



President's Column

Dear WID Member

As WID's incoming president for the 2004/2005 year, I'd like to take this opportunity to share with you some of the milestones we achieved under the leadership and guidance of my predecessor, Barbara Leshinsky.

Two years ago, Barbara and several other board members devoted many hours to the development of a new web site for WID. At that same time, Barbara hired Sharon Epstein to provide much-needed management assistance to the organization. Sharon facilitates and helps manage luncheons, new programs, our annual cocktail reception and, as important, does an excellent job supporting the work of all of our board committees.

Annalee Van Kleeck provides expert technical support and assists Sharon with our database and web site. With Annalee's guidance we are, once again, exploring a site upgrade to better serve our membership.

Through the efforts of our membership committee, WID now boasts its largest membership ever at almost 700 women.

In addition to leading the board, Barbara took on responsibility for luncheon programs. She identified and recruited a tremendous group of speakers, several of whom attracted record-breaking attendance. In fact, on two occasions this year, the luncheons were standing room only!

More of our members are serving as mentors, an essential program of WID.

Barbara encouraged the creation of the "New Programs" committee. This group organized several innovative and popular sessions this year, such as: "How to Land the BIG Job" and "Reinventing Your Current Job".

I am also happy to report that WID is financially sound. Through increased membership, well-attended luncheons, our outstanding jobs bank and our successful sponsorship program we are operating in the black.

The work of all the board committees has been inspirational this year. Each committee has made a special effort to reach out to you—the membership—for your participation. This has become an effective way to include more members in the work of WID as well as an effective way to identify and recruit potential new board members.

Finally, Barbara encouraged several board members to create and implement a membership survey. The response was tremendous. This summer the board met to discuss the results, which will guide our organization and our decision making for many years to come. I look forward to sharing these plans with you as they unfold.

I am grateful to Barbara for her outstanding leadership, her wonderful support and encouragement and, of course, her excellent sense of humor. I am grateful to all our board members for their interest, enthusiasm and hard work on behalf of WID. Please make a point of meeting these dynamic women at our September reception or at any of this year's luncheons. We all wear ribbons identifying ourselves.

As the incoming President of WID, New York, I encourage you to get to know the other members of WID as well as the Board. We are an interesting and engaged group of citizens of the world of fundraising. Warmest Regards,

Brenna Sheenan Mayer
President



"The Psychology of Philanthropy"

FEATURING

Dr. Mona Ackerman

Psychologist and Philanthropist

Monday, October 4, 2004

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, September 29, 2004*



Sponsored by

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A psychologist by profession, Mona Ackerman has been a philanthropist of wide repute for over 20 years. As President of the Riklis Family Foundation since 1981, Dr. Ackerman has supported a broad range of organizations with a focus on Jewish causes, higher education, and museums. She has served in a leadership role at such nonprofit institutions as New York University; the Metropolitan Museum of Art; the Weizmann Institute for Science; UJA—Federation of Jewish Philanthropies of New York; the Museum of Modern Art; Rockefeller University; and the Board of Jewish Education. Dr. Ackerman's current affiliations include serving on the Board of Overseers of NYU's Faculty of Arts and Science; the International Board

of Governors of the Tel Aviv Museum; and the Board of New Yorkers for Children.

Dr. Ackerman earned her B.A. from New York University and her Ph.D. in Psychology from Yeshiva University. In private practice since 1990, she is an Associate of the Yale University Child Study Center and a Member of the American Psychological Association and the New York State Psychological Association.

Through her presentation, Dr. Ackerman will provide a look at the process of philanthropy for the donor, the fundraiser, and the beneficiary through the eyes and words of a psychologist and philanthropist. She will highlight the role of women in this process.

You are invited to attend

Women in Development, New York Networking Reception for Members

Tuesday, September 14, 2004

5:30 New Members
6:00-8:00 All Members

\$10 per member \$20 per non-member
\$25 per member or non-member at the door

Register online at www.widny.org

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
New York University's Center for
Philanthropy and Fundraising**

Looking for a way to get involved with WID?

Volunteer to staff the reception table at our monthly luncheons! It's a great way to meet fellow members. If you would be willing to help out on luncheon days from 12:00 to 12:30 p.m., please select a date and contact Patricia Boswell at 347-524-8259 or patriciaboswell95@yahoo.com.

Membership Survey Charts the Course for the Future

When an organization has undergone a growth spurt, as has Women in Development, New York, over the past few years, it is important to pause, take stock, and touch base with members, new and old, to determine what needs to be changed, to enhance what is presently working, and to plan for the future.

With this in mind, the WID Board, in late 2003, embarked on a survey of active and lapsed members. The survey was conducted with the assistance of Stackpole & Associates, a nationally known consulting group that has done extensive work in strategic planning for non-profit clients. Email was used to maximize participation. Of 1,000 individuals contacted in advance, 50% of active members agreed to be surveyed, demonstrating their interest in the planning process and future of the organization.

The survey first set out to establish a profile of the "average" respondent. The average respondent had been in the development field for at least 10 years and in her current position for less than two years. She classified her experience as that of a generalist, but her primary professional responsibility was in the corporate/foundation/government relations field, and secondarily in leadership or major gifts. She worked in higher education or as a consultant, at the senior management level. Of those surveyed, 85% stated that they were not considering leaving their jobs at this time - an impressive demonstration of job satisfaction.

The next major area that was assessed was member satisfaction—what are we doing right and what could we do better to keep our members active and interested? Overall, survey participants were satisfied with their membership in WID—3.59 on a scale of 5. When asked what services were most useful, they cited the printed job listings and ranked the web site high (3.32) as a useful tool.

In a set of questions designed as a planning tool for future programs, the survey tried to find out where respondents were in their professional lives and what aspect of professional development was presently most attractive to them. This input will be used to put together a comprehensive schedule of both educational and fun events that will appeal to all members, across length of service in the field.

The most important upcoming challenge for respondents was "reaching fund raising goals." The second was dealing with stress and burnout—not a surprise to anyone who has felt the pressures of increasing fund raising performance expectations and deadlines.

A review of WID's recent roster of events revealed that most respondents attended only one or two events in the past year. Overall, the timing and location of the Monday luncheons were suitable for most, although the speaker and the topic were the factors that drove attendance.

Much interest was expressed in after-work social events and networking opportunities. It was the consensus that the monthly luncheon format does not give ample opportunity for building relationships with fellow members and becoming more involved in the organization. Most surveyed indicated a preference for more panel discussions, both formal and informal, about such pertinent topics as building professional skills and salary negotiation.

While this summary does not do justice to the 56 pages of data compiled, the results point to two main objectives that will form the basis for WID's efforts going forward:

- To connect more with the entry-level and mid-level development professionals;
- To explore different ways of structuring the pre-luncheon and luncheon conversation times to ensure a positive experience that will bring back members and encourage newcomers to join, as the luncheon is for some the only contact they have with WID.

The challenge posed to the WID Board from the survey respondents is to create a welcoming atmosphere where members are encouraged to bring in new prospects, and where valuable exchange occurs at each and every luncheon table.

The survey results provided much food for thought at the Board Retreat in July, at which we discussed how best to provide members with a satisfying professional experience while continuing to advance the role of women in development. It is hoped that our efforts in the coming year will achieve these goals, and we welcome your feedback. Please send your comments or suggestions to widny@widny.org.

The WID Board would like to extend our special thanks to Virginia Strull and Claudia Chouinard for their considerable work on the survey.

Moving On and Up...

Our congratulations go to these WID, New York members who have made recent career moves during the spring and summer.

- **Laurie F. Dorf**, Executive Director of Development, Teachers College, Columbia University
- **Sarah Foote**, Major Gifts Officer, New York Weill Cornell Medical Center
- **Alicia D. Guevara**, Director of Development, The Osborne Association
- **Vivian Holmes**, Director of Development, Hebrew Home for the Aged at Riverdale
- **Molly Honigsfeld**, Director of Individual Giving, St. Mary's Foundation for Children
- **Elaine Huang**, Database Manager, Museum of Television and Radio
- **Nancy I. Jacob**, Heckscher Museum of Art
- **Judith Jorrich**, Senior Vice President, Development, National Academy Foundation
- **Aleya Lehmann**, Executive Director, Appraisers Association of America, Inc.
- **Barbara I. Leshinsky**, Executive Vice President, The Advertising Council, Inc.
- **Luanne McGrain**, Managing Director for Major Donor Relations, US Fund for UNICEF
- **Belinda Munsell**, Director of Development & Special Events, Metropolitan Montessori School
- **Keri Reitman**, Manager of Special Events, Big Apple Circus
- **Rosemary S. Weiss**, Executive Director for Major Gifts, Capital Campaign and Planned Giving, The City College of New York
- **Robin Bentz Wolgast**, Major Gifts Officer, Memorial Sloan-Kettering Cancer Center
- **Amy B. Zacks**, Senior Major Gifts Officer, Planned Parenthood Federation of America, Inc.
- **Kathleen Hill Zichy**, Executive Vice President, Development, Partnership for a Drug-Free America

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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