

**SAGE's new Summit HQ
is another tribute to
consultant's expertise**

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EARLY NEXT YEAR the eldercare service organization SAGE will open a state-of-the-art headquarters building in Summit to serve senior citizens in Union and neighboring counties. Another building; another challenge for NESC.

For Herb Berman, former vice president of design and construction for Bloomingdales, the SAGE headquarters will be another multi-million dollar construction project well done. The NESC consultant has worked closely with SAGE officials for the past two years in most aspects of facilities management. He reviewed building plans, recommended ways to achieve cost saving and manage the budget, and monitored subcontractors' bids.

The two-story structure will replace a Victorian era house that housed SAGE for over a half century in the center of Summit. It was financed by a \$7 million capital campaign that ended this June.

Berman took special satisfaction when the contractor mounted an American flag atop the building's peak, marking a major milestone in the structure's construction. He is a licensed professional engineer and a specialist in building design and construction who worked as a private consultant on many construction projects, including one for the New Jersey Historical Society in Newark.

"Herb Berman brought a wealth of professionalism and expertise to our new building project," said SAGE executive director Jacqueline Vogelmann. "He has been a huge help in guiding our board task force through the phases of planning and construction.

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Account Manager: DMC is the key to a solid NESC-client relationship

BOB EHINGER UNDERSTANDS why most nonprofit executives stumble when they first see the acronym, DMC (Director, Management Consulting). It's not the best known acronyms. Besides, it's hard to tell a DMC from a consultant. Because DMCs are also consultants.

The business world calls DMC Bob Ehinger and his peers "account managers" because they manage the

make certain it addresses the client's needs; a third is to make sure the consultants bring the skills to match the client's requirements.

It's no small task to price the job because it involves estimating the time required to complete a study of the organization, interview executives and board members, and oversee the writing of a report of findings and recommendations. The NESC consulting fee is well below



DMC Bob Ehinger (l.) in conference with consulting client John Wilson. Wilson heads the Independent College Fund of New Jersey.

relationship between the firm and its clients. Ehinger, of Summit, has been an account manager and consultant for 20 years. He has been involved in some 50 NESC assignments.

"Account manager is probably the most understandable term for clients to appreciate," said Ehinger.

A retired VP of Public Relations for Western Electric and President of the Western Electric Fund, Ehinger helped donate millions of dollars in contributions and gifts to nonprofits for the former manufacturing and supply unit of the Bell System.

Managing an account is a challenging task because it requires staying in close touch with both client and consultants. The first challenge is to define the task; the second is to

commercial management consulting fees. They're established by the DMC in consultation with Margean Gladysz, Senior Vice President of the New Jersey region.

A major role for an account manager is to take the lead in marketing NESC services. Sometimes it's a matter of selling our services to old friends. That's precisely what happened in the case of SAGE, the Summit eldercare nonprofit that relied on an NESC retired executive to help them plan construction of a new headquarters.

"I called an old friend a couple of years ago who sits on the SAGE board," said Ehinger. "During the

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SAGE in Summit builds a new headquarters with NESC consultant Herb Berman's help

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"We learned to rely on his experience when we had questions", said Ms. Vogelmann."

SAGE in Summit is a United Way agency that offers seniors the kind of services that allow them to remain independent and able to live in their homes. Agency services include bill paying program, companion programs, Home Health Care, Meals-



In front of SAGE's unfinished headquarters in Summit, NESC consultant Herb Berman (l.) discusses next construction steps with SAGE executive director Jacqueline Vogelmann and member Fred Roessle.

on-Wheels, the State Health Insurance Assistance Program, and other programs that ensure greater self-reliance.

Facilities design and construction assignments are among a number of core services offered by NESC consultants to New Jersey non-profits. Often, NESC people serve as mentors to facility managers, as did consultants Joe Smorol in Westfield, and Harold Collins and Smorol in Newark. Nathan Streitman helped a shelter repair program in Paterson to improve and expand architectural and facilities planning.

Two new NESC consultants offer complementary skills and come from similar construction backgrounds. For example, Arthur Nausbaum of Fort Lee is a pre-construction and

construction consultant who formerly headed a construction company. Retired architect Bert Ellentuck was formerly vice president of Facilities at Monmouth Medical Center.

With such skills in its consultant workforce, NESC is well equipped to help nonprofits address a range of issues, from improving and expanding physical facilities, to helping agencies care for existing properties, estimate replacement costs and identify possible on-site risks to health and safety.

Account managers (DMC's) are key to building a solid NESC-client work relationship

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conversation, he told me about SAGE's capital campaign and we discussed the sort of skills they'd need to complete their headquarters."

"I thought we could help," he explained. "NESC has several volunteers with experience in building design and construction. Some have experience with local planning and zoning boards.

SAGE invited Ehinger and Herb Berman, former construction chief of Bloomingdales, to meet with SAGE's executive director and several

members of the organization's new headquarters building committee.

Within weeks, NESC was invited to submit a consulting proposal. In time, NESC inked two contracts.

One thing about working with a professional designer and construction chief is that you never know what insights they bring to the table. Berman offered a number of suggestions that resulted in a more efficient design. One was to design the building so that a third floor could be added to the structure in the future.

Probably the most important element of the DMC's job is to keep in close touch with both clients and consultants. Ehinger works as a consultant on many assignments, but if he doesn't, he stays in close touch to make certain the assignment remains on schedule. As the assignment nears completion, he often gets involved in helping to write presentations or reports to summarize findings and recommendations.

One of Ehinger's primary interests is in strengthening education-based organizations. In past years he has worked on one plan to strengthen the Plainfield Public Schools and another to improve communications in Newark's schools.

"When you look at many of our education-based assignments," Ehinger said, "you realize that the challenge is not just to strengthen the client's financial base but to help the institutions to grow and attract students. Bottom line, our goal is to support New Jersey."

\$20,000 grants from Dodge to aid Morris agencies

With help from an original \$20,000 grant from the Geraldine R. Dodge Foundation, NESC launched consultancies with five non-profit agencies in Morris County this year.

Dodge awarded the grant in 2003 to NESC to provide a variety of non-profit management consulting services.

Dodge recently awarded NESC a second \$20,000 grant so the agency can provide similar services in 2005.

Agencies include the Morristown Community Theater, Morristown Neighborhood House, the Morristown One Community, Myhelan Cultural Center and Wind of the Spirits.

To become better known, NESC turns to a distinguished panel of New Jersey advisors

Like many nonprofits with a greater need for public recognition, the National Executive Service Corps in New Jersey has turned to a tried-and-true method to become better known throughout New Jersey.

This spring the New Jersey region of NESC held the first meeting of the NESC-NJ Advisory Council, with leaders from the state's private and public sectors, to discuss ways NESC can obtain wider recognition as a provider of high-quality, affordable consulting services.

Become known in N.J.

In the first of two meetings this year, representatives of 10 public and private not-for-profit enterprises, met for an organizational meeting at the Prudential Financial Co. in Newark with four leaders of NESC to discuss steps to become better known throughout New Jersey.

The group will meet at least twice a year to discuss ways to improve recognition and service.

Prudential Financial's Vice President for Local Initiatives, Mary O'Malley, hosted the first meeting on May 3 at the firm's headquarters.

Joining her were Margean Gladysz, chair of the council, who is NESC Senior Vice President, and Marv Berenblum, NESC President and CEO. Bob Ehinger and Alberta Edwards represented NESC's consultants.

Besides Ms. O'Malley and the NESC participants, nine executives of the state's best known nonprofits have joined the Advisory Council for three-year terms. Named to the group at its premiere meeting were: Joseph W. Walsh, VP Amelior Foundation.

Barbara Rambo, President, Council of New Jersey Grantmakers.

Dale G. Caldwell, Deputy Commissioner, N.J. Dept. of Community Affairs.

Jennifer Hauge, Esq., Deputy Director, Pro Bono Partnership.

Linda Czipo, Executive Director, Center for Non-Profit Corps.

Keith Kearney, Asst. Exec. Director, United Cerebral Palsy of Hudson County.

John Winterstella, Representing New Jersey League of Municipalities.

Paige Carlson-Heim, Assoc. Director, Housing & Community Development Network of New Jersey

Rawaa Abilal, COO, United Way of Essex and West Hudson.

"We look forward to working with this Council as our external ambassadors," said Ms. Gladysz.



Newly-named NESC Advisory Council members gather for their first meeting at Prudential Financial in Newark to discuss their role in the evolution of NESC in New Jersey. Seated l. to r. are Alberta Edwards (NESC), Mary O'Malley and Paige Carlson-Helm. Standing l. to r., Bob Ehinger (NESC), Keith Kearny, Margean Gladysz (NESC), Jennifer Hauge, Marv Barenblum (NESC), Linda Czipo and Joseph Walsh. Members not pictured are Barbara Rambo, Dale G. Caldwell, John Winterstella and Rawaa Abilal.

Raising funds this winter? jot 11/22 on your calendar

It's fund-raising time. But you've tried it all and nothing works. Right? Maybe it's time to try again. This time, try some expert help.

You're invited to a provocative forum this fall by a successful New Jersey fundraiser, David Bixel of Semple Bixel Associates, a fund-raising and management consulting firm. Sponsored by NESC, the forum is entitled "The Best Things *Not* To Do In Fund Raising And I've Done Them All".

It's free for representatives of nonprofit agencies, foundations and governments. It's on **November 22**, at Prudential Financial in Newark from 4 to 6 p.m. Call NESC's Jeanne Cashman at (212) 269-1234, or email her at jcashman@nesc.org to make reservations. Contact her now!

The magic of partnerships in our business

Margean Gladysz
Senior VP and Regional Director-New Jersey

SINCE I CAME ON BOARD as NESC's Regional Director for New Jersey, I have learned to value highly the partnerships our organization has formed with a host of organizations. To my mind, partnerships enhance the capacity building efforts of us all – our partners as well as ourselves.

Among our more notable partnerships is an ongoing relationship with the New Jersey State Department of Community Affairs. With the assistance of multiple grants from third party sources, NESC has worked closely in recent years with several DCA agencies including the Division Of Housing and Community Resources. In these assignments, we gave DCA input on the selection of specialized software, responded to organizational development and planning needs, reviewed affordable housing regulations and offered facilitation services for various initiatives as well as a housing summit.

Third party funding of NESC consultancies dramatically increases

our ability to meet the needs of nonprofits with critical internal issues.

This year alone, we provided different forms of technical assistance to five Morris County nonprofits under a grant from the Geraldine R. Dodge Foundation. Similarly, Fleet Bank is sponsoring a consultancy with another New Jersey nonprofit.

With sponsorship, many programs may be cost-free to clients, or require a nominal contribution to ensure proper commitment to the goals of the partnership. Together, our consultants and the partner agency's board and staff help fulfill the objectives of the funders to achieve meaningful growth in local services.

A collaboration of a different sort is the result of a three-way partnership with the New Jersey Economic Development Authority's Entrepreneurial Training Institute (ETI) and Seton Hall University's Institute on Work (IOW). As administered by IOW, NESC offers mentors to nonprofit graduates of ETI to help them fulfill their business plans.

We are also grateful for the ongoing support we receive through reciprocal referrals from The Center for Nonprofits and ProBono Partnerships. Our alliance allows all three groups to provide higher levels of service to non-profits.

In another new initiative, we work with the New Jersey League of Municipalities to publicize our consultancies to local and county governments. A number of non-profits have relied on NESC to lead workshops in such topics as Board Development, Strategic Planning, Marketing and PR, and Financial Planning. Among these agencies are the United Way of Somerset County, Morris County Heritage Commission and The College of New Jersey's Nonprofit Management Program.

Elsewhere in this newsletter, you will read about our newly formed NESC-NJ Advisory Council. We eagerly anticipate the possible new partnerships these advisors will recommend and assist us in creating. We appreciate the confidence these groups place in our highly capable consultants to help them meet the needs of New Jersey's citizens.

NESC *newsletter*

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