls from her friend, Betty Becker, asking Ms. Gilpatric if she'd like to, "come over for a meeting" to discuss the issues that women were facing in the fundraising and development field. These meetings were comprised of about five or six women, but eventually, and quickly, they brought about the evolution of the 650-member professional organization you are a part of today.

Before becoming one of the original members of Women in Development, New York (WID—originally called Women in Financial Development, or WIFD), Ms. Gilpatric began her career in development the way so many women did in the 1960's—through her volunteer work. As a stay-at-home mother, Ms. Gilpatric found time to be an active volunteer with the Mt. Holyoke Club of New York and the Memorial Sloan Kettering Cancer Center. It was the latter that served as her entrée into the field, when Memorial hired her as a grant writer. She then moved on to PPFA in 1970, where she became Director of Resources for the next 29 years. Throughout her exemplary tenure in the field, Ms. Gilpatric served on the Board of Directors of the National Society of Fund Raising Executives (NSFRE—now known as the Association of Fundraising Professionals, or AFP) and of WID, New York. She also served as the second president of WID and was named the first female president of the New York chapter of NSFRE.

"When I started, fundraising was a field that people didn't even think of for women!" says Ms. Gilpatric when discussing the marked change women have been able to affect in the fundraising field. To illustrate this point, she quotes a particular sentence in a 1966 book—*Designs for Fund Raising* by Sy Seymour—that was extremely popular in her first year with PPFA: "After talking about the structure of a development office, he says, 'Then, like every good home, the office needs a smart and dedicated woman—to police the housekeeping details, keep the records straight, watch the calendar, and keep things moving.'" Ms. Gilpatric dryly punctuates Seymour's words with this, "I am told that in more recent editions that paragraph was omitted."

The omission was timely, because things quickly began to change in the fundraising field. This was apparent with the rapid growth of Betty Becker's brainchild—Women in Development. "People came out of the woodwork!" says Ms. Gilpatric, "We just grew so fast!" And when asked about surmounting the typical obstacles every new organization hits, Ms. Gilpatric said breezily, "Most obstacles were easy to overcome; fundraisers know how to make things happen."

On a more serious note, Ms. Gilpatric claims that the new, all-female organization not only raised awareness in the fundraising community that the current organizations were out of date with their membership, but also offered women in the fundraising and development field yet another ladder rung on which to balance. "I had the personal satisfaction of making many new friends and knowing that WID was serving a real need for the women fundraisers in New York. I really believe that WID played an important role in opening up the fundraising field in New York to women."

Moving On and Up...

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

Sari Anthony
Director of Development
The Center for Family Support

Barbara Bantivoglio
Vice President for Development
WNYC-New York Public Radio

Mary Boyajian, CFRE
Director of Development
The Buckley School

Abigail Feder-Kane
Director of Foundation and
Government Relations
WNYC Radio

Harriet Goldberg
Director, Fundraising Systems
Doctors Without Borders

Filomena Gomes
Grants Writer
Institute for the Study of Aging

Mary Hannah
Assistant Director, Exhibit
Fundraising
The Museum of Modern Art

Huela Hu
Manager of Corporate Relations
The New York Botanical Garden

Joyce M. Isabelle
Director of External Affairs
Jazz Foundation of America

Shirley Ferguson Jenks
Jenks Group, LLC

Didi Lacher
Development Executive
UJA-Federation of New York

Gail Marino
National Manager, Corporate &
Foundation Relations
Hadassah, Women's Zionist
Organization of America

Amy Norman
Director of Development
Beginning with Children
Foundation

Cynthia Ries
Deputy Director
Children's Museum of
Manhattan

Shannon Smith
Deputy Director, Major Gifts
The Doe Fund

Stephanie Straffi
Director, Major Gifts
Development & External Affairs
Teacher's College, Columbia
University

Annick Sullivan
Director of Constituent Strategy
Columbia University

Sara Weisenthal
Director of Development,
Corporate Relations
The Advertising Council

Melissa Cowley Wolf
Alumni Relations Officer
Graduate School of
Architecture, Planning and
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Columbia University

WID 25 Years of Empowering
Women in Development
New York

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the Editor at phyllisd@aspca.org.*

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www.dorriolds.com*

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.

Save the Dates!

Women In Development Luncheon Calendar 2005-2006

September 26, 2005	February 6, 2006
November 7, 2005	March 6, 2006
December 5, 2005	April 3, 2006
	May 1, 2006

All luncheons are on Mondays
from 12 noon to 2 pm at
The Princeton Club
15 West 43rd Street

Visit us online at
www.widny.org