



**For Immediate Release**

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## **THE NATIONAL EXECUTIVE SERVICE CORPS RAISES PROFILE FOR SOCIAL ENTERPRISE PROGRAMS**

**-- JOSEPH J. TOWNSEND, SENIOR VICE PRESIDENT  
TO LEAD NESC INITIATIVE --**

New York, NY – February 2, 2011 – The National Executive Service Corps (“NESC”) is pleased to announce that Joseph J. Townsend will dedicate his efforts to further the expansion of their Social Enterprise endeavor. Mr. Townsend spearheaded the creation of NESC’s initiative through partnerships with academia, legal professionals as well as financial services organizations to create a full service program that develops new, sustainable revenue sources for nonprofit agencies.

“The essence of Social Enterprise is the entrepreneurial pursuit of an earned income business activity – within the nonprofit’s mission – as a means for generating consistent, unrestricted cash flow, which is a critical, yet often untapped avenue for nonprofits,” said Joseph Townsend. “With the expertise of our executive business consultants, NESC is uniquely positioned to bring best business practices to nonprofits’ social enterprise activities.”

NESC’s approach to Social Enterprise programs includes three critical steps:

- Identify underleveraged existing assets
- Create a focused business plan
- Implement the business venture

A full operational assessment is an integral part of the initial step: to catalog a nonprofit’s existing organizational capital: human, physical, technological, social.

“We are delighted that Joe will focus his efforts on building out our Social Enterprise Program,” said Betsy Weber, President of NESC. “The high quality of the Social Enterprise projects undertaken by our volunteer consultants is a testament to the thorough planning and excellence of execution that Joe has given to this activity over the past two years.”

NESC has undertaken several successful programs for nonprofits over the past two years, including work with Alice Austen Museum, Cabrini Eldercare, Cerebral Palsy, Hadassah, Mission of the Immaculate Virgin (MIV) and Salmagundi Club.

“NESC has shown tremendous vision in the concept of Social Enterprise for nonprofits. It could not have come at a better time. We and most nonprofits in our field are feeling terrible effects of a poor economy as it affects state and local funding for social service programs. Not only did NESC recognize that need but they also respected our mission and the social service aspect of social enterprise,” Stephen Rynn, Executive Director, MIV.

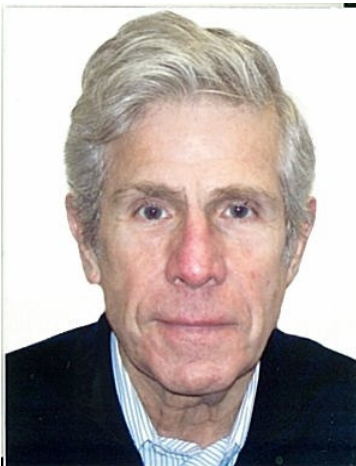
Townsend joined NESC as Senior Vice President, Social Services in 2008 after a two year stint as a volunteer consultant. Mr. Townsend was a long time senior executive with Club Med [NYSE] where he successfully launched its IPO as Secretary and Treasurer having previously served as CFO of its North American Marketing Company.

For a preliminary consultation, please contact Mr. Townsend at 212-269-1234 ext.122 or email [jtownsend@nesc.org](mailto:jtownsend@nesc.org).

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NESC is a 501(c)(3) nonprofit professional services firm that provides top-quality, affordable management consulting and business advisory services in support of other nonprofit organizations in the New York, Connecticut and New Jersey Tri-State Region. Since its establishment in 1977, over 2000 organizations have benefited – some of them repeatedly – from NESC’s teams of expert consultants. NESC also provides Executive Search and Financial Outsourcing services to its nonprofit clients. NESC is part of a national affiliate network of 30 other Executive Service Corps.

***Profit from our experience.***



Joseph J. Townsend