Conference sessions are designed to meet the needs of CEOs; Branch Executives; Y Senior Staff with assignments in fund development, marketing, communications and membership development; senior program staff, as well as annual campaign volunteers and board members.
# CONFERENCE SCHEDULE

## 8:30 – 9:00  REGISTRATION

## 9:00 – 9:20  WELCOME

Jack Lund, President & CEO, YMCA of Greater New York

## 9:20 – 9:55  OPENING PLENARY

Neil Nicoll, President and CEO, YMCA of the USA

## 10:00 – 10:50  SESSION 1

| A ⭐ CEO Town Hall with Neil Nicoll |
| B ⚫ Positioning our cause for the future success of your philanthropy program. |
| C ⚫ Foundation Grants – How do I identify and engage prospects in this complex environment? |
| D ⭐ Protecting the Future – Making the case for YMCA endowment development. |

## 11:10 – 12:00  SESSION 2

| A ⭐ Public funding – What’s available and how should our Y be advocating for more government support? |
| B ⚫ Innovative Ideas – LinkedIn for effective research, prospecting, and networking |
| C ⚫ Campaign and Donor Communication Strategies – I’ve got a fundraising message, how do I get it read? |
| D ⭐ The tri-state economy is picking up – what are the new post-recession trends in capital campaign/major gift work? |

## 12:00 – 1:30  LUNCHEON PLENARY

Gina Boswell, Executive Vice President, Personal Care, Unilever YMCA of the USA Board of Directors

## 1:45 – 2:35  SESSION 3

| A ⭐ Staffing your Y’s Development Shop – When to hire and how do I reduce turn over? |
| B ⚫ Case Study – Online peer-to-peer fundraising efforts. An update on the YUSA pilot and its next phase. |
| C ⭐ The Board Development Committee – How their work impacts campaigning and success? |
| D ⭐ Donor Prospect Research – Where to begin and the benefits of doing your homework. |

## 3:00 – 4:00  SESSION 4

| A ⭐ Driving traffic to your website – We’ve made the investment in redesigning our site, now how do I get more people to look at it? |
| B ⭐ Your fundraising success – Where are other like Y’s in their fundraising efforts and what trends indicate we’re on the path to success? |
| C ⭐ Case Study – A YMCA of USA Partner Project to increase the number of major gifts in an Annual Campaign. |
| D ⭐ Partnering with corporations to grow your Y – donations, sponsorships, cause marketing and employee engagement. |

*Designed for all conference attendees
*Designed for Y staff with assignments in fund development, marketing, communications, membership development and program operation
*Designed to address the needs of CEOs; Board Chairs and Board members; Executive Directors, senior and development staff
WORKSHOPS

Recommended for Y CEOs, Senior Association Leaders, Board Members and/or Chief Development Officers

CEO TOWN HALL WITH NEIL NICOLL
What’s the future outlook and what might be expected from Ys and the greater philanthropic sector going forward? How can our work with staff, boards, and volunteers continue to improve our Ys, better serve our communities and stay relevant in the philanthropic sector? In this session you’ll have the chance to speak with the YMCA of the USA President and CEO, who will share his insight and perspective.

Neil Nicoll, President & CEO, YMCA of the USA

THE BOARD DEVELOPMENT COMMITTEE – HOW THEIR WORK IMPACTS CAMPAIGNING AND SUCCESS.
In the not-for-profit sector, survey after survey acknowledges that CEOs and staff voice disappointment in the role their Board plays in raising funds. How can disappointment, miscommunication or confusion be avoided? In this session you’ll discuss how it all begins with the Board Development process including identifying, prospecting and recruiting Board members to ensure campaign success.

Chuck Ainsworth, Consultant
Gary Laermer, Senior Vice President & Chief Development Officer, YMCA of Greater New York

STAFFING YOUR Y’S DEVELOPMENT SHOP – WHEN TO HIRE FULL-TIME, PART-TIME, CONSULTANTS; WHAT WILL WORK FOR US; AND HOW DO I REDUCE THE TURN OVER?
Staffing development functions remains a challenge. Many Y development shops have experienced high turnover and have had difficulty filling positions. In this session you’ll learn the results of surveys of both Y development professionals and Y CEOs regarding expectations, satisfaction and functionality. You’ll discuss options to potentially reduce turn over, hiring options for a Y, as well as when and how to effectively engage consultants for best results and maximizing effectiveness.

Bruce Berglund, CFRE, President, Donor By Design

PROTECTING THE FUTURE – MAKING THE CASE FOR YMCA ENDOWMENT DEVELOPMENT
If you’re in the beginning of your Y’s endowment growth effort, or are in the midst of an endowment program, you’ll enjoy this discussion on effective endowment growth strategies. You’ll discuss the importance and potential long term impact of successful endowment growth on your YMCA, as well as tools to better position endowment growth opportunities with your Board, Development Committee volunteers and staff.

Michael Bussey, Senior Consultant, Donor By Design
Lora Dow, Vice President, Donor By Design
PUBLIC FUNDING – WHAT’S AVAILABLE AND HOW SHOULD OUR Y BE ADVOCATING FOR MORE CITY/TOWN AND COUNTY GOVERNMENT SUPPORT?
What funding options are available and how should our Y be planning to maximize support from township, city, county and state public funding sources. In this session you’ll discuss where to look, what to look for, and strategies to identify and secure public funds. You’ll also review what role volunteer Board members can play and how to effectively manage your relationships and work with elected officials at all levels of government.
Paul Custer, Senior Vice President, YMCA of Greater New York
Neal Denton, Senior Vice President, Chief Government Affairs Officer, YMCA of the USA

THE TRI-STATE ECONOMY IS PICKING UP – WHAT ARE THE NEW POST-RECESSION TRENDS IN CAPITAL CAMPAIGN/MAJOR GIFT WORK AND ARE YOU READY?
As the Tri-State economy continues to show signs of growth, should your Y begin evaluating its prospects for success in a capital or major gift campaign? In this session you’ll discuss what work is required well before a campaign is seriously considered, and what elements of your Board, staff and position in your community need to be aligned for success. Additionally, this session will explore the growing trends of campaigns to be more comprehensive and include funds raised for the annual campaign capital campaign, program functions and endowment.
Jack Lund, President & CEO, YMCA of Greater New York
Bruce Berglund, CFRE, President, Donor By Design

“\nIf everyone is moving forward together, then success takes care of itself.\n”
– Henry Ford
DONOR PROSPECT RESEARCH – WHERE TO BEGIN AND THE BENEFITS OF DOING YOUR HOMEWORK.
A review of where to start your Y’s donor and prospect research program, as well as effective and affordable tools to enhance your efforts. We’ll discuss what methods of research are available and their potential benefits. The discussion will include research and networking options that provide excellent results and explore the value of finding your donors connections. Finally, the presenters will demonstrate useful tools for maximizing both the efficiency and benefits of a well-defined research program that identifies prospects and how to reach them.

Andrew Bernstein, Director, Major Gifts, YMCA of Greater New York
Velma Hutchins, Senior Account Executive, Relationship Science

FOUNDATION GRANTS – HOW DO I IDENTIFY AND ENGAGE PROSPECTS IN THIS COMPLEX ENVIRONMENT?
Foundations are narrowing their focus, demanding complex metrics and constantly seeking something “new.” How can your Y find where these donors are, meet them there, and collaborate to benefit your programs?

Craig Shelley, CFRE, Director, Orr Associates, Inc.

PARTNERING WITH CORPORATIONS TO GROW YOUR Y – DONATIONS, SPONSORSHIPS, CAUSE MARKETING, EMPLOYEE ENGAGEMENT – HOW DO I FIT IT ALL TOGETHER TO MAXIMIZE MY RETURNS?
Corporations increasingly want to engage deeply with organizations in ways that will activate their philanthropy and their employees, align with their mission and corporate values, and provide a return on investment. Our volunteers and members are constantly being asked to donate on check-out lines and to support cause marketing efforts. They frequently ask why they can’t support the Y in this manner. We’ll explore how we build relationships and programs that will allow them to do just that.

Craig Shelley, CFRE, Director, Orr Associates, Inc.

DRIVING TRAFFIC TO YOUR WEBSITE – WE’VE MADE THE INVESTMENT IN REDESIGNING OUR SITE, NOW HOW DO I GET MORE PEOPLE TO LOOK AT IT?
Since the nationwide rebranding, many YMCA websites have been redesigned. Are you tracking the return on your website investment? In this session you’ll discuss measuring the results of your work, and ensuring that you are effectively using your web presence as the frontline in your communications efforts, while continually driving improved traffic and results.

Ellen Murphy, Vice President, Communications, YMCA of Greater New York
Andrea Plaza, Senior Vice President, Marketing & Communications, The Community YMCA

Recommended for Chief Development Officers, Senior Development Staff, Senior Association and Branch Leaders, Branch and Board Volunteers and Communications and Marketing Staff
POSITIONING OUR CAUSE FOR THE FUTURE SUCCESS OF YOUR PHILANTHROPY PROGRAM.

Key to the success of any fund development campaign is how the charity is perceived by the public and your prospects. The Y’s nationwide campaign is no different, and significant work is being undertaken to rollout a national positioning strategy designed to change perceptions and engage people in the Y’s cause. In this session we’ll discuss our shared goals to reach and influence more people to support our cause, and how your leadership in these positioning efforts is critical.

Gina Boswell, Executive Vice President, Personal Care, Unilever and YMCA of the USA Board member
Robyn Furness-Fallin, Chief Development Officer, YMCA of the USA

CASE STUDY – ONLINE PEER-TO-PEER FUND RAISING EFFORTS. AN UPDATE ON THE YUSA PILOT AND ITS NEXT PHASE.

The YMCA of the USA has launched a pilot project as part of the nationwide campaign that provides local associations and branches a tool for peer-to-peer fundraising allowing members and others to effectively raise funds online for your YMCA. In this session you’ll learn how the pilot has functioned, the levels of success, next steps, and how your Y can participate in the future.

Courtney Weiland, CFRE, Senior Financial Development Resource Specialist
YMCA of the USA
Pam Havlick Hearn, Membership & Education Director, NAYDO

“alone we can do so little; together we can do so much.”

– Helen Keller
YOUR FUNDRAISING SUCCESS – WHERE ARE OTHER LIKE Y’S IN THEIR FUNDRAISING EFFORTS AND WHAT TRENDS INDICATE WE’RE ON THE PATH TO SUCCESS.
YMCA of the USA has collected lots of data about fundraising campaigns and volunteer engagement. In this session you’ll discuss what trends the data has identified and where your YMCA benchmarks in the region and with like sized YMCAs. You’ll also have the chance to look at Y’s that are outliers in the data and discuss what makes them standout by comparison with their peer group.
Ryan Johnson, CFRE, Regional Collaboration Manager, YMCA of the USA
Courtney Weiland, CFRE, Senior Financial Development Resource Specialist
YMCA of the USA

CASE STUDY – A YMCA OF USA PARTNER PROJECT TO INCREASE THE NUMBER OF MAJOR GIFTS IN AN ANNUAL CAMPAIGN
Over the past 24 months, several YMCAs have been engaged in a YMCA Partner Pilot Project to increase the number of major gifts in their Annual Campaign. In this session, you’ll hear from the participating Ys about their successes and challenges in implementing this initiative. They will also discuss and answer questions about key learnings and their experience from collaborating with other Ys.
Carol Schmidt, CFRE, Senior Financial Development Resource Specialist, YMCA of the USA
Diego Aviles, Vice President, Development, YMCA of Greater New York
Andrew Powers, Director of Development, YMCA of Greater Rochester

CAMPAIGN AND DONOR COMMUNICATION STRATEGIES – I’VE GOT A FUNDRAISING MESSAGE, HOW DO I GET IT READ?
Gain a new understanding of developing your campaign and donor communications beyond just a newsletter. You’ll discuss what communication formats and programs are resonating with donors and how to integrate these features into your planning.
Hayley Berlent, Chief Strategy Officer, Managing Director, Siegelvision

INNOVATIVE IDEAS – LINKEDIN FOR EFFECTIVE RESEARCH, PROSPECTING, AND NETWORKING
Is your YMCA using its LinkedIn social media presence to its fullest to communicate, find new prospects, and gain additional information on those in your database? LinkedIn is not just for the job seeker anymore, and if used effectively, can enable you to build your network, communicate updates to your existing constituents, and get the data you need on prospective donors, volunteers, and board members. Join this session for strategies and ideas for improving your use of this new media.
Jeremy Woolf, Director of Marketing, CCS
Faôn M. Mahunik, Executive Director of Research Analytics, CCS

Recommended for Chief Development Officers, Senior Development Staff, Senior Association and Branch Leaders, Branch and Board Volunteers and Communications and Marketing Staff
NEIL NICOLL  
President and CEO, YMCA of the USA

Neil Nicoll was hired as president and CEO of YMCA of the USA in May 2006 and is the 13th person to lead the YMCA movement in the United States. He joined Y-USA following 14 years as President and CEO of the YMCA of Greater Seattle. In his role at Y-USA he leads the nationwide, 2700 branch Y Movement, annually serving 21 million participants, through 250,000 staff and 560,000 volunteers. He previously was the president and CEO of the YMCA of Greater Worcester (Mass.) for 12 years, executive director of the Prince Georges County branch of the YMCA of Metropolitan Washington D.C., for six years and executive director of the Dorchester branch of the YMCA of Greater Boston for three years.

A recognized community leader, Neil serves on numerous local and national boards including Chicagoland Chamber of Commerce Board of Directors, Independent Sector Board of Directors, America’s Promise Alliance Trustee, Springfield College Trustee, and the Institute of Medicine Committee on Childhood Obesity Prevention.

During his tenure in Seattle, Neil chaired the YMCA of Washington Public Policy Committee, the Seattle University Nonprofit Executive Master’s Degree Program Visiting Committee, and the Washington Council of Youth Agencies. He also served on the Mayor’s Citizens’ Advisory Committee for the Family and Education Levy in 2004.

Neil earned a bachelor’s degree in history from Eastern Nazarene College (Quincy, Mass.), and a master’s degree in education from Springfield College. He also holds an Executive Management certificate from Clark University (Worcester, Mass.) and has attended the Harvard Business School Nonprofit Management Program.

Neil plays golf and reads for pleasure. He and his wife Anita have two grown daughters, Kimberly and Kerri.

Awards & Recognition
- Seven Great YMCAs (YMCA of Greater Seattle), Perspective magazine, 1999
- A Study in Management Excellence in Nonprofit Human Services, 1988
- Outstanding Young Men of America, 1978
GINA BOSWELL  
Executive Vice President, Personal Care, Unilever  
YMCA of the USA Board of Directors

Since 2011, Gina has been leading the multi-billion dollar Personal Care portfolio for Unilever North America which is made up of hair, skin, and deodorant categories.

Formerly as President, Global Brands for Alberto Culver, Gina oversaw all global brands, such as TREsemme, NeXXus, and St. Ives for this $3.7 billion market cap company, until acquired by Unilever. Prior to Alberto Culver, she held several senior positions at Avon, Ford Motor Company and The Estee Lauder Companies.

Gina serves on the boards of Manpower Inc. (NYSE: MAN), Wolverine (NYSE: WWW), YMCA USA, Cosmetic Executive Women (CEW), and the Personal Care Products Council. Ms. Boswell was named a Henry Crown Fellow of the Aspen Institute in 2005. She is a member of the Chicago Network and the Yale University President’s Council.

Recently, Gina has been recognized as a “Woman to Watch” by Advertising Age, “Marketer of the Year” by Women’s Wear Daily, and “Achiever of the Year” by Cosmetic Executive Women.

“""The best way to find yourself is to lose yourself in the service of others."" ""  
– Mahatma Gandhi
PRESENTER AND SPEAKER BIOS

CHUCK AINSWORTH
Consultant

Building communities of people joined together for a common cause to improve the lives of children, teens and families, international students and scholars, has always been a guiding interest for Chuck Ainsworth. Nearly 40 years of professional work in the complimentary worlds of university student development and the YMCA movement have provided a lifetime of experience in organizational development and group work.

Chuck’s early career at St. John’s University as Associate Dean supported international students and scholars as they balanced academic work with efforts to live in and explore a complex, diverse urban environment. This became excellent preparation for his international student work with the YMCA of the USA, programming students on a national and international stage while involving local YMCAs.

Chuck’s interest in helping community based organizations increase their capacities to serve became a lifelong endeavor in the YMCA movement. He held leadership positions as executive for the Greenpoint and Flatbush branches of the YMCA of Greater New York and as executive for the independent Stamford, Connecticut YMCA, balancing the development of organizational resources with the development of staff and volunteers to augment the YMCA’s impact.

A return to the YMCA of the USA in 1997 provided more than 10 years of work as a national consultant/management consultant working with independent YMCAs throughout the US in the areas of executive search, board development, and strategic planning. Later, as Vice President of the YMCA of Greater NY, Chuck developed and coordinated capacity building projects with independent YMCAs, deploying experts from the New York Y in the areas of marketing and communications, financial development and membership and program while also working with the 24 branches of the New York Y in developing their boards of management.

Chuck’s education includes a BA degree from Oberlin College, a MA degree from Middlebury College and the University of Mainz and a MA degree from Columbia University.

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DIEGO AVILES
Vice President, Fund Development, YMCA of Greater New York
daviles@ymcanyc.org

As Vice President of Fund Development, Diego provides leadership to the Y’s Annual Campaign and special events to ensure that the organization meets and exceeds its fundraising goals.

Prior to joining the Y, Diego served as Chief Operating Officer for the Boy Scouts of America, Hudson Valley Council, where he led the Council’s fundraising and marketing efforts including the 100th anniversary $5 million “Always Prepared” capital and endowment campaign. Through his leadership, special event fundraising increased more than 150 percent and membership in the council grew substantially due to innovative marketing campaigns.
Prior to the Boy Scouts, Diego was Director of Development and Operations for PENCIL (Public Education Needs Civic Involvement in Learning) from 2003–2005. Before PENCIL, Diego had an eight year tenure for the Boy Scouts serving a variety of responsibilities, as field executive, fundraising executive, and lastly as Director of the Exploring Division.

When Diego is not working, he volunteers as a Scout leader for his son’s pack in Thiells, serves as a Soccer Coach, and is a member of his Church’s finance committee.

Diego lives with his wife Linda and sons Kenny and Christian in Rockland County.

HAYLEY BERLENT
Chief Strategy Officer and Managing Director, Siegelvision

Hayley is one of the most effective brand strategists in our industry today, with a passion and commitment to transforming large, complex organizations in the social sector. Her successful track record with NGOs, nonprofits, universities, hospitals and social enterprises reflects a disciplined analysis to defining the essence of the organization. She then aligns the brand to drive culture change, audience engagement and business results.

As Chief Strategy Officer/Managing Director at Siegelvision, Hayley draws on her extensive knowledge in the branding industry as well as pivotal positions in education, public relations and healthcare. Through quantitative rigor coupled with creative insights, Hayley is recognized for her role in shaping C-suite and Board-level interactions as well engaging employees to elevate the strategies, stories and experiences that positively impact businesses and societies.

Prior to joining Siegelvision, Hayley was a senior strategy director at Siegel+Gale, a global brand consultancy also founded by Alan Siegel. There she led large-scale branding programs for clients including the Y (YMCA), Aetna, Rotary International and Memorial Sloan Kettering Cancer Center. She also developed the strategies for Florida State University, Phoenix House, Turnaround for Children, KeyBank, Walgreens, CVS and Stantec. At Siegel+Gale, she spearheaded several companywide initiatives, including a corporate social responsibility (CSR) program benefiting social enterprises in Africa and Asia.

Hayley also managed public affairs at Columbia University’s School of Law where she was responsible for protecting and promoting the reputation of the School, its faculty and programs. Hayley also spent several years working in healthcare and consumer health public relations, building a track record for partnering with advocacy and affinity groups to shape conversations around infectious diseases and other important health issues.

The quality of Hayley’s work has been recognized with numerous Rebrand 100 awards and by the BMA Ace, AME and Design Business Effectiveness award competitions. She holds an M.S. in Strategic Communications from Columbia University.

BRUCE BERGLUND, CFRE
President, Donor By Design Group LLC
bruce@donorbydesign.com

Serving as President of Donor By Design Group, Bruce provides strategic direction for the firm. Donor By Design is managing more than $1 billion in capital, annual and endowment campaigns. Bruce is a highly sought after speaker and teacher. Prior to Donor By Design, Bruce served as national Director of Philanthropy and Resource Development for the YMCA of the USA. Bruce and his team secured contributed and sponsorship support on behalf of the YMCA of the USA and the 2,700 YMCAs nationally. Prior to his YUSA work, Bruce served as the Chief Development Officer for the St. Louis and Milwaukee YMCAs.
Bruce began his fundraising career in higher education as Director of Advancement for Doane College. He then served as Director of Development for the St. Louis Art Museum.

Bruce has served on the North American YMCA Development Organization (NAYDO) Council and is a member of the Association of Fundraising Professionals (AFP). He received the YMCAs top fundraising award in 2001 (Eagle Award), which recognizes and defines YMCA fundraising excellence in the United States, Canada and Mexico.

ANDREW BERNSTEIN
Director, Major Gifts, YMCA of Greater New York
abernstein@ymcanyc.org

Andrew Bernstein joined the Fund Development team in the Association Office at the YMCA of Greater New York in May 2010, as the new Major Gifts Director. From 2006 through early 2010, Andrew served in varying capacities in the Development Office at New York-Presbyterian/Weill Cornell Medical Center. From 2006–2008, Andrew served as a Development Associate in the Major Gifts Department at the Medical Center. Starting in 2008, Andrew took on the role Campaign Coordinator, of New York-Presbyterian Hospital’s $1 billion Capital Campaign.

Prior to New York–Presbyterian, Andrew served as a member of the Development Team at Beth Israel Medical Center. Andrew graduated from Indiana University with a B.S. in Public Affairs in 2004.

MICHAEL D. BUSSEY
Senior Consultant, Donor By Design Group, LLC
mike@donorbydesign.com

Mike comes to Donor By Design following a 39-year YMCA career. He held leadership positions in program, branch operations and financial development with the YMCA of Greater St. Paul, where he has a long history of directing successful annual, capital and endowment programs.

Mike also has served as the Director General of the Jerusalem International YMCA. During his eight-year tenure, the YMCA was nominated for the Nobel Peace prize for its historic work in creating peaceful coexistence in the Holy Land. The final phase of Mike’s career was with the YMCA of the USA where he provided financial development consulting and training for over 350 YMCA’s in 14 Midwest states. Mike was recognized as one of the leading financial development trainers for the YMCA movement.

Mike has had a life-long commitment to YMCA camping having served the director of YMCA Camp St. Croix (St. Paul) and as the National Chairman for YMCA World Camp ’88. He also co-founded the annual YMCA Camping Symposium on Financial Development. His passion and enthusiasm for non-profit organizations is grounded in his belief that the long-term, secure future of an organization is directly related to philanthropic support. Mike is a graduate of Gustavus Adolphus College (St. Peter, MN), where he was recognized as a Distinguished Alumni. He and his wife, Marcia, live in the Chicago area.

PAUL CUSTER
Senior Vice President, Government Affairs, YMCA of Greater New York

As Senior Vice President of Government Affairs, Paul Custer provides overall leadership to the YMCA of Greater New York’s public affairs and community development activities in support of the YMCA’s priorities of youth development, healthy living and social responsibility. His role includes leading YMCA advocacy at the city, state and federal government levels as well as public–private capital development projects. He also leads the YMCAs efforts to secure public funding in support of capital projects and priority Y programs including, youth and teen, workforce development, counseling, housing and new Americans’ services.
Paul has led the public-private development process on new YMCA property initiatives including the development of the Bedford-Stuyvesant, Chinatown, Rockaways, Coney Island, and Flushing YMCAs.

Previously, Paul served as Vice President of Operations for the YMCA of Greater New York and provided operating, planning, board development and fund raising support to numerous YMCA branches. Paul also served as Executive Director of the McBurney branch of the YMCA.

Prior to joining the YMCA of Greater New York, Paul was CEO of the Rockland County Y in suburban New York City. He began his Y career as a Program Director in YMCAs in Johnstown, PA and Hollidaysburg, PA. He is a graduate of Slippery Rock University with a Bachelor of Arts degree in English.

NEAL DENTON
Senior Vice President, Chief Government Affairs Officer

As Senior Vice President and Chief Government Affairs Officer, Neal Denton leads Y-USA’s Government Relations and Policy Office in advocating for policies and funding at the federal level that are important to the Y’s cause of strengthening community through youth development, healthy living and social responsibility, as well as supporting Y State Alliances and individual associations with their advocacy efforts.

Prior to joining Y-USA in October 2012, Neal served as the Senior Vice President, Government Relations and Strategic Partnerships for the American National Red Cross. Among his many accomplishments in his more than six years with the Red Cross, Neal led efforts to secure significant funding from Congress for Red Cross Disaster Services, Biomedical Services and Service to the Armed Forces. He also served as the Senior Vice President, Service to the Armed Forces and Chief of Staff to the President. Prior to the Red Cross, he spent 20 years as the Chief Executive Officer of the leading national trade association of nonprofit fundraisers. He began his career in Washington in 1985 as a staff assistant in the U.S. House of Representatives. Neal is a U.S. Army veteran and a graduate of Ohio University.

Neal is one of the most highly respected nonprofit executives in Washington, D.C., having appeared on the NonProfit Times’ “Power and Influence Top 50” nine times. The Times refers to him as one of the “industry beacons” who will “lead the sector well into the next century.”

A Certified Association Executive (CAE), Neal is the past chairman of the Public Policy Committee of the American Society of Association Executives and member of the Public Policy Committee of Independent Sector. He also serves as a guest lecturer at the Georgetown University Government Affairs Institute.

LORA DOW
Vice President, Marketing and Communications, Donor By Design Group

How do you tell your organization’s story? Effective communications are critical to your ability to inspire donors, advocates and volunteers.

With nearly 20 years of marketing experience – and more than 10 years working with non-profits – Lora can help you create a compelling case for support, connect you with the people who need your services, build your brand and position your organization for success.

• Case development, including printed materials, iPad tools, videos and web strategies
• Website development
• Social media and e-communications
• Online giving
• Member/Customer service best practices, training and auditing
• Facility and program launch strategies
• Integrated marketing/communication campaigns

A graduate of Georgetown University, Lora began her career in marketing for technology companies. It didn’t take more than a couple of days in her role at the YMCA, however, to realize that there is something special in working with non-profits. She continues that passion to help great causes in her work with Donor By Design and in her volunteer activities in the Milwaukee area.

ROBYN FURNESS-FALLIN, CFRE
Senior Vice President and Chief Development Officer, Financial Development YMCA of the USA
robyn.furness-fallin@ymca.net

Robyn Furness-Fallin serves as the Senior Vice President and Chief Development Officer of YMCA of the USA (Y-USA) where she leads the organization’s national fundraising, strategic alliances and collaborative model development.

Robyn brings more than 20 years of development and fundraising experience to her leadership role. Prior to joining Y-USA, she served as chair for the Large YMCA Chief Development Officers Network and is a past chair of the North American YMCA Development Organization (NAYDO). In 1998 she received the Eagle Award for Excellence in Fundraising, NAYDO’s highest honor. Robyn has been a Y-USA Partner Professional for financial development since 2008.

Robyn served at Silicon Valley Y, as Executive Vice President of Strategy and Innovation leading strategic planning, change management, and innovation. Before this, Robyn served the YMCA of Metropolitan Atlanta, as Sr. Vice President, Chief Development Officer for 18 years. Prior to Atlanta, Robyn was Vice President, Marketing and Development for the YMCA of Santa Clara Valley (now part of the Silicon Valley Y). She began her Y career in 1986 as Vice President, Marketing and Development for the YMCA of Central Maryland in Baltimore. Before joining the Y she was a marketing executive and an elementary school teacher. Robyn holds a B.A. from McDaniel College, Westminster, MD.

PAM HAVLICK HEARN
Membership & Education Director, NAYDO
pam.hearn@ymca.net

Pam Havlick Hearn doubled the NAYDO staff when she joined the organization as the new Director of Membership & Education in January 2014. In her role at NAYDO, Pam is responsible for leading and managing all aspects of membership growth and retention, serving as the primary contact for NAYDO members on all issues relating to education and member services, leading and managing all education offerings including webinars; on-line resources; research projects and regional training events, overseeing all communications including a comprehensive communications calendar, newsletters, social media and website, and facilitating donor prospect research to understand best practices in philanthropy and other research as requested.

Pam also works on project management with the Advancement & Planning team in support of Y-USA’s Nationwide Campaign strategies. Pam is a Faculty Trainer for Y-USA and also served on NAYDO Council.

Prior to joining NAYDO, Pam served the Central Connecticut Coast YMCA as Vice President of Financial Development, where she provided leadership to brand transition efforts, planned giving programs and helped to more than double the annual campaign while strengthening capital. Pam began her Y career at the
Fogelman Downtown YMCA in Memphis, TN and has also worked with the McBurney YMCA in New York and the Greenwich Family YMCA in Connecticut.

Pam attended Wellesley College and graduated with a bachelor of arts. She and her husband, Tommy, are the proud parents of Mason (11) and two unruly labradoodles. They currently make their home in Stratford, Connecticut.

VELMA HUTCHINS
Senior Account Executive, Relationship Science (RelSci)

Prior to RelSci Velma worked with nonprofits on their digital fundraising strategy at Network for Good in San Francisco. Over the course of her career Velma has established herself as a person who has a strong passion for social justice and helping others and at RelSci she continues to work with nonprofits to help them grow and raise money with cutting edge technology. She attended the University of Michigan and has a BA in political science.

RYAN JOHNSON
CFRE

Ryan Johnson has served the Y Movement since 2011 as a Regional Collaboration Manager in the Financial Development Department at YMCA of the USA. In this position he helps YMCA’s increase capacity and performance in the area of philanthropy. Prior to joining Y-USA, Ryan worked as a marketing and financial development professional in higher education and non-profit youth camping. Ryan has extensive experience in annual campaigns, major gifts and capital campaigns through his University and YMCA background.

Ryan studied business and economics as an undergraduate and received his Master of Arts in Education from North Park University in Chicago, IL. He is a graduate fellow of the Development Leadership Consortium in Chicago and a Certified Fund Raising Executive (CFRE). He is Director of the YMCA/FEP Pilot Project in addition to serving on the Association of Fundraising Professionals (AFP) Research Council.

When not at the YMCA, Ryan volunteers at his church and cheers on his favorite Minnesota and Chicago sports teams (Skol Vikings!). Ryan and his wife, Kristin have two daughters—Elsa and Solveig. If he could be anywhere right now it would be sitting in a duck blind or up in a tree stand.

GARY I. LAERMER
SVP and Chief Development Officer, YMCA of Greater New York
glaermer@ymcanyc.org

Gary Laermer is responsible for all philanthropic and charitable giving programs for the YMCA of Greater New York. Gary joined the YMCA of Greater New York in early 2010, from the position of President and Chief Executive Officer of the Community YMCA in Monmouth County, NJ, a five-branch YMCA association with a $14 million annual budget. His tenure saw that YMCA’s first seven-figure charitable gift and the dramatic growth of programs and services offered families and children. Gary moved The Community YMCA into a position of an important community health asset, leading to his appointment by Governor Jon Corzine to the New Jersey Council on Fitness and Sports in 2009.

As Vice President of Development and External Affairs for Staten Island University Hospital, Gary raised nearly $20 million, including a federal appropriation for the first dedicated pediatric emergency room on the Island and led the Campaign for
Care and Healing to expand emergency services to the borough’s 500,000 residents and build the hospital’s first library and education center.

Gary’s roots in human services reach back to his first professional position, as Assistant Director of Camping for the Boy Scouts’ Greater New York Council. In all, he spent 19 years with the Boy Scouts, rising through the organization to the position of Chief Operating Officer and Director of Field Services. Gary’s career with the Boy Scouts was notable for his development work in major gifts, campaign strategy and board member development. Since 2011 Gary has been serving as Director of the New York City chapter of the Association of Fund Raising Professionals. His achievements in advancing philanthropic programs were featured in the October 18, 2012 issue of the Chronicle of Philanthropy, highlighting his work with donor stewardship and effective campaign management.

JACK LUND
President and CEO, YMCA of Greater New York
jlund@ymcanyxc.org

Jack Lund serves as President and Chief Executive Officer of the YMCA of Greater New York, the largest YMCA in the U.S. His YMCA career spans 35 years and includes a rich variety of top leadership roles as well as hands-on grassroots experience working with teens, families, and communities. As head of New York City’s largest private youth-serving organization, Jack is dedicated to strengthening the foundations of communities in New York City through programs that nurture the potential of every youth and teen, improve the overall health and well-being of individuals, and give back and provide support to our neighbors. Jack pioneered development of key new programs aimed at tackling some of New York City’s most pressing community issues from youth health and safety, to civic engagement for teens, and service to new Americans.

Jack has spearheaded the Next Century city-wide branch capital renewal program that will build or renovate more than 1.3 million square feet of facility space. To date, the campaign has led to the creation and/or renovation of the Chinatown YMCA, Dodge YMCA, Bedford-Stuyvesant YMCA, and Ridgewood YMCA. In addition, several projects are under development including the construction of new YMCAs in Coney Island and the Rockaways, an Olympic-sized swimming pool at the Prospect Park YMCA, and a proposed new YMCA for the Flushing community.

Jack has played a key role in cultivating talent and growing the YMCA movement both domestically and internationally. In New York City, he launched a comprehensive professional development program for the Y’s 4,500 employees. In addition to leading the YMCA of Greater New York, Jack served as chair of YMCA Activate America for Y-USA, and has served as chair of the YMCA’s Urban Group, an organization that comprises the CEOs of the top 30 YMCAs in North America. On the global stage, Jack is a former chair of the YMCA World Urban Network, a network of YMCA CEOs from the world’s largest cities.

Jack received his B.A. in political science from Philadelphia’s LaSalle University and his M.Ed. in community leadership and development from Springfield College. In 2011, Jack received an honorary doctorate degree from Springfield College, where he currently serves as a Trustee and adjunct professor. Jack and his wife Cieli reside in Manhattan, and have two grown children and two granddaughters. He is a native of Bethlehem, Pa., and an avid cyclist, golfer, and pianist.
FAÖN M. MAHUNIK  
Executive Director of Research Analytics, CCS

As Executive Director of Research Analytics at CCS, Faön Mahunik oversees the firm’s data analysis that augments existing consulting and management services, including feasibility studies, audits and assessments; research, predictive modeling and prospect screening; campaign planning, management and direction; benchmarking and gap analysis; major gift initiatives and other tailored constituent strategies. With over a decade of research and analytical experience, Faön served as the director of research at Barnard College – Columbia University, and as a prospect researcher for The Wharton School of the University of Pennsylvania and Philadelphia University. Prior to working in development and fundraising, she conducted due diligence investigations for a private consulting firm.

Faön is a member of the Utica College’s National Alumni Council, the Association of Fundraising Professionals (AFP), and the Association of Professional Researchers for Advancement (APRA and APRA-GNY). She is also a volunteer and member of the New York Junior League’s Forum for Nonprofits. Faön earned a Bachelor’s degree in Economic Crime Investigation, with a concentration in Computer Security, from Utica College.

ELLEN MURPHY  
Vice President, Communications, YMCA of Greater New York

Ellen Murphy is responsible for communications, public relations, publishing, social media and web execution for New York City’s YMCA. Ellen began her career with the YMCA in 2008 as Senior Director of Communications & Public Relations. During her tenure, Ellen pioneered the YMCA of Greater New York’s social media presence by establishing and maintaining the Association’s profile on YouTube, Twitter and Facebook. In 2012, Ellen received the PR News Public Relations Pro of the Year Award for her work with a nonprofit organization.

Prior to joining the YMCA, Ellen was employed as a Director with Robinson, Lerer & Montgomery where she developed and executed media outreach programs for various clients. In addition, Ellen has been employed with the Chamberlain Communications Group as an Account Executive, Barnes & Noble College Bookstores as Project Manager of Communications and with Sapient Corporation as an Associate Project Manager at their offices in NY and Germany. Ellen holds a Bachelor of Arts degree in International Affairs from The George Washington University and Master of Science degree in Strategic Communications from Columbia University.

ANDREA PLAZA  
SVP, Marketing & Communications, The Community YMCA  
aplaza@cymca.org

Andrea Plaza is a marketing communications professional with over 25 years of experience in brand management, public relations and digital communications. She currently serves as Senior Vice President of Marketing & Communications for The Community YMCA, a 5-branch association in central New Jersey, and is the chairperson of the marketing network for the New Jersey YMCA State Alliance.

Prior to her role at the Y, she worked as Director of Marketing and Community Relations at United Teletech Financial and Manager of Corporate Communications & E-Business Strategy at New Jersey Resources Corp, parent company of New Jersey Natural Gas. A graduate of the University of Texas at El Paso, Andrea began her career as an education writer at the Fort Worth Star Telegram and was a news correspondent for the Asbury Park Press. She serves on the Board of Trustees.
for the Red Bank Charter School and is a Fellow of Leadership New Jersey. She also served on the Education Foundation of Little Silver and as a corporate mentor for Big Brothers Big Sisters. Andrea and her husband, Rick Dill, have two grown sons and reside in Little Silver, NJ.

ANDREW POWERS
Director of Annual Giving, YMCA of Greater Rochester
andrew.powers@rochesterymca.org

With ten years of development experience, Andy Powers is in his third year with the YMCA of Greater Rochester, serving as the Director Annual Giving for the Association. Andy is helping lead an effort to attract and retain leadership annual donors and build the pipeline for major gifts, while coordinating the annual giving efforts of an Association that raised $2M in 2012. As a member of Rochester’s Partner Y team, Andy is helping to lead Y-USA’s Major Gift Pilot Project.

Andy was previously the Assistant Director of Development for Stewardship at the Johns Hopkins University (Fund for Johns Hopkins Medicine), in Baltimore, MD, where he coordinated efforts to thank and steward $100,000+ lifetime donors, as well as major gift donors to the Medical Institutions. Later, as Director of Annual Giving at Notre Dame of Maryland University, Andy led annual campaign efforts while identifying and cultivating leadership donors among all constituencies, including recent graduates and reunion celebrants. Andy and his wife, Nicole, are happy to once again call Rochester home, now with their 2 year old daughter, Evelyn.

CAROL SCHMIDT, CFRE
Senior Development Resource Specialist, YMCA of the USA

Carol is a nationally recognized leader in the field of Financial Development with over twenty years experience designing, building, managing, and implementing fundraising strategies and campaigns to help non-profit organizations achieve their financial goals. Serving as VP of Financial Development for the YMCA of Minneapolis and the YMCA of Greater St Paul simultaneously, Executive Director of the Minneapolis Council of Camp Fire, and numerous volunteer board positions have prepared her well for developing and delivering financial development resources to YMCAs throughout the United States.

CRAIG SHELLEY
Director, Orr Associates, Inc.
cshelley@oai-usa.com

Craig Shelley joined OAI in October 2013. As a Director, Craig is primarily focused on creating and implementing efficient, capacity-building plans to help our nonprofit partners meet their development goals. With 16 years experience in the nonprofit sector leading national and local fundraising initiatives, Craig has wide-ranging expertise and a track record of success. He is a strategic leader who specializes in collaborating with corporate leaders and high net worth individuals to attract financial resources to further important missions. Prior to joining OAI, Craig was National Director of Development and Corporate Alliances for the Boy Scouts of America. He was responsible for leading annual fundraising, corporate partnerships, and alumni relations for the organization while also providing training, support, and consulting to nearly 300 local affiliates, which collectively raised more than $250 million, annually.

Craig previously served as Chief Executive Officer for scouting’s affiliate serving the communities of the Jersey Shore, an organization serving over 11,000 young people with an over $2 million annual budget. He
also provided leadership as Director of Development for scouting’s Greater New York Councils, overseeing a comprehensive annual fundraising program that included 35 special events and raised more than $11 million annually. As Director of Development, he also led capital campaigns, an effort to grow the endowment, and all marketing and communications initiatives. In earlier roles Craig also had direct accountability for major gifts, fundraising from corporate and charitable foundations, planned giving, and direct response fundraising programs. Craig also spent time at Montefiore Medical Center, where he was responsible for annual fundraising for both the medical center and its children’s hospital. Craig is a Certified Fundraising Executive, the only internationally recognized base-line professional credential for philanthropic fundraising executives.

COURTNEY WEILAND, CFRE
Senior Financial Development Resource Specialist, YMCA of the USA
courtney.weiland@ymca.net

Courtney Weiland brings experience in implementing a relationship-based, integrated approach to fund development efforts. This expertise helps YMCAs increase philanthropic capacity to carry out their mission.

Courtney began her Y professional career with the YMCA of Greater Seattle in 2002. As Senior Director of Development, she provided leadership to capital campaign efforts. In this position she focused on extensive capital readiness work including volunteer and staff development, case development and major gift cultivation and solicitation. Her focus on strengthening annual community support campaign practices and comprehensive financial development planning greatly contributed to an annual increase in charitable support. Courtney also worked for the YMCA of Greater Tulsa in the area of financial development and volunteer engagement. In addition, she assisted Ys in assessing financial development efforts as an independent consultant.

Prior to her work with the Y, Courtney was a Development Associate at the University of Colorado Foundation, supporting annual and capital campaign efforts. In this position she developed a young alumni program to help engage young prospective donors. She also supported the scholarship fund to align donor interests with university scholarship needs.

Courtney attended Northwestern University in Evanston, IL and graduated with a bachelor of science degree. She grew up a “Y kid” at the Kettle Moraine YMCA in West Bend, Wisconsin. She and her husband currently reside in Neenah, WI with their two children.

JEREMY WOOLF
Director of Marketing, CCS

Jeremy Woolf is the Director of Marketing at CCS. He designs and manages the firm’s marketing program, which includes digital strategy, direct mail, email, advertising, conference sponsorships, speaking engagements, special events, and media relations. Prior to his role with CCS, Jeremy worked with WealthEngine, where he managed the company’s social media, videos, and thought leadership events. Before joining WealthEngine, Jeremy worked for the Corporate Executive Board (CEB) overseen by the meeting series and delivery of best practices and tactics to C-level executives. Prior to his work with CEB, Jeremy worked for Teach For America, engaging alumni with surveys and solicitations to donate time and money to the organization. Jeremy received his bachelor’s degree in Educational Studies from Washington University in St. Louis.
REGISTRATION FORM
Registration Deadline: Monday, October 6, 2014

Association/YMCA: ____________________________________________________________

Address: ________________________________________________________________ City: ___________________ State: _________ Zip code: ______________________

E-mail address: ____________________________ Phone: ________________________________

Participant Name(s)          Volunteer Staff Email
                          □ □  □ □  □ □  □ □  □ □

Session 1 | Session 2 | Session 3 | Session 4
          |          |          |          
  A   B   C   D | A   B   C   D | A   B   C   D | A   B   C   D

Registration Fee:
Registration fee includes continental breakfast and lunch:
Early registration fee through September 30: $125 per person.
Registration fee from October 1 through October 11: $150.

Total Amount Enclosed: _________ □ VISA □ MasterCard □ American Express □ Check (payable to YMCA of Greater New York)
Credit card #: __________________________ Expiration date: _______________ Security code: _________
Name as it appears on the card: ___________________________________________ Cardholder signature: ____________________________________________

Mail registration with full payment ($125 or $150) by OCTOBER 1, 2013.

YMCA of Greater New York
5 West 63rd Street 6th Floor
New York, New York 10023
Attention: Anthony Emmanuel

Advance registration is required. On-site registrations will not be accepted. Registrations will not be accepted without full payment. Paying by credit card? Beat the registration deadline by faxing this form to Event Registration, Anthony Emmanuel at 917-441-9569 or email him at aemmanuel@ymcanyc.org

Questions? Contact Anthony Emmanuel (212) 630-9668 or Gary Laermer (212) 630-9629