



Genesee Valley Chapter

CHAPTER VERSE ONLINE

Looking back... and forward!

The ending of one year and the beginning of the next...it is the natural time to look back and evaluate where we've been and look forward to where we are going. For AFP, the look back is rewarding and the look forward is exciting!! And for me, it is the beginning of what I know will be a great ride. I am both honored and pleased to be starting my first year as the new president for AFP.

Highlights of 2005 include the largest celebration our chapter has ever had for National Philanthropy Day! Over 400 people gathered at the Crowne Plaza to celebrate the good works and giving community that we all call home in Rochester. What an incredible group of nominees we had in all award categories. The outstanding NPD Committee was led by Paul Mastrodonato and Jeffrey Barhite, and they truly outdid themselves!

We had solid monthly luncheon programs throughout 2005, with engaging speakers from our local community and from out of town. Thanks to Tracy Schleyer, the AFP Institute completed significant groundwork and prioritizing for additional training opportunities for AFP members. Learning Circles will be rolling out in 2006. With special thanks to Deb Salmon and her group, Listservs became a reality for AFP! And thanks to Frank Interlichia, we had our most successful Every Member Campaign yet!

There are exciting programs and opportunities on the plan for 2006. Peggy Hubbard and her committee will be unveiling a new mentoring program and Cynthia Woolbright and her Diversity Committee have completed an enormous effort that will result in a pilot program launching in 2006. Additionally, the regional professional development conference that we all know is top-level training will take place this coming year on May 19th. The dynamic committee working on that effort is led by Chair Paul Mastrodonato.

The great successes that we applaud from 2005 are largely due to the leadership and work of a great board of directors. In

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SAVE THE DATE AFP 2006 Great Lakes Regional Fundraising Conference

Plan to take your fundraising pursuits "ever higher" at: Mount Excelsior—the 2006 AFP Great Lakes Regional Conference, May 19, 2006, at the Rochester Riverside Convention Center.

This year's conference will feature a fun and exciting fundraising theme related to mountain climbing, hiking, and the outdoors. Learn to gear up for the climb, move mountains, anticipate the peaks and valleys, and ultimately, push for the summit. Are you ready for the climb?

In an effort to broaden the scope of the conference, expect to see topics related to fundraising and development, as well as marketing and communications, volunteerism, e-philanthropy, boards of directors, and technology.

We welcome your suggestions for topics and presenters. Please feel free to contact me (see contact information below) or Cheryl Marshall at (585) 586-7810 or cheryl@riversorg.com.

Please watch for updates in the months ahead, and mark May 19 as a not-to-be missed event.

Paul Mastrodonato, Chair
2006 Great Lakes Regional
Fundraising Conference
(585) 454-4910
paul@nonprofitworks.com

Jill Pranger Earns Highest Professional Fundraising Credential from AFP

The Association of Fundraising Professionals, the largest community of professional fundraisers in the world, has awarded its highest professional certification, the Advanced Certified Fundraising Executive (ACFRE), to Jill A. Pranger of Webster.

Available only to senior-level fundraisers who have worked in the profession for 10 or more years, the ACFRE is a distinguished achievement earned by only 78 professionals since the inception of the program in 1992.

The ACFRE program is the most rigorous certification process available to professional fundraisers. The process includes a comprehensive application, detailing achievements in practice, education, publishing, teaching, and service to the profession; a written examination that measures a candidate's knowledge of fundraising as well as the philosophical, ethical, and social aspects of philanthropy; a portfolio representing the candidate's body of professional work; and an oral peer review in which the candidate must articulate a mastery of advanced-level knowledge in fundraising management, leadership, and ethics.

Of the ACFRE process, Ms. Pranger says, "In completing each stage, I realized just how much I had learned and accomplished as a fundraising professional. Compiling and analyzing my educational activities and fundraising practice, and developing a portfolio of written work was reinforcing to me professionally and personally. I encourage others to take the steps to achieve this advanced credential — you'll learn so much about yourself and your professional contributions. It is well worth it!"

The ACFRE Certification Board of AFP, chaired by S. Sanae Tokumura, ACFRE, APR, oversees the ACFRE candidate review process. Ms. Pranger will be honored for her achievement during AFP's 43rd International Conference on Fundraising in Atlanta, in April.



Ms. Pranger has been a fundraising professional for more than two decades and nearly three years ago, she established an independent consulting firm, Pranger Consulting and Training, which helps not-for-profit organizations develop or enhance their fundraising programs. With a client base that extends throughout the northeast, Pranger Consulting and Training specializes in engaging staff and volunteers throughout the fundraising process and provides training designed to increase their comfort level while doing so. Prior to establishing her firm, Ms. Pranger was employed by organizations including the William E. Simon Graduate School of Business Administration, Seneca Park Zoo Society, Highland Hospital Foundation, Planned Parenthood, and National Technical Institute for the Deaf.

In addition to her business and professional activities, Ms. Pranger is active with the local not-for-profit sector, currently serving as President of the Junior League of Rochester and as a 30-year volunteer with the American Red Cross. Additionally, she and her husband, Charlie Miersch, enjoy golfing, biking, and skiing. ■

Looking Back *continued from front*

December, as I was installed President, we recognized board members that have completed 6 years of board service to AFP. Both Debbie Salmon and David Kelly have served AFP from their hearts, and we are so grateful to them. We also thanked and recognized our Past President, Mark Peterson. Mark gave AFP his all, made tough decisions and took risks to grow our organization. We welcomed new board members, Deborah Bleier, Carolyn Slack and Tim Thomas, and they, along with returning board members, have pledged to give their best to continue growing our Genesee Valley Chapter. It is truly an exciting time as we enter 2006, and there is room

for everyone with interest to get involved and be part of AFP. I hope you will consider how you might fit in!

Here's to a great 2006!

A handwritten signature in blue ink that reads "Carol Anne DeMoulin".

Carol Anne DeMoulin
cdemouli@arthritis.org

Association Of Fundraising Professionals — Genesee Valley Chapter 2006 Board of Directors & Committee Chairs

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Debbie Bleier - '08

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Jeffrey Hough - '07

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Frank Interlichia, CFRE - '08*

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Paul Mastrodonato - '07

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Carolyn Slack - '08

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Tim Thomas - '08

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Liz Wilder - '06

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Government Relations Chair

* Asterick indicates 2nd term

Committee Chairs

Jill Pranger
CFRE Advancement Co-Chair

Steve Smith
CFRE Advancement Co-Chair

Pamela White
Member Services Chair

Cynthia Woolbright
Diversity Chair

Welcome to New Board Members!!

Deborah Bleier

Regional Development Officer
Rochester Institute of Technology

Debbie has been a member of AFP for nearly 10 years. She is currently working on the Communications Committee and was an integral part of the team that developed the AFP website. Debbie has an extensive background in fundraising, having worked for the University of Rochester Medical Center, Lifetime Assistance, Telecomp and RIT.

Carolyn Slack

Major Gifts Association
Planned Parenthood
Rochester/Syracuse Region

Carolyn Slack has spent her development career at Planned Parenthood, holding a variety of positions over the past six years. She is an active member of the national Planned Parenthood Young Development Officers Group, planning conference sessions and conducting research on engaging youth in philanthropy. Carolyn has been a member of AFP since 2000 and volunteered on the Chapter's Fundraising Institute ad hoc committee in 2004.

Tim Thomas

Senior Account Executive
Advanced Marketing

Tim has been with Advanced Marketing for over 15 years, serving primarily non-profit accounts. He has been an AFP member for 10 years and also belongs to AHP. Tim has hosted numerous round table discussions at AHP conferences. For the past four years he has served on the Conference Committee for the local AFP conference.

In addition, Tim currently serves on the Special Events committee for ABVI and chairs his own comedy events for local charities. Last September, he raised over \$12,500 for Golisano Children's Hospital and Crossroads Church with his event.



Welcome to our New Members!

Natalie Anderson
Executive Director
Camp Stella Maris
Livonia, NY

Paul Berezney
Account Manager
Telecomp Inc.
Rochester, NY

Jessica Calmes
Grant Writer/Program Coordinator
Catholic Charities of Wayne County
Newark, NY

Deborah Cardillo
Director of Advancement
Nazareth Schools
Rochester, NY

Kimberly Faber
Major/Planned Gifts Officer
SUNY Geneseo - Geneseo Foundation
Geneseo, NY

Alfredo Gonzalez
Nazareth College
Rochester, NY

Roxanne Johnston
Associate VP for College Advancement
SUNY Geneseo –
Geneseo Foundation
Geneseo, NY

Frances Pesavento
Development Associate
Foodlink
Rochester, NY

Robert Sauro
Endowment & Grants Manager
ARC of Orleans County
Albion, NY

Samantha Standing
Development Coordinator
Catholic Family Center
Rochester, NY

Kimberly Strong
Executive Director
Cystic Fibrosis Foundation
Bloomfield, NY

Linda Sweeting
Philanthropy Manager
The Nature Conservancy, CWN
Chapter
Rochester, NY

Gina Viggiani
Director of Development
Gilda's Club of Rochester
Rochester, NY

Robert Weir
Director of Publications
Livingston-Wyoming ARC
Mount Morris, NY

Deborah Zeger
Account Manager
Telecomp Inc.
Rochester, NY

How to use the Executive Referral Service

If you are an AFP member...go to www.afpgv.org, click on Executive Referral and fill out the form with closing date and email it in.

If you are a Non-member...go to www.afpgv.org, click on Executive Referral, click on non member and fill out the form with closing date and email it in. There is a charge if you chose to have our local AFP office fill it out for you.

Positions will be posted for a maximum of 60 days. ■

Submitted by Donna Pritchard, Executive Referral Chair

Congratulations to New CFREs!

Carolyn Hunt
Grant Specialist/Corporate &
Foundation Relations
Rochester City School District

Barbara Lacker-Ware
Donor Relations
Colgate Divinity School

Rosemary Mitchell
Executive Director
Women's Foundation of Genesee Valley

Sara Niemeyer
Interim Director of Development
Rochester Philharmonic Orchestra

2006 Calendar of Events

Thursday, March 9

Audio Conference

Planned Parenthood
"Retool Your Case for Support –
It's Your Competitive Edge"

Monday, March 13

Member Luncheon

Mario's Via Abruzzi Restaurant
"Branding"
Lauren Dixon, Dixon Schwabl
Advertising

Monday, April 10

Member Luncheon

Mario's Via Abruzzi Restaurant
Jim Thompson, University of
Rochester
Topic to be determined
Sponsorship opportunity available

Friday, May 19

Full Day Great Lakes Regional Conference

Rochester Riverside Convention
Center
"Mt. Excelsior"

Monday, June 12

AFP Member Meeting

Mario's Via Abruzzi Restaurant
Topic & Speaker to be determined

Tuesday, July 11

AFP Audio Conference

Telecomp
"Strategic Planning to Lower
Fundraising Costs and Boost
Revenue"
Sponsored by Telecomp

Wednesday, August 9

AFP Audio Conference

St. Ann's Community
"Corporate Friends, Corporate
Partners, Corporate Funders –
Getting Corporate Support Right"

Monday, September 11

AFP Member Meeting

Mario's Via Abruzzi Restaurant
"Legislative Issues"
Jennifer Leonard, Rochester Area
Community Foundation

Thursday, September 14

AFP Audio Conference

Rochester Area Community
Foundation
"Refining, Defining Major Gifts -
The Impact on All Campaigns"
*Sponsored by the Rochester Area
Community Foundation*

Monday, October 2

Member Luncheon

Mario's Via Abruzzi Restaurant
Topic & Speaker to be determined

Friday, November 17

National Philanthropy Day Celebration

Rochester Riverside Convention
Center

Monday, December 11

Annual Meeting & Holiday Party

Details to be determined

If you would like to offer your services as a sponsor or speaker, have a topic that interests you, or if you know of someone who'd like to speak at an AFP function, let us know. Call the AFP-Genesee Valley Chapter office at (585) 586-7810. ■

Volunteer Leadership and Service Opportunities

Membership and participation in AFP brings you the opportunity to share and advance with your professional peers the ethics, high standards, and best practices in fundraising.

Join a committee and get the most for your membership! Call the office at 586-7810 or e-mail afp@riversorg.com and we'll put you in touch with a board member or committee chair who you can work with on any number of important programs that AFP Genesee Valley offers.

You may also visit our website (www.afpgv.org) and contact a board member or committee chair directly. ■



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