

29 West 38th St., 8th Fl.  
New York, NY 10018  
Phone: 212-269-1234  
FAX: 212-269-0959  
www.nesc.org

**MANAGEMENT  
CHANGES  
ANNOUNCED**

Marv Berenblum, President & Chief Executive Officer, announced new management changes on December 15. Ira Schwartz, Executive Vice President, was promoted to Chief Operating Officer with responsibility for the day-to-day management. Mr. Berenblum also announced the appointment of Burton Pines as Sector Head for the Social Services Sector, replacing Leslie K. Brown who recently resigned and Barbara Taylor as Sector Head for the newly created Fundraising Sector. (See page 3)



**NESC'S MISSION**

*"To make a meaningful contribution to our communities by strengthening the management of America's non-profit organizations, schools, and government agencies through high-quality, low-cost consulting services."*

**PRESIDENT'S CORNER**

**STRONG FINISH FOR 2004**

Our new management team, headed by Ira Schwartz, Chief Operating Officer, is working energetically and effectively. We successfully addressed our greatest challenge by reducing our costs. The relocation of our offices reduced our rent expense by more than 60%.



*Marvin B. Berenblum  
President & CEO*

We've welcomed six distinguished new NESC Board Members. They provide us with strong leadership, support, and help. (See page 2)

Most importantly, consulting revenues are up nearly 20% from last year - aided by strong performances of our Arts and Executive Search Sectors. We approach 2005 with confidence. The NESC looks forward to a year of continued growth in serving the needs of the nonprofit community.

**NESC NEW MIDTOWN ADDRESS**

The NESC recently moved its headquarters to 29 West 38<sup>th</sup> Street in midtown Manhattan. The NESC's phone number remains the same at 212-269-1234.

We look forward to welcoming our colleagues and clients to our convenient new midtown offices.

Conveniently located to Grand Central and Penn Station, as well as the F, B, & D subway lines, our new 8<sup>th</sup> floor offices have an open space floor plan.

Bill Evans, our volunteer in-house architect, performed the challenging task of designing our midtown location into an open space environment. With the technical assistance of Al Opengart, the computers and phone lines were fully functional in a very short time.

**INSIDE THIS ISSUE:**

<i>New Board Members</i>	2
<i>Management Changes</i>	3
<i>'Round the Regions</i>	4-5
<i>Arts Sector Update</i>	6
<i>Annual Arts Reception</i>	6
<i>Health Sector Update</i>	6
<i>Advisory Council</i>	7

## NESC BOARD NEWS: SIX NEW MEMBERS APPOINTED

The National Executive Service Corps is pleased to announce the following new members of its Board of Directors. The total number of Board members is now 16.

**Ernest B. Fleishman** – Senior Vice President, Education & Corporate Relations of Scholastic, Inc., New York, NY; oversees strategic initiatives involving schools, school districts, education organizations and government agencies. A career educator and a former Superintendent of Schools in NY, PA and CT, he joined Scholastic in 1989. Dr. Fleishman received a BA from Williams College and a MAT in English and an Ed.D from Harvard Graduate School of Education.

**Shaun Holliday** – President, Business Operations for The Pepsi Bottling Group, Somers, NY; responsible for functional departments including: HR, IT, Legal and Strategy. He was formerly CEO of EMac Digital LLC, Chicago, IL, a private venture capital firm. Originally from Johannesburg, South Africa, he is now a resident of Winnetka, IL and has an MBA from the Kellogg School of Management, Northwestern University.

**David Lasky** – Director and Consultant for Curtiss-Wright Corporation. Mr. Lasky retired as Chairman of the Board in 2000; he also served as President and CEO. He received a BA from Brooklyn College and graduated from Columbia Law School. He was General Counsel of Curtiss-Wright and was Chairman of the ABA's Committee on Corporate Governance. Mr. Lasky resides in Ho-Ho-Kus, NJ.

**Andrew Prozes** – Global CEO of Reed Elsevier's LexisNexis Group since 2000 and a Director of Reed Elsevier, PLC. LexisNexis Group products and services include the online legal, news, and business information of LexisNexis, including its branded publishing companies serving the legal profession. Mr. Prozes founded and served as CEO of MFS Limited that developed systems and services for the Canadian Financial industry. MFS was acquired by IBM Canada.

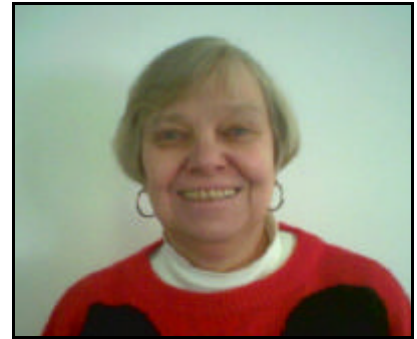
**Marc J. Reiss** – An NESC volunteer since 1993 and former Sector Head of its Social Services Group, Mr. Reiss was a retail industry executive. He retired as Executive Vice President and Board Member of Lerner Stores Corp. A resident of Great Neck, NY, he is a graduate of Syracuse and the NYU School of Retailing.

**John P. Roberts** – President of The National Association for the Specialty Food Trade, Inc. since 1996, where he formerly served as Executive Director/General Manager. Mr. Roberts was President of Romanoff Foods International, where he started as Director of Marketing in 1977. He was elected as a Trustee/Director of the Food Institute in 1998 and continues to serve in that capacity. A resident of Rumson, NJ, he holds both a MBA and a BS degree from Seton Hall University.

### RECENT BOARD RESIGNATION

The NESC thanks **Robert C. Macauley**, Chairman and Founder of AmeriCares Foundation, Inc., who recently resigned from the Board, for his many years of service to NESC.

**NEW MANAGEMENT CHANGES ANNOUNCED**



**IRA SCHWARTZ**  
CHIEF OPERATING OFFICER

Ira Schwartz, Executive Vice President of NESC, was promoted to Chief Operating Officer with responsibility for the day-to-day management. The sector heads and department heads will report directly to Ira while the regional heads will continue to report to Marvin Berenblum, CEO.

A career advertising executive, Ira retired in 2002 as Executive Vice President and Global Managing Director of Darcy, Masius, Benton & Bowles. He received BA and MBA degrees from Clark University. Ira is a resident of Larchmont, NY.

**BURTON PINES**  
SECTOR HEAD, SOCIAL SERVICES

Burton Pines, former President of BookNet TV Network, NY, joined NESC as SVP responsible for the Social Services Sector.

Burt was a correspondent and then an Associate Editor at Time Magazine; SVP of the Heritage Foundation in Washington, DC; co-founder of “America’s Voice Network”, a Washington-based cable and satellite public affairs television network; and senior advisor for strategic projects for the Securities Industry Association in NYC.

He has BA, MA, and PhD degrees from the University of Wisconsin and resides in NYC.

**BARBARA TAYLOR**  
SECTOR HEAD, FUNDRAISING

Barbara Taylor, a long-standing volunteer consultant, assumed responsibility for a new sector that concentrates on implementing fundraising strategies for all NESC clients. She will also assist George Schneider, who is responsible for grants and business development. Laurence M. Lerner, External Affairs and Executive Committee, joins them in co-coordinating our fundraising activities.

A former hospital executive and senior partner of Tower Group, she has a BA from the University of Pennsylvania and MA and ABD degrees from New York University. Barbara is a Manhattan resident.

**NESC’S EXECUTIVE SEARCH PROGRAM VERY ACTIVE**

Strengthening the management of America’s nonprofits is NESC’s mission. One area that is critical to that end is helping nonprofits find the most qualified senior management to run their organizations. NESC’s Executive Search Program, headed by Paul Barrett, has been helping area nonprofits fill important positions. Currently, our Executive Search Program is working on finding senior level executives for positions ranging from Director of Marketing and Executive Director to Controller of some of the area’s most prestigious nonprofits.

If you know either nonprofits looking to fill critical positions or highly qualified individuals looking for positions, contact Paul at 212-269-1234 x126.

# 'ROUND THE



Contact: Margean Gladysz  
732-690-0411  
nescnj@nesc.org

## NEW JERSEY

### **RICHARD BURNS FETED**

NESC-NJ Consultant Richard Burns received a certificate of appreciation at the dedication ceremony of the new Ujima Village Plaza, a 52 unit low to moderate income senior and disabled housing project located on the border of Trenton. Dick was honored before representatives of state and local government for helping Ujima Ministries form an advisory council.

Mr. Burns worked tirelessly on the council formation documents, short and long range strategy and goal charts. Additionally, he planned and facilitated the initial meetings of the Advisory

Council. The Advisory Council is charged with providing professional guidance, networking and fundraising support for Ujima Ministries.

### **NEW JERSEY REGION HOSTS FUNDRAISING SEMINAR**

Margean V. Gladysz, Senior Vice President & New Jersey Regional Director, hosted a well attended seminar at the Prudential Financial Center, Newark, NJ. The seminar, underwritten by The Victoria Foundation and Prudential Financial, focused on how nonprofits may succeed in fundraising.

*(Continued on Page 7)*

## LONG ISLAND

Contact : Dick Oehmler  
631.423.6878  
doehmler@optonline.net



Charlotte Lee, an NESC volunteer consultant, reports that USDAN, a Long Island based organization serving 1600 students throughout the tri-state area with summer arts programs including ballet, orchestral and band instruments, theatre, chess, and video arts recently became a client of the Long Island Regional Office.

One of the challenges identified by the consultants was the lack of a high profile within the Asian community and the subsequent need to develop and implement a multi-faceted marketing program. The NESC recommendations, which it then helped to implement, included: identifying an Asian professional to update all written materials; developing targeted mailings for Asian-American organizations in Long Island and Queens. A list of more than 60 such organizations was developed. The client expressed strong satisfaction at the outcome.

**NESC LONG ISLAND** is looking for new consultants with an array of skills to attract and serve clients throughout Long Island. For details, contact Dick Oehmler at doehmler@optonline.net or at 631-423-6878.

# REGIONS

## ADVISORY COUNCIL MEETS WITH SW CT VOLUNTEERS

### SOUTHWEST CT



Contact: Al Atherton  
203-325-2008  
nescswct@nesc.org

NESC's Southwestern Connecticut Advisory Council was formed in September of last year. The mission of the Advisory Council is to help the NESC maintain a high level of recognition as a provider of high quality, affordable consulting services to a variety of non-profit organizations and public agencies. The Council met with SW CT volunteers at a luncheon meeting. Members of the Council include:

- Richard Bergstresser** of Greenwich, CT., former First Selectman of the Town of Greenwich
- Dr. David Clune of Wilton, CT.**, retired Superintendent of Wilton Public Schools and current CEO of the Educational Records Bureau in New York City
- Herbert Cotter** of Westport, CT., Senior Vice President and CFO of the International Executive Service Corps
- Roberta Eichler** of Stamford CT., Executive Director of the Southwest Fairfield County Volunteer Center
- Richard Hobish** of Scarsdale, NY., Executive Director of the Pro Bono Partnership
- Gerald Levy** of Wilton, CT., former Education Sector Head of NESC and an NESC Board member
- The Rev. Richard L. Schuster** of Stamford, CT., Executive Director of St. Luke's LifeWorks in Stamford
- Marvin Berenblum** of Greenwich, CT., President and CEO of NESC
- William Burke** of Riverside, CT., Vice President, Client Relations, NESC Southwestern CT Region

At a recent meeting, Marv Berenblum updated volunteers and the Council Members on the achievements of NESC in 2004; Al Atherton, Regional Director, described SW CT's Community Assistance Fund; and Roberta Eichler spoke on the complementary work of the Southwest Fairfield County Volunteer Center.

### CENTRAL CT

Contact: John Moore  
860-493-1103  
NESCCentralCT@aol.com

## CENTRAL CT LOGGED 1000 HOURS AS CONSULTANTS TO NONPROFITS

Twenty-three nonprofit and public sector organizations tapped the management consulting and executive coaching services of the NESC of Central CT last year. Clients included local branches of national nonprofit organizations, as well as, community-based agencies, according to John F. Moore, Regional Director.

"While deeply committed to Greater Hartford, we also are recognized in the broader region," John Moore said. Work for nonprofit agencies, municipalities, and school systems included Waterbury, Enfield, New Haven and even Massachusetts as well as Central CT.

Agencies typically seek assistance as a result of referrals by existing or former clients or resource directories, such as the one provided by the United Way of the Capital Area. Consulting engagements have dealt with almost all management functions and governance issues. Moore said that NESC is recruiting more volunteer consultants to expand the number of agencies served in 2005. He also noted that NESC is holding discussions with foundations regarding support for its well received peer training program for Executive Directors known as Leaders' Circles.

## ARTS SECTOR CONTINUES TO GROW



Betty Lefferts, Arts Sector Head, reports that 2004 was another successful year. Sector clients include the performing arts, museums, libraries, cultural centers and theatres.

A major consultancy in 2004 involved a “branding” assignment for the Queens Borough Public Library, the largest circulation library in the USA. Although over 80% of its financial needs are provided by the City of New York plus funds from the State and Federal governments, it must raise funds for materials, programs and capital projects. A privately run 501 (c) (3) operation, unrelated to the New York Public Library, performs this function.

The NESC was engaged to develop a means of branding the QBPL to assist the library in achieving its fund raising requirements. The assignment included critiquing its website, interviewing top and mid-level managers, plus several Trustees involved in fundraising. Betty Lefferts served as Director of Management Consulting. NESC volunteer consultants Lew Boxenbaum and Norman Hinerfeld, both former marketing executives, successfully handled the entire project, which included a survey of other library systems to determine their successful earned income programs. *(Continued on next page)*

## ARTS SECTOR RECEPTION

The Arts Sector hosted its annual wine and cheese reception at the National Arts Club, Gramercy Park South last fall. The reception for nonprofits engaged in the performing arts and related fields attracted more than 57 organizations, according to Betty Lefferts. Lisa Philp, VP and Head of Global Foundation Group of JP Morgan Private Bank, gave a candid talk on the new realities for obtaining foundation grants, which was followed by a lively Q & A.

## HEALTHCARE SECTOR

### EXCITING NEW ASSIGNMENT



Gerald R. Schiller, Sector Head for the Healthcare Consulting Group, has obtained a major consulting assignment from The Alan Guttmacher Institute. Established in 1968, AGI provides research, policy analysis and education in the fields of women’s sexual and reproductive rights.

NESC will assist in developing a strategic plan that best fulfills the AGI mission and will also help create a stronger brand identity in order to create a higher level of visibility for AGI.

The consulting team includes **Ralph Weindling**, Team Leader; **Ira Schwartz**, NESC COO; and **Eleanor Holtzman**, NESC Board Co-Chair.

## NEW CONSULTANT ADVISORY COUNCIL

NESC's newly formed Consultant Advisory Council held its first meeting recently. The Council was formed to provide a mechanism to enhance the relationship between the consultants and the NESC.

The Council, spearheaded by NESC Board member Marc Reiss, has selected five areas in which to focus: Best Practices; Project Management; Business Development; Products and Services; and Consulting Services and Development.

If you are interested in becoming part of the Council and/or working on one of the five areas, call Maureen at 212-269-1234 x117, or email her at MODONNELL@nesc.org.

## Thanks for Twenty Years of Service

Paul Keller of Rockville Center, NY, a NESC volunteer consultant for the last twenty years has retired. Paul, a former advertising executive with Ted Bates & Co, served on numerous NESC consultancies over the years. His marketing and public relations expertise was essential to the successful completion in 2002 of an important consultancy on behalf of the Union of American Hebrew Congregations.

Jeanne Cashman, Administrative Assistant to six Chief Executive Officers of the NESC, resigned on January 14, 2005. Jeanne started her career at the NESC by serving as Executive Assistant to Frank Pace, Jr. Her knowledge of the organization proved essential in indoctrinating new volunteers, management executives and members of the board.

### OPERATING OFFICERS

**Marvin B. Berenblum**  
President & CEO

**Ira Schwartz**  
Chief Operating Officer

**Jon Goldfarb**  
SVP, Finance & Administration

**Paul Barrett**  
SVP, Executive Search

**Betty Lefferts**  
SVP, Arts & Culture

**Laurence M. Lerner**  
SVP, External Affairs

**Burton Pines**  
SVP, Social Services

**Gerald R. Schiller**  
SVP, Healthcare

**Barbara Taylor**  
SVP, Fundraising

**George H. Schneider**  
VP, Development

**James Williams**  
Dir., Leadership Development

**Allan G. Atherton**  
VP & Regional Dir., Southwest CT

**Margean Gladysz**  
VP & Regional Dir., NJ

**Richard M. Oehmler**  
VP & Regional Dir., LI

**John Moore**  
VP & Regional Dir., Central CT

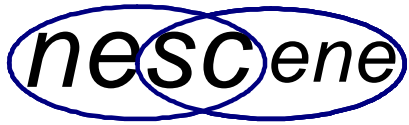
## Arts Sector *(Continued from previous page)*

The results of the research were evaluated and a brand identity program was recommended to: reinforce the client's reputation as an institution worthy of support by contributors; communicate its independence as a private, nonprofit corporation; and differentiate QBPL from other public libraries in other boroughs. A detailed Branding Action Plan and Earned Income Action Plan were proposed. The library is expected to implement the multi-faceted plan during 2005.

## New Jersey Region *(Continued from Page 4)*

Guest speaker, David R. Bixel, President, Semple Bixel Associates, Inc., a fundraising and management consulting firm, led a lively discussion entitled "The Best Things Not To Do In Fundraising, And I've Done Them All". The Q&A session included the importance of trying new approaches to fundraising in an increasingly competitive arena.

Margean emphasized that NESC consultants were prepared to help nonprofits, schools and government entities stretch their limited resources by operating more efficiently and effectively.



The *nESCene* is a publication of the National Executive Service Corps, senior advisors to the nonprofit world.

**The nESCene Staff:**

Director of Communications:  
Susan Glickman  
Editorial: Harmon P. Butler  
Production: Alex Richardson  
Photography: Al Opengart  
Contact: [hbutler@nesc.org](mailto:hbutler@nesc.org)

**IN MEMORIAM**

John W. Culligan, former Chairman of American Home Products Corporation, now Wyeth Corp., and a member of the NESC Board for many years, passed away. He served the NESC and its Board with distinction and will be sorely missed.



NATIONAL EXECUTIVE SERVICE CORPS  
29 WEST 38TH STREET, 8TH FLOOR  
NEW YORK, NY 10018

**NATIONAL EXECUTIVE SERVICE CORPS OFFICES:**

**NYC HEADQUARTERS**  
29 West 38th St. 8 Fl.  
New York, NY 10018  
212-269-1234  
FAX: 212-269-0959

**NEW JERSEY**  
78 Wigwam Lane  
Tinton Falls, NJ 07724  
732-690-0411  
FAX: 732-542-8944

**CENTRAL CONNECTICUT**  
30 Laurel Street  
Hartford, CT 06106  
860-493-6800  
FAX: 860-633-1249

**SOUTHWEST CONNECTICUT**  
141 Franklin Street  
Stamford, CT 06901  
203-325-2008  
FAX: 203-325-9018

**LONG ISLAND**  
240 Vineyard Road  
Huntington, NY 11743  
631-547-6008  
FAX: 631-547-6009