



ONLINE BULLETIN

National Executive Service Corps

Second Annual NESc Gala Awards Dinner

NESC WILL HONOR PUBLISHER HAROLD MCGRAW III



Harold McGraw III

The Second Annual NESc Gala Awards Dinner at The Racquet and Tennis Club, 370 Park Avenue, New York, NY on October 12, 2006 will honor Harold McGraw III, Chairman, President and CEO of The McGraw-Hill Companies. The dinner celebrates the kickoff of NESc's 30th anniversary year of providing management consulting and advisory services for the nonprofit and public sectors.

Mr. McGraw was elected to the Board of McGraw-Hill in 1987, was appointed President & Chief Operating Officer in 1993, and Chief Executive Officer in 1998. He has led a transformation of the Corporation into three focused business segments, each a market leader. Standard & Poor's is the leading provider of financial analysis. McGraw-Hill Education is a leader in the K-12 education market as well as in higher education and professional markets. The Corporation is also a major provider of news, information, and analysis and solutions globally through its *Business Week* publication.

Mr. McGraw is a member of the Board of Directors of United Technologies and ConocoPhillips. He is Chairman of the National Council on Economic Education and is co-chair of Carnegie Hall's Corporate Leadership Committee and a member of its Board of Trustees. Mr. McGraw serves on the board of the New York Public Library, National Organization on Disability and the Partnership for New York City.

Our honoree has an MBA from the Wharton School of the University of Pennsylvania and a BA from Tufts University.

Prominent Realtor Will Serve as Dinner Chairman

GALA CHAIRMAN PETER MALKIN IS A MAN FOR ALL SEASONS



Peter L. Malkin

Peter L. Malkin, Chairman of the family-owned Wien & Malkin LLP, and Chairman of W&M Properties, Inc., agreed to serve as Dinner Chairman of the NESc Second Annual Gala Awards Dinner on October 12. Peter was associated with his late father-in-law, realtor Lawrence A Wien for 30 years in the acquisition and operation of over 100 properties throughout the United States. Wien & Malkin Securities Corp., widely recognized as a major nationwide real estate syndicator, is led by Peter L. Malkin and Anthony E. Malkin.

Mr. Malkin is the Founding Chairman and currently a Director of the Grand Central Partnership and The 34th Street Partnership. He is also a Director of the Fashion Business Improvement District. Together, they are the largest business improvement districts in the country. Peter serves on the boards of numerous cultural and educational organizations, including the Lincoln Center

Partnership and Chamber of Commerce. He is Co-Chair Emeritus of The Real Estate Council of the Metropolitan Museum of New York, a member of The Advisory Committee of The Greenwich (CT) Japanese School, a partner in the NYC

The recipient of numerous awards, Peter received his B.A from Harvard College and his law degree from Harvard Law School.

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PUBLIC TELEVISION EXECUTIVE TO BE MASTER OF CEREMONIES AT GALA



William F. Baker

William F. Baker, President of WNET/ Thirteen, the flagship public broadcasting station, will serve as Master of Ceremonies at the NESC Second Annual Gala Awards Dinner.

Dr. Baker has played a leading role in helping to shape both commercial and public broadcasting. He has been the head of Educational Broadcasting Corporation, a licensee of Thirteen since 1987 and is regarded as an expert in the educational potential of television. He is the recipient of numerous awards for his outstanding contributions to the advancement of television.

As President of Thirteen, Dr. Baker helped stabilize the finances of the station by instituting the largest endowment in public television history and led the station's state-of-the-art digital production and broadcast facility in 1998. He later oversaw Thirteen's merger with its sister station WLIW21, which was completed in 2003. Prior to joining Thirteen, Baker was President of Westinghouse Television, Inc. and Chairman of Group W Satellite Communications.

Dr. Baker serves on the boards of a number of non-profit companies, including the Public Broadcasting Service, The British Academy of Film and Television Arts, Consumers Union and the New York Chapter of the National Academy of Television Arts and Sciences. He received his B.A., M.A. and Ph.D degrees from Case Western Reserve University.

Program Director for Arts and Culture

FORD FOUNDATION SPEAKER AT ANNUAL ARTS RECEPTION

Betty S. Lefferts, Senior Vice President and Head of the Arts & Culture Sector at NESC has announced that **Margaret B. Wilkerson**, Program Director for Arts and Culture of the prestigious Ford Foundation will be the Guest Speaker at the Annual Wine & Cheese Reception on Tuesday, October 24 from 5:30 to 7:30 PM.

The popular annual event will again be held at The National Arts Club, 15 Gramercy Park South (East 20th Street), New York. The Ford Foundation and three other major foundations recently launched a new national organization to significantly increase support for individual working artists in the United States. It is the latest indication of the resources that the Foundation makes available to support "America's artistic excellence."

Contact: irenaj@nesc.org

What Is A Bond?

Investing Literacy Seminars to Focus On Fixed Income Investments

After successfully completing six sessions of the basic tools of investing in stocks and bonds, **Dr. Phillip Kasofsky** will slightly revise the NESC Financial Education Program for the fall sessions. In response to requests from a number of first time investors who expressed concern about the volatility of the equity

markets, the new program will focus more on the bond market and other fixed income investments.

The team expects to conduct several additional sessions at the Taiwan Center in Flushing and will seek other venues in Queens and Brooklyn for future seminars.

Funds provided by the JP Morgan Chase Foundation and the New York Stock Exchange are expected to be supplemented by a new grant from the Hewlett-Packard Foundation.

Contact: Phillip Kasofsky: talleyrand@pipeline.com

Aspiring Assistant Principals

NYC PUBLIC SCHOOL LEADERSHIP PROGRAM UNDERWAY AT CCNY

Twenty outstanding candidates were selected for the initial NESC *APLUS* leadership development program for aspiring Assistant Principals. Funded by the Goldman Sachs Foundation, the 21 credit program conducted at City College of New York (CCNY) over an academic year was designed in cooperation the NYC Department of Education. It combines leadership theory, knowledge and best practices from business and education. The program addresses problems of teaching in diverse, high need, high energy urban schools.

A Reception to honor the 20 Master Teachers from Region 10 enrolled in the program was held on September 28 from 3:30 – 5:30 PM. at Goldman Sachs, 180 Maiden Lane, 30th floor, Room C-1. NESC co-hosted the event.

Funding the APLUS Mentoring Program

NEW GRANT OBTAINED TO AUGMENT LEADERSHIP PROGRAM

The **Hewlett-Packard Company Foundation** will provide a major grant to support a mentoring program to strengthen the experience of our 20 participants in the NESC *APLUS* leadership development program. The initial grant from the **Goldman Sachs Foundation** established the public school leadership program in New York City's Region 10 and is called the Academy for Promising Leaders in Urban Schools (*APLUS*). The additional funding will compensate school Principal mentors who will need to expand their work day in order to provide support for the aspiring Assistant Principals.

The new grant will also be used to select and train mentors, primarily NESC consultants and Goldman Sachs volunteer employees. According to **Betsy Weber**, NESC President, the grant is also available to design and implement an Exit Leadership Assessment Lab and a series of workshops for all school Principal mentors. NESC has applied for additional grants to further support this exiting New York City public education program.

Contact jwilliams@nesc.org

Branding for Upper East Side Senior Center

BURDEN CENTER FOR THE AGING



Betty Lefferts

well-being of elderly local residents through varied

Named for and founded by **Carter Burden**, Councilman of the Upper East Side of Manhattan in the early 1970's, the Center promotes the well-being of elderly local residents through varied direct social services and volunteer programs oriented to individual, family and community needs. Its mission is to support the efforts of older people to remain in their own homes on the Upper East Side living independently, safely and with dignity.

The Center plans to amend its name to **The Carter Burden Center** for

the Aging and has engaged the NESC to develop a branding program. **Betty Lefferts**, SVP will serve as project manager. The consulting team includes **Robert David**, **Ira Schwartz** and **Bill Oriol**, all highly experienced marketing executives.

United Cerebral Palsy of Hudson County

From Three Year-Old NESC Strategic Plan, Hudson County UCP Keeps On Growing



No one said planning leads to quick growth for non-profits. Three years after UCP of Hudson County – once known as United Cerebral Palsy of Hudson County and headquartered in Hoboken, N. J. – sought advice from NESC, a strategic plan is just now stirring fresh growth in the 55 year-old agency.

Two NESC volunteers, assigned in 2001 to help the cerebral palsy center develop a new budget process, create a three-year strategic plan, and improve the way the Board of Directors operates, have taken a fresh look at their proposals and discovered strong growth and improving financial performance.

One UCP executive, who wrote and implemented the plan, sketched out the gains of recent years.

Margean Gladysz
New Jersey

Keith J. Kearney, Assistant Executive Director of the UCP organization, NESC's primary client for this project, put it simply, "As for our Strategic Plan, most of it is now fully implemented. Since the plan was implemented, most of our programs have expanded and are now operating in the black."

"We are in the process of forming a Foundation whose sole purpose will be to support UCP of Hudson County," added Kearney. "And that's just the beginning of positive results from this NESC-private non-profit agency alliance."

Mrs. Alberta Edwards, a longtime NESC volunteer consultant, and Bruce Zaun, also a veteran consultant, were the primary volunteers assigned to work with UCP on these three initiatives. In addition, Stephen A. Mallard, was assigned as the project's Director of Management Consulting (DMC).

NESC Central Connecticut

Executive Advisory Services for Smaller Non-Profits

NESC Central CT is noting a growing interest in Executive Advisory services, in particular among the smaller non profit organizations. In the last month several organizations have retained NESC Advisors. These one-on-one advisory services have long been available to

the for profit and larger non profit organizations. Now they are also available to smaller non profit organizations due to our modest fee structure. NESC's select cadre of Executive Advisors are experienced executives most of whom have a strong general management back-

ground with demonstrated leadership success and technical competence in one or more areas. According to several of our clients, Advisory Service was a productive experience and wise use of their limited budgets.

Ten New Projects at NESC Central Connecticut

NESC of Central CT has received 10 new management consulting and advisory projects during the first 8 months of 2006. The organizations included two museums, a private and community foundation, 5 social service agencies and a Town volunteer Ambulance Corp. **Elaine McDonald**, regional director, said " More than a third of the agencies retaining NESC this year represent repeat business. " A strong record of returning clients is one indicator of the high quality of our services and client satisfaction."

EXECUTIVE SEARCH ASSIGNMENTS IN HIGH GEAR

Paul Barrett, SVP & Head of Executive Search reports an unusually high volume of active searches from our non-profit clients. Positions include Chief of Staff and a Director of Development for a large social service organization; General Manager for a large housing co-op; Executive Director for the Animal Cancer Foundation; Chief Operating Officer for a Protestant Church in Westchester; Executive Director for a Community Center and four Board Members for a Foundation in Metro New York.

Contact: pbarrett@nesc.org

Hold the Date

October 12, 6:30 to 10:00 PM
Second Annual Gala
 Honoring Harold McGraw III
 The Racquet & Tennis Club
 370 Park Avenue (52nd Street)
 New York, NY 10022

October 24, 5:30 to 7:30 PM
Arts Sector Cheese & Wine Reception
 Margaret B. Wilkerson, Guest Speaker
 Program Director, Arts & Humanities, Ford Foundation
 National Arts Club, 15 Gramercy Park
 New York, NY 10010

Last Word

Gala Dinner To Kick Off 30th Anniversary

Fall is here and for NESC, that means it is Gala time! Our Second Annual National Executive Service Corps Gala Awards Dinner will be held on October 12 at the Racquet and Tennis Club on Park Avenue. We are honored to have as our distinguished guest Harold McGraw III, Chairman, President and CEO of The McGraw-Hill Companies. Harold exemplifies what it means to "give back to our communities" and we will be honoring his commitment to strengthening nonprofit organizations.



**NESC President
Betsy Weber**

Actually, there are many links that tie Mr. McGraw and NESC together. He knew our founder, Frank Pace, Jr. One of our Board members, Bob Evanson, was the President of McGraw-Hill Education prior to his retirement. And NESC's Sector Head for Social Services, Marie Terry, joins a group of McGraw-Hill alumni who consult for NESC.

Peter Malkin, Chairman of Wien & Malkin LLP and another outstanding community volunteer, is our Gala Chair. He will be introducing Harold McGraw and contributing his talents to the evening. And, keeping the event lively will be our Master of Ceremonies, Bill Baker, President of *thirteen*/WNET New York.

Gala attendees will be treated to a selection of choral offerings by The Young People's Chorus of New York, one of NESC's clients.

Not only is this our Second Annual Gala, but it will also be the kick off of a year-long celebration of our 30th Anniversary. NESC was founded in 1977 and next year we will celebrate 30 years of strengthening our communities, one nonprofit at a time. Over that period, we have become the resource of choice for many of the Tri-State's nonprofits, as they seek to become more efficient and effective in delivering their services to their clients and constituencies. Please stay tuned as we develop and announce a full range of exciting activities that will take place throughout 2007.

Our Gala also will be an opportunity to salute once again our consultants, who are our most valuable asset. Their contributions over the past 30 years have made it possible for NESC to provide invaluable services to our clients. We thank you for your dedication and your professional service on behalf of our clients.

Betsy Weber

President

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Chairman & CEO

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