

Community Works 2009 Speaker Biographies

A. RAISING MONEY IN DIFFICULT TIMES

Anne Seltzer

Consultant, Anne Seltzer Development Strategies

Anne Seltzer worked at the Peddie School for more than 25 years, serving on the academic side for more than 15 years as acting head of the school, chair of the English department and dean of the faculty. She became the director of development in the early 90's, just in time to receive the largest gift in the school's history, a \$100 million donation from Ambassador Annenberg that transformed the school. Anne retired from Peddie in 2003 and now consults with a variety of schools and non-profits on fund-raising and strategic planning. She is a frequent speaker and presenter for the Council for Advancement and Support of Education (CASE) and the National Association of Independent Schools (NAIS) on all aspects of development. She is a recipient of CASE's Steuben Apple award for teaching excellence. In her spare time she is an amateur violinist and an avid runner. Anne and her family live in Princeton, where she serves on the board of Peddie as well as People and Stories and the Society of Musical Amateurs.

B. MAJOR GIFTS: The Art of the Ask

Ralph Serpe, CFRE

Vice-President, Princeton Area Community Foundation

Ralph M. Serpe, CFRE, is Executive Vice President of the Princeton Area Community Foundation, a community foundation serving Mercer County and central New Jersey. Ralph oversees the Community Foundation's fund-raising, marketing and communications efforts, and works with professional advisors to provide charitable gift planning assistance to them and their clients. Prior to joining the Community Foundation, Ralph was with Community Foundation Silicon Valley, Wells Fargo and Chase Manhattan. Ralph received his bachelors degree in Economics from SUNY Fredonia and his certificate in non-profit management from the San Francisco Support Center. He is a certified fund-raising executive. He currently serves as president of the Gift Planning Council of New Jersey. When not in the office, Ralph plays the tuba.

C. FUNDRAISING = FRIENDRAISING: Casting Your Net

Becky Dembo

Executive Director, Partnership in Philanthropy

Becky Dembo is the executive director of the Partnership in Philanthropy, a partnership between New

Jersey's donor community and members of the New Jersey professional fund-raising community that exists to strengthen the fund raising capacity of New Jersey's non-profit community. Previously she served as the program director at the Deidre O'Brien Child Advocacy Center, the public relations coordinator for th Bonnie Brae School, and the executive director of the Chatham Chamber of Commerce. She holds a masters of divinity degree from Drew Theological Seminary, a bachelor's degree in elementary education from th university of Pennsylvania, and studied management at the University of Delaware's Institute for Organizational Management. A member of the Association of Fund-raising Professionals, she formerly served on the board of directors of the New Jersey Association of Chamber of Commerce Executives.

Les Loysen

President, Consulting Services for Non-Profit Organizations

Les Loysen, president of Consulting Services for Non-Profit Organizations, specializes in fund-raising and board development. An adjunct faculty member of Seton Hall University's Graduate Center for Public Service, he holds a Master's Degree in fund-raising management from the New School for Social Research. Mr. Loysen is the immediate past-president of the New Jersey Chapter, Association of Fund Raising Professionals and a senior consultant for the Partnership in Philanthropy.

D. THE PROFIT WITHIN: Bringing the For-profit Model to Non-profits

Blanche Brann

Business Strategy Consultant

Blanche Brann began her career in book publishing, where she worked for Simon & Schuster, Doubleday, and Henry Holt & Company. She took a leave absence from publishing to join the high-tech industry for several years, where she worked for AOL and AT&T in strategy and mergers and acquisitions. Today she is the publisher of a small independent publishing company, Boxed Books, and is a business consultant for start-up companies. She serves on the boards of various non-profit organizations, including the Lawrence Community Foundation.

Herbert McMullen, III, CPA, CGFM

Director, The Mercadien Group

Joanne Ruscio

Marketing Director, NJN Television and Radio

E. FROM THE GRANT MAKER'S PERSPECTIVE: What's Happening

Nancy Kieling

President and Executive Director, Princeton Area Community Foundation

Nancy Kieling has served as President & Executive Director of the Princeton Area Community

Foundation since May 1994, during which time PACF has grown from \$300,000 to over \$55 million in assets. Earlier in her career Nancy worked as a corporate lending officer in the Communications, Entertainment & Publishing Division of the Bank of New York; and as a Regional Director of Admissions at Princeton University. She earned a bachelor's degree in history from the University of Wisconsin (Madison), and a master's in education from Old Dominion University (Norfolk, VA). Nancy is the immediate past Chair of the Board of Trustees of the Council of New Jersey Grantmakers and a trustee of the Princeton Regional Chamber of Commerce. She is a Leadership New Jersey graduate (1999) and was presented the TWIN Award in 2001 by the YWCA Princeton.

F. SUCCESS TIPS FOR FINDING AND KEEPING TOP-QUALITY, MOTIVATED VOLUNTEERS

Robin Fogel

President, Robin Fogel & Associates, LLC

Robin Fogel is the President of Robin Fogel & Associates, an executive coaching and human resource consulting business. Prior to starting the company in 2000, Robin had over 20 years experience as a Human Resources director and New Jersey Assistant State Treasurer, where she was responsible for all administrative operations for a 5000-person department. Robin has a bachelor's degree in Business Studies and a master's in Human Development, is a graduate of Coach University, a professional training program for coaches, and is certified by the Hay Group to offer their Emotional Competency Inventory. Robin works with businesses, individuals and non-profits. She provides advice on staffing issues, develops emerging talent, and helps clients create an effective, productive organization. Robin writes the "Ask the Coach" column for the APIW Insider (a publication of the Association of Professional Insurance Women), publishes a monthly newsletter on topics of interest to the business community, and presents customized keynotes, seminars, staff development and team building workshops to professional, service and community organizations.

Gil Gordon

President, Gil Gordon Associates

Gil Gordon is founder of Gil Gordon Associates in Monmouth Junction, a management consulting firm specializing in telecommuting/telework/virtual office and other alternative work arrangements, and in strategic employee retention. He's recognized around the world as a leading telecommuting expert and a true pioneer in the field. His blue-chip client list includes companies such as Dow Chemical, AT&T, Merrill Lynch, American Express, Schering-Plough, Aetna, and many more. Since 1982 he has worked with public and private sector employers in the U.S., Canada, Europe, Japan, New Zealand, and Australia to plan and implement successful, bottom-line-oriented telecommuting programs. His Web site www.gilgordon.com has become the predominant Internet resource for telecommuting and related topics. He has a B.S. in Business Administration from Northeastern University and an M.S. in Organizational Behavior from Cornell University. Before starting his consulting business, he worked for almost ten years in human resources with Johnson & Johnson. He has been extensively involved with nonprofits in the greater Mercer County area for ten years as a volunteer and leader, and currently serves as Board Chair of Hands on Helpers.

G. CREATING MEANINGFUL OPPORTUNITIES FOR TODAY'S VOLUNTEER

Adrienne Rubin

Executive Director, Hands On Helpers

Adrienne Rubin brings over twenty years of experience as a volunteer and volunteer manager. She is the executive director of Hands On Helpers (www.handsonhelpers.org), an organization that helps potential volunteers find suitable opportunities through nonprofit organizations and community groups, and provides volunteer management training, professional development and support to nonprofit organizations. Previously she served as the Associate Director for Class Affairs at Princeton University for 13 years, managing Princeton Reunions and supporting Princeton's non-fundraising class volunteers and alumni community service and civic engagement programs. Ms. Rubin has addressed issues relating to volunteer management at local and national conferences, and most recently led a Webinar for a national audience through the Council for the Advancement and Support of Education. Ms. Rubin holds a bachelor's degree in Music Theory and Composition from Princeton University and is a former associate of the Society of Actuaries. She has volunteered for many organizations, ranging from universities and public schools to professional associations and community groups.

H. ROLES AND RESPONSIBILITIES OF BOARD MEMBERS

Linda Meisel

Executive Director, Jewish Family & Children's Service of Greater Mercer County

I. LEADERSHIP DEVELOPMENT: *Communicate! Delegate! Motivate!*

Marge Smith

Chair, Community Works

Marge Smith is the founder and chair of Community Works, a totally volunteer enterprise. A consultant and facilitator, she has more than 25 years of experience in the non-profit world. She runs retreats and develops workshops for boards, staff and volunteers. Her passions are connecting people and empowering non-profit leaders to achieve their goals. She designed the certificate program in non-profit management at Mercer County Community College and is one of its premier teachers. Previously she was executive director of the Princeton YWCA, where she enjoyed working with the staff and over 1,000 volunteers to create community programs. The former chair of the Human Services Commission of Princeton, she serves on the boards of the Foundation for Thomas Edison State College, Childcare Connection, the Rotary Club, and Hands on Helpers. She has received numerous awards recognizing her leadership skills, including, among others, the New Jersey Association of Women Business Owners Award for Leadership, the Cherish the Children Foundation Award, The Rotarian of the Year Award, The Suzie Waxwood Award, the Toastmaster Award for Community Leadership and the National Conference for Community and Justice Leadership Award.

J. SEVEN THINGS WE KNOW FOR SURE ABOUT TEAMWORK

Glenn Parker

Team Building Consultant, Glenn Parker Associates, LLC

Glenn Parker is an author, consultant, workshop facilitator and speaker who specializes in team building. His clients have included major corporations such as Novartis Pharmaceuticals, Merck, Phillips-Van Heusen and Telcordia Technologies, and government agencies such as the US Coast Guard, as well as small businesses and health care systems. Glenn is the author of 16 business books including the best-sellers “Cross-Functional Teams: Working with Allies”, “Enemies and other Strangers” and “Team Players and Teamwork, the Parker Team Player Survey”, as well as numerous handbooks of games and activities for trainers. His most recent book is “Meeting Excellence: Tools to Lead Meetings That Get Results”. Glenn is an active volunteer with the American Cancer Society, where he counsels recently diagnosed men, speaks to various organizations and is a member of the Cancer Society’s board of managers. He co-founded and currently leads the team sponsoring a major state-wide, prostate cancer awareness event called Run for Dad, that in 2008 drew some 2,000 participants. Glenn holds a B. A. from City College of New York, a Master’s Degree from the University of Illinois and has studied for a doctorate at Cornell University. He lives in Skillman with his wife Judy. For more information visit www.glennparker.com.

K. DIVERSITY: How to Engage People from Various Backgrounds in All Levels of Your Organization

Tyrone Gaskins

President, Targeting Alternative Growth Resources, Inc.

Tyrone A. Gaskins is president of Targeting Alternative Growth (TAG) Resources Inc., a New Jersey State registered corporation. The firm’s management consultant methods are based on understanding the formal and informal relationships that exist within urban communities - among residents, identified local leadership, small businesses and elected officials - thereby providing clients and project owners with non-profit, business development and marketing strategies that are community sensitive, culturally responsive and aligned with planning and development stakes and interests. Mr. Gaskins is also a senior research analyst and program project manager for a Princeton-based public policy and issues firm. His firm’s broad base of human service, non-profit development, and small business expertise, across areas of entrepreneurial responsibility within youth, faith and community based organizations, public, quasi-public and private agencies, have given TAG Resources unique quantifiable and qualitative approaches that integrate the missions of various stakeholders and disciplines toward achieving organizational development and strategic planning objectives.

Rabbi Evan Jaffee

Flemington Jewish Community Center

Rabbi Jaffe graduated Cum Laude from Columbia University with a bachelor's degree in religion and received an MHL (Master of Hebrew Letters) from the Jewish Theological Seminary. He and his wife, Phyllis Lerner, have two daughters. Since taking the pulpit at the Flemington Jewish Community Center, the congregation has increased dramatically and much of that growth is due to Rabbi Jaffe's engaging style and inclusive approach. He acts as both Rabbi and Cantor, reads Torah and teaches Hebrew School. Additionally, he tutors each bar/bat mitzvah student. Rabbi Jaffe bridges gaps between the diverse groups in the congregation and has initiated youth group programs, Shabbat dinners and junior congregation. One of his greatest contributions has been involving the younger members of the congregation in Jewish life. Children frequently participate in and even lead services. Rabbi Jaffe is also very involved in the Hunterdon County community. He is currently the Jewish Chaplain at Hunterdon Medical Center; serves as chaplain for the Hunterdon Developmental Center, where he works with severely retarded adults and conducts services for them each Wednesday; serves as the Jewish Chaplain for the Hunterdon County Jail, visiting its Jewish prisoners; and is President of the Hebrew Free Loan Society.

Ivonne Ruiz Clark

Princeton Human Services Latino Community Liaison

L. HOW TO PARTNER AND COLLABORATE WITH OTHER ORGANIZATIONS

Calvin B. Thomas, Jr.

President, LodeStar Associates

Calvin B. Thomas, Jr. is the principal of LodeStar Consulting, an independent consultant who specializes in leadership training, program development, and strategic planning to help organizations achieve healthy growth and performance. As New Jersey Training Coordinator with the Support Center for Nonprofit Management, Mr. Thomas works with staff and board members to co-create resilient organizational systems, facilitate productive relationships, and develop practical skills and knowledge. He is a certified Master Teacher Trainer, lead trainer, and consultant with the Princeton Center for Leadership Training (where he acted as a program director from 1993-2000) working with municipal, community, and educational leaders to create safety nets for youth and families in urban communities of New Jersey. He retired from the U.S. Navy in 1990 after two decades of service, having served as a Combat Systems Officer, Race Relations Specialist, Navy Recruiter, and Career Counselor.

M. WORKING WITH FAITH-BASED ORGANIZATIONS: Models for Collaboration

Rev. Dr. David Davis

Nassau Presbyterian Church

David Davis is currently the senior pastor of the Nassau Presbyterian Church in Princeton. He has served that congregation since 2000. He earned his Ph.D. in Homiletics from Princeton Theological Seminary, where he continues to teach on occasion as a visiting lecturer. Before arriving in Princeton, he served for fourteen years as the pastor of the First Presbyterian Church, Blackwood, NJ. He did his

undergraduate work at Harvard University. He is currently on the Board of Directors of the Princeton Family YMCA and is also a trustee of the Presbyterian Foundation. Davis is married to Cathy Cook and they have two children. He is a sought after preacher and workshop leader and a regular contributor to various journals in the discipline of preaching. Last year he published a collection of his sermons, "A Kingdom You Can Taste: Sermons for the Church Year". As senior pastor at Nassau Presbyterian Church, he also the President of Princeton Outreach Projects, Inc. POPI is an organization started by Nassau Presbyterian and Trinity Episcopal Church about twenty five years ago. The organizations within POPI include The Crisis Ministry of Trenton and Princeton, Housing Initiatives of Princeton, The Trenton After-School Program, and The Trenton Children's Chorus.

Rev. Wayne Griffith

First Baptist Church of Pennington

Rabbi Annie Tucker

The Jewish Center of Princeton

Rabbi Annie Tucker graduated Phi Beta Kappa from the University of Pennsylvania and received both rabbinic ordination and a master's degree in Jewish Education from the Jewish Theological Seminary of America, where she was a Wexner Fellow. She currently serves as Associate Rabbi at The Jewish Center, a Conservative synagogue located in Princeton.

N. ASSESSING PROGRAM PERFORMANCE: Building Evaluation into What You Do

Regina Podhorin

President, The Leadership Group

Regina Podhorin is the founder and President of The Leadership Group. With 25 years experience in the nonprofit sector, she brings a wealth of experience and creative energy to each task. Ms. Podhorin spent 11 years as the Executive Director of Womanspace, Inc., the Mercer County domestic violence provider, and worked several years in state and local government. Ms. Podhorin has a strong background working with residential, employment, disability and behavioral healthcare organizations. She holds a master's degree in public administration from Rider University and is known for her facilitating, leadership coaching and public speaking skills. She is a founding member of the NJ Nonprofit Consultants Collaborative, a member of the National Alliance for Nonprofit Management, the Alliance Governance Affinity Group and the American Evaluation Association (AEA).

O. STRATEGIC PLANNING: What It Is and Why It Matters

Marie Zieger

Non-profit Management Consultant

P. MARKETING YOUR NON-PROFIT IN STORMY WEATHER

Paul J. Schindel

President and Creative Director, Three Bears LLC Advertising and Marketing Communications

Although Paul Schindel has a plaque on his desk reading, "Stop me before I volunteer again," that didn't stop him from offering to return to CommunityWorks with some lessons learned as the marketing communications expert on various boards and community campaigns. In 1991 Schindel founded Three Bears Communications in Princeton to provide solutions that are "just right" for clients ranging from pharma to publishing, civil engineering to retailing, as well as countless non-profits. The resulting work has won most of the advertising awards worth winning.

Q. PUBLIC SPEAKING: Mastering Your Fear

Mark McGrath

President, McGrath Communications Group

Mark McGrath, President of McGrath Communications Group, is a dynamic and effective communicator; producing highly interactive and practical training programs in communication and leadership skills both in the US and internationally. Mark brings a wide breadth of experience to the communications arena. He has 25 years experience as a pastor, having started churches in New York, New Jersey and Great Britain, and now is President of McGrath Communications Group, a communications company specializing in training healthcare professionals in communication skills. Mark's first love is developing training programs that serve the non-profit sector. As a founding member of LifeLine Network International, a UK based charity dedicated to providing support for self-sustaining service projects in about 16 countries, Mark is provided with ample opportunity to express his passion for developing strategic leadership and communication skills. Mark serves as the President of The North Brunswick Housing Corporation, a non-profit, dedicated to building and now managing 150 units of low-income senior housing. Mark has served as the president since its founding in 1995.

R. GOT WEBSITE? The Web for Beginners

Terry Alan Murphy, Jr.

Internet and Graphics Consultant, Terry Alan Unlimited

Terry Murphy is a seasoned professional working with the Internet for nearly 10 years. His specialties are web development, web design and graphic arts. Upon completing an intense two year visual communications course at a local technical school, Terry honed his skills on the job working for a small hosting and development firm. While there Terry has become proficient in several coding languages and platforms. He has built and maintained all kinds of sites. Armed with the experience and knowledge gained over the years, Terry has branched out and started his own company, "Terry Alan Unlimited". It is a culmination of dedication, determination and hard work in the Internet field. Working with the Internet combines his passion for creativity and his love for technology.

S. KEEPING YOUR WEBSITE FRESH, DRIVING PEOPLE TO IT

Lewis Edge

Webmaster, The Rotary Club of Princeton

Lewis Edge been actively involved with not-for-profit organizations for more than forty years, often serving in leadership roles. During his younger years he was a member of Jaycees in Alabama where he held several club offices and was an active member of the Kiwanis club when he lived in Plattsburgh, New York. In this area, where he has lived since 1971, Lewis has served as a Cubmaster in Hopewell, Church Deacon, President of Valley Forge Military Academy Parents' Association and a member of the Hopewell Township Zoning Board of Adjustment.

Having having been involved in leadership positions in three Rotary Clubs in New Jersey and in Alabama, he served as President of the Lawrence Township, NJ Rotary Club (1981-1982) and as President of the Rotary Club of Princeton, NJ (1994-1995). He has received numerous Rotary awards including six Paul Harris Fellows, the Rotary Foundation District Service Award, three Service Above Self awards, The Rotary International Commitment to Service Award and the Distinguished Service Citation among others. Currently he serves on several committees for Rotary International District 7510 and is their District Systems Administrator, Communications Officer and Webmaster www.rotarynj.org . He is also the Webmaster for the Rotary Club of Princeton www.princetonrotary.org .

For twelve years, Lewis served as an officer and member of the Board of Directors of the Community Guidance Center of Mercer County (now the Family Guidance Center), where served as the organization's President for two years and is now Director Emeritus.

Lewis is President of Lewis Edge & Associates, Inc., a company he founded in 1986, and is a Realtor[®] and Sales Associate with Richard A. Weidel Corporation's office on Nassau Street in Princeton.

Lisa Snyder

Web Administrator, Community Works

Lisa Snyder's enthusiasm for website administration blossomed several years ago when she managed the Kistler Tiffany Benefits corporate website. She applied lessons collected from working closely with her small business clients over a decade to design and manage their employee benefit programs and translated it into the care and feeding of several more organizations' websites.

Over the last few years Lisa has worked on websites for a variety of local organizations: social services, synagogue, women's business, and personal growth. This year, when Lisa Snyder joined the Princeton Community Works committee she took on the role of administrator of the Princeton Community Works website content. Lisa Snyder's primary focus, as an insurance agent at Kistler Tiffany Benefits for the past 12 years, is listening to employers and their employees' needs and concerns. She helps employers tailor their group health plans and related employee benefit programs to attract and retain employees in a changing and challenging economy. Lisa is a resident of Mercer

County, NJ. She is currently Vice President of Marketing and website administrator for NJAWBO Mercer Chapter and Vice President of Education for CUH2A Toastmasters.

T. THE NEW WEB: Connecting Online

Alicia Jones

President, Strategy Solutions

Alicia Jones, CEO of Strategy Solutions, is a Summa Cum Laude graduate of Kean University with a degree in marketing. She is the Vice-President of Events for the Plainfield Chamber of Commerce. Strategy Solutions provides clients with strategic planning assistance and marketing solutions, both conventional and online. During her tenure as CEO of Strategy Solutions, the company has made its mark by working with many clients, including the City of Plainfield, to promote business growth in the city. Strategy Solutions has worked with the Central New Jersey Non-Profit Network to provide various educational seminars for non-profits in the Central New Jersey area. The company's web site is www.strategysolution.biz.