



ONLINE BULLETIN

November 3, 2010

NESC Will Honor Robert B. Catell, Community Leader, at Annual Awards Dinner



Chairman (AERTC) at SUNY, Stony Brook

NESC is set to honor **Robert (Bob) B. Catell**, Chairman of the Advisory Board of the Advanced Energy and Technology Center (AERTC) at the State University of New York in Stony Brook, NY at its Sixth Annual Awards Dinner at the Yale Club of New York City. Bob is former Chairman, US National Grid and former Chairman & CEO, KeySpan Corporation.

Our Honoree joined Brooklyn Union Gas Company in 1958 and served as its Chairman & CEO before retiring. In addition to his present leadership of AERTC at SUNY in Stony Brook, he is Chair of Cristo Rey Network's Lourdes Academy, Futures in Education, New York State Foundation for Science, Technology and Innovation and the NY State Smart Grid Consortium.

Mr. Catell is an active Board member or Trustee of Brooklyn Botanical Garden, Brooklyn Community Foundation, Chase Regional Advisory Board, CCNY's 21st Century Foundation, Colin Powell Center for Policy Studies, Feinstein Institute for Medical Research, New York State Energy Research & Development Authority and Our Energy Policy Foundation.

Bob received both Bachelor and Master Degrees in Mechanical Engineering from CCNY and is a Registered Professional Engineer. He serves as a Member Emeritus of the Brooklyn Law School. Mr. Catell attended Columbia University's Executive Development Program and the Advanced Management Program at the Harvard Business School.

Dinner Chairs Named for Sixth Annual Gala on November 3



Edward D. Miller

Edward D. Miller and Arthur J. Mirante II have agreed to serve as Dinner Chairs at the NESC Sixth Annual Awards dinner to be held on November 3, 2010 at the Yale Club of New York City.

Edward D. Miller is a former President & CEO of AXA Financial, Inc., a U.S.-based financial services subsidiary of AXA, France. It provides asset management, financial advisory and insurance services. Mr. Miller has served as a Director of Korn/Ferry International, a major worldwide executive search and outsourcing services company since 2001 and the American Express Company, New York. He is also a Director of the Feinstein Institute for Medical Research and Phoenix House. Ed serves as Chairman of the Partnership for NYC's Security and Risk Management Task Force, and Trustee of the NYC Police Foundation. He is a Senior Advisor to the National Grid Corp.



Arthur J. Mirante II

Arthur J. Mirante II is a former CEO of Cushman & Wakefield, Inc., a NY-based global real estate company. Mr. Mirante served as CEO from 1984 to 2004. He currently serves as President, Global Client Development. In addition to his ongoing real estate activities, Arthur has helped to build the largest facility in the world for the Alvin Ailey American Dance Company as a pro-bono project and has served for ten years as President of Just One Break, a non-profit employment agency serving workers with disabilities. He is a graduate of Holy Cross and has a J.D and Hon. Doctor of Human Letters from St. John's University which he serves as a Trustee.

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Gala Entertainment

Lively Entertainment to Add to Gala Festivities

Plans are well underway to entertain attendees at the November 3 Gala Awards Dinner.

It will include a Silent Auction, music, and a repeat-by-demand performance by the **Young People's Chorus of New York City**, led by Elizabeth Núñez. The YPC, a client of the NESC that has performed at several recent NESC Galas, has received international acclaim by world wide audiences for more than two decades. It will be an evening to remember.

TV News Correspondent, Kelly Wallace to be Mistress of Ceremonies at Gala



Kelly Wallace

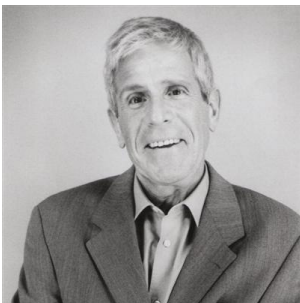
News Correspondent Kelly Wallace will be Mistress of Ceremonies at the NESC's Sixth Annual Awards Gala.

Kelly's broadcasting career has spanned across news divisions of CBS, CNN, and FOX News Channels. She has covered everything from serving as White House correspondent for CNN, to reporting on the Mideast and national political campaigns. After the birth of her first daughter four years ago, Kelly became passionate about issues affecting moms. She became a contributor to PLUM, the first-ever pregnancy and parenting magazine for women 35 years and older. Kelly subsequently decided to seek a path to that would enable her to play a full-time role in women's issues. It recently led her to NBC's iVillage on MSNBC where she is chief correspondent .

Born in Brooklyn, NY, Ms. Wallace graduated *magna cum laude* from the Wharton School of the University of Pennsylvania.

Focus on Social Enterprise

Joseph Townsend to Speak at Center for Nonprofit Success Seminar on October 19



Joe Townsend
SVP, Social Services

Joseph Townsend, SVP & Head of both NESC's Social Enterprise initiative and its Social Services sector, will be a guest speaker at the next seminar sponsored by the Center for Nonprofit Success to be held on October 19 from 8:30 AM until noon. The event will take place at the New York Academy of Medicine, 1216 Fifth Avenue at 103rd Street.

The seminar will focus on earned income received by a nonprofit from sources other than the usual contributions and grants. With increasing competition and declining traditional funding sources, it is more crucial than ever that nonprofits fully explore earned income possibilities from social enterprise activities in order to generate a more consistent cash flow.

The half-day sessions are intended for Executive Directors, Chief Financial Officers, and Board Members representing nonprofit organizations with annual budgets ranging from \$250,000 to \$10 million.

The Washington Heights YM&YWHA and UJA-Federation of New York focus on cost savings for their Community Network Agencies



Jerry Schiller
Sector Head,
Healthcare Services

The **YM&YWHA of Washington Heights**, established in 1917, is focused on improving the quality of life of its diverse members, ranging from pre-school children to the homebound elderly. There was interest, in partnership with the UJA-Federation of New York Community Network of some 150 agencies, to investigate ways money could be saved in their respective purchasing activities. This led to the engagement of NESC to develop an approach leading to more cost-effective purchasing.

NESC's consultants, **Av Rivel** and **Stu Uram**, conducted a series of interviews with various participating agencies. After collecting relevant information and analyzing the data obtained, NESC recommended the creation and implementation of a pilot program, amongst a limited number of Community Network agencies, to test the feasibility of creating a voluntary collaborative cooperative purchasing program, and to evaluate the potential for broadening it within the entire Community Network.

Tribute from Client

New York Hall of Science Praises NESC's Human Resources Consultant, Stan Schrager

NY Hall of Science President & CEO, Margaret Honey, Ph.D., stated that she was most satisfied with the recent performance review procedure suggested by senior NESC consultant, Stan Schrager. She added that the review process is now underway. Moreover, a revised and updated Employee Manual has been completed and distributed to the staff.

Dr. Honey concluded by stating "I am so pleased with your support and Stan's contribution that I will sing your praises to everyone who needs experienced and competent consultant services."

NESC-NJ Region

Recent Consultancies for Jefferson Township New Jersey Library Linked

Margean Gladysz, Regional Director, reports that the Jefferson Township Library engaged NESC-NJ to conduct a second consultancy following its success in guiding its board and staff through a strategic planning process in 2009. This time, Library Executive Director **Seth Stephens** convinced the library board of the advantage of a further NESC consultancy to assist him in administering a more effective staff evaluation process. Despite some concern that "coaching-type" assignments were a large corporate luxury, Seth convinced his Board that such coaching would help him achieve his goal to better direct and utilize the library's limited resources, including its 13-member staff.

NESC Senior consultant **Joel Sobo** began working with Seth through a series of monthly meetings, phone calls and e-mail exchanges. Since retiring from Prudential Insurance Company of America as a Vice President of Human Resources, Mr. Sobo served as President of two ballet companies where he had good insights into board-driven strategic planning. He was able to have Seth see the need of linking the management performance process to the strategic plan as a means to avoid subjective biases. The new system, expected to be utilized prior to the end of 2010, should remove ambiguity about expectations and drive the client toward achieving concrete results.

NESC Arts Reception

Mason Granger, Program Director for Grants at The Hearst Foundations to be Guest Speaker at NESC Wine & Cheese Reception on October 26



Mason Granger
Hearst Foundation

Betty Lefferts, SVP and Head of the Arts & Culture Sector, is pleased to announce that **Mason Granger**, Program Director for Grants at The Hearst Foundations will be the Guest Speaker at the 17th Annual Wine & Cheese Reception. Hosted by the NESC Arts & Culture Sector, the event will be held at the historic Salmagundi Club, 47 Fifth Avenue between 11th & 12th Streets, New York.

The Hearst Foundation was founded in 1945 by publisher/philanthropist William Randolph Hearst. Headquartered at 300 West 57th Street, New York, it is a national foundation providing financial support for nonprofits primarily in the fields of education, health, culture and social services. Its goal is to ensure that people of all backgrounds have the opportunity to build healthy, productive and inspiring lives.

Mason Granger served as President & General Manager of WDSU-TV, New Orleans, a Hearst-Argyle station, until February 2007 when he was named Program Director of Grants for the Hearst Foundations, effective January 2008. Previously, Mr. Granger was President of Granger, Inc. and The Granger Group in Charlotte, NC, where he provided marketing, communications, strategic planning and other services to companies, government entities and non-profit agencies. He has a B.A. from the University of Virginia and a M.S. from Columbia University.

Long Island Region

Life's WORC—An NESC Success Story

The National Executive Service Corps conducted its first consultancy with **Life's WORC** in 1999. Since then we have completed six consultancies and are starting on two additional projects. NESC's work with Life's WORC covers a wide spectrum from Board Development to Social Enterprise, and we recently completed a strategic plan for its IT Department.

Life's WORC is a \$40MM nonprofit agency offering individuals with disabilities the opportunity to live in a home of their own along with peers as a "family unit." Currently it maintains a total of 32 sites located throughout Queens, Nassau and Suffolk counties providing community supports to more than 12,000 individuals, with developmental disabilities who may also have other health care needs or ambulatory challenges. The individuals range in age from three to sixty-four years old.

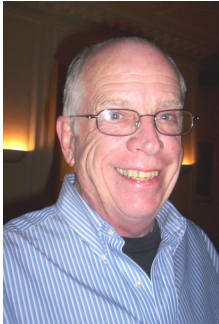
Life's WORC has been consistently very satisfied with the quality and professionalism of the NESC consultants and their work. They were particularly pleased with the recently completed consultancy, the IT Strategic Plan. So much so that it prompted **Peter Smergut**, President & Chief Executive Officer, to state..."this is one of the best consultancies I have ever been involved with."

This consultancy was very important to Life's WORC because of the relevant implications that the IT Department has to the Agency's continued growth. The Agency recently embarked on an effort to fully integrate all administrative functions into a coherent technology protocol. As such, the IT Department needed assistance in creating and implementing a strategic plan. The objective of the consultancy was to identify the IT Department's staff areas of need and the action needed to correct them. Life's WORC IT staff is comprised of dedicated, hard-working professionals whose skills need upgrading given that some of the staff has been developed from within the organization.

NESC consultants **Amy Hirson**, **Ed Stark** and **Roger Kavanagh** fully understood the dynamics of the situation and successfully turned a potential negative into a positive. By working closely with senior management and the IT Department, they were able to demonstrate to the IT staff that NESC's efforts were aimed at outlining a plan of action for enhancing the staff's skills sets, not replacing personnel. Through effective listening and consistent communications they succeeded in making each staff member an advocate for the work being done and very willing to share the information needed. Thanks to Amy's, Ed's and Roger's sensitive approach, the IT staff felt secure and fully understood that the end product of the consultancy will result in the upgrading of their skills, making them more valuable to the Agency and better able to address the Agency's IT needs. NESC's final reward has been a grateful client and two new consultancies.

Long Island/Queens Region

Robert O'Connell, Management Executive Appointed Regional Director for Long Island/Queens Region



Robert E. O'Connell

Robert E. O'Connell has been named as the new Regional Director for NESC's Long Island and Queens Region. He succeeds **Sergio Sedita** who was acting as an Interim Director for Long Island.

Bob has an impressive management background which includes general management, portfolio management, strategic planning, facilities management, compensation and staff development programs, recruiting and information technology. He was Executive Director of the Albert Ellis Institute in New York from 2005-2010. Previously, Bob was the founder and President of Hillcrest Consultants, Port Washington, NY, a management consulting firm serving nonprofit, medical and educational organizations.

O'Connell held various positions with the American Express Company in New York and London from 1979-1994 after starting his business career with W.R. Grace & Co. A resident of Port Washington, NY, Bob earned his B.A. at Holy Cross College, Worcester, MA

Welcome Aboard

Recent College Graduates Join NESC as Interns to Gain Work Experience

Just as our five summer interns departed to continue their high school or college studies, two recent college graduates, Alexandra L. Jensen and Anam A. Khan accepted intern positions at the NESC. They will provide much needed assistance to the staff as we prepare mailings for the annual gala in early November and develop new marketing programs.



Alexandra (A.J.) Jensen

Alexandra (A.J.) Jensen

AJ, a *cum laude* 2009 graduate of St. Lawrence University with a B.A. Degree already has impressive work experience. She mobilized student support for the U.S. Public Interest Research Group in Philadelphia and was Asst. Director of its 2010 summer campaign office. AJ was also a Sales Associate at J. Crew, Paramus, NJ during her summer and winter college vacations since 2006. She was an intern for the American Civil Liberties Union, Newark, NJ last Fall and an intern for ASHOKA in Cairo, Egypt the prior Spring focusing on issues of regional health organizations in Canton, NY from the fall of 2005 to the spring of 2009 and is currently a volunteer for her alma mater's Young Alumni Committee.

Ms. Jensen's language skills include Arabic, Swahili and Spanish.



Anam A. Khan

Anam A. Khan

Anam is a 2010 graduate of Smith College with a B.A. Degree. She majored in English Language & Literature and minored in International Relations. Anam was a 2009 summer intern for Senator Kirsten Gillibrand of NY and also served as a marketing intern for the World Policy Institute in New York. During the summer of 2008, Anam was an editorial intern for publisher W.W. Norton & Co., New York.

She briefly served in the summer of 2007 as a corporate banking analyst for Faysal Bank, Lahore, Pakistan.

Ms. Khan was a student volunteer for the Northampton (MA) Emergency Shelter in 2009 where she joined guests in recreational activities. She is fluent in Urdu.

Hold The Date

Tuesday, Oct. 26
5:30-7:30 PM

Wine & Cheese Reception
Arts & Culture Group
Mason Granger, Guest Speaker
Director of Grants,
The Hearst Foundation
Contact: blefferts@nesc.org

Salmagundi Club
47 Fifth Avenue
between 11th & 12th St.
New York, NY 10003

Wednesday, Nov. 3
6:00-9:30 PM

Gala Awards Dinner
Robert B. Catell, Honoree
Chairman of the Advisory Board,
Advanced Energy
Research & Technology Center, SUNY
Stony Brook, NY
Contact: sreis@nesc.org

Yale Club of NYC
50 Vanderbilt Ave.
at East 44th St
New York, NY 10017



NESC PRODUCTS AND SERVICES

Business & Strategic Plans—helping nonprofits reach new goals by honing vision, resolving conflicts over priorities, allocating resources, and identifying new opportunities.

Marketing Blueprints—analyzing a nonprofit's services and designing a blueprint to market them dynamically.

Feasibility Studies—assessing feasibility of plans for new programs or even new spin-off organizations.

Budgeting Assistance—assigning former chief financial officers to help craft realistic multiyear budgets.

Fund-Raising Strategies—crafting fund-raising operations and identifying new sources of contributions.

Recruiting Top Executives—industry-standard executive searches that tap into new universes to fill top slots.

Leadership Training—workshops and drills to hone skills of senior executives.

Board Development—identifying new ways boards can help a nonprofit; recruiting new board members.

Facilities Assessment—surveying space uses and suggesting changes to save money and boost productivity.

Project Management—suggesting changes in how nonprofits manage projects to raise efficiency and cut costs.

Media Relations—designing operations for earning more media coverage; raising a nonprofit's public profile.

Human Resources—conducting organizational audits to identify more effective staff uses.

Executive Mentoring—working one-on-one with CEOs on a broad range of organizational & operational issues.

Financial Management—designing bookkeeping and payroll systems and supervising their operations.

Financial Fitness—assessing opportunities for cost containment and revenue enhancement.

Social Enterprise—defining new mission-driven business activities to generate new revenue streams.

MIV's Possibili-Tees ©

NESC Services Are a Good FIT for the Mission of the Immaculate Virgin, in Staten Island

The Mission of the Immaculate Virgin (MIV) in Staten Island, NY, is a highly regarded and important community resource in providing a broad array of services to Staten Island residents with autism. These services include infant and preschool day care, residential and other programs for developmentally challenged youth, social services to families in crisis, and assistance to senior citizens. When the MIV needed assistance in the further development of their apparel and design business which employs members of their community, they turned to NESC.

Through **Possibili-Tees**, MIV designs and produces sports apparel for organizations and individuals using creative designs and production techniques. This apparel includes tee-shirts, jerseys, sweatshirts, towel, caps, and accessories. A team of NESC consultants conducted an extensive review of the Possibili-Tees operation using analytical tools and the appropriate business metrics. The review resulted in the creation of a formal Business Plan which focuses on all aspects of the operation including finance and budgeting, production planning and operations, sales, and marketing. Through the implementation of this Business Plan, the Possibili-Tees operation is already achieving rapid growth with the goal of achieving self-sustainability in the future. Possibili-tees fully intends to be a leader in the sales of sports team apparel to organizations, not only in Staten Island but also in the greater New York Region.

The NESC team that worked with MIV consisted of New Jersey-based consultants **Ann Marie Sullivan** and **David Mollen** as well as New York-based Sector Heads **Joe Townsend** and **Stephen Koller**.

Last Word

NESC's Most Valuable Resource Are Our Highly Experienced Consultants



Marv Berenblum
NESC Chairman &

We so often use this space to describe the broad array of business advisory and consulting services NESC offers to its clients. This time around, however, I wanted to

take a moment to write about NESC's most valuable resource – its consultants.

NESC has more than 250 of the brightest and most dedicated and highly experienced consultants – senior executives who have completed their primary careers in the uppermost reaches of corporate America across a wide variety of disciplines. Our consultants, for example, have served as CEOs, COOs, Chief Financial Officers,

Chief Human Resource Officers, Chief Technology Officers and the like. Moreover, they have gained this experience in a host of different industries including health care, education, technology, agibusiness, finance and real estate.

Our consultants love to perform consulting assignments for our non-profit clients. It affords them the opportunity to take advantage of the skills they acquired during their distinguished careers and to apply them to the needs of our nonprofit clients in such areas as strategy formulation, marketing and planning, board development, social enterprise, shared services and financial management.

NESC is able to achieve its mission to provide high quality consulting services on an affordable basis to its clients, not only due to the generous financial support provided by its corporate partners, foundations and individual giving, but primarily be-

cause our consultants offer their highly qualified skills on a *pro bono* basis. For this, NESC and its non-profit clients are incredibly grateful.

Marv Berenblum

Chairman & CEO

National Executive Service Corps

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